This is a translation of the German original. In the event of any discrepancy, the German text prevails.

Universität Hamburg
DER FORSCHUNG | DER LEHRE | DER BILDUNG

FAKULTÄT
FÜR BETRIEBSWIRTSCHAFT

Module Handbook – Bachelor of Science in Business Administration (BSc)

This module handbook complements the subject-specific provisions (FSBs) for the Bachelor of Science in Business Administration (BSc) in the Faculty of Business Administration (Hamburg Business School) at Universität Hamburg, valid from the date adopted or until the adoption of a new module handbook.

Version G
Approved by the Faculty Council on 5 July 2023

Contents

General information

- Check your STiNE messages regularly and set up email forwarding as necessary.
- Read the examination regulations and subject-specific provisions (FSBs) for your degree program. In case of questions, contact the degree program coordinator in the Business Administration Academic Office.
- There are 20 compulsory lectures in the first four semesters.
- You will normally select your focus field in May of your fourth subject semester. You must select one focus field and will then write your seminar paper and final thesis in this focus field.
- If you use the free elective area to take modules from another focus field, you can essentially select two focus fields.

Intended learning outcomes:

Clear intended learning outcomes have been defined for the Bachelor of Science in Business Administration. Students acquire the skills needed to assume leadership positions. The following interdisciplinary topics, content, and skills are detailed in the module descriptions:

Intended learning outcome	**Graduates …**
1. Sound business knowledge	• master the fundamentals of business administration – content, theories, and methods.
2. Scholarly thinking	• understand research, reflect on it critically, and can participate in research projects. • are capable of life-long learning.
3. Analytical skills	• understand theories, various types of data, and methods for analyzing data. • can make decisions based on theories, data, and models.
4. Management skills	• can communicate confidently and effectively (orally and in writing). • can work efficiently and effectively on projects, alone and in teams.
5. Socially responsible decision-making	• think and act ethically, responsibly, and sustainably.
6. International mindset	• engage respectfully and successfully with different cultures and perspectives in an international context.

Information on the required modules (Subject Semesters 1–4)

- We recommend you complete the required modules in the order they are listed in the curriculum.
- You have two opportunities to sit written examinations per module and academic year—either at the end of the lecture period (first and second examination dates) or on the first examination date in every semester.

Module overview—Subject Semesters 1–4

1. Entrepreneurship and Digital Transformation (BA-EDT)
2. Introduction to Business Research (BA-EBF)
3. Introduction to Information Systems (BA-GRWINF)
4. Introduction to Economics (22-1.EVWL)
5. Mathematics I (BA-MATHE I)
6. Fundamentals of Accounting (BA-GRUR)
7. Human Resources Management (BA-UFÜ)
8. Business Computer Skills and Applications (BA-REPR)
9. Microeconomics for Business Students (22-1.MikroBWL)
10. Mathematics II (BA-MATHE II)
11. Financial Accounting (BA-BILANZ)
12. Business Law (BA-WIPRRE)
13. Empirical Business Research (BA-EWF)
14. Macroeconomics for Business Students (22-1.MakroBWL)
15. Statistics I (BA-STAT I)
16. Marketing (BA-MARKET)
17. Investment and Finance (BA-INFIN)
18. Production and Logistics (BA-PUL)
19. Foundations of Operations Research (BA-GOR)
20. Statistics II (BA-STAT II)

Required modules—Overview

Semester 1	**Entrepreneurship and Digital Transformation** **(4 credit hours / 6 ECTS credits)**	**Introduction to Business Research** **(4 credit hours / 6 ECTS credits)**	**Introduction to Information Systems** **(4 credit hours / 6 ECTS credits)**	**Introduction to Economics** **(3 credit hours / 6 ECTS credits)**	**Mathematics I** **(4 credit hours / 6 ECTS credits)**
Semester 2	**Fundamentals of Accounting** **(4 credit hours / 6 ECTS credits)**	**Business Computer Skills and Applications** **(4 credit hours / 6 ECTS credits)**	**Human Resources Management** **(4 credit hours / 6 ECTS credits)**	**Microeconomics** **(4 credit hours / 6 ECTS credits)**	**Mathematics II** **(4 credit hours / 6 ECTS credits)**
Semester 3	**Financial Accounting** **(4 credit hours / 6 ECTS credits)**	**Business Law** **(4 credit hours / 6 ECTS credits)**	**Empirical Business Research** **(4 credit hours / 6 ECTS credits)**	**Macroeconomics** **(4 credit hours / 6 ECTS credits)**	**Statistics I** **(4 credit hours / 6 ECTS credits)**
Semester 4	**Marketing** **(4 credit hours / 6 ECTS credits)**	**Investment and Finance** **(4 credit hours / 6 ECTS credits)**	**Production and Logistics** **(4 credit hours / 6 ECTS credits)**	**Foundations of Operations Research** **(4 credit hours / 6 ECTS credits)**	**Statistics II** **(4 credit hours / 6 ECTS credits)**

Required modules—Semester 1

- Entrepreneurship and Digital Transformation (BA-EDT)
- Introduction to Business Research (BA-EBF)
- Introduction to Information Systems (BA-GRWINF)
- Introduction to Economics (22-1.EVWL)
- Mathematics I (BA-MATHE I)

Module ID:	BA-EDT
Module type:	Required module
Title:	Entrepreneurship and Digital Transformation
Responsible for module:	Prof. Dr. Markus Nöth and Prof. Dr. Kay Peters
English translation:	Entrepreneurship and Digital Transformation
Learning outcomes	**Sound business knowledge** • Students gain fundamental knowledge of the most important economic and entrepreneurial issues. • Students acquire skills to recognize current developments in entrepreneurial and economic activities arising from digitalization and AI. **Scholarly thinking** • Students gain theoretical, conceptual knowledge and also practice confidently applying research models and methods to specific questions in these fields. • Students train their ability to critically examine original scholarly articles. **Analytical skills** • Students learn basic skills for the methodological development of business and market-based questions. • Students learn a systematic approach to the analysis of business questions. **Management skills** • Students learn the basics of market-based company management. • Students train their ability to transfer the knowledge gained to current economic and social questions. **Socially responsible decision-making** • Students discuss the transfer to current social questions and the transfer or application to known current cases within companies, organizations, and government authorities. **International mindset** • Students learn how important diversity and an international focus are to the success of organizations and their employees.
Module content	In this module, the findings from academic studies and practical case studies are used to provide a general overview of the core business areas: • overview of the core business areas • theoretical principles of consumer behavior • overview on strategy and competition • overview value proposition, business models, and business model canvas • Opportunities & Challenges from digitalization, AI, and globalization • digital innovations and methodological approaches (incl. the customer-centric development process, design thinking, platforms, adoption, and diffusion) • changes to the core business areas due to digitalization and globalization • entrepreneurial financial planning and cash flows • financial and cost accounting: basic ideas • financing of start-ups and projects • legal challenges in start-ups and company management • human resources—recruiting and managing employees Case studies, presentations by, and discussions with company/startup representatives on various aspects covered during the lecture complement the course.

Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • slide collections • multimedia materials • online learning platform (e.g., Open Olat) • projects (groups)
Language of instruction	English
Prerequisites	None
Module applicability	This module is a required component of the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction. Answers may be given in either English or German.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them

Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • guest lectures on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS and (digital) technologies • social responsibility (SDG 12: Responsible Consumption and Production) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization **Topics:** • digital or social media • digital transformation (impact and/or process) • empirical digital data • ethics and data • fintech • practical or practice-like applications

Module ID:	BA-EBF
Module type:	Required module
Title:	Einführung in die betriebswirtschaftliche Forschung
Responsible for module:	Prof. Dr. Jonas Schreyögg and Prof. Dr. Tom Stargardt
English translation:	Introduction to Business Research
Learning outcomes	**Scholarly thinking** • Students learn the fundamentals of scholarly work, including both knowledge of the theory and ethics of academic work, and skills to integrate scholarly work into their studies. • In accordance with university course requirements, students are able to prepare seminar papers and final theses, give presentations, and obtain scholarly literature, classifying the latter according to its quality and reflecting critically on it. This also involves addressing the topic of plagiarism. **Analytical skills** • Students are able to understand business research and to differentiate between various research fields. • Students acquire the ability to choose an appropriate methodological approach for business-relevant research questions. **Sound business knowledge** • Students practice transferring business methods and concepts to practical applications.
Module content	• theory and ethics of academic work • preparation and structure of seminar papers and final theses • formal requirements for seminar papers and final theses • selection of literature, quality of sources, and journal rankings • citation techniques • presentation techniques • structure of the academic system and academic career paths • basic methodological approaches in business research
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	Prescribed teaching methods: • digital interaction with lecturers • discussions • case studies • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module is a required component of the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Usually a term paper in the language of instruction for which either a “pass” or “fail” is awarded without a grade.

ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives **Topics:** • data collection • digital documentation • empirical digital data • ethics and data

Module ID:	BA-GRWINF
Module type:	Required module
Title:	Grundlagen der Wirtschaftsinformatik
Responsible for module:	Prof. Dr. Stefan Voß
English translation:	Introduction to Information Systems
Learning outcomes	**Sound business knowledge** • Students gain fundamental knowledge of information systems, in particular of business application systems and the procedure to develop these. They also gain project management skills. • Students acquire basic skills in information management and security in computer networks. **Scholarly thinking** • Students practice using structured, systematic procedures by applying the fundamentals and principles of modeling. • Students acquire skills in the abstraction of facts for various modeling views and purposes. **Analytical skills** • Students acquire analytical skills by applying techniques, methods, and tools for modeling data and processes. • Students acquire the ability to satisfy specific information requests by creating database queries in relational databases. **Management skills** • Students gain knowledge of the management of information, data, and projects for software development.
Module content	This module provides fundamental knowledge and skills in information systems with a focus on business application systems and their modeling. In particular, this includes: • fundamentals of information technology: coding of information as data, hardware, software, and computer networks • information management: data, information, and knowledge; multi-level modeling and tasks in information management; and data management • modeling: data modeling (esp. ER modeling), function- and process-based modeling (e.g., EPC and BPMN) • databases: architecture, transaction concepts, relational databases, and structured query language (esp. SQL queries) • business application systems: fundamental principles, security, and application systems for various applications (e.g., e-business) • application system development: activities and process models in software development, project management, and software reuse
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • textbook/script • multimedia materials
Language of instruction	German—unless announced otherwise at the start of the course

Prerequisites	None
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination Students must successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS and (digital) technologies
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module

Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization **Topics:** • digital documentation • digital transformation (impact and/or process) • practical or practice-like applications

Module ID:	22-1.EVWL
Module type:	Required module
Title:	Einführung in die Volkswirtschaftslehre
Responsible for module:	Department of Economics, WiSo Faculty
English translation:	Introduction to Economics
Learning outcomes	Students 1. gain an overview of the working and analytical methods of economics 2. understand basic economic concepts and ways of thinking and learn to apply them 3. learn to analyze and assess facts of their own world experience from an economic point of view 4. are able to contextualize current economic and political issues and respond using knowledge acquired in the program
Module content	fundamental concepts of economic analysis, microeconomics, and macroeconomics
Teaching format(s)	Lecture (2 credit hours) + practical course (1 credit hour)
Language of instruction	German or English. The language of instruction will be announced before the beginning of the course
Prerequisites	None
Requirements for successful completion	60-minute written examination Prerequisites for examination registration: Successful completion of the required coursework. The specific type and scope of coursework will be announced before the beginning of the course. Examination language: German or English. The language of instruction will be announced before the beginning of the course.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 1 ECTS credit
Workload (total and per module component)	Attendance: 31.5 hours Independent study incl. exam preparation: 148.5 hours
Module frequency	Every year
Module duration	1 semester
Module applicability	Bachelor of Science in Business Administration

Module ID:	BA-MATHE I
Module type:	Required module
Title:	Mathematik I
Responsible for module:	Prof. Dr. Michael Merz
English translation:	Mathematics I
Learning outcomes	**Analytical skills** • Students learn the basic skills in mathematics and statistics as well as many other areas (e.g., operations research, finance, and econometrics) needed for a business degree. • Students gain and consolidate their knowledge of the mathematical methods and concepts presented in the lecture by independently applying the knowledge learned during exercises. • In particular, students are able to identify the appropriate procedure to solve economics problems and to not only understand the theoretical principles but also the concepts' relevance. **Scholarly thinking** • Students understand mathematical and statistical results and evaluations and reflect critically on these. • Students learn to work independently on new advanced mathematical topics and to develop and evaluate solutions to problems. **Management skills** • Students are able to communicate about mathematical/statistical topics confidently and effectively both verbally and in writing.
Module content	Students are familiarized with the fundamentals of propositional logic, proofs and set theory, various number ranges (incl. complex numbers), and fundamentals of linear algebra and matrix theory. The importance and applicability of the methods and techniques presented are illustrated using examples from the world of business.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • practical or practice-like applications

Required modules—Semester 2

- Fundamentals of Accounting (BA-GRUR)
- Business Computer Skills and Applications (BA-REPR)
- Human Resources Management (BA-UFÜ)
- Microeconomics for Business Students (22-1.MikroBWL)
- Mathematics I (BA-MATHE II)

Module ID:	BA-GRUR
Module type:	Required module
Title:	Grundlagen der Unternehmensrechnung
Responsible for module:	Prof. Dr. Nicole V. S. Ratzinger-Sakel
English translation:	Fundamentals of Accounting
Learning outcomes	**Sound business knowledge** • Students first acquire basic knowledge of financial accounting. This provides the foundation for learning to address issues encountered during the preparation of annual financial statements. • Students are furthermore introduced to the basics of managerial accounting. Students consolidate the theoretical knowledge gained by working through practical tasks and case studies through practical exercises. **Analytical skills** • Students are familiar with the systematics of double-entry accounting and are able to comment on specific business transactions and to determine the required accounting entries. **Management skills** • Embedded in the overall context, students gain preliminary insights into information management in accounting as well as accounting issues relating to human resources management. They explore the relevance the information about managerial and financial accounting has to management processes, corporate strategies, and operational management. • Students are able to understand and resolve issues relating to the three pillars of cost accounting (cost type, cost center, and cost unit accounting); the same applies for issues relating to the income statement (e.g., break-even analyses). **Socially responsible decision-making** • Students are familiarized with the principles of orderly accounting. **Scholarly thinking** • Students are introduced to relevant academic findings to demonstrate the topic's importance.
Module content	• overview of financing and managerial accounting • procedures in accounting—from inventory to balance sheet to accounts • profit and loss calculation • accounts organization • from opening balance sheet to closing balance sheet • generally accepted accounting principles (GAAP) • recording selected business transactions (e.g., transfer of goods, payroll accounting, and provisions) • introduction to cost and revenue accounting and core business strategies • cost center, cost type, and cost unit accounting • break-even analyses and their relevance to corporate decision-making • findings of academic studies in accounting **Practical course:** Exercises are used to explore the material covered in the lecture in greater depth.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)

Teaching methods	**Prescribed teaching methods:** • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • textbook/script • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is set in the language of instruction.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • international students actively contribute to the module
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure)

	• ERS in practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization **Topics:** • digital transformation (impact and/or process) • practical or practice-like applications

Module ID:	BA-REPR
Module type:	Required module
Title:	Rechnerpraktikum
Responsible for module:	Prof. Dr. Stefan Voß
English translation:	Business Computer Skills and Applications
Learning outcomes	**Sound business knowledge** • Students acquire knowledge and skills to resolve issues in business applications and decision-making using standard software, especially spreadsheets and database management software (e.g., Microsoft Office). **Analytical skills** • Students train their analytical skills and develop these further to solve a concrete problem using the computer-based tools taught. • Students gain fundamental knowledge of a programming language, including algorithms and data structures. • Students acquire basic skills in the use of simple algorithms and the application of mathematical methods from certain software libraries to solve business problems. **Management skills** • Students hone their ability to complete exercises within a set time.
Module content	**Text processing** • using templates to format and design documents • automated features (e.g., footnote management, labeling, indexes, and citations) • additional features (e.g., writing formulas and table creation) **Spreadsheets** • functions specifically for decision-making, solving mathematical/financial problems, and statistics • options for displaying information in diagrams • data storage, selection, and analysis **Database management** • data organization in relational databases • creation of databases (incl. field data types, validity rules, and legends) • database queries • preparing forms and reports **Programming** • basics of syntax in a programming language, esp. variables, operators, loops, and branches • control structures for developing methods in this programming language • application of methods for solving (business) problems
Teaching format(s)	4 credit hours; combination of lecture and a practical course (computer work in small groups)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • exam training program/software • multimedia materials

	• online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of the module Introduction to Information Systems (BA-GRWINF) recommended
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination The module examination is set in the language of instruction. Students must successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Every semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**:

	Teaching methods: • digitalization: content, examples, and/or perspectives • students practice using software **Topics:** • data analysis and/or mining (structured data) • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: other

Module ID:	BA-UFÜ
Module type:	Required module
Title:	Personalmanagement
Responsible for module:	Prof. Dr. Dorothea Alewell and Prof. Dr. Nicola Berg
English translation:	Human Resources Management
Learning outcomes	**Sound business knowledge** • Students gain a sound overview of the fundamental concepts and theories in human resources management. **Scholarly thinking** • Students learn to understand and reflect critically on research. **Analytical skills** • Students are familiarized with selected important institutional frameworks. • Students can describe the implications of these for current issues in business practice. • Students learn to develop solutions and to reflect critically on and evaluate these. • Students are familiarized with selected original scholarly literature in German and English and can apply academic criteria to compare and reflect critically on various approaches and theories. **Socially responsible decision-making** • Students reflect on conflicting interests (e.g., employees' protection needs and employers' economic interests; interests of managers and employees) and acquire the skills needed to identify responsible compromises. **Management skills** • Students train their ability to develop their own viewpoints supported by valid arguments and practice communicating these viewpoints effectively and with confidence. **International mindset** • Students practice developing various perspectives and viewpoints as an important foundation for an international mindset.
Module content	Fundamental concepts and theories in human resources management tools for human resources management • human resources planning • personnel recruitment and development • personnel deployment and release leading and influencing employees • fundamental principles of personnel management, esp. leadership theories • fundamental principles of staff motivation, esp. motivation theories • fundamentals of wage and incentive system design institutional framework conditions for human resources: • fundamentals of co-determination in the workplace • fundamentals of co-determination within companies • fundamentals of the tariff system
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:**

	• assignments • digital interaction with lecturers • discussions • case studies • guest lectures • textbook/script • multimedia materials • projects (groups) • projects (individual) • other: presentations during lectures
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is set in the language of instruction.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them • other: exercises encouraging reflection on one's own viewpoints

Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • other: exercises enabling ethical reflection on problems in decision-making **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS is an important topic in the module • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • decent work (SDG 8: Decent Work and Economic Growth)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • guest lectures on practical topics • content, examples, and/or perspectives from practice • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • other: exercises encouraging critical reflection and fostering discussion skills

Module ID:	22-1.MikroBWL
Module type:	Required module
Title:	Mikroökonomik für Betriebswirte
Responsible for module:	Department of Economics, WiSo Faculty
English translation:	Microeconomics for Business Students
Learning outcomes	Students 1. learn basic microeconomic models and methods 2. understand how individual and social decisions can be analyzed using microeconomic models 3. develop an analytical understanding of the impact of company decisions on market efficiency 4. learn to independently apply academic theories and empirical findings to investigate real-life markets
Module content	Basic models of consumer and company theory, fundamental theories of social welfare, externalities, public goods, and introduction to game theory and behavioral economics.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Language of instruction	German or English. The language of instruction will be announced before the beginning of the course.
Formal prerequisites	None
Recommended prerequisites	Prior completion of the modules Introduction to Economics and Mathematics I
Requirements for successful completion	60-minute written examination. Prerequisites for examination registration: Successful completion of the re-quired coursework. The specific type and scope of coursework will be announced before the beginning of the course. Examination language: German or English. The language of instruction will be announced before the beginning of the course.
ECTS credits	6 ECTS credits
Workload (total and per module component)	Attendance: 42 hours Independent study incl. exam preparation: 138 hours
Module frequency	Every year
Module duration	1 semester
Module applicability	Bachelor of Science in Business Administration

Module ID:	BA-MATHE II
Module type:	Required module
Title:	Mathematik II
Responsible for module:	Prof. Dr. Michael Merz
English translation:	Mathematics II
Learning outcomes	**Analytical skills** • Students learn the basic skills in mathematics and statistics as well as many other areas (e.g., operations research, finance, and econometrics) needed for a business degree. • Students gain and consolidate their knowledge of the mathematical methods and concepts presented in the lecture by independently applying the knowledge learned during exercises. • In particular, students are able to identify the appropriate procedure to solve economics problems and to not only understand the theoretical principles but also the concepts' relevance. **Scholarly thinking** • Students understand mathematical and statistical results and evaluations and reflect critically on these. • Students learn to work independently on new advanced statistics topics, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about mathematical/statistical topics confidently and effectively both verbally and in writing.
Module content	Fundamentals of one-dimensional and multidimensional real analysis, univariate and multivariate differential and integral calculus, the Riemann-Stieltjes integral, and optimization theory with and without constraints. The importance and applicability of the methods and techniques presented are illustrated using examples from the world of business.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of the module Mathematics I
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • practical or practice-like applications

Required modules—Semester 3

- Financial Accounting (BA-BILANZ)
- Business Law (BA-WIPRRE)
- Empirical Business Research (BA-EWF)
- Macroeconomics for Business Students (22-1.MakroBWL)
- Statistics I (BA-STAT I)

Module ID:	BA-BILANZ
Module type:	Required module
Title:	Bilanzen
Responsible for module:	Prof. Dr. Siegfried Grotherr and Prof. Dr. Dietmar Wellisch
English translation:	Financial Accounting
Learning outcomes	**Sound business knowledge** • Students gain in-depth knowledge of the various purposes of preparing financial statements. • Students further their specialist knowledge in the preparation of annual financial statements in compliance with commercial law (single statements) and tax balance sheets. **Scholarly thinking** • Students learn to critically reflect on the legal regulations governing the preparation of annual financial statements for the management and assessment of a company's economic activities. • Students learn to independently keep abreast of new developments in accounting law throughout their professional lives. **Analytical skills** • Students gain an understanding of the fundamental interdependencies between balance sheet accounting, accounting policy, and balance sheet analysis. • Students learn to assess the impact of accounting on a company's management. **Management skills** • Students recognize the importance of annual financial statements for information and knowledge management within companies. • Students are familiar with the common features and differences between commercial balance sheets and tax balance sheets as well as with changes in procedures in the preparation of annual financial statements due to digitalization.
Module content	The following content is covered during the **lecture**: • In terms of the **specialist content**, the regulations for preparing annual financial statements in compliance with commercial law (single statements) and tax balance sheets, their common features and differences, and the principles of international accounting are examined. • In terms of the **methodological approach**, the focus is on the various purposes of preparing annual financial statements in compliance with German commercial law and tax law as well as financial statements in compliance with IFRS. • In terms of **business practices**, guest lectures by practitioners on selected aspects of the preparation of annual financial statements are integrated into the lecture. • An **interdisciplinary approach** is taken to explore the impact of preparing an annual financial statement on the management and monitoring of a company as well as the effects of digitalization on the procedures for preparing annual financial statements. **Practical course:** Exercises and case studies are used to illustrate and consider the material covered in the lecture in greater depth, with students' active participation.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)

Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • field trips (e.g., company visits) • case studies • guest lectures • textbook/script
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of the module Fundamentals of Accounting strongly recommended
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is an important theme during the module • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • guest lectures on ERS topics

	• **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • guest lectures on practical topics • project work on topics from practice • students work together in groups on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications

Module ID:	BA-WIPRRE
Module type:	Required module
Title:	Wirtschaftsprivatrecht
Responsible for module:	Dr. Fabian Jungk
English translation:	Business Law
Learning outcomes	**Sound business knowledge** • Students gain the fundamental knowledge of business law required for a sound understanding of business. **Scholarly thinking** • Students can apply their knowledge of business law and business methods to issues arising in business practice. • Students are able to use the fundamental principles learned to independently familiarize themselves with new areas of law. **Analytical skills** • Students are able to analyze and legally evaluate commercial law case scenarios, for example, using the legal opinion technique. • Students can analyze provisions in contracts and laws and recognize the basic legal concepts behind these. **Management skills** • Students are able to recognize the economic background and significance of contractual and legal regulations for companies and to make appropriate business decisions. • Students can communicate effectively with legal departments and lawyers, and work with them on projects or solutions to problems in business law. **Socially responsible decision-making** Students are able to apply and implement the value systems of the standards and laws relevant to commercial law and the value system of the Basic Law for the Federal Republic of Germany (Grundgesetz für die Bundesrepublik Deutschland, GG) with an impact on civil law through general clauses in practical operational functions.
Module content	Special focus areas within this module include the following: general part of the German Civil Code (BGB): concluding contracts, their legal validity, and enforceability of contractual terms; law of obligations: general rights and obligations arising from contracts, specific types of contracts (incl. sales contracts, employment contracts, and rental agreements), impaired performance, and warranty law; legal obligations: tort liability and unjust enrichment; and property law: ownership and possession, principle of abstraction, security interests, and transfer of rights. Examples from business practice are regularly used to explain aspects of commercial law. Students learn the fundamentals of business law as the basis for accessing other areas of law, for example, labor law or corporate law. The knowledge gained and case studies covered allow students to analyze and legally classify practical questions that companies encounter in the field of business law, especially during contract negotiations. Students can furthermore follow and analyze decisions and developments in economic policy. The insights obtained in this way can then form the basis for business decisions.

	The basic knowledge acquired and terminology learned additionally enable efficient communication and cooperation with specialists in the field of commercial private law in companies and law firms. Countless examples are moreover used to explain the great significance of the principle of good faith and comparable norms as well as the value system in the Basic Law (GG), which has an impact on civil law through general clauses that apply to all legal subjects and legal relationships and are indispensable for a fair and functioning economic system.
Teaching format(s)	Lecture with an integrated practical course (4 credit hours)
Teaching methods	**Prescribed teaching methods:** • discussions • case studies • exam training program/software • textbook/script • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It lays the foundations for the required elective lecture European and Public Business Law (Focus Field Management and Corporate Governance) and Company Law (free elective area). The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies

	• ethics in research/good scientific practice • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS is an important topic in the module • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives

Module ID:	BA-EWF
Module type:	Required module
Title:	Empirische Wirtschaftsforschung
Responsible for module:	Prof. Dr. Karen Gedenk and Prof. Dr. Mark Heitmann
English translation:	Empirical Business Research
Learning outcomes	**Sound business knowledge** • Students become familiar with a number of data sources. • Students learn to select the most appropriate data source for their research purposes and to design simple studies. **Analytical skills** • Students gain basic skills in various analytical techniques. • Students learn to select appropriate analytical procedures and perform simple multivariate data analyses. **Scholarly thinking** • Students gain the ability to reflect critically on empirical research projects. • Students learn to conduct basic research projects that meet scientific standards. **Management skills** • Students learn to manage empirical research projects. • Students acquire the ability to make management decisions based on empirical data. **Socially responsible decision-making** • Students learn to observe ethical principles in empirical research.
Module content	• challenges in empirical business research • data for empirical business research • methods for data preparation and aggregation • methods for analyzing relationships • information and knowledge management
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • case studies • guest lectures • textbook/script • projects (groups) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • other: interactive online surveys and analyses
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	• Familiarity with the content of the modules Mathematics I and Mathematics II • Prior or parallel completion of the module Statistics I

Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice • other: discussions on good scientific practice in small groups (exercises)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module • other: students work with real (anonymized) data
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • students practice using software • other: students learn to use modern cloud software for data analysis and collaborative work on analysis scripts. **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data)

	• data collection • empirical digital data • ethics and data • practical or practice-like applications • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	22-1.MakroBWL
Module type:	Required module
Title:	Makroökonomik für Betriebswirte
Responsible for module:	Department of Economics, WiSo Faculty
English translation:	Macroeconomics for Business Students
Learning outcomes	Students 1. afford an in-depth understanding of the fundamental principles of macroeconomic contexts 2. are able to apply methodological concepts and theoretical knowledge to specific macroeconomic questions 3. understand the fundamental principles of international macroeconomic contexts 4. develop independent critical appraisal skills for current research literature
Module content	Determinants of production and labor; influence of monetary and fiscal policy; importance of forecasts; international economic relationships; basic knowledge of the various theories explaining aspects of macroeconomics; importance of circulatory relationships and model-immanent consistency; technical skills to solve formal macroeconomic models.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Language of instruction	German or English. The language of instruction will be announced before the beginning of the course.
Formal prerequisites	None
Recommended prerequisites	Prior completion of the modules Introduction to Economics and Mathematics I
Requirements for successful completion	60-minute written examination. Prerequisites for examination registration: Successful completion of the re-quired coursework. The specific type and scope of coursework will be an-nounced before the beginning of the course. Examination language: German or English. The language of instruction will be announced before the beginning of the course.
ECTS credits	6 ECTS credits
Workload (total and per module component)	Attendance: 42 hours Independent study incl. exam preparation: 138 hours
Module frequency	Every year
Module duration	1 semester
Module applicability	Bachelor of Science in Business Administration

Module ID:	BA-STAT I
Module type:	Required module
Title:	Statistik I
Responsible for module:	Dr. Arne Johannssen
English translation:	Statistics I
Learning outcomes	**Analytical skills** • Students learn the basic skills needed in business statistics and descriptive statistics for a degree in economics. • Students gain and consolidate their knowledge of the statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. • In particular, students are able to identify the appropriate procedure to solve economics problems and to not only understand the theoretical principles but also the concepts' relevance. **Scholarly thinking** • Students understand statistical results and evaluations and reflect critically on these. • Students learn to work independently on new advanced statistics topics, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about statistical topics confidently and effectively both verbally and in writing.
Module content	Techniques for describing univariate and bivariate data sets, linear regression model, price indices, time series models, one-dimensional discrete and continuous random variables, and important special discrete and continuous distributions. The importance and applicability of the methods and techniques presented are illustrated using examples from the world of business.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • discussions • field trips (e.g., company visits) • guest lectures • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None

Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • empirical digital data • ethics and data • practical or practice-like applications

Required modules—Semester 4

- Marketing (BA-MARKET)
- Investment and Finance (BA-INFIN)
- Production and Logistics (BA-PUL)
- Foundations of Operations Research (BA-GOR)
- Statistics II (BA-STAT II)

Module ID:	BA-MARKET
Module type:	Required module
Title:	Marketing
Responsible for module:	Prof. Dr. Michel Clement, Prof. Dr. Henrik Sattler, and Dr. Claudia Höck
English translation:	Marketing
Learning outcomes	**Sound business knowledge** • Students learn the basics of marketing for market-based corporate management. • Students are familiarized with marketing management tasks to understand consumer behavior and strategic analyses so as to manage decisions on the marketing mix. • Students acquire knowledge of planning and monitoring important operational and tactical marketing management tasks. **Analytical skills** • Students develop their analytical skills further.
Module content	• relevance of corporate marketing • information on managing and analyzing customer preferences and behavior • planning goals and strategies • designing measures for the marketing mix • defining management processes for strategic and operative marketing • monitoring goals and strategies for marketing measures and their implementation
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • discussions • guest lectures • exam training program/software • textbook/script • multimedia materials • software: data analysis • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of the modules Mathematics I, Mathematics II, and Statistics I as well as parallel completion of the module Statistics II strongly recommended
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It lays the foundations for the advanced courses taken during the second study phase as part of the Focus Field Marketing. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice • guest lectures on ERS topics • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • research with empirical data sets • guest lectures on practical topics

	• content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • digital or social media • digital transformation (impact and/or process) • empirical digital data • ethics and data • practical or practice-like applications • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-INFIN
Module type:	Required module
Title:	Investition und Finanzierung
Responsible for module:	Prof. Dr. Petra Steinorth and Prof. Dr. Wolfgang Drobetz
English translation:	Investment and Finance
Learning outcomes	**Sound business knowledge** • Students acquire in-depth (fundamental) knowledge in the valuation of financial securities such as stocks, bonds, and annuities. • Students are familiarized with a variety of financial tools to help them evaluate financing issues. **Analytical skills** • Students are able to compare investment options and to decide whether to invest and, given limited resources, which types of investments to make. • Students are familiarized with models such as the capital asset pricing model (CAPM) and can use these to create portfolios. **Management skills** • Students are introduced to basic financial products such as bonds and stocks, and learn to evaluate these and to decide whether to invest in opportunities. • Students are familiarized with the rules for reaching decisions on corporate finance matters. **International mindset** • Students learn the benefits of spreading the risks associated with investment opportunities around the globe.
Module content	The course introduces the basic principles and analytical tools of finance used in corporate finance and investments. Topics covered include financial decision-making, time value of money, risk and return, bonds and their valuation, capital budgeting, stocks and their valuation, portfolio theory, and cost of capital.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments • digital interaction with lecturers • discussions • case studies • exam training program/software • textbook/script • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	English or German—as announced at the start of the course.
Prerequisites	Familiarity with the content of the modules Mathematics I, Mathematics II, and Financial Accounting

Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • guest lectures on ERS topics • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**:

	• guest lectures on practical topics • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • algebraic modeling language • ethics and data • practical or practice-like applications

Module ID:	BA-PUL
Module type:	Required module
Title:	Produktion und Logistik
Responsible for module:	Prof. Dr. Malte Fliedner and Prof. Dr. Guido Voigt
English translation:	Production and Logistics
Learning outcomes	**Sound business knowledge** • Students gain fundamental knowledge of the most important issues in production and logistics. • Students are able to discern the latest developments in production and logistics. **Scholarly thinking** • Students take a systematic, academically sound approach to independently solve decision-making problems in production and logistics. • Students are familiarized with the fundamental theories behind the modeling approaches used. **Analytical skills** • Students acquire basic quantitative skills for modeling and solving decision-making problems in production and logistics. • Students learn methodological approaches to develop and implement systems that support decision-making.
Module content	• definitions and aspects of logistics and the production of material goods and services • strategies, structures, and systems in production management • personnel and quality management in production systems • basic principles of strategic, tactical, and operational production management • selected decision-making models in production and logistics • sustainable production
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of the modules Mathematics I and Mathematics II strongly recommended
Module applicability	This module is a required component of the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • guest lectures on practical topics (according to availability) • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • students practice using software **Topics:** • algebraic modeling language • practical or practice-like applications • software: other

Module ID:	BA-GOR
Module type:	Required module
Title:	Grundlagen des Operations Research
Responsible for module:	Prof. Dr. Wolfgang Brüggemann and Prof. Dr. Knut Haase
English translation:	Foundations of Operations Research
Learning outcomes	**Analytical skills** • Students are able to translate simple situations into formal models, use appropriate methods to solve these, and integrate their solutions back into the original context. • Students are familiarized with methods for finding solutions. • Students gain fundamental knowledge of software suitable for modeling and solving optimization issues. **Sound business knowledge** • Students can assess basic decision-making situations and provide systematic solutions. **Management skills** • Students are familiarized with methods for managing companies and especially with projects that enable the optimal use of resources (personnel and equipment) and monitoring (target-actual comparison and quality management).
Module content	• networks • fundamentals of network planning techniques • introduction to linear optimization • fundamentals of integer optimization • fundamentals of decision theory
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours); blended learning component (optional)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments • digital interaction with lecturers • discussions • exam training program/software • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Basic knowledge of mathematics, in particular linear algebra and statistics
Module applicability	This module is a required component of the Bachelor of Science in Business Administration.

	The module Foundations of Operations Research builds on the content covered in the module Production and Logistics and lays the foundations for the advanced courses taken as part of the Focus Field Operations and Supply Chain Management. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination Students must attend the practical course regularly and successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Every semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	**Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization

	• students practice using software **Topics:** • algebraic modeling language • digitalization is an important topic during the module • software: other

Module ID:	BA-STAT II
Module type:	Required module
Title:	Statistik II
Responsible for module:	Dr. Arne Johannssen
English translation:	Statistics II
Learning outcomes	**Analytical skills** • Students learn the basic skills in inferential statistics needed for a business degree. • Students gain and consolidate their knowledge of the statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. • In particular, students are able to identify the appropriate procedure to solve economics problems and to not only understand the theoretical principles but also the concepts' relevance. **Scholarly thinking** • Students understand statistical results and evaluations and reflect critically on these. • Students learn to work independently on new advanced statistics topics, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about statistical topics confidently and effectively both verbally and in writing.
Module content	Multidimensional distributions and random variables; sampling procedures; parameter estimation; hypotheses testing; specific test problems and multiple linear regression; and stochastic time series.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • discussions • field trips (e.g., company visits) • guest lectures • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the module Statistics I
Module applicability	This module is a required component of the Bachelor of Science in Business Administration.

	It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • empirical digital data • ethics and data • practical or practice-like applications

Information on the modules for the focus fields (Subject Semesters 5 and 6):

- Please refer to the subject-specific regulations (FSBs) for your degree program for information on the module structure during the second study phase.
- You must obtain a total of 30 ECTS credits in your chosen focus field, which includes 6 ECTS credits for the seminar module.
- The seminar (Module 5) is a REQUIRED module—attendance is mandatory.
- A maximum of 12 ECTS credits can be credited from another focus field where a reciprocal agreement exists.
- Take note of any further restrictions that may apply regarding the recognition of credits obtained for modules from other focus fields offered by the Faculty of Business Administration.

Module overview—Focus Field Finance, Banking and Insurance (BA-FBI)

Module Code	Module Title	ECTS Credits	Semester Normally Offered
BA-FBI 1(G)	**Principles of Risk Management and Insurance**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-FBI 2(G)	**Corporate Finance**	6	Winter semester
	Lecture (4 credit hours)		
BA-FBI 3(G)	**Private Banking**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-FBI 4(G)	**International Finance**	6	Summer semester
	Lecture (4 credit hours)		
BA-FBI 5(G)	**Seminar—Finance, Banking and Insurance**	6	Summer semester
	Block seminar (2 credit hours)		
BA-FBI 6(G)	**Selected Topics in Risk Management and Insurance**	6	As announced
	Lecture (3 credit hours) + practical course (1 credit hour), or lecture (4 credit hours)		
BA-FBI 7(G)	**Selected Topics in Banking and Behavioral Finance**	6	As announced
	Lecture (3 credit hours) + practical course (1 credit hour), or lecture (4 credit hours)		
BA-FBI 8(G)	**Selected Topics in Corporate Finance and Asset Management**	6	As announced
	Lecture (3 credit hours) + practical course (1 credit hour), or lecture (4 credit hours)		

- A total of 30 ECTS credits must be obtained in the focus field, which includes the seminar module.
- ECTS credits that can be credited from other focus fields: max. 12 ECTS credits
  All modules from the focus fields MIG, OSCM, STAT, and WPSTEU, except the seminar modules.
- All modules, with the exception of BA-FBI 5, are open for students as part of the elective area in the Bachelor of Science in Business Administration and degree programs for which a reciprocal agreement exists.

Module ID:	BA-FBI 1(G)
Module type:	Required elective module
Title:	Principles of Risk Management and Insurance
Responsible for module:	Prof. Dr. Petra Steinorth
English translation:	Principles of Risk Management and Insurance
Learning outcomes	**Sound business knowledge** • Students gain in-depth (fundamental) knowledge of how insurance contracts work and how (re)insurance companies manage risks. • Students are familiarized with insurance companies' disclosure and reporting requirements. **Analytical skills** • Students develop their analytical skills further. • Students also further their ability to apply methodological concepts and theoretical knowledge to concrete problems in the fields of risk management and insurance. **Management skills** • Students acquire and practice applying in-depth theoretical and conceptual knowledge relating to how insurance companies can perform business processes and position themselves successfully in the market. • During case studies, students actively address the question of which losses insurance companies will be able to insure in the future and which are not insurable, for example, from the perspectives of CSR and ESG. **Socially responsible decision-making** • Students are familiarized with socially responsible activities within insurance companies and endeavors to achieve a sustainable corporate culture. • Students learn to take various aspects of ESG endeavors into account in corporate governance at insurance companies. **International mindset** • Growing globalization makes a comprehensive analysis of the insurability of global risks necessary to ensure optimal risk diversification.
Module content	The lecture examines methods of modern risk management as well as the structures and concepts underlying the insurance industry. In addition to an overview of the market situation, students are introduced to concepts of risk theory and aspects of insurance product design. The calculation of premiums and balancing of risks in the collective is furthermore addressed. Building on this, the theory of risk management instruments is examined and explored in case studies. Further case studies deal with the topic of sustainability and the insurability of new risks in the future arising from increased digitalization and the challenges posed by climate change.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments

	• digital interaction with lecturers • discussions • case studies • guest lectures • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • projects (groups)
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the module Investment and Finance
Module applicability	This module is a required elective of the Focus Field Finance, Banking and Insurance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is in English; answers can be provided in either German or English.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English

	• students present on or write about international topics, and/or are examined on them • students work together in international groups
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • guest lectures on ERS topics • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure) • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • social responsibility (SDG 12: Responsible Consumption and Production) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization

	Topics: • algebraic modeling language • digital transformation (impact and/or process) • digitalization is an important topic during the module • ethics and data • fintech • machine learning, artificial intelligence • practical or practice-like applications

Module ID:	BA-FBI 2(G)
Module type:	Required elective module
Title:	Corporate Finance
Responsible for module:	Prof. Dr. Wolfgang Drobetz
English translation:	Corporate Finance
Learning outcomes	**Sound business knowledge** • Students learn to evaluate corporate financing and investment decisions taking the aspects of value maximization, risk management, and corporate governance into account. **Scholarly thinking** • Students learn to apply research models and methods. **Socially responsible decision-making** • Students learn to transfer the knowledge gained to current business and socio-political issues.
Module content	The module focuses on the following topics: • capital market efficiency and behavioral finance • principal-agent problems and corporate governance • financing tools and capital structure • dividend policies and company valuations • business mergers and fusions • valuation of options and real options • financial risk management and project financing • international aspects of financing decisions
Teaching format(s)	Lecture (4 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • discussions • case studies • guest lectures • textbook/script
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Prior completion of the modules Fundamentals of Accounting, Financial Accounting, and Investment and Finance as well as Statistics I and Statistics II
Module applicability	This module is a required elective of the Focus Field Finance, Banking and Insurance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice

	• transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • data analysis and/or mining (structured data) • data collection • decentralized finance • empirical digital data • ethics and data • fintech • machine learning, artificial intelligence • practical or practice-like applications

Module ID:	BA-FBI 3(G)
Module type:	Required elective module
Title:	Private Banking
Responsible for module:	Prof. Dr. Markus Nöth
English translation:	Private Banking
Learning outcomes	**Sound business knowledge** • Students acquire in-depth fundamental knowledge of private banking. • Students gain theoretical and practical knowledge of the function and design of investment portfolios, indices, and structured financial products. **Scholarly thinking** • Students acquire the skills needed to transfer theoretical and methodological knowledge to specific issues in private banking. • Students hone their ability to reflect critically on client advisory services in private banking and original scholarly sources. **Analytical skills** • Students learn to interpret the results of econometric analyses and to recognize possible limitations. • Students acquire basic knowledge in the valuation of derivatives and structured financial products.
Module content	The module focuses on the various aspects that are necessary and useful for advising private banking clients, from both an academic and a practical perspective. The fundamental theory is examined critically and the design of structured financial products analyzed. Indices are introduced as a basis for assessing investment performance. The second part of the lecture mainly focuses on empirical studies from the perspective of behavioral finance. The lecture is complemented with presentations on various aspects of private banking.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • guest lectures
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the module Investment and Finance
Module applicability	This module is a required elective of the Focus Field Finance, Banking and Insurance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination with questions in the language of instruction. Answers may be given in either English or German.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • guest lectures on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • guest lectures on practical topics • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • fintech

Module ID:	BA-FBI 4(G)
Module type:	Required elective module
Title:	International Finance
Responsible for module:	Prof. Dr. Wolfgang Drobetz
English translation:	International Finance
Learning outcomes	**Sound business knowledge** • Students gain the ability to understand and evaluate the activities multinational companies engage in to raise and use capital. **Scholarly thinking** • Students learn to apply research models and methods. **Socially responsible decision-making** • Students learn to transfer the knowledge gained to current business and socio-political issues.
Module content	The first part of the module deals with currencies and includes an analysis of international parity relations, currency systems, and exchange rate forecasts. The second part of the module introduces the basics of international portfolio theory and outlines the functions of various foreign currency derivatives (futures, options, and swaps). The third part of the module looks at international corporate finance, whereby the focus is on raising capital on international markets, strategies for managing currency risks, and international investment planning for companies operating globally.
Teaching format(s)	Lecture (4 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • discussions • case studies • guest lectures • textbook/script
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the module Investment and Finance
Module applicability	This module is a required elective of the Focus Field Finance, Banking and Insurance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction. Questions: English; Responses: English
ECTS credits	6 ECTS credits

Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**:

	Teaching methods: • digitalization: content, examples, and/or perspectives • guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • data analysis and/or mining (structured data) • data collection • decentralized finance • empirical digital data • ethics and data • fintech • machine learning, artificial intelligence • practical or practice-like applications

Module ID:	BA-FBI 5(G)
Module type:	Required module
Title:	Seminar: Finanzierung, Banken und Versicherung
Responsible for module:	Responsibility rotates between the professorships involved in the Focus Field Finance, Banking and Insurance
English translation:	Seminar—Finance, Banking and Insurance
Learning outcomes	**Sound business knowledge** • Students further their ability to apply methodological concepts and theoretical knowledge to concrete problems in the fields of finance, banking, and insurance. **Analytical skills** • Students acquire the skills needed to independently develop further research questions. • Students hone their ability to reflect critically on original scholarly sources. • Students develop their skills in data analysis using statistical methods and software (e.g., R and STATA). **Socially responsible decision-making** • Students gain in-depth knowledge of the challenges of sustainable, equitable insurance and financing products (ESG). **Scholarly thinking** • Students build on their existing knowledge to hone their ability to reflect critically on current research literature. **International mindset** • Students draw on international literature to reflect on issues of international relevance. • Students learn interdisciplinary, international approaches and perspectives through interactive lecture sessions and discussions in (international) groups.
Module content	Students draw on current scholarly literature and capital market data to explore current issues in the fields of finance and insurance. Students learn a systematic, problem-solving approach and how to communicate their findings comprehensibly.
Teaching format(s)	Seminar (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments • digital interaction with lecturers • discussions • case studies • textbook/script • projects (groups) • projects (individual) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course

Prerequisites	Familiarity with the material covered in a number of the modules from the Focus Field Finance, Banking and Insurance recommended—where necessary, gained during independent study
Module applicability	This module is a required component of the Focus Field Finance, Banking and Insurance within the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Usually a term paper and a presentation—potentially also an oral or written examination. The examination type and, where applicable, the weighting of the individual examination components will be announced at the start of the course. Attendance of the seminar sessions is compulsory. The examinations can be taken in English.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Generally every summer semester. Alternatively, the seminar on risk management and insurance is offered every winter semester.
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them • students work together in international groups
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure) • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • social responsibility (SDG 12: Responsible Consumption and Production) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • algebraic modeling language • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital transformation (impact and/or process) • digitalization is an important topic during the module

	• empirical digital data • ethics and data • fintech • cryptocurrencies • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-FBI 6(G)
Module type:	Required elective module
Title:	Selected Topics in Risk Management and Insurance
Responsible for module:	Prof. Dr. Petra Steinorth
English translation:	Selected Topics in Risk Management and Insurance
Learning outcomes	**Sound business knowledge** • Students are familiarized with specific current issues in the fields of risk management and insurance from various theoretical and methodological perspectives. **Analytical skills** • Students gain theoretical and methodological knowledge in their chosen subject area, also based on selected original scholarly literature and current research. • Students learn to reflect critically on solutions and contributions to the respective subject based on systematic criteria. • Students develop and evaluate their own solutions to problems based on theory.
Module content	Changing current topics from the entire Focus Field Risk Management and Insurance
Teaching format(s)	Lecture and practical course or interactive teaching formats such as group discussions (4 credit hours)—as announced at the start of the semester
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments • digital interaction with lecturers • discussions • field trips (e.g., company visits) • case studies • guest lectures • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • projects (individual)
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Finance, Banking and Insurance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure) • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics

Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • students present, write, and/or take exams on digitalization **Topics:** • algebraic modeling language • ethics and data • practical or practice-like applications

Module ID:	BA-FBI 7(G)
Module type:	Required elective module
Title:	Selected Topics in Banking and Behavioral Finance
Responsible for module:	Prof. Dr. Markus Nöth
English translation:	Selected Topics in Banking and Behavioral Finance
Learning outcomes	**Sound business knowledge** • Students are familiarized with specific current issues in the fields of banking and behavioral finance from various theoretical and methodological perspectives. **Analytical skills** • Students gain theoretical and methodological knowledge in their chosen subject area, also based on selected original scholarly literature and current research. • Students learn to reflect critically on solutions and contributions to the respective subject based on systematic criteria. • Students develop and evaluate their own solutions to problems based on theory.
Module content	Changing current topics from the entire fields of banking and behavioral finance
Teaching format(s)	Lecture and practical course or interactive teaching formats such as group discussions (4 credit hours)—as announced at the start of the semester
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • discussions • case studies • guest lectures • multimedia materials • projects (individual)
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Finance, Banking and Insurance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is set in the language of instruction.
ECTS credits	6 ECTS credits

Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization

	• students present, write, and/or take exams on digitalization **Topics:** • ethics and data • fintech • practical or practice-like applications

Module ID:	BA-FBI 8(G)
Module type:	Required elective module
Title:	Selected Topics in Corporate Finance and Asset Management
Responsible for module:	Prof. Dr. Drobetz
English translation:	Selected Topics in Corporate Finance and Asset Management
Learning outcomes	**Sound business knowledge** • Students are familiarized with specific current issues in the fields of corporate finance and asset management from various theoretical and methodological perspectives. **Analytical skills** • Students gain theoretical and methodological knowledge in their chosen subject area, also based on selected original scholarly literature and current research. • Students learn to reflect critically on solutions and contributions to the respective subject based on systematic criteria. • Students develop and evaluate their own solutions to problems based on theory.
Module content	Changing current topics from the entire fields of corporate finance and asset management
Teaching format(s)	Lecture and practical course or interactive teaching formats such as group discussions (4 credit hours)—as announced at the start of the semester
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments • digital interaction with lecturers • discussions • field trips (e.g., company visits) • case studies • guest lectures • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • projects (individual)
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Finance, Banking and Insurance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area.

	The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure) • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics

	• content, examples, and/or perspectives from practice • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • students present, write, and/or take exams on digitalization **Topics:** • algebraic modeling language • ethics and data • practical or practice-like applications

Module overview—Focus Field Health Care Management (BA-MIG)

Module Code	Module Title	ECTS Credits	Semester Normally Offered
BA-MIG 1(G)	**Introduction to Health Care Management**	6	Once a year, generally every winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-MIG 2(G)	**Managing Integrated Care Programs**	6	Once a year, generally every summer semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-MIG 3(G)	**Hospital Management**	6	As announced
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-MIG 4(G)	**Health Economics**	6	Once a year, generally every winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-MIG 5(G)	**Seminar—Health Care Management**	6	At least once a year, generally every winter semester
	Seminar (2 credit hours)		
BA-MIG 6(G)	**Current Issues in Health Care Management**	6	As announced
	Lecture (3 credit hours) + practical course (1 credit hour)		

- A total of 30 ECTS credits must be obtained in the focus field, which includes the seminar module.
- ECTS credits that can be credited from other focus fields: max. 12 ECTS credits
- Credits can be awarded for all modules from the faculty's seven other focus fields, with the exception of the seminars.
- All modules, with the exception of BA-MIG 5, are open for students as part of the elective area in the Bachelor of Science in Business Administration and degree programs for which a reciprocal agreement exists.

Module ID:	BA-MIG 1(G)
Module type:	Required elective module
Title:	Einführung in das Management im Gesundheitswesen
Responsible for module:	Prof. Dr. Jonas Schreyögg
English translation:	Introduction to Health Care Management
Learning outcomes	**Sound business knowledge** • Students acquire fundamental knowledge of the German health care system. **Analytical skills** • Students understand and are able to critically assess the structure and functioning of the German health care system. **Management skills** • Students learn to independently perform management functions in companies and institutions active in the health care industry.
Module content	This module looks at the structure of the health care system in Germany, including aspects of financing, the organization of health care services, and the basics of the remuneration of service providers in various sectors. Students are familiarized with the fundamentals of the organization of service provision in various sectors and discuss current challenges of management in the health care system. The resulting incentives are explained and critically assessed. Possible perspectives for other forms of organization and the financing of service provision are also highlighted and analyzed through the detailed presentation of individual aspects of the health care systems in other countries.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • case studies • guest lectures • exam training program/software • textbook/script • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module is a required elective of the Focus Field Health Care Management within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international case studies • international content, examples, and/or perspectives • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice • ERS is an important topic in the module • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • health (SDG 3: Good Health and Well-Being) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • guest lectures on practical topics • content, examples, and/or perspectives from practice

Module ID:	BA-MIG 2(G)
Module type:	Required elective module
Title:	Versorgungsmanagement
Responsible for module:	Prof. Dr. Tom Stargardt
English translation:	Managing Integrated Care Programs
Learning outcomes	**Sound business knowledge** • Students are familiarized with various theoretical concepts for organizing patient care as part of special care programs. • Students learn about concepts for exploring the business outcomes of care programs (evaluations). • A variety of methods are imparted to support students in their decision-making and the design of care programs. **Management skills** • Students practice using selected methods to design and implement care programs. • Students gain the skills needed to transfer the knowledge acquired to similar case constellations. **Socially responsible decision-making** • Students acquire the skills to transfer the knowledge gained to current issues in health economics and health policy.
Module content	• Students are first introduced to the history and fundamentals of managed care. • Then the principles for planning and implementing care programs are imparted (objectives, population selection, financing, organization, contracting, and performance evaluation), along with the necessary methodological skills. • The methods presented draw on both cost and performance accounting in business administration as well as econometric methods for working with secondary data.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • case studies • guest lectures • textbook/script • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of the module Introduction to Health Care Management recommended
Module applicability	This module is a required elective of the Focus Field Health Care Management within the Bachelor of Science in Business Administration.

	Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	**Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • health (SDG 3: Good Health and Well-Being)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:**

	• digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization **Topics:** • data analysis and/or mining (structured data) • data collection • practical or practice-like applications

Module ID:	BA-MIG 3(G)
Module type:	Required elective module
Title:	Krankenhausbetriebslehre
Responsible for module:	Prof. Dr. Jonas Schreyögg
English translation:	Hospital Management
Learning outcomes	**Sound business knowledge** • Students learn about the framework and special characteristics of management in hospitals in this module focused on institutions. **Management skills** • Students learn a variety of methods and tools to support them in their management activities and decision-making. **Analytical skills** • Students learn to independently perform and critically reflect on management functions in hospitals.
Module content	Students are first familiarized with the planning, financing, and remuneration of hospital services. Current remuneration incentives and other remuneration systems are discussed in detail. Students then explore the special characteristics of traditional business management roles in hospitals, including controlling, logistics, and marketing. Tools for quality management in hospitals are also introduced.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • exam training program/software • textbook/script • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of the module Introduction to Health Care Management strongly recommended
Module applicability	This module is a required elective of the Focus Field Health Care Management within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice • ERS is an important topic in the module • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • health (SDG 3: Good Health and Well-Being) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics

	• content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization **Topics:** • data collection

Module ID:	BA-MIG 4(G)
Module type:	Required elective module
Title:	Gesundheitsökonomie
Responsible for module:	Prof. Dr. Mathias Kifmann (Faculty of Business, Economics and Social Sciences)
English translation:	Health Economics
Learning outcomes	**Scholarly thinking** • This module provides an overview of important economic aspects of health care and uses economic methods to analyze these. **Analytical skills** • Students learn to independently analyze and critically reflect on issues in the health care market and its regulation.
Module content	Students are first introduced to the determinants of health and the special characteristics of health care goods in the course on applied microeconomics. During the analysis of the financing of health care, the focus is on the theory of health insurance and the German health insurance system. Students furthermore consider the most important health care sectors. The relationship between providers of health insurance and providers of health care is an important aspect here. How can doctors and hospitals be remunerated in a way that provides incentives to treat patients with the appropriate care? With regard to the pharmaceutical sector, the role of patents is considered in particular as an incentive in the development of new medications.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hour)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments • review of empirical studies • discussions • slide collections
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior or parallel completion of the module Introduction to Health Care Management strongly recommended
Module applicability	This module is a required elective of the Focus Field Health Care Management within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination

ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	**Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • health (SDG 3: Good Health and Well-Being)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • algebraic modeling language

Module ID:	BA-MIG 5(G)
Module type:	Required module
Title:	Seminar Management im Gesundheitswesen
Responsible for module:	All professorships involved in the Focus Field Health Care Management.
English translation:	Seminar—Health Care Management
Learning outcomes	**Sound business knowledge** • Students build on lecture modules BA-MIG 1 to 4 to gain in-depth knowledge of current issues in the fields of health care management and health economics. **Analytical skills** • Students hone their analytical and reasoning skills. **Scholarly thinking** • Students familiarize themselves with strategies for scholarly work and apply these in the preparation and defense of their written work. • Students learn presentation techniques and use these in the oral defense of their written work.
Module content	The specific topics covered in the seminar emerge from current issues in the fields of health care management and health economics. These will be announced before the start of the semester.
Teaching format(s)	Seminar (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • digital interaction with lecturers • discussions • online learning platform (e.g., Open Olat) • projects (individual) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior or parallel completion of at least one module from the Focus Field Health Care Management strongly recommended
Module applicability	This module is a required component of the Focus Field Health Care Management within the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Usually a term paper and a presentation—potentially also an oral or written examination. The examination type and, where applicable, the weighting of the individual examination components will be announced at the start of the course. Attendance of the seminar sessions is compulsory. German or English, as announced.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Generally every winter semester

Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • health (SDG 3: Good Health and Well-Being)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • research with empirical data sets • content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • data collection • empirical digital data • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-MIG 6(G)
Module type:	Required elective module
Title:	Aktuelle Probleme des Management im Gesundheitswesen
Responsible for module:	All professorships involved in the Focus Field Health Care Management.
English translation:	Current Issues in Health Care Management
Learning outcomes	**Sound business knowledge** • Students are familiarized with specific current issues in the field of health care management from various theoretical and methodological perspectives. • Students gain theoretical and methodological knowledge within each topic area, also based on selected original scholarly literature and current research. **Scholarly thinking** • Students learn to reflect critically on solutions and contributions within each topic area based on systematic criteria. **Analytical skills** • Students develop and evaluate their own solutions to problems based on theory.
Module content	Changing current topics from all areas of the Focus Field Health Care Management
Teaching format(s)	Lecture and practical course or interactive teaching formats such as group discussions (4 credit hours)—as announced at the start of the semester
Teaching methods	**Prescribed teaching methods:** • discussions • projects (groups) • projects (individual)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Health Care Management within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours

Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	**Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • health (SDG 3: Good Health and Well-Being)

Module overview—Focus Field Marketing (BA-MARKET)

Module Code	Module Title	ECTS Credits	Normally Offered
BA-MARKET 1(G)	**Media Management**	6	Winter semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-MARKET 2(G)	**Price Management**	6	Summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-MARKET 3(G)	**Retail and Service Marketing**	6	Winter semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-MARKET 4(G)	**Fundamentals of Customer Relationship Management (CRM)**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-MARKET 5(G)	**Seminar—Marketing**	6	Every semester
	Seminar (2 credit hours)		
BA-MARKET 6(G)	**Current Issues in Marketing I**	6	As announced; summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-MARKET 7(G)	**Current Issues in Marketing II**	6	As announced; winter semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-MARKET 8(G)	**Strategic Marketing Simulation Game**	6	Every semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-MARKET 9(G)	**Current Issues in Business Start-Ups I**	6	As announced; summer semester
	Lecture (3 credit hours)		
BA-MARKET 10(G)	**Current Issues in Business Start-Ups II**	6	As announced; winter semester
	Lecture (3 credit hours)		

- A total of 30 ECTS credits must be obtained in the focus field, which includes the seminar module.
- ECTS credits that can be credited from other focus fields: max. 12 ECTS credits
- Credits can be awarded for all modules from the focus fields MIG, OSCM, STAT, and UFÜ as well as for module BA-FBI 1.
- All modules, with the exception of BA-MARKET 5, are open for students as part of the elective area in the Bachelor of Science in Business Administration and degree programs for which a reciprocal agreement exists.

Module ID:	BA-MARKET 1(G)
Module type:	Required elective module
Title:	Medienmanagement
Responsible for module:	Prof. Dr. Michel Clement
English translation:	Media Management
Learning outcomes	Students • are familiar with basic economic concepts of the media industry and the theoretical characteristics of media products and market structures; • can develop and use the key analysis and planning tools used in the media industry; • can model and use empirical methods to solve issues relating to the marketing of media products; • can estimate model parameters based on statistical principles using R/Stata and Excel.
Module content	The lecture is divided into six parts. (1) Students are first familiarized with special features of management in the media industry. The media markets that will be considered in greater depth in the subsequent modules are furthermore analyzed. (2) Students learn about the film industry and methods for planning and forecasting market reactions to new films. A range of statistical features are considered (endogeneity, selection effects, and nonlinear regressions) and sales forecasts prepared using Excel. (3) Students subsequently gain an understanding of the music industry, with a focus on online distribution and piracy in particular. (4) The lecture then explores special characteristics of the publishing industry. Students learn the key empirical tools for analyzing success factors and monitoring marketing for the subscription business. (5) The focus moves to the gaming industry and the licensing business, and students are taught the fundamentals of network economics. (6) The lecture concludes with an overview of methods of content analysis. The material covered in the lecture is explored in greater depth during the practical course through presentations by business practitioners and exercises in Excel and SPSS.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • (computer-based) simulations/games • digital interaction with lecturers • digital interaction between students • discussions • field trips (e.g., company visits) • case studies • guest lectures • textbook/script • multimedia materials • software: data analysis
Language of instruction	German—unless announced otherwise at the start of the course

Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination Students must successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • module is taught by an international visiting researcher or lecturer • students work together in international groups
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • guest lectures on ERS topics • course and/or reading materials on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • gender equality and diversity (SDG 5: Gender Equality) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • blockchain • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital or social media • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • ethics and data

	• cryptocurrencies • machine learning, artificial intelligence • practical or practice-like applications • software: data analysis

Module ID:	BA-MARKET 2(G)
Module type:	Required elective module
Title:	Price Management
Responsible for module:	Prof. Dr. Karen Gedenk
English translation:	Price Management
Learning outcomes	**Sound business knowledge** • Students learn about various methods for price management. • Students are familiarized with relevant economic and behavioral theories. **Scholarly thinking** • Students are able to understand and critically analyze the scientific literature on price management. • Students learn to abstract and conceptualize problems of price management. **Analytical skills** • Students acquire basic knowledge about measuring price response (models and data). • Students learn to determine optimal prices. **Management skills** • Students acquire the skills needed to transfer knowledge to current issues in price management. **Socially responsible decision-making** • Students learn to reflect on the ethical consequences of pricing decisions. **International mindset** • Students train their price management skills in an international context.
Module content	Strategic and tactical decisions in price management are explored during this lecture based on microeconomic and behavioral price theory in addition to market research methods to support decision-making in price management.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • discussions • case studies • guest lectures • textbook/script • other: quizzes
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the modules Empirical Business Research and Marketing
Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area.

	The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination Questions: English; Responses: English or German
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • projects based on research/work with companies • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**:

	Teaching methods: • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization **Topics:** • data analysis and/or mining (structured data) • data collection

Module ID:	BA-MARKET 3(G)
Module type:	Required elective module
Title:	Handels- und Dienstleistungsmarketing
Responsible for module:	Prof. Dr. Henrik Sattler
English translation:	Retail and Service Marketing
Learning outcomes	**Sound business knowledge** • Students gain in-depth knowledge of marketing in retail. • Students gain in-depth knowledge of marketing in service companies. • Students learn the theory, concepts, and technical background to specific aspects of these sectors. **Management skills** • Students hone their in-depth theoretical and conceptual knowledge of the particularities of the retail sector. • Students hone their in-depth theoretical and conceptual knowledge of the particularities of the service sector. • Students develop their reasoning skills further. **Analytical skills** • Students develop their analytical skills further. **Scholarly thinking** • Students familiarize themselves with strategies and methods for academic work. • Students gain and hone skills to reflect critically on original scholarly literature.
Module content	The **lecture component** of the course consists of two parts: Part I—retail marketing: Students are first introduced to the special characteristics of market-based retail management, and they then explore the goals and strategies of strategic marketing planning. Building on this, location planning and key issues in retail companies' operative marketing mix are considered in greater depth. Part II—service marketing: An overview is first provided of the specific characteristics of management in service companies. Building on this, students examine the consequences for the classic marketing mix and explore the tasks of an extended marketing mix tailored to service companies. Finally, students consider selected aspects of strategic and operational marketing for service companies. During the **practical course**, exercises, case studies, and/or presentations by business practitioners are used to consolidate and further explore the material covered during the lecture.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • discussions • case studies • guest lectures

	• exam training program/software • textbook/script • multimedia materials
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior or parallel completion of the module Marketing
Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • guest lectures on ERS topics • course and/or reading materials on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • data collection • digital or social media • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data

Module ID:	BA-MARKET 4(G)
Module type:	Required elective module
Title:	Grundlagen des Customer Relationship Management (CRM)
Responsible for module:	Prof. Dr. Kay Peters
English translation:	Fundamentals of Customer Relationship Management (CRM)
Learning outcomes	**Sound business knowledge** • Students learn theories, approaches, and gain in-depth knowledge of CRM. **Scholarly thinking** • Students train their ability to critically examine original scholarly articles. • Students acquire further theoretical and conceptual knowledge and practice confidently applying research models and methods to specific questions in this field. **Analytical skills** • Students understand theories, various data types, as well as the methods of data analysis used in CRM. • Students learn to make decisions in customer management based on theories, data, and models. **Management skills** • Students learn how strategic goals of CRM can be transferred to operational team goals and which trade-offs management must consider in the process. They are familiarized with organizational structures and processes to implement (initially within the framework of change management) compensating for certain trade-offs and disadvantages within an organization. **Socially responsible decision-making** • Students discuss the transfer of ethical aspects to current social issues such as the impact on consumer privacy (permission) within CRM. **International mindset** • Students learn how algorithms can create and reinforce stereotypes that prevent a diversity orientation.
Module content	• Principles of CRM • Academical concepts and drivers of customer lifetime value and its extensions • Digitalization and the collection of customer data • CRM vs. the current data protection regulations and the importance of ethical corporate behavior for long-term business success. • Academic concepts, analyses, and optimization throughout the customer life cycle (e.g., customer acquisition, migration, retention, loyalty (programs), cross- and upselling/buying, multi-channel, churn prevention, winback) and their feedback loops for optimization • CRM insights and tasks across the customer life cycle • Strategic and tactical operational analyses and approaches in CRM • Fundamental principles and measurements of customer satisfaction and customer engagement • Aspects of change management in the introduction of CRM • Software and automation in customer management (including AI)

	The material covered in the lecture is explored in greater depth through exercises, case studies, and presentations by business practitioners.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • slide collections • online learning platform • projects (groups) • software: data analysis
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration. Prior completion of the required module Marketing strongly recommended
Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination German—unless announced otherwise
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English

	• guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS is an important topic in the module • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • social responsibility (SDG 12: Responsible Consumption and Production) • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module

Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization **Topics:** • algebraic modeling language • data analysis and/or mining (structured data) • data collection • digital or social media • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • ethics and data • machine learning, artificial intelligence • software: data analysis

Module ID:	BA-MARKET 5(G)
Module type:	Required elective module
Title:	Seminar Marketing
Responsible for module:	All professorships involved in the Focus Field Marketing
English translation:	Seminar—Marketing
Learning outcomes	**Sound business knowledge** • Students analyze and discuss current issues in various subareas of marketing. **Scholarly thinking** • Students analyze the literature and/or data, and develop their own approaches to address the issues presented. **Analytical skills** • Students develop their analytical skills further. **Management skills** • Students hone their analytical and reasoning skills relevant to management. • Students learn presentation techniques and use these in the oral defense of their written work.
Module content	The seminar topics change from semester to semester and explore the material covered in the individual lecture modules in greater depth.
Teaching format(s)	Seminar (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • multimedia materials • online learning platform (e.g., Open Olat) • projects (groups) • projects (individual) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of several modules (lecture + practical course) from the Focus Field Marketing
Module applicability	This module is a required component of the Focus Field Marketing within the Bachelor of Science in Business Administration.

Exam type, requirements, duration/scope, and language	Usually a term paper and a presentation—potentially also an oral or written examination. The examination type and, where applicable, the weighting of the individual examination components will be announced at the start of the course. Attendance of the seminar sessions is compulsory.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Generally every semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • joint module with international partner(s) • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • guest lectures on ERS topics • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies

	• ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital or social media • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • ethics and data • machine learning, artificial intelligence • practical or practice-like applications

	• programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other

Module ID:	BA-MARKET 6(G)
Module type:	Required elective module
Title:	Aktuelle Probleme Marketing I
Responsible for module:	All professorships involved in the Focus Field Marketing
English translation:	Current Issues in Marketing I
Learning outcomes	**Sound business knowledge** • Students explore current issues in marketing in greater depth from various theoretical, methodological, and social perspectives. • Students gain in-depth theoretical and empirical knowledge of the respective areas, also based on relevant original literature and/or current research. **Scholarly thinking** • Students learn to reflect critically on solutions and contributions within each topic area based on systematic criteria. **Analytical skills** • Students develop their analytical skills further. **Management skills** • Students develop and evaluate their own solutions to problems based on theory.
Module content	Changing current topics from the entire field of marketing (theories and methods)
Teaching format(s)	Lecture and interactive teaching formats such as group discussions (4 credit hours)—unless announced otherwise at the start of the semester.
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • multimedia materials • online learning platform (e.g., Open Olat) • projects (groups) • projects (individual) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration.

	Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • joint module with international partner(s) • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • module is taught by an international visiting researcher or lecturer • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • guest lectures on ERS topics • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital or social media • digital documentation • digital transformation (impact and/or process)

	• digitalization is an important topic during the module • empirical digital data • ethics and data • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other

Module ID:	BA-MARKET 7(G)
Module type:	Required elective module
Title:	Aktuelle Probleme Marketing II
Responsible for module:	All professorships involved in the Focus Field Marketing
English translation:	Current Issues in Marketing II
Learning outcomes	**Sound business knowledge** • Students explore current issues in marketing in greater depth from various theoretical, methodological, and social perspectives. • Students gain in-depth theoretical and empirical knowledge of the respective areas, also based on relevant original literature and/or current research. **Scholarly thinking** • Students learn to reflect critically on solutions and contributions to the respective subject based on systematic criteria. **Analytical skills** • Students develop their analytical skills further. **Management skills** • Students develop and evaluate their own solutions to problems based on theory.
Module content	Changing current topics from the entire field of marketing (theories and methods)
Teaching format(s)	Lecture and interactive teaching formats such as group discussions (4 credit hours)—unless announced otherwise at the start of the semester.
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • multimedia materials • online learning platform (e.g., Open Olat) • projects (groups) • projects (individual) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration.

	Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • joint module with international partner(s) • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • module is taught by an international visiting researcher or lecturer • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • guest lectures on ERS topics • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital or social media • digital documentation • digital transformation (impact and/or process)

	• digitalization is an important topic during the module • empirical digital data • ethics and data • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other

Module ID:	BA-MARKET 8(G)
Module type:	Required elective module
Title:	Unternehmensplanspiel
Responsible for module:	Prof. Dr. Henrik Sattler
English translation:	Strategic Marketing Simulation Game
Learning outcomes	**Sound business knowledge** • In the strategic marketing simulation game, students learn to work as a team to make marketing-related business decisions. **Scholarly thinking** • Students learn to analyze scholarly literature and to make business decisions based on this during the strategic marketing simulation game. **Management skills** • Students learn to make business decisions based on an analysis of the scholarly literature and to implement these decisions. • Students learn presentation techniques and use these in the oral defense of their work. • Students learn to make business decisions as a team. **Analytical skills** • Students develop their analytical skills further.
Module content	• analysis of the strategic marketing simulation game • literature analysis • use of literature in the strategic marketing simulation game • decision-making as a team over multiple simulation rounds • analysis and presentation of the decisions made
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • (computer-based) simulations/games • digital interaction with lecturers • digital interaction between students • discussions • multimedia materials • projects (groups) • software: shiny apps • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	• Ideally prior (or parallel) completion of the module Marketing • Where possible, students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area.

	The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the semester, the module examination usually comprises two presentations, each followed by an oral examination lasting approximately 15 minutes per person, on two different dates. The coursework is completed in groups.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • content, examples, and/or perspectives from practice

	• students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives **Topics:** • data collection • digital documentation • digital transformation (impact and/or process) • ethics and data • practical or practice-like applications • software: shiny apps • software: other

Module ID:	BA-MARKET 9(G)
Module type:	Required elective module
Title:	Aktuelle Probleme der Unternehmensgründung I
Responsible for module:	All professorships involved in the Focus Field Marketing
English translation:	Current Issues in Business Start-Ups I
Learning outcomes	**In-depth business knowledge** • Students are familiarized with specific current issues in business start-ups from various theoretical and methodological perspectives. • Students gain in-depth theoretical and methodological knowledge of the respective area, also based on relevant original literature and/or current research. **Scholarly thinking** • Students learn to reflect critically on solutions and contributions within each topic area based on systematic criteria. **Management skills** • Students develop and evaluate their own solutions to problems based on theory. **Analytical skills** • Students develop their analytical skills further.
Module content	Changing current topics from the entire field of business start-ups (**theories and methods**)
Teaching format(s)	Lecture, interactive learning formats, and/or case studies (generally 3 credit hours)—unless announced otherwise at the start of the course
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • digital interaction between students • discussions • field trips (e.g., company visits) • case studies • guest lectures • multimedia materials • online learning platform (e.g., Open Olat) • projects (groups) • projects (individual) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.

Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 31.5 hours; Independent study: 148.5 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • guest lectures on ERS topics • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)

	• health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital or social media • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data

	• ethics and data • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other

Module ID:	BA-MARKET 10(G)
Module type:	Required elective module
Title:	Aktuelle Probleme der Unternehmensgründung II
Responsible for module:	All professorships involved in the Focus Field Marketing
English translation:	Current Issues in Business Start-Ups II
Learning outcomes	**In-depth business knowledge** • Students are familiarized with specific current issues in business start-ups from various theoretical and methodological perspectives. • Students gain in-depth theoretical and methodological knowledge of the respective area, also based on relevant original literature and/or current research. **Scholarly thinking** • Students learn to reflect critically on solutions and contributions within each topic area based on systematic criteria. **Management skills** • Students develop and evaluate their own solutions to problems based on theory. **Analytical skills** • Students develop their analytical skills further.
Module content	Changing current topics from the entire field of business start-ups (**theories and methods**)
Teaching format(s)	Lecture, interactive learning formats, and/or case studies (generally 3 credit hours)—unless announced otherwise at the start of the course
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • digital interaction between students • discussions • field trips (e.g., company visits) • case studies • guest lectures • multimedia materials • online learning platform (e.g., Open Olat) • projects (groups) • projects (individual) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.

Module applicability	This module is a required elective of the Focus Field Marketing within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 31.5 hours; Independent study: 148.5 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • guest lectures on ERS topics • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)

	• health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital or social media • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data

	• ethics and data • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps • software: other

Module overview—Focus Field Operations and Supply Chain Management (BA-OSCM)

Module Code	Module Title	ECTS Credits	Semester Normally Offered
BA-OSCM 1(G)	**Operations Management**	6	Winter semester*
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-OSCM 2(G)	**Operations Research**	6	Winter semester*
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-OSCM 3(G)	**Supply Chain Management**	6	Winter semester*
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-OSCM 4(G)	**Transportation and Logistics**	6	Winter semester*
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-OSCM 5(G)	**Seminar—Operations and Supply Chain Management**	6	Summer semester
	Seminar (2 credit hours)		
BA-OSCM 6(G)	**Selected Topics in OSCM**	6	As announced
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-OSCM 7(G)	**Advanced Colloquium on OSCM**	6	As announced
	Colloquium (2 credit hours per week)		

*: At least one of the modules BA-OSCM 1–4 will additionally be offered during the summer semester. This will be announced no later than the start of the first registration period for the previous winter semester.

- A total of 30 ECTS credits must be obtained in the focus field, which includes the seminar module.
- ECTS credits that can be credited from other focus fields: max. 12 ECTS credits
- Credits can be awarded for all modules from the faculty's seven other focus fields, with the exception of the seminars.
- All modules, with the exception of BA-OSCM 5 and BA-OSCM 7, are open for students as part of the elective area in the Bachelor of Science in Business Administration and degree programs for which a reciprocal agreement exists.

Module ID:	BA-OSCM 1(G)
Module type:	Required elective module
Title:	Operations Management
Responsible for module:	Prof. Dr. Malte Fliedner
English translation:	Operations Management
Learning outcomes	**Sound business knowledge** • Students are familiarized with the key fundamentals of strategic and operational tasks in industrial and service companies. • Students can grasp typical decision-making problems in business processes. **Scholarly thinking** • Students understand the transfer of theoretical knowledge to operational applications based on selected examples. • Students acquire the skills needed to develop research questions independently. **Analytical skills** • Students learn about the structured analysis of business processes. • Students master basic models and procedures for solving problems in business decision-making and planning. **Management skills** • Students determine recommendations for action and management implications for the design of central business processes.
Module content	The module focuses on the analysis and support of typical strategic and operational decision-making in the business subprocesses of procurement, production, distribution, and sales. Continuous location models are used within the context of strategic planning to explore the organization of procurement management, design of manufacturing technologies, choice of production and/or distribution locations, and other topics. In terms of operational management, decision-making problems in procurement and production management as well as route planning and revenue management are examined.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • textbook/script • online learning platform (e.g., Open Olat) • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Operations and Supply Chain Management within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area.

	The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • students practice using software **Topics:** • algebraic modeling language • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-OSCM 2(G)
Module type:	Required elective module
Title:	Operations Research
Responsible for module:	Prof. Dr. Wolfgang Brüggemann
English translation:	Operations Research
Learning outcomes	**Sound business knowledge** • Students acquire basic theoretical knowledge from selected areas of operations research. **Analytical skills** • Students learn the procedure to solve real-life application problems using quantitative modeling and algorithmic implementation. • Students recognize and address difficulties that may arise during the resolution of such problems.
Module content	The topics covered in the lecture are selected from the areas of linear optimization, integer optimization, nonlinear optimization, and stochastic optimization. In addition to examining the theory, selected business applications of the methods discussed are presented.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • assignments • discussions • textbook/script • multimedia materials • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Operations and Supply Chain Management within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination on the first examination date. As a rule, the second examination date involves an oral examination lasting 15 minutes per student. The examinations are set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours

Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students practice using software **Topics:** • algebraic modeling language • digitalization is an important topic during the module • programming • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: other

Module ID:	BA-OSCM 3(G)
Module type:	Required elective module
Title:	Supply Chain Management
Responsible for module:	Prof. Dr. Guido Voigt
English translation:	Supply Chain Management
Learning outcomes	**Sound business knowledge** • Students gain fundamental knowledge of the most important issues in supply chain management (SCM). **Scholarly thinking** • Students are familiarized with the fundamental theories behind the modeling approaches used. • Students take a systematic, academically sound approach to independently solve decision-making problems in SCM. **Analytical skills** • Students gain basic quantitative skills for modeling and solving decision-making problems. • Students learn methodological approaches to develop and implement systems that support decision-making. **Management skills** • Students identify current developments in the various areas of SCM. • Students recognize key goal interdependencies and qualitative considerations in supply chain management.
Module content	• strategic, tactical, and operational planning problems in supply chains • supply network design • inventory management in supply chains • bullwhip effect • sales and operations planning
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • (computer-based) simulations/games • case studies • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Operations and Supply Chain Management within the Bachelor of Science in Business Administration.

	Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • algebraic modeling language • practical or practice-like applications • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-OSCM 4(G)
Module type:	Required elective module
Title:	Transport und Logistik
Responsible for module:	Prof. Dr. Knut Haase
English translation:	Transportation and Logistics
Learning outcomes	**Analytical skills** • Students further their ability to apply methodological concepts and theoretical knowledge to concrete problems in the fields of transport and logistics. **Sound business knowledge** • Students gain an overview of issues in logistics such as transport problems, traveling salesman problems, and flow problems. **Scholarly thinking** • Students acquire the skills needed to contextualize problems and develop solutions independently.
Module content	The following topics are covered during the **lecture**: • fundamental principles of graph theory • insights into logistics (optimization) issues • methods to solve logistics (optimization) issues The **practical course** takes place in parallel to the lectures and deepens the knowledge gained therein.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • guest lectures • exam training program/software • textbook/script • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Operations and Supply Chain Management within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination The examination is set in the language of instruction.

ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research and good scientific practice course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • environmental protection (SDG 13: Climate Action)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • content, examples, and/or perspectives from practice • projects based on research/work with companies • students present, write, and/or take exams on practice-related topics
Digitalization/ e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • students practice using software **Topics:**

	• algebraic modeling language • practical or practice-like applications • other

Module ID:	BA-OSCM 5(G)
Module type:	Required module
Title:	Seminar – Operations & Supply Chain Management
Responsible for module:	All professorships involved in the Focus Field Operations and Supply Chain Management
English translation:	Seminar—Operations and Supply Chain Management
Learning outcomes	**Sound business knowledge** • Students perform independent work on a set topic (possibly in a group with max. four participants) based on the knowledge gained during the lecture for one of the required elective modules for the Focus Field Operations and Supply Chain Management, which was completed before taking the seminar and provides input for this. **Scholarly thinking** • Students learn how to write seminar papers that meet the standards set for academic writing and practice the skills gained by preparing a seminar paper on the topic addressed. • Students present and defend their chosen topic during the seminar and also engage in a discussion on this topic thereafter. **Analytical skills** • Students are active participants in and critical contributors to the seminar sessions. • Students learn (active and passive) approaches to dealing with feedback.
Module content	The seminar content is topic-specific and builds on the knowledge gained during one of the introductory modules from the required elective area (OSCM 1–4). The topics to be covered in the seminar will be announced well before the introductory lectures start.
Teaching format(s)	Seminar (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • discussions • case studies • projects (groups) • projects (individual) • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	• Students should have completed the first study phase of the bachelor's degree in business administration. • Prior successful completion of one examination from the focus field (OSCM 1–4)
Module applicability	This module is a required component of the Focus Field Operations and Supply Chain Management within the Bachelor of Science in Business Administration.

Exam type, requirements, duration/scope, and language	Usually a term paper and a presentation—potentially also an oral or written examination. The examination type and, where applicable, the weighting of the individual examination components will be announced at the start of the course. Attendance of the seminar sessions is compulsory.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • students present, write, and/or take exams on practice-related topics
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives **Topics:** • algebraic modeling language • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-OSCM 6(G)
Module type:	Required elective module
Title:	Ausgewählte Probleme des OSCM
Responsible for module:	All professorships involved in the Focus Field Operations and Supply Chain Management
English translation:	Selected Topics in OSCM
Learning outcomes	**Sound business knowledge** • Students are familiarized with specific current issues in the field of operations and supply chain management from various theoretical and methodological perspectives. **Scholarly thinking** • Students gain theoretical and methodological knowledge in their chosen subject area, also based on selected original scholarly literature and current research. **Analytical skills** • Students learn to reflect critically on solutions and contributions to the respective subject based on systematic criteria. • Students develop and evaluate their own solutions to problems based on theory.
Module content	Changing current topics from the entire Focus Field Operations and Supply Chain Management
Teaching format(s)	Lecture and practical course or interactive teaching formats such as group discussions (4 credit hours)—as announced at the start of the semester
Teaching methods	**Prescribed teaching methods:** • algebraic modeling • textbook/script • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Operations and Supply Chain Management within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination

ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives

Module ID:	BA-OSCM 7(G)
Module type:	Required elective module
Title:	Fortgeschrittenen-Kolloquium zum OSCM
Responsible for module:	All professorships involved in the Focus Field Operations and Supply Chain Management
English translation:	Advanced Colloquium on OSCM
Learning outcomes	**Scholarly thinking** • This colloquium aims to deepen the fundamental knowledge of academic work gained during the Seminar–OSCM (BA-OSCM 5) and to enable students to conduct preliminary individual preparatory work to identify a topic for their bachelor's thesis.
Module content	The content of the colloquium is agreed individually between the students and lecturer before the start of the course and generally confirmed in writing.
Teaching format(s)	As agreed individually (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • discussions • case studies • projects (individual)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior successful completion of the Seminar—Operations and Supply Chain Management (BA-OSCM 5). As a rule, students must have obtained a supervisory confirmation from an examiner for the Focus Field OSCM of their willingness to supervise the bachelor's thesis.
Module applicability	This module is a required elective of the Focus Field Operations and Supply Chain Management within the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Both the module content and the specific examination components as well as their weighting and the examination language are usually agreed in writing at the start of the colloquium at the latest. If the participation in seminars or modules with compulsory coursework is agreed, attendance may be deemed compulsory.
ECTS credits	6 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	

Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives

Module overview—Focus Field Applied Statistics and Data Science (BA-STAT)

Module Code	Module Title	ECTS Credits	Semester Normally Offered
BA-STAT 1(G)	**Introduction to Causal Inference and Digital Causality Lab**	6	Summer semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-STAT 2(G)	**Introduction to Quantitative Risk Management**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-STAT 3(G)	**Time Series Analysis**	6	Summer semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-STAT 4(G)	**Regression Analysis**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-STAT 5(G)	**Seminar—Statistics and Quantitative Risk Management**	6	Summer semester
	Seminar (2 credit hours)		
BA-STAT 6(G)	**Selected Topics in Statistics and Quantitative Risk Management**	6	As announced
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-STAT 7(G)	**Selected Topics in Statistics**	6	As announced
	Lecture (2 credit hours) + practical course (1 credit hour)		
BA-STAT 8(G)	**Introduction to Data Science**	6	Winter semester
	Lecture (2 credit hours) + practical course (2 credit hours)		

- A total of 30 ECTS credits must be obtained in the focus field, which includes the seminar module.
- ECTS credits that can be credited from other focus fields: max. 12 ECTS credits
- Credits can be awarded for all modules from the faculty's seven other focus fields, with the exception of the seminars.
- All modules, with the exception of BA-STAT 5, are open for students as part of the elective area in the Bachelor of Science in Business Administration and degree programs for which a reciprocal agreement exists.

Module ID:	BA-STAT 1(G)
Module type:	Required elective module
Title:	Einführung in die Kausale Inferenz und Digital Causality Lab
Responsible for module:	Prof. Dr. Martin Spindler
English translation:	Introduction to Causal Inference and Digital Causality Lab
Learning outcomes	**Sound business knowledge** • How can causal relationships be "proven"? • Students learn to better assess statements on effect mechanisms (e.g., Did a change in price boost demand? and Did sacking the trainer do any good?). **Analytical skills** • Students analyze and evaluate measures (program evaluation). **Scholarly thinking** • Students learn to think in terms of causal chains and structures. • Students learn to think critically. • Students further their data literacy.
Module content	• review of probability theory • statistical models and causality • graphical models • effects of intervention • counterfactuals and their application • data literacy: data analysis and interpretation
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • digital interaction between students • case studies • guest lectures • textbook/script • multimedia materials • projects (groups) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the modules Mathematics I, Mathematics II, Statistics I, and Statistics II
Module applicability	This module is a required elective of the Focus Field Applied Statistics and Data Science within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area.

	The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination Or an oral examination. The exact examination requirements will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies

	• research with empirical data sets • content, examples, and/or perspectives from practice • students work together in groups on practice-related topics
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • course and/or reading materials on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • digital or social media • digital transformation (impact and/or process) • empirical digital data • ethics and data • machine learning, artificial intelligence • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab) • software: shiny apps

Module ID:	BA-STAT 2(G)
Module type:	Required elective module
Title:	Einführung in das Quantitative Risikomanagement
Responsible for module:	Prof. Dr. Michael Merz
English translation:	Introduction to Quantitative Risk Management
Learning outcomes	**Analytical skills** • Students gain in-depth knowledge of key mathematical and statistical models, methods, and concepts used in company risk management to quantify and allocate various types of risk. • Students acquire and consolidate their knowledge of the mathematical and statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. • In particular, they are able to model economic risks stochastically and to quantify and allocate risks. **Scholarly thinking** • Students understand statistical results and evaluations and reflect critically on these. • Students learn to work independently on new advanced topics within quantitative risk management, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about quantitative risk management topics confidently and effectively both verbally and in writing.
Module content	Fundamental concepts of quantitative risk management, basics of decision theory, risk measures, allocation procedures, linear and nonlinear stochastic dependencies, claim amounts and claim distribution, simulation procedures, and model adjustment and verification relating to claim amounts and distribution. The importance and applicability of the methods and techniques presented are illustrated using examples from the world of business.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the required modules Mathematics I, Mathematics II, Statistics I, and Statistics II
Module applicability	This module is a required elective of the Focus Field Applied Statistics and Data Science within the Bachelor of Science in Business Administration.

	Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module

Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: • digitalization: content, examples, and/or perspectives **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • empirical digital data • ethics and data • practical or practice-like applications • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-STAT 3(G)
Module type:	Required elective module
Title:	Zeitreihenanalyse
Responsible for module:	Prof. Dr. Michael Merz
English translation:	Time Series Analysis
Learning outcomes	**Analytical skills** • Students gain in-depth knowledge of important models and procedures of linear and nonlinear time series analysis and how to implement these in the statistical software R and then analyze their results. • Students gain and consolidate their knowledge of the statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. • In particular, they are able to identify the appropriate time series procedure to solve economics problems and to not only understand the theoretical principles but also the relevance of the concepts' content. **Scholarly thinking** • Students understand statistical results and evaluations and reflect critically on these. • Students learn to work independently on new advanced topics within time series analysis, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about statistical topics confidently and effectively both verbally and in writing.
Module content	Fundamentals of time series analysis; classic component model; moving averages; phase averaging methods; exponential smoothing; MA, AR, ARMA, and ARIMA processes; estimation and forecasting in ARMA and ARIMA processes; ARCH and GARCH processes; and multivariate time series analysis. The importance and applicability of the methods and techniques presented are illustrated using examples from the world of business.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the required modules Mathematics I, Mathematics II, Statistics I, and Statistics II

Module applicability	This module is a required elective of the Focus Field Applied Statistics and Data Science within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students practice using software

	Topics: • data analysis and/or mining (structured data) • data collection • empirical digital data • ethics and data • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-STAT 4(G)
Module type:	Required elective module
Title:	Regressionsanalyse
Responsible for module:	Prof. Dr. Michael Merz
English translation:	Regression Analysis
Learning outcomes	**Analytical skills** • Students gain in-depth knowledge of important models and procedures of linear and nonlinear regression analysis and how to implement these in the statistical software R and then analyze their results. • Students gain and consolidate their knowledge of the statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. • In particular, they are able to identify the appropriate regression procedure to solve economics problems and to not only understand the theoretical principles, but also the relevance of the concepts' content. **Scholarly thinking** • Students understand statistical results and evaluations and reflect critically on these. • Students learn to work independently on new advanced topics within regression analysis, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about statistical topics confidently and effectively both verbally and in writing.
Module content	Statistical fundamentals, classical and general linear model, model and variable selection, quantile regression, generalized linear models (GLMs), ridge regression and LASSO, nonlinear regression, nonparametric regression, and additive and generalized additive models. The importance and applicability of the methods and techniques presented are illustrated using examples from the world of business.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the required modules Mathematics I, Mathematics II, Statistics I, and Statistics II
Module applicability	This module is a required elective of the Focus Field Applied Statistics and Data Science within the Bachelor of Science in Business Administration.

	Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students practice using software

	Topics: • data analysis and/or mining (structured data) • data collection • empirical digital data • ethics and data • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-STAT 5(G)
Module type:	Required module
Title:	Seminar – Statistik und Quantitatives Risikomanagement
Responsible for module:	All professorships involved in the Focus Field Applied Statistics and Data Science
English translation:	Seminar—Statistics and Quantitative Risk Management
Learning outcomes	**Analytical skills** • Building on the lecture modules, students use current scholarly literature to gain in-depth knowledge of specific topics within statistics and/or quantitative risk management. • Students gain and consolidate their knowledge of the statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. **Scholarly thinking** • Students understand statistical research findings and critically reflect on the results of statistical and risk theory evaluations. • Students learn to work independently on new advanced statistics topics, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about statistical and risk theory topics confidently and effectively both verbally and in writing. • Students present and defend their written work.
Module content	This module explores selected topics in statistics and quantitative risk management.
Teaching format(s)	Seminar (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • (computer-based) simulations/games • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the required modules Mathematics I, Mathematics II, Statistics I, and Statistics II as well as at least one lecture module from the Focus Field Applied Statistics and Data Science strongly recommended
Module applicability	This module is a required elective of the Focus Field Applied Statistics and Data Science within the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Usually a term paper and a presentation—potentially also an oral or written examination. The examination type and, where applicable, the weighting of the individual examination components will be announced at the start of the course. Attendance of the seminar sessions is compulsory.

ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • empirical digital data • ethics and data • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-STAT 6(G)
Module type:	Required elective module
Title:	Ausgewählte Themen der Statistik und des Quantitativen Risikomanagements
Responsible for module:	All professorships involved in the Focus Field Applied Statistics and Data Science
English translation:	Selected Topics in Statistics and Quantitative Risk Management
Learning outcomes	**Analytical skills** • Students are introduced to advanced topics in statistics and quantitative risk management and acquire basic knowledge in a specialized area of statistics or quantitative risk management. • Students acquire and consolidate their knowledge of the mathematical and statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. **Scholarly thinking** • Students understand statistical and risk theory research findings and reflect critically on the results of statistical and risk theory evaluations. • Students learn to work independently on new advanced topics within statistics and quantitative risk management, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about statistical and risk theory topics confidently and effectively both verbally and in writing.
Module content	This module explores advanced topics in statistics and quantitative risk management from the areas of statistical theory, applied statistics, statistical learning, risk theory, and actuarial science.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour), or interactive teaching formats such as group discussions (4 credit hours)—as announced at the start of the semester
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Applied Statistics and Data Science within the Bachelor of Science in Business Administration.

	Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination Or an oral examination. The exact examination requirements will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • project work on topics from practice • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students practice using software

	Topics: • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • empirical digital data • ethics and data • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-STAT 7(G)
Module type:	Required elective module
Title:	Ausgewählte Themen der Statistik
Responsible for module:	All professorships involved in the Focus Field Applied Statistics and Data Science
English translation:	Selected Topics in Statistics
Learning outcomes	**Analytical skills** • Students are introduced to advanced topics in statistics and gain fundamental knowledge in a specialist area of statistics. • Students gain and consolidate their knowledge of the statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. **Scholarly thinking** • Students understand statistical research findings and critically reflect on the results of statistical evaluations. • Students learn to work independently on new advanced statistics topics, and to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about statistical topics confidently and effectively both verbally and in writing.
Module content	Students explore advanced topics in statistics from the areas of statistical theory, applied statistics, and statistical learning.
Teaching format(s)	Lecture (2 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the required modules Mathematics I, Mathematics II, Statistics I, and Statistics II
Module applicability	This module is a required elective of the Focus Field Applied Statistics and Data Science within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 90-minute written examination Or an oral examination. The exact examination requirements will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 31.5 hours; Independent study: 148.5 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • empirical digital data • ethics and data

	• machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-STAT 8(G)
Module type:	Required elective module
Title:	Introduction to Data Science
Responsible for module:	Prof. Dr. Anne Lauscher
English translation:	Introduction to Data Science
Learning outcomes	**Sound business knowledge** • The students get to know the overall data science process • The students gain theoretical and application-oriented knowledge related to different approaches in data analysis as well as for their evaluation **Analytical skills** • The students understand and are able to analyse different methods for data analysis **Scholarly thinking** • The students reflect about the results of data science methods critically **Management skills** • The students practise effective communication about data science topics **Socially responsible decision-making** • The students think about ethical issues related to data science
Module content	In the digital age, the computational processing and analysis of data becomes more and more important. This course provides a general overview of theoretical concepts and methods relating to modern data science methods (pre-processing and analysis). The **lecture** covers five main topics: - Data Mining, e.g., general concepts, supervised, and unsupervised learning - Information Retrieval, e.g., document ranking and evaluation - Text Mining, e.g., language modeling, language representation - Social Network Analysis, e.g., mathematical description, computational analysis - Ethical Aspects, e.g., fairness The **practical courses** will focus on deepening the participants' understanding of the theoretical concepts.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the required modules Introduction to Information Systems (GRWINF), Mathematics I, Mathematics II, Statistics I, and Statistics II
Module applicability	This module is a required elective of the Focus Field Applied Statistics and Data Science within the Bachelor of Science in Business Administration.

	Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • teaching materials, literature or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • course and/or reading materials on ERS topics **Topics:** • ERS and (digital) technologies • ethical decision-making (SDG 9: Industry, innovation and infrastructure) • environmental protection (SDG 13: Climate action)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**:

	Teaching methods: • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students present about, write on, and/or take exams on digitalization **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • digital or social media • digitalization is an important topic in the module • ethics and data • machine learning, artificial intelligence

Module overview—Focus Field Management and Corporate Governance (BA-UFÜ)

Module Code	Module Title	ECTS Credits	Semester Normally Offered
BA-UFÜ 1(G)	**International Management**	6	Once a year, generally in the winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-UFÜ 2(G)	**The Entrepreneurial Firm: Building and Managing Professional Organizations**	6	Once a year, generally in the summer semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-UFÜ 3(G)	**Management of Human Resources: Personnel Planning**	6	Once a year, generally in the winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-UFÜ 4(G)	**European and Public Business Law**	6	Once a year, generally in the summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-UFÜ 5(G)	**Seminar—Management**	6	Once a year, generally in the summer semester
	Seminar (potentially as a block seminar) (2 credit hours or 2 plus 1 credit hour, as announced)		
BA-UFÜ 6(G)	**Current Issues in Management A**	6	As announced
	Lecture and/or interactive teaching formats (generally 4 credit hours)		
BA-UFÜ 7(G)	**Current Issues in Management B**	6	As announced
	Lecture and/or interactive teaching formats (generally 4 credit hours)		
BA-UFÜ 8(G)	**Conversational AI — Technical Fundamentals und Business Applications**	6	Once a year, generally in the summer semester
	Lecture (3 credit hours) + practical course (1 credit hour)		

- A total of 30 ECTS credits must be obtained in the focus field, which includes the seminar module.
- ECTS credits that can be credited from other focus fields: max. 12 ECTS credits
- With the exception of the seminar modules, any modules from the focus fields Finance, Banking and Insurance; Health Care Management; Marketing; Applied Statistics and Data Science; Information Systems; and Auditing and Taxation can be taken.
  Individual module: Industrial and Organizational Psychology (Faculty of Psychology and Human Movement Science)
- All modules, with the exception of BA-UFÜ 5, are open for students as part of the elective area in the Bachelor of Science in Business Administration and degree programs for which a reciprocal agreement exists.

Module ID:	BA-UFÜ 1(G)
Module type:	Required elective module
Title:	Internationales Management
Responsible for module:	Prof. Dr. Nicola Berg
English translation:	International Management
Learning outcomes	**Sound business knowledge** • Students are familiarized with the theories and leadership functions in international management. **Management skills** • Students gain in-depth insights into various leadership functions in an international context. • Students apply the knowledge gained to current issues in business practice by developing solutions and critically reflecting on these. **Analytical skills** • Students use diverse methods and theories from international management research to acquire and train their analytical skills. **Scholarly thinking** • Students reflect critically on the theories and methods used in international management research. **International mindset** • Students reflect on and discuss the planning and management of international corporate activities in the area of tension between corporate objectives and internal and external stakeholders of international companies.
Module content	• theories of international business • leadership roles in international business
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • case studies • guest lectures • textbook/script • multimedia materials
Language of instruction	German—unless announced otherwise at the start of the course; teaching materials possibly in English
Prerequisites	Familiarity with the content of the required module Human Resources Management
Module applicability	This module is a required elective of the Focus Field Management and Corporate Governance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice • ERS and internationalization • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production)

Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • content, examples, and/or perspectives from practice • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics

Module ID:	BA-UFÜ 2(G)
Module type:	Required elective module
Title:	The Entrepreneurial Firm: Building and Managing Professional Organizations
Responsible for module:	Prof. Dr. Kay Peters
English translation:	The Entrepreneurial Firm: Building and Managing Professional Organizations
Learning outcomes	**Sound business knowledge** • Students learn theories, methodologies and gain in-depth knowledge in the following areas (see module content for details): - organizational theories - strategy development - drivers of and challenges in organizational design - coordination and motivation tasks - formal (structures and processes) and informal organizational forms - ethics and sustainability within organizations - organizational cultures - leadership styles - stress reduction and burnout in organizations - growth and decline of (innovative) organizations **Scholarly thinking** • Students gain in-depth theoretical and conceptual knowledge and practice, and can confidently apply research models and methods to specific questions in these fields. • Students train their ability to critically examine original scholarly articles. **Analytical skills** • Students understand theories and various analytical methods in the aforementioned topics. • Students learn to use the theory and models to make decisions in these topics, taking their interdependencies into account. **Management skills** • Students are familiarized with theories, approaches, (organizational) cultures, and (leadership) styles using multiple practical examples and work in teams to apply these in the case study. **Socially responsible decision-making** • Students discuss the transfer to current social questions and the transfer or application to known current cases within companies, organizations, and government authorities. **International mindset** • Students learn how important diversity and an international focus are to the success of organizations and their employees.
Module content	• Fundamental concepts and theories on markets vs firms (e.g., TCE, bounded rationality, uncertainty) • Organizational theories and their application to the organization of structures and processes (classic, neoclassic, modern) • Drivers of organizational design (environment, technology, motivation/theories) • Challenges in organizational design (balancing differentiation, centralization, standardization, organic structures)

	• Strategy development and implementation (concepts, tools, impact of IT/AI) • Coordination and motivation tasks • Organizational forms (e.g., team and project organization, process and matrix organization, profit center organization, virtual and network organization) • Leadership styles, motivation, and ethics • Organizational cultures, motivation, and ethics • Sustainability within and of organizations • Teams and dynamics, stress reduction, and burnout prevention in organizations • Dynamics: types of change, barriers, and change management approaches • Growth and decline of (innovative) organizations; Innovations The material covered in the lecture is explored in greater depth through exercises, case studies, and presentations by business practitioners.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • slide collections • online learning platform (e.g., Open Olat) • projects (groups)
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration. Prior completion of the required module Human Resources Management strongly recommended
Module applicability	This module is a required elective of the Focus Field Management and Corporate Governance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination Language: English—unless announced otherwise
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours

Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them • students work together in international groups
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • guest lectures on ERS topics • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production)

	• transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • environmental protection (SDG 13: Climate Action) • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization **Topics:** • data collection • digital or social media • digital transformation (impact and/or process) • digitalization is an important topic during the module • ethics and data • machine learning, artificial intelligence • practical or practice-like applications

Module ID:	BA-UFÜ 3(G)
Module type:	Required elective module
Title:	Management der Personalressourcen: Personalplanung
Responsible for module:	Prof. Dr. Dorothea Alewell
English translation:	Management of Human Resources: Personnel Planning
Learning outcomes	**Sound business knowledge** • Students are familiarized with the methods for planning and managing personnel resources and the framework conditions for personnel planning pursuant to labor law as well as their effects on the company and employees. **Management skills** • Students learn theoretical and methodological approaches to plan personnel needs, equipment, and deployment, and can apply these with confidence. **Analytical skills** • Students are familiarized with methods and theories relating to personnel needs, equipment, and deployment within organizations and companies in terms of the effects of the framework conditions pursuant to labor law and the various interests of employers, employees, and employee representatives, and are able to critically reflect on these. • Students can make factually and methodologically sound decisions to conclude, draft, give notice, and terminate employment contracts and to serve as an important partner in the cooperation with the works council. **Socially responsible decision-making** • Students are able to reflect and act responsibly in the planning and management of personnel resources in the area of tension between entrepreneurial goals and the protective concept pursuant to labor law as well as with regard to the management of human resources in general. **Scholarly thinking** • Students are familiarized with and understand theories and models and can critically reflect on these. They can assess the limitations of the value of these theories and models, and derive research needs from these. • Students gain knowledge of theories from the fields of business administration, psychology, and law, and can reflect on their disciplinary differences and commonalities.
Module content	Personnel planning, personnel need planning and the associated methods, equipment planning and the options for action, drafting employment and personnel leasing contracts, deployment planning and the associated methods, labor law framework conditions and restrictions on personnel planning, economic evaluation of labor law framework conditions, works councils as institutional stakeholders in human resources, co-determination of the works council in the management of personnel resources, and economic effects of co-determination.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • case studies

	• guest lectures • textbook/script • multimedia materials
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the required module Human Resources Management recommended
Module applicability	This module is a required elective of the Focus Field Management and Corporate Governance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • other: Students are familiarized with specific aspects of German labor law and collective labor relations, and are able to compare these with the regulations in other countries. Students systematically train their ability to switch perspectives between employer, works council, trade union, and individual employee to enhance their openness to different points of view.
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • group work on ERS topics • course and/or reading materials on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics

	• other: the perspectives of the co-determination bodies and possible areas of tension between the interests of employers and employee representatives are regularly addressed and discussed. Mini case studies are used during the exercises to encourage students to reflect on various positions and viewpoints, define their own position, and find compromises between conflicting viewpoints. **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • guest lectures on practical topics • content, examples, and/or perspectives from practice • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • course and/or reading materials on digitalization **Topics:** • other: the effects of digitalization on labor relations and co-determination are addressed.

Module ID:	BA-UFÜ 4(G)
Module type:	Required elective module
Title:	Europäisches und öffentliches Wirtschaftsrecht
Responsible for module:	Dr. Fabian Jungk
English translation:	European and Public Business Law
Learning outcomes	**Sound business knowledge** • Students gain the fundamental knowledge of EU law required for a sound understanding of business. • Students gain the fundamental knowledge of public law required for a sound understanding of business. **Scholarly thinking** • Students are able to apply the knowledge gained of business law and business methods to issues arising in business practice. • Students can use the fundamental knowledge gained to independently familiarize themselves with new areas of public law and EU law. **Analytical skills** • Students are able to analyze and legally assess business law case scenarios. • Students can analyze and legally classify economic policy decisions and developments on the national and European levels. **Management skills** • Students are able to recognize the political and economic background and significance of public law and EU regulations for companies and to make appropriate business decisions. • Students can communicate effectively with legal departments, lawyers, and representatives of public authorities and work with them on projects or solve problems together that are related to public law or EU law. **Socially responsible decision-making** Students are able to apply and implement the value systems of EU law and the Basic Law (GG) as well as the principles of the rule of law in operational and official functions.
Module content	Special focus areas within this module include the following: The German state and European Union, along with their institutions and respective modes of operation, legal bases, and competences for regulating the economic framework conditions as well as their possibilities to intervene in the event of infringements. The main features of legal protection against interventions by the state or EU in the rights of companies are furthermore introduced. Examples from German and international business practice are regularly used to explain and deepen the legal knowledge imparted. Students learn the fundamental ideas and principles of public law and EU law as a basis for accessing other areas of law. The basic knowledge acquired and case studies enable an analysis and legal understanding of practical questions that companies encounter in the areas of public law and EU law. Furthermore, students can understand and perform legal analyses of national and international economic policy decisions and developments. The basic knowledge acquired and specialist terminology imparted enable efficient communication and cooperation with specialists in the fields of public law and EU law working for public authorities, companies, and law firms.

	Numerous examples are used to illustrate the decisive importance of law and justice for the economic order and society, as prescribed by the value systems of the Basic Law (GG), the EU Treaties, and the Charter of Fundamental Rights of the EU, which in particular encompass the principles of human dignity, the rule of law, and equal opportunity.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • discussions • case studies • exam training program/software • textbook/script • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module is a required elective of the Focus Field Management and Corporate Governance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is an important theme during the module

	• teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice • ERS and internationalization • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives

Module ID:	BA-UFÜ 5(G)
Module type:	Required elective module
Title:	Seminar Management
Responsible for module:	Prof. Dr. Alewell, Prof. Dr. Berg, Prof. Dr. Peters, and Prof. Dr. Recker
English translation:	Seminar—Management
Learning outcomes	**Sound business knowledge** • Students analyze and discuss current research problems and gain in-depth knowledge of theories, content, and methods from various management sub-areas. **Scholarly thinking** • Students develop theoretical, methodological, and/or practical approaches to the current research problems and issues forming the topic of their seminar paper, and train their ability to understand and reflect critically on research and to collaborate on research projects. Students learn to perform academic work independently by preparing a seminar paper and presenting their findings. They also learn to research academic sources and to critically and constructively use and reflect on the latter's contents. **Analytical skills** • Writing and presenting a term paper and listening to and discussing other students' presentations enables students to gain and practice the skills needed to understand theories, data, and methods of data analysis. They furthermore learn to use theories, data, and models to justify and substantiate decisions. **Management skills** • Writing and presenting a term paper and listening to and discussing other students' presentations enables students to gain and practice their management skills for the confident and effective presentation, discussion, and evaluation of specialist content, and to develop appropriate solutions both independently and in teams. **Socially responsible decision-making** • The seminar topics relate in part to the goals of the stakeholder groups of companies and organizations and their conflicting interests, and how to deal with these fields of tension and diverging goals. Students reflect on and practice socially responsible action during consideration of these topics. They acquire the ability to think and act responsibly, ethically, and sustainably. **International mindset** • Many of the seminar topics relate to the goals of the stakeholder groups of companies and organizations and their conflicting interests, and how to deal with these fields of tension and diverging goals. During consideration of these topics, students practice reflecting on various perspectives, views, and standpoints, and being flexible in their own opinions. Thus, they gain an important foundation for an international mindset. • Students work with English and German literature throughout and incorporate this into their seminar papers and presentations, allowing them to also improve their international communication skills.
Module content	Changing current content and research problems from all management areas.
Teaching format(s)	Seminar (2 credit hours); as announced, possibly also a complementary practical course that focuses on academic work (1 credit hour)

Teaching methods	**Prescribed teaching methods:** • discussions • multimedia materials • projects (groups) • projects (individual) • other: presentations by students and related discussions
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Knowledge from selected required elective lectures for the focus field would be helpful and is strongly recommended.
Module applicability	This module is a required elective of the Focus Field Management and Corporate Governance within the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Usually a term paper and a presentation—potentially also an oral or written examination. The specific examination components and their formats as well as their weighting will be announced at the start of the course. Attendance of the seminar sessions is compulsory.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making":

	• ethical decision-making (SDG 9: Industry, Innovation and Infrastructure) • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • social responsibility (SDG 12: Responsible Consumption and Production) • other: vary depending on the general seminar topic
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • research with empirical data sets • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • other: presentations by students and related discussions
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • other: vary depending on the general seminar topic

Module ID:	BA-UFÜ 6(G)
Module type:	Required elective module
Title:	Aktuelle Probleme des Managements A
Responsible for module:	All teaching staff involved in the Focus Field Management and Corporate Governance, visiting professorships, and acting professorships
English translation:	Current Issues in Management A
Learning outcomes	**Sound business knowledge** • Students are familiarized with current management issues from various theoretical, methodological, and social perspectives, and acquire in-depth theoretical, methodological, and empirical knowledge of the respective subject area, also based on relevant original scholarly literature and current research. **Scholarly thinking** • Students acquire skills to reflect critically on research articles and to develop their own research approaches and solutions. **Analytical skills** • Students gain in-depth theoretical and empirical knowledge of the respective areas, also based on relevant original literature and/or current research. • Students are able to draw on theory and academic criteria to reflect critically on solutions to problems and contributions to the respective subject area as well as to develop and evaluate their own proposals for solutions based on theory.
Module content	Changing current topics from the entire Focus Field Management
Teaching format(s)	Lecture and interactive teaching formats such as group discussions (4 credit hours)—unless announced otherwise at the start of the semester.
Teaching methods	Changing teaching methods depending on the provider and topic—as announced at the start of the course.
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None—unless announced otherwise at the start of the semester
Module applicability	This module is a required elective of the Focus Field Management and Corporate Governance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally as a targeted supplement to the teaching on current topics.

Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • other: changing themes, methods, and content
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics • other: changing themes, methods, and content. **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • other: changing themes, methods, and content.
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • other: changing themes, methods, and content
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • other: changing themes, methods, and content

Module ID:	BA-UFÜ 7(G)
Module type:	Required elective module
Title:	Aktuelle Probleme des Managements B
Responsible for module:	All teaching staff involved in the Focus Field Management and Corporate Governance, visiting professorships, and acting professorships
English translation:	Current Issues in Management B
Learning outcomes	**Sound business knowledge** • Students are familiarized with current management issues from various theoretical, methodological, and social perspectives, and acquire in-depth theoretical, methodological, and empirical knowledge of the respective subject area, also based on relevant original scholarly literature and current research. **Scholarly thinking** • Students acquire skills to reflect critically on research articles and to develop their own research approaches and solutions. **Analytical skills** • Students gain in-depth theoretical and empirical knowledge of the respective areas, also based on relevant original literature and/or current research. • Students are able to draw on theory and academic criteria to reflect critically on solutions to problems and contributions to the respective subject area as well as to develop and evaluate their own proposals for solutions based on theory.
Module content	Changing current topics from the entire Focus Field Management
Teaching format(s)	Lecture and interactive teaching formats such as group discussions (4 credit hours)—unless announced otherwise at the start of the semester.
Teaching methods	Changing teaching methods depending on the provider and topic—as announced at the start of the course.
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None—unless announced otherwise at the start of the semester
Module applicability	This module is a required elective of the Focus Field Management and Corporate Governance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally as a targeted supplement to the teaching on current topics.

Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • other: changing themes, methods, and content
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics • other: changing themes, methods, and content **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality) • decent work (SDG 8: Decent Work and Economic Growth) • social business (SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • other: changing themes, methods, and content
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • other: changing themes, methods, and content
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • other: changing themes, methods, and content

Module ID:	BA-UFÜ 8(G)
Module type:	Required elective module
Title:	Conversational AI — Technical Fundamentals und Business Applications
Responsible for module:	Prof. Dr. Anne Lauscher
English translation:	Conversational AI — Technical Fundamentals und Business Applications
Learning outcomes	**Sound business knowledge** • The students gain conceptual and technical knowledge about conversational AI • The students learn about business-related use cases for conversational AI **Management skills** • The students earn decision-making skills related to conversational AI • The students practice effective communication for topics related to conversational AI **Socially responsible decision-making** • The students learn to assess conversational AI in given sociotechnical contexts critically **Scholarly thinking** • The students reflect about approaches for conversational AI critically **Analytical skills** • The students understand different methods for implementing conversational AI
Module content	One of the, arguably, most interesting Natural Language Processing-Applications to-date is Conversational Artificial Intelligence (AI): it enables users to interact with an AI system in the way they would with other humans – through natural language dialogs. For businesses, this advanced technology offers a plethora of possibilities. In this course, we will thus discuss the technical fundamentals underpinning Conversational AI systems (e.g., machine learning) and afterwards, explore some of the most popular use cases (e.g., customer service chatbots). The theoretical **lecture** covers four main parts: - Introduction to Conversational AI (definition, history, etc.) - Technical Fundamentals (text processing, machine learning, evaluation, etc.) - Use Cases (e.g., customer service bots) - Ethical considerations (e.g., unfair bias) The **practical courses** will focus on deepening the participants' understanding of the theoretical concepts.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • multimedia materials
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the modules Introduction to Information Systems (BA-GRWINF), Mathematics I, Mathematics II, Statistics I, Statistics II and Introduction to Data Science

Module applicability	This module is a required elective of the Focus Field Management and Corporate Governance within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples and/or perspectives • teaching materials, literature or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • Course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • Ethical decision-making (SDG 9: Industry, innovation and infrastructure) • Environmental protection (SDG 13: Climate action)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • Content, examples, and/or perspectives from practice

Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • Digitalization: Content, examples and/or perspectives • Course and/or reading materials on digitalization • Students present about, write on, and/or take exams on digitalization **Topics:** • Data analysis and/or mining (unstructured data) • Digital or social media • Digitalization is an important topic in the module • Ethics and data • Machine learning, artificial intelligence

Module overview—Focus Field Information Systems (BA-WI)

Module Code	Module Title	ECTS Credits	Semester Normally Offered
BA-WI 1(G)	**Information Management**	6	Winter semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-WI 2(G)	**Modeling Information Systems**	6	Summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-WI 3(G)	**E-Business**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-WI 4(G)	**Enterprise Resource Planning**	6	Summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-WI 5(G)	**Seminar—Information Systems**	6	Summer semester
	Block seminar (2 credit hours)		
BA-WI 6(G)	**Introduction to Object-Oriented Programming**	6	Summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-WI 7(G)	**IT Entrepreneurship**	6	Summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-WI 8(G)	**Current Issues in Information Systems**	6	As announced
	Lecture + practical course or interactive teaching formats (4 credit hours)		
BA-WI 9(G)	**Introduction to Scientific Research in Information Systems**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		

- A total of 30 ECTS credits must be obtained in the focus field, which includes the seminar module.
- ECTS credits that can be credited from other focus fields: max. 12 ECTS credits
- Credits can be awarded for all modules from the faculty's seven other focus fields, with the exception of the seminars.
- All modules, with the exception of BA-WI 5, are open for students as part of the elective area in the Bachelor of Science in Business Administration and degree programs for which a reciprocal agreement exists.

Module ID:	BA-WI 1(G)
Module type:	Required elective module
Title:	Informationsmanagement
Responsible for module:	Prof. Dr. Stefan Voß
English translation:	Information Management
Learning outcomes	**Sound business knowledge** • Students learn to master the basic tools and methods of information management. **Analytical skills** • Students acquire the ability to analyze real-life organizations, processes, and systems from an information management perspective as a basis for developing targeted transformations to achieve greater efficiency or effectiveness and enhance the competitive edge. **Scholarly thinking** • Students gain the ability to independently select and develop appropriate theories, tools, and methods in the field of information management to solve real-life problems that organizations face. **Management skills** • Students practice participating in group discussions and group work on various aspects of information management.
Module content	• fundamental concepts: information, data, knowledge, and communication • definition approaches and doctrines in information management; tasks and goals of information management • information technology management • data management (incl. data warehouse) and information logistics • knowledge management: decision-making support, learning support (incl. data mining), and automated solution generation (knowledge-based systems) • communication and coordination: groupware and workflow management, as well as external information management • organization of information management • innovation management
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • case studies • guest lectures • exam training program/software • textbook/script • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course

Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration. Students of other degree programs should have completed the module BA-GRWINF or BWL-BA-WI-GWI.
Module applicability	This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Business Administration. It is a required component within the Bachelor of Science in Information Systems. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them • students work together in international groups
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**:

	• case studies • content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • course and/or reading materials on digitalization **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • digital or social media • digital transformation (impact and/or process) • digitalization is an important topic during the module • machine learning, artificial intelligence • practical or practice-like applications

Module ID:	BA-WI 2(G)
Module type:	Required elective module
Title:	Modellierung von Informationssystemen
Responsible for module:	Prof. Dr. Stefan Voß
English translation:	Modeling Information Systems
Learning outcomes	**Analytical skills** • Students acquire and further their skills in modeling for software development and in particular in the creation and interpretation of graphical models for software development. • Students gain and deepen their skills in business process modeling and in particular in the creation and interpretation of graphical business process models. **Management skills** • Students acquire knowledge and skills in business process management. • Students acquire knowledge and skills in enterprise architecture management. **Scholarly thinking** • Students practice using structured, systematic procedures by applying the fundamentals and principles of modeling. • Students develop their skills further in abstracting facts for various perspectives and domains. • Students gain in-depth knowledge of the theories and concepts of metamodeling. **Sound business knowledge** • Students gain knowledge of activity-based costing based on business process models. • Students acquire knowledge and skills in enterprise modeling.
Module content	The module imparts knowledge and skills for modeling information systems and enterprise architectures. In particular, this includes: • introduction to information and application systems • fundamentals of modeling, reference models, and metamodels • object-oriented modeling, in particular, with UML • business process modeling, incl. with BPMN • business process management • enterprise architecture management • enterprise modeling • business capabilities
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • guest lectures • multimedia materials • software: other
Language of instruction	German—unless announced otherwise at the start of the course

Prerequisites	None
Module applicability	This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Business Administration. This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Information Systems. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction. Students must successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • guest lectures on practical topics • content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives

	• guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications • software: other

Module ID:	BA-WI 3(G)
Module type:	Required elective module
Title:	E-Business
Responsible for module:	Prof. Dr. Stefan Voß
English translation:	E-Business
Learning outcomes	**Sound business knowledge** • Students acquire fundamental knowledge of the most important business aspects of the net economy; e-commerce; and planning, development, and implementing web-based business models. • Students gain an understanding of the relationship between organization and IT support in e-business as well as of strategic, tactical, and operational implications of the net economy in entrepreneurial business processes. **Management skills** • Students develop their ability to discuss and reflect critically on entrepreneurial decisions in e-business. • Students acquire knowledge of the range of web-based business models, their IT requirements, and the corresponding application systems. **Analytical skills** • Students acquire the skills needed to analyze relevant metrics for measuring success in e-business.
Module content	The module comprises a lecture with an integrated practical course during which real-life examples are used to illustrate the theoretical concepts and consolidated with exercises, case studies, and practical computer-based tasks. Specifically, the module is divided into the following topics: 1. basics of e-business, digitalization, net economy, and web-based business models 2. design of business models in e-commerce, in particular, through e-shops and platform design and use 3. specifics of e-marketing and data-driven CRM, and the growing importance of cloud applications and artificial intelligence 4. analysis of key performance indicators in e-business using web analytics 5. possibilities of current technologies such as blockchain, Internet of Things, or virtual reality for creating digital business models
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • discussions • case studies • guest lectures • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis
Language of instruction	German—unless announced otherwise at the start of the course

Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Business Administration. This module is an elective module for the Focus Field Business Administration within the Bachelor of Science in Information Systems. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination Or an oral examination. The module examination is set in the language of instruction. Students must successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS and (digital) technologies

Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students practice using software **Topics:** • blockchain • digital or social media • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • cryptocurrencies • machine learning, artificial intelligence • software: data analysis

Module ID:	BA-WI 4(G)
Module type:	Required elective module
Title:	Enterprise Resource Planning
Responsible for module:	Prof. Dr. Stefan Voß
English translation:	Enterprise Resource Planning
Learning outcomes	**Sound business knowledge** • Students acquire knowledge of the typical procedure for or design of selected business processes in business application areas (e.g., production, materials management, logistics, and sales) and the tasks each involves. • Students understand the effects of standard software for enterprise resource planning (ERP) on the standardization and streamlining of business processes and organization. • Students acquire knowledge of the architecture and functionality of ERP systems. **Analytical skills** • Students acquire knowledge and skills in the use of ERP systems to support operational business processes digitally. • Students understand the technological implications of ERP systems in terms of customizing, migration, enhancement, and development. **Management skills** • Students are able to use ERP systems to support typical operational processes from business practice. • Students learn how users, managers, and consultants can work with ERP systems.
Module content	The lecture provides in-depth knowledge of the use of standard software for enterprise resource planning. This can include both a closer look at a specific ERP system (e.g., SAP S/4HANA) or limitation to just one area of application (e.g., logistics). The architecture, functionality, and implementation scenarios for ERP systems are explored, with a focus on software-based support for business processes. The introduction or migration of ERP systems and their customization are examined. In the practical course, the focus is on how different types of users can work with ERP systems. Case studies are used for this, during which students independently carry out or even configure and implement typical business processes in the ERP system.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • discussions • case studies • guest lectures • multimedia materials • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration. Students of other degree programs should have completed the module BA-GRWINF or BWL-BA-WI-GWI.

Module applicability	This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Business Administration. This module is an elective module for the focus fields Business Administration and Information Systems within the Bachelor of Science in Information Systems. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction. Students must successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Ethics, responsibility, and sustainability (ERS)	**Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS and (digital) technologies
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization

	• course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications • software: other

Module ID:	BA-WI 5(G)
Module type:	Required elective module
Title:	Seminar zur Wirtschaftsinformatik
Responsible for module:	All professorships involved in the Focus Field Information Systems
English translation:	Seminar on Information Systems
Learning outcomes	**Scholarly thinking** • Students further their skills in the preparation of academic papers. • Students develop their ability to independently identify and reflect on relevant research literature on a given issue. • Students practice reflecting critically on relevant research literature independently. • Students further their ability to independently select and acquire relevant theoretical knowledge and methodological concepts from the literature to solve specific practical problems. • Students acquire the skills needed to independently develop further research questions. **Analytical skills** • Students hone their ability to apply theoretical knowledge and methodological concepts to resolution of a concrete problem, and to modify or further develop the methodological concepts as needed in practice. **Management skills** • Students enhance their skills in presenting complex issues (theoretical and practical as well as technical, economic, and social contexts). • Students develop their reasoning skills further. • Students hone their ability to complete a given task as a team within a set time.
Module content	Changing topics from the field of information systems. The content depends on the overall topic within the field of information systems.
Teaching format(s)	Seminar (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • discussions • field trips (e.g., company visits) • other: independent scholarly work and work in small groups
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration. Students of other degree programs should have completed the module BA-GRWINF or BWL-BA-WI-GWI.
Module applicability	This module is a required component of the Focus Field Information Systems within the Bachelor of Science in Business Administration. It is an elective module within the Bachelor of Science in Information Systems.

Exam type, requirements, duration/scope, and language	The module examination consists of a term paper and a presentation; further examination components such as additional term papers may be required (e.g.: preparation of an expert opinion or poster). The specific examination components and their formats as well as their weighting will be announced at the start of the course. Attendance of the seminar sessions is compulsory. Examination language: as per the language of instruction; term papers can always be written in English.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Generally every summer semester; potentially additionally also in the winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • students present on or write about international topics, and/or are examined on them • students work together in international groups
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module

Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • algebraic modeling language • blockchain • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital or social media • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • cryptocurrencies • machine learning, artificial intelligence • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-WI 6(G)
Module type:	Required elective module
Title:	Einführung in das objektorientierte Programmieren
Responsible for module:	Prof. Dr. Stefan Voß
English translation:	Introduction to Object-Oriented Programming
Learning outcomes	**Analytical skills** • Students learn to develop algorithms. • Students are introduced to the concepts of object-oriented programming using Java, Python, or another programming language taught during the module. • Students gain insights into object-oriented software development. **Scholarly thinking** • Students are familiarized with the fundamentals and principles of object-oriented software development. • Students are introduced to control structures for the development of algorithms. • Students learn about software architectures, best practices, and conventions. **Sound business knowledge** • Students acquire knowledge for data analysis, database access, and data management in general. • Students develop programs for simple business applications. **Management skills** • Learning an object-oriented programming language enables students to evaluate and organize software developments within a company or to manage projects in this field.
Module content	• introduction to the fundamentals of object-oriented programming using the programming languages taught during the module (e.g., Java and Python) • programming control structures and their use in algorithms • concepts of object-oriented programming (theory, uses, and applications) - classes and objects - constructors - associations - inheritance • further programming concepts (theory, uses, and applications) - file and database access - exception handling - regular expressions - interfaces to web applications
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • textbook/script

	• projects (groups) • projects (individual) • software: data analysis • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The module examination is set in the language of instruction. Students must successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international content, examples, and/or perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • content, examples, and/or perspectives from practice • transfer and practical relevance are important topics in the module

Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digital project work • digitalization: case studies • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • digital or social media • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • practical or practice-like applications • programming • software: data analysis • software: other

Module ID:	BA-WI 7(G)
Module type:	Required elective module
Title:	IT-Entrepreneurship
Responsible for module:	Prof. Dr. Markus Nüttgens
English translation:	IT Entrepreneurship
Learning outcomes	**Sound business knowledge** • Students learn to master the basic tools and methods for the IT-based management of start-ups. **Scholarly thinking** • Students apply a systematic and academically validated procedure for the establishment and consolidation of young IT-based companies. **Analytical skills** • Students acquire knowledge of managing start-ups from a regional, national, and international perspective. • Students learn the fundamentals of digital business models and innovations, and their implementation in IT-based products and services. **Management skills** • Students work in small groups and participate in mentoring and learning workshops on selected topics in the life cycle of start-ups. • Students use case studies to prepare a business plan and pitch deck.
Module content	This interactive module comprises learning workshops during which students work in teams to design and evaluate new business concepts. The module has a different thematic focus each semester, whereby the teaching approach of "Digital first" is always pursued. A multi-perspective focus is taken to topics from the field of the IT-based management of start-ups: • economic significance of start-ups • fundamental concepts of start-up management (start-up ABC) • methodological approaches to developing and implementing ideas and innovations in IT-based products and services (incl. design thinking) • factors critical to success in technology-based and knowledge-intensive start-ups (opportunities and risks) • financing and involvement options for entrepreneurs and (venture) capital providers (e.g., investors, business angels, and development banks) • procedural models and best practices for IT-based start-ups and further development (case studies and guest lectures) • preparation and evaluation of business plans (business plan competition)
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • multimedia materials

	• online learning platform (e.g., Open Olat) • projects (groups) • software: other • other: UI/UX tools
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration. Students of other degree programs should have completed the module BA-GRWINF or BWL-BA-WI-GWI.
Module applicability	This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Business Administration. This module is an elective module for the Focus Field Business Administration within the Bachelor of Science in Information Systems. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Term paper and presentation (preparation and presentation of a complete business plan including IT artifact) in the language of instruction. Further details of the examination format(s) will be provided at the start of the module. Students must attend the practical course regularly and successfully complete the coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • students present on or write about international topics, and/or are examined on them • students work together in international groups

Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice • group work on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice • ERS and (digital) technologies • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • guest articles on digitalization • course and/or reading materials on digitalization • students practice using software **Topics:** • digital or social media • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications

Module ID:	BA-WI 8(G)
Module type:	Required elective module
Title:	Aktuelle Probleme der Wirtschaftsinformatik
Responsible for module:	All professorships involved in the Focus Field Information Systems
English translation:	Current Issues in Information Systems
Learning outcomes	**Sound business knowledge** • Students are familiarized with specific current issues in information systems from various theoretical and methodological perspectives. **Scholarly thinking** • Students gain theoretical and methodological knowledge in their chosen subject area, also based on selected original scholarly literature and current research. **Analytical skills** • Students learn to reflect critically on solutions and contributions within each topic area based on systematic criteria. **Management skills** • Students develop and evaluate their own solutions to problems based on theory.
Module content	Changing current topics from the entire field of information systems
Teaching format(s)	Lecture and practical course or interactive teaching formats such as group discussions (4 credit hours)—as announced at the start of the semester
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • multimedia materials • online learning platform (e.g., Open Olat) • projects (groups) • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration. Students of other degree programs should have completed the module BA-GRWINF or BWL-BA-WI-GWI.
Module applicability	This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area.

	The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination Alternatively, a term paper and presentation in the language of instruction. Further details of the examination format(s) will be provided at the start of the module. Students may be required to attend the practical course regularly and successfully complete the required coursework for this module to be admitted to the module examination. The exact type and number of coursework assignments will be announced at the start of the course.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • joint module with international partner(s) • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English • module is taught by an international visiting researcher or lecturer • students present on or write about international topics, and/or are examined on them • students work together in international groups
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • guest lectures on ERS topics • group work on ERS topics • students collaborate in groups on ERS topics • students present, write, and/or take exams on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS in practice • ERS and (digital) technologies • responsible and sustainable practice and production (SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • projects based on research/work with companies • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • algebraic modeling language • blockchain • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • digital or social media • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • ethics and data

	• fintech • cryptocurrencies • machine learning, artificial intelligence • practical or practice-like applications • programming

Module ID:	BA-WI 9(G)
Module type:	Required elective module
Title:	Introduction to Scientific Research in Information Systems
Responsible for module:	Prof. Dr. Jan Recker
English translation:	Introduction to Scientific Research in Information Systems
Learning outcomes	**Scholarly thinking** • Students learn to evaluate phenomena and research problems of interest to information systems scholars. • Students are familiarized with principles of scientific inquiry, such as replicability, independence, and precision. • Students learn to distinguish, evaluate, and compare the research methods used in information systems research. **Analytical skills** • Students learn to apply discipline and technical knowledge to analyze and evaluate scientific processes and outcomes in information systems. **Management skills** • Students learn to develop written communication skills to structure, explain, and defend scientific thinking. **Socially responsible decision-making** • Students gain an appreciation of ethical issues in planning, conducting, and publishing information systems research.
Module content	• information systems as a field of research • principles of scientific inquiry • quantitative methods • qualitative methods • design methods • computational methods • mixed methods • identifying motivating research questions • research design • theory development • academic publishing • ethics in IS research **Practical course:** Examples and assignments are used to explore the material covered in the lecture in greater depth.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • textbook/script • multimedia materials

	• online learning platform (e.g., Open Olat)
Language of instruction	English—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Information Systems within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • international case studies • international content, examples, and/or perspectives • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • teaching materials and literature are (at least in part) in English, and/or individual sessions take place in English
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making":

	• transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production) • other: ERS in scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • content, examples, and/or perspectives from practice
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization **Topics:** • data collection • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • ethics and data • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module overview—Focus Field Auditing and Taxation (BA-WPSTEU)

Module Code	Module Title	ECTS Credits	Semester Normally Offered
BA-WPSTEU 1(G)	**International Accounting and Basics in Auditing**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-WPSTEU 2(G)	**Consolidated Financial Statements and Sustainability Reporting**	6	Summer semester (offered occasionally)
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-WPSTEU 3(G)	**Business Taxation**	6	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-WPSTEU 4(G)	**Business Taxation and Tax Management**	6	Winter semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-WPSTEU 5(G)	**Seminar—Auditing and Taxation**	6	Every semester
	Seminar (2 credit hours)		
BA-WPSTEU 6(G)	**Current Issues in Auditing and Taxation**	6	As announced
	Lecture (3 credit hours) + practical course (1 credit hour)		
BA-WPSTEU 7(G)	**Impact of Taxation on Choice and Change of Corporate Legal Form**	6	Summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		

- A total of 30 ECTS credits must be obtained in the focus field, which includes the seminar module.
- ECTS credits that can be credited from other focus fields: max. 12 ECTS credits
- ECTS credits can be awarded for the following modules: Corporate Finance (BA-FBI 2), Enterprise Resource Planning (BA-WI 4), Company Law (BA-FRWB-UR), and DATEV Case Study (BA-FRWB-DATEV)
- All modules, with the exception of BA-WPSTEU 5, are open for students as part of the elective area in the Bachelor of Science in Business Administration and degree programs for which a reciprocal agreement exists.

Module ID:	BA-WPSTEU 1(G)
Module type:	Required elective module
Title:	Internationale Rechnungslegung und Grundlagen der Wirtschaftsprüfung
Responsible for module:	Prof. Dr. Nicole V. S. Ratzinger-Sakel
English translation:	International Accounting and Basics in Auditing
Learning outcomes	**Sound business knowledge** • Students are familiarized with the international financial reporting standards (IFRS). • Students learn about current developments in the fields of international accounting and auditing, in particular, in light of digitalization. **Analytical skills** • Students acquire the ability to handle basic accounting concepts in compliance with IFRS and understand the difference between IFRS and accounting in compliance with the German Commercial Code (HGB). **Management skills** • Students understand the essential components of financial statements and basic accounting concepts in compliance with IFRS and can form their own opinions, also with regard to research findings and current developments in light of digitalization in this area. • Students gain an understanding of the fundamentals of auditing. **Scholarly thinking** • Students train their ability to evaluate and interpret research findings relating to the complex subject of IFRS.
Module content	This module builds on the required modules Fundamentals of Accounting and Financial Accounting from the first study phase of the bachelor's degree in business administration, and furthers students' knowledge of external corporate accounting as well as the handling of research findings in this field. The latest developments, especially in light of digitalization, are furthermore addressed. The module focuses on aspects and competencies from the following areas of accounting in compliance with IFRS: • fundamentals of accounting in compliance with IFRS • recognition, measurement, and disclosure of selected balance sheet and income statement items • preliminary analyses of research studies dealing with the application of IFRS • impact of digitalization on international accounting Students additionally gain a basic understanding of auditing activities in Germany: • economic motivation for audits • fundamentals of auditing in terms of current trends resulting from digitalization and the use of big data • introduction to the risk-based auditing approach • empirical research on the German auditing market **Practical course:** Exercises are used to explore the material covered in the lecture in greater depth.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • digital interaction with lecturers

	• digital interaction between students • discussions • field trips (e.g., company visits) • guest lectures • textbook/script
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior or parallel completion of the modules Fundamentals of Accounting and Financial Accounting
Module applicability	This module is a required elective of the Focus Field Auditing and Taxation within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • guest articles on international topics and/or in English • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is an important theme during the module
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making":

	• accounting (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS and (digital) technologies • ERS and internationalization
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • guest lectures on practical topics • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization • course and/or reading materials on digitalization • students present, write, and/or take exams on digitalization **Topics:** • digital transformation (impact and/or process) • digitalization is an important topic during the module • machine learning, artificial intelligence • practical or practice-like applications

Module ID:	BA-WPSTEU 2(G)
Module type:	Required elective module
Title:	Konzernrechnungslegung und Nachhaltigkeitsberichterstattung
Responsible for module:	Prof. Dr. Nicole V. S. Ratzinger-Sakel
English translation:	Consolidated Financial Statements and Sustainability Reporting
Learning outcomes	**Sound business knowledge** • Understand the theory behind consolidated financial statements. • Reflect and apply the basic relations and methods of consolidated accounting according to German national accounting standards (HGB) as well as international accounting standards (IFRS). • Get familiar with the scope of sustainability reporting as well as with the national and European legal environment. **Analytical skills** • Assess the complexity of issues affecting consolidated accounting in compliance with HGB and IFRS, so that students are able to draw their own conclusions. • Understand how digitalization affects consolidated accounting. • Gain fundamental knowledge with regard to the opportunities and challenges of publishing and auditing sustainability reports. **Scholarly thinking** • Interpret results of selected papers related to empirical accounting and sustainability research. **International mindset** • Compare and analyze similarities and differences between consolidated accounting in accordance with national accounting standards (HGB) and international accounting standards (IFRS). **Socially responsible decision-making** • Gain in-depth knowledge of contents of sustainability reporting and critically assess its ability to influence the behavior of companies.
Module content	The course is based on the compulsory modules “Fundamentals of Accounting” and “Financial Accounting” in the first study phase of the Bachelor degree program Business Administration (BWL). The course contents provide knowledge in the field of financial accounting, focusing on consolidated financial statements as well as in the field of reporting, focusing on sustainability reporting. With respect to consolidated financial statements according to HGB and IFRS, the following aspects will be covered: • theory of consolidated financial statements • legal bases of consolidated accounting • accounting and valuation within the consolidated financial statements as well as consolidation procedures • impact of digitalization on the consolidation process • selected results from empirical accounting research With regard to sustainability reporting, the following aspects will be covered:

	• Definition of sustainability reporting and its relevance for companies • Legal bases of sustainability reporting • Frameworks of sustainability reporting • Impact of digitalization on reporting • Basics of auditing sustainability reports In addition, this course will address other types of reporting as well as the impact of relevant current developments.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • digital interaction with lecturers • discussions • case studies • guest lectures • textbook/script
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Familiarity with the content of the modules Fundamentals of Accounting and Financial Accounting
Module applicability	This module is a required elective of the Focus Field Auditing and Taxation within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination The written examination is set in the language of instruction.
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • research on international topics and/or research in English • guest articles on international topics and/or in English • international content, examples, and/or perspectives

	• internationalization is an important theme during the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • guest lectures on ERS topics • course and/or reading materials on ERS topics • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS is an important topic in the module • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, innovation and infrastructure) • health (SDG 3: Good Health and well-being) • gender equality and diversity (SDG 5: Gender equality) • decent work (SDG 8: Decent work and economic growth) • social responsibility (SDG 12: Responsible consumption and production) • transparency and corruption (SDG 9: Industry, innovation and infrastructure; SDG 10: Reduced inequalities; SDG 12: Responsible consumption and production) • environmental protection (SDG 13: Climate action) • responsible and sustainable practice and production (SDG 12: Responsible consumption and production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: **Teaching methods:** • case studies • guest lectures on practical topics • content, examples, and/or perspectives from practice • Connections with practice/transfer is an important topic in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives

	• guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • data collection • digital or social media • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • empirical digital data • machine learning, artificial intelligence • practical or practice-like applications

Module ID:	BA-WPSTEU 3(G)
Module type:	Required elective module
Title:	Ertragsbesteuerung der Unternehmen
Responsible for module:	Prof. Dr. Siegfried Grotherr
English translation:	Business Taxation
Learning outcomes	**Sound business knowledge** • Students acquire basic knowledge of the taxation of individuals and legal entities. • Students learn the procedures for determining earnings and (taxable) income. **Scholarly thinking** • Students acquire skills in transfer through practical questions and examples. • Students learn to reflect on solutions and contributions to the respective subject based on academic criteria. **Analytical skills** • Students learn to recognize commonalities and differences in calculation of the tax basis for income tax, corporate tax and trade tax. • Students acquire the ability to take a systematic approach to reflect on tax issues. **Management skills** • Students learn to develop and evaluate their own solutions to tax-related issues based on theories. • They acquire knowledge of the changes to taxation procedures due to digitalization.
Module content	The following content is covered during the **lecture**: • In terms of the **specialist content**, students must apply the skills acquired to practical questions relating to the taxation of individuals and legal entities. • In terms of the **methodological approach**, students analyze the basic principles of the taxation procedure and the differences between the taxation of individuals and legal entities. • In terms of **business practices**, current topics from daily practice in corporate taxation are considered. Where appropriate, these are complemented with guest lectures by visiting practitioners. • An **interdisciplinary approach** is taken to examine the current issues with students during the lecture sessions and to develop solutions for these. **Practical course or interactive platform:** Exercises and case studies or group discussions are used to illustrate and consider the material covered in the lecture in greater depth, with students' active participation.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures • textbook/script

	• multimedia materials • projects (groups) • projects (individual)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the first study phase of the bachelor's degree program.
Module applicability	This module is a required elective of the Focus Field Auditing and Taxation within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • guest lectures on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • students work together in groups on practice-related topics • transfer and practical relevance are significant topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications

Module ID:	BA-WPSTEU 4(G)
Module type:	Required elective module
Title:	Steuerliche Gewinnermittlung und Steuerbilanzpolitik
Responsible for module:	Prof. Dr. Siegfried Grotherr
English translation:	Business Taxation and Tax Management
Learning outcomes	**Sound business knowledge** • Students acquire the knowledge of German accounting tax law needed to calculate income in accordance with tax law. • Students gain an understanding of the repercussions of calculating income in accordance with tax law within commercial financial accounting. **Scholarly thinking** • Students acquire skills in transfer through practical questions and examples. • Students learn to reflect on solutions and contributions to the respective subject based on academic criteria. **Analytical skills** • Students learn about the differences between calculating income in accordance with commercial law and tax law. • Students acquire the ability to assess the tax effects of the accounting measure selected. **Management skills** • Students are familiar with the options for optimizing the calculation of taxable income (tax accounting policy). • They acquire knowledge of the changes to taxation procedures due to digitalization.
Module content	The following content is covered during the **lecture**: • In terms of the **specialist content**, students must learn the various methods for calculating income for tax purposes. • In terms of the **methodological approach**, the grading guidelines and valuation standards in accounting tax law are analyzed. Students moreover learn how to amend and adjust balance sheets. • In terms of **business practices**, current topics from daily practice in corporate taxation are considered. Where appropriate, these are complemented with guest lectures by visiting practitioners. • An **interdisciplinary approach** is taken to examine the current issues with students during the lecture sessions and to develop solutions for these. **Practical course or interactive platform:** Exercises and case studies or group discussions are used to illustrate and consider the material covered in the lecture in greater depth, with students' active participation.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies

	• guest lectures • textbook/script • multimedia materials • projects (groups) • projects (individual)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the modules for the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Auditing and Taxation within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • internationalization is a significant topic in the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • guest lectures on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • students work together in groups on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization • students practice using software **Topics:** • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications

Module ID:	BA-WPSTEU 5(G)
Module type:	Required module
Title:	Seminar Wirtschaftsprüfung und Steuern
Responsible for module:	All professorships involved in the Focus Field Auditing and Taxation
English translation:	Seminar—Auditing and Business Taxation
Learning outcomes	**Sound business knowledge** • Students acquire the ability to transfer knowledge acquired to current issues in auditing and taxation. • Students gain in-depth knowledge in their chosen subarea. **Scholarly thinking** • Students practice completing academic research by writing a seminar paper. • Students acquire the ability to independently develop a research question further. **Analytical skills** • Students hone their ability to reflect critically on current research literature independently. • Students practice searching for and using original literature in German and English. **Management skills** • Students recognize the links between the individual components of the business administration degree program. • Students continue to develop their soft skills during the presentation component integrated into the module.
Module content	The following content is covered during the **seminar**: • In terms of the **specialist content**, students must work independently to deepen their knowledge and use this to address a specific problem. • In terms of the **methodological approach**, students practice preparing academic work and using scholarly sources. • In terms of **business practices**, students use research methods to solve current issues in everyday practice. • An **interdisciplinary approach** is taken to discuss the issues addressed after each presentation. **Presentation:** Students present the knowledge gained to all course participants and discuss this with them.
Teaching format(s)	Seminar (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • multimedia materials • projects (individual) • software: data analysis

Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Prior completion of several modules (lecture + practical course) from the Focus Field Auditing and Taxation
Module applicability	This module is a required component of the Focus Field Auditing and Taxation within the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Usually a term paper and a presentation—potentially also an oral or written examination. The examination type and, where applicable, the weighting of the individual examination components will be announced at the start of the course. Attendance of the seminar sessions is compulsory.
ECTS credits	6 ECTS credits—of which points are awarded for general professional skills: 2 ECTS credits
Workload	Attendance: 21 hours; Independent study: 159 hours
Module frequency	Generally every semester, as a regular or block course
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	**Teaching methods:** In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ethics in research/good scientific practice • students present, write, and/or take exams on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice

	• research with empirical data sets • content, examples, and/or perspectives from practice • project work on topics from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digital project work • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • digital documentation • digital transformation (impact and/or process) • empirical digital data

Module ID:	BA-WPSTEU 6(G)
Module type:	Required elective module
Title:	Aktuelle Probleme aus Wirtschaftsprüfung und Steuern
Responsible for module:	All professorships involved in the Focus Field Auditing and Taxation.
English translation:	Current Issues in Auditing and Taxation
Learning outcomes	**Sound business knowledge** • Students are familiarized with specific current issues in the fields of auditing and taxation from various theoretical and methodological perspectives. • Students gain theoretical and methodological knowledge within each topic area, also based on selected original scholarly literature and current research. **Scholarly thinking** • Students learn to transfer the knowledge gained to current issues from the fields of auditing and taxation. • Students learn to reflect on solutions and contributions to the respective subject based on academic criteria. **Analytical skills** • Students practice searching for and using original literature in German and English. • Students learn to take a systematic approach to reflect on issues. **Management skills** • Students develop and evaluate their own solutions to problems based on theory. • Students recognize the impact of digitalization on the professional fields of auditing and tax consulting.
Module content	The following content is covered during the **lecture**: • In terms of the **specialist content**, students practice using the skills acquired to current issues in auditing and tax consulting. • In terms of the **methodological approach**, current procedures for solving problems in the field of auditing and tax consulting are analyzed. • In terms of **business practices**, current topics from daily practice across the entire field of auditing and taxation are considered. Where appropriate, these will be complemented with lectures by visiting practitioners. • An **interdisciplinary approach** is taken to examine the current issues with students during the lecture sessions and to develop solutions for these. **Practical course or interactive platform:** Exercises and case studies or group discussions are used to illustrate and consider the material covered in the lecture in greater depth, with students' active participation.
Teaching format(s)	Lecture and practical course or interactive teaching formats (4 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • case studies • guest lectures

	• textbook/script • multimedia materials • projects (groups) • projects (individual)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	Students should have completed the modules for the first study phase of the bachelor's degree in business administration.
Module applicability	This module is a required elective of the Focus Field Auditing and Taxation within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Offered occasionally as a targeted supplement to the teaching on current topics.
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • guest lectures on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • research with empirical data sets • guest lectures on practical topics • content, examples, and/or perspectives from practice • project work on topics from practice • students work together in groups on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications

Module ID:	BA-WPSTEU 7(G)
Module type:	Required elective module
Title:	Einfluss der Besteuerung auf Rechtsformwahl und Umwandlungen
Responsible for module:	Prof. Dr. Siegfried Grotherr
English translation:	Impact of Taxation on Choice and Change of Corporate Legal Form
Learning outcomes	**Sound business knowledge** • Students understand the differences between the taxation of partnerships and corporate entities. • Students master the procedures for selecting the optimal legal form for tax purposes. **Scholarly thinking** • Students are able to reflect critically on the legal regulations governing the taxation of partnerships and corporate entities. • Students learn to independently keep abreast of new developments in corporate tax throughout their professional lives. **Analytical skills** • Students acquire the ability to assess the tax effects of the chosen legal form. • Students master the structuring measures to optimize the chosen legal form for taxation purposes. **Management skills** • Students are able to make optimal use of the tax options during changes to the legal form. • Students acquire knowledge of the changes in taxation procedures due to digitalization.
Module content	The following content is covered during the **lecture**: • In terms of the **specialist content**, the taxation principles for partnerships and corporate entities, taxation of special legal forms (corporate restructuring, GmbH & Co. KG, and GmbH & Still), taxation principles for family partnerships and corporations as well as taxation of changes to the legal form and other transformation processes (mergers, demergers, and exchanges of shares) are examined. • In terms of the **methodological approach**, the procedures for comparing tax burdens (casuistic assessment simulation, partial tax calculation, and scoring model) are analyzed. • In terms of **business practices**, guest lectures by practitioners on selected aspects of legal forms and transformation are integrated into the lecture. • An **interdisciplinary approach** is taken to explore the effects of corporate tax law on aspects of company law and business considerations in the choice of legal form as well as the effects of digitalization on the modernization of taxation procedures. **Practical course:** Exercises and case studies are used to illustrate and consider the material covered in the lecture in greater depth, with students' active participation.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers

	• discussions • field trips (e.g., company visits) • case studies • guest lectures • textbook/script
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	• Ideally, familiarity with the content of the module Company Law • Prior (or parallel) completion of the module Business Taxation
Module applicability	This module is a required elective of the Focus Field Auditing and Taxation within the Bachelor of Science in Business Administration. Provided sufficient places are available, it can be taken during the second study phase of the bachelor's degree in business administration as part of other focus fields or the free elective area. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • guest articles on international topics and/or in English • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • guest lectures on ERS topics

	Topics: In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • guest lectures on practical topics • project work on topics from practice • students work together in groups on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • guest articles on digitalization • course and/or reading materials on digitalization **Topics:** • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications

Information on the modules for the free elective area (Subject Semesters 5 and 6):

- Students can take modules from other faculties and/or universities (also with more or less than 6 ECTS credits per module).
- If students take modules from another focus field within the free elective area, they can essentially select two focus fields.
- If students conclude sub-modules from other focus fields with a written examination, these can also be credited to the free elective area (e.g., with 3 ECTS credits).

Module overview—Free elective area

Module Code	Module Title	ECTS Credits	Semester Normally Offered
BA-FRWB-MENTORING	**Mentoring**	3	Winter semester
	Project seminar (2 credit hours)		
BA-FRWB-LATEX 1	**Introduction to the Document Preparation System LaTeX**	3	Winter semester
	Block course (3 credit hours)		
BA-FRWB-R-KURS	**Introduction to the Statistical Software R**	3	Winter semester
	Block course (3 credit hours)		
BA-FRWB-UR	**Company Law**	6	Summer semester
	Lecture (2 credit hours) + practical course (2 credit hours)		
BA-FRWB-MATLAB	**Introduction to Matlab**	3	Winter semester
	Block course (3 credit hours)		
BA-FRWB-DATEV	**Introduction to DATEV**	6	As announced
	Lecture with an integrated practical course in the form of a case study (3 credit hours)		
BA-FRWB-MATHSTAT	**Preparatory Course in Mathematics and Statistics for Business and Economics**	3	Winter semester
	Lecture (3 credit hours) + practical course (1 credit hour)		

Module ID:	BA-FRWB-MENTORING
Module type:	Elective module
Title:	Mentoring
Responsible for module:	Prof. Dr. Knut Haase
English translation:	Mentoring
Learning outcomes	Students have the opportunity to act as advisers and to actively accompany a group of first-semester students in a structured, goal-oriented manner and with social competence using the techniques imparted to enable first-semester students to rapidly familiarize themselves with the content-related and organizational requirements and personal responsibilities of the business administration degree program. Mentors gain in-depth knowledge of how to act as a team, lead team meetings, share experiences, and jointly summarize findings in a written report as well as develop the existing mentoring guidelines further as a group based on their experience.
Module content	• participation in mentoring training • active involvement in the organization and implementation of the orientation module for new students (mentees) of the bachelor's degree in business administration in consultation with the academic office and the Head Office for Academic Affairs • assignment of mentees to appropriate contact persons • motivation of mentees to participate in the online evaluation of modules and development of suggestions for improvement to support quality assurance • brainstorming meetings for further development of the mentoring system
Teaching format(s)	Project seminar (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • digital interaction with lecturers • digital interaction between students • discussions • guest lectures • multimedia materials • projects (groups) • other: reflective discussions
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module can be taken as part of the free elective area for the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: Term paper A "pass" or "fail" will be awarded for the course examination.
ECTS credits	3 ECTS credits

Workload	Attendance: 21 hours; Independent study: 69 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • data protection (SDG 9: Industry, Innovation and Infrastructure) • ERS in practice • ERS and (digital) technologies • health (SDG 3: Good Health and Well-Being) • gender equality and diversity (SDG 5: Gender Equality)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • guest lectures on practical topics • students work together in groups on practice-related topics • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • data collection • digital documentation • digital transformation (impact and/or process) • empirical digital data **Topics:** • data collection • digital documentation • digital transformation (impact and/or process) • empirical digital data

Module ID:	BA-FRWB-LATEX1
Module type:	Elective module
Title:	Einführung in das Textsatzsystem LaTeX
Responsible for module:	Dr. Arne Johannssen
English translation:	Introduction to the Document Preparation System LaTeX
Learning outcomes	**Scholarly thinking** • Students are able to use the professional document preparation system LaTeX to prepare a seminar paper, term paper, or final thesis. • In particular, students gain skills designing, formatting, and structuring their project; creating bibliographies; and working with mathematical formulas. • Students acquire and consolidate their knowledge of the techniques and concepts presented in the lecture through independent active application of the material learned while completing exercises. **Management skills** • Students learn to present their own proposals for solutions to problems appropriately and to create high-quality documents with the appropriate formatting and layout.
Module content	This module covers the installation and configuration of a complete LaTeX environment; preparation and structured division/organization of texts; fundamental principles; syntax; text highlighting; spacing in texts; outlines in documents; mathematical formulas; creation of graphs and tables; creation of tables of contents, figures, and tables; insertion of objects; creation of bibliographies; referencing of content and sources; and additional related topics.
Teaching format(s)	Lecture (3 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module can be taken as part of the free elective area for the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).

Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	3 ECTS credits
Workload	Attendance: 31.5 hours; Independent study: 58.5 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • ethics and data • practical or practice-like applications • software: other

Module ID:	BA-FRWB-R-Kurs
Module type:	Elective module
Title:	Einführung in die Statistik-Software R
Responsible for module:	Prof. Dr. Michael Merz
English translation:	Introduction to the Statistical Software R
Learning outcomes	**Scholarly thinking** • Students gain fundamental knowledge of how R and RStudio work. • Students acquire general knowledge of various statistical data analysis functions available in R. • Students learn to independently create simple practical functions to solve statistical problems. • Students acquire and consolidate their knowledge of the techniques and concepts presented in the lecture through independent active application of the material learned while completing exercises. **Management skills** • Students learn to analyze data and create high-quality figures for presentations.
Module content	Basic commands for calculating with various data types, use of statistical analysis functions, calculation of distribution-specific ratios, coding one's own functions, presentation of data sets and results in figures, working with large data sets, control structures, and (generalized) linear regression using R.
Teaching format(s)	Lecture (3 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module can be taken as part of the free elective area for the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination

ECTS credits	3 ECTS credits
Workload	Attendance: 31.5 hours; Independent study: 58.5 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • empirical digital data • ethics and data • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-FRWB-UR
Module type:	Elective module
Title:	Unternehmensrecht
Responsible for module:	Dr. Fabian Jungk
English translation:	Company Law

Learning outcomes	**Sound business knowledge** • Students gain the fundamental knowledge of business partnerships required for a sound understanding of business. • Students gain the fundamental knowledge of corporate entities required for a sound understanding of business. **Scholarly thinking** • Students can apply the legal knowledge and business methods learned to issues arising in business practice. • Students are able to use the fundamental principles learned to independently familiarize themselves with new areas of law. **Analytical skills** • Students are able to analyze and legally evaluate commercial law case scenarios, for example, using the legal opinion technique. • Students can analyze provisions in contracts and laws and recognize the basic legal concepts behind these. **Management skills** • Students are able to recognize the economic background and significance of contractual and legal regulations for companies and to make appropriate business decisions. • Students are able to communicate effectively with legal departments, lawyers, tax advisers, and auditors, and to work with them on projects or solve problems in the field of company law. **Socially responsible decision-making** Students are able to apply and implement the value systems of the standards and laws relevant to company law and the value system of the Basic Law (GG), which has an impact on civil law through general clauses, in practice in operational functions.
Module content	In terms of the specialist content, this module explores the most important legal forms in business from the fields of partnerships and corporate entities, and their respective organizational forms, functions, and special characteristics. The legal forms for partnerships include the following: private corporations (Gesellschaft bürgerlichen Rechts, GbR), general partnerships (offene Handelsgesellschaft, oHG), and limited partnerships (Kommanditgesellschaft, KG). The legal forms for corporate entities include private limited companies (Gesellschaft mit beschränkter Haftung, GmbH) and stock market-listed companies (Aktiengesellschaft, AG). Examples from business practice are regularly used to explain the knowledge in company law. Students learn the fundamentals of company law as the basis for accessing other areas of law, for example, capital market law or taxation law. The fundamental knowledge gained and the case studies enable the analysis and legal understanding of practical questions that companies encounter in the field of company law and especially

	during contract negotiations and shareholder meetings. Students can furthermore follow and analyze decisions and developments in economic policy. The insights gained in this way can then form the basis for business decisions. The basic knowledge acquired and terminology learned additionally enable efficient communication and cooperation with specialists in the field of business law in companies, law firms, tax consultancies, and auditing firms. Countless examples are used to explain the significance of the principle of "good faith" and comparable norms of company law as well as the value system of the Basic Law (GG), which has an impact on civil law through general clauses, which apply to all legal subjects and legal relationships and are indispensable for a fair and functioning economic system.
Teaching format(s)	Lecture (2 credit hours) + practical course (2 credit hours)
Teaching methods	**Prescribed teaching methods:** • discussions • case studies • exam training program/software • textbook/script • multimedia materials • online learning platform (e.g., Open Olat)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	• Familiarity with the content of the module Business Law • Students preparing for the Focus Field Auditing and Taxation will particularly benefit from this module in Semester 4.
Module applicability	This module can be taken as part of the free elective area for the Bachelor of Science in Business Administration. It can be taken during the second study phase of the Bachelor of Science in Business Administration and credits can also be awarded to another focus field for it. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 42 hours; Independent study: 138 hours
Module frequency	Generally every summer semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	

Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives • ERS case studies • ethics in research/good scientific practice • course and/or reading materials on ERS topics **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • ERS is an important topic in the module • transparency and corruption (SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities; SDG 12: Responsible Consumption and Production)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • case studies • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives

Module ID:	BA-FRWB-MATLAB
Module type:	Elective module
Title:	Einführung in die Programmiersprache Matlab
Responsible for module:	Prof. Dr. Michael Merz
English translation:	Introduction to Matlab
Learning outcomes	**Scholarly thinking** • Students gain fundamental knowledge of the most important functions and applications of Matlab. • Students acquire programming skills to independently solve a variety of problems. • Students learn special implementation options for the professional presentation of their own analyses. • Students acquire and consolidate their knowledge of the techniques and concepts presented in the lecture through independent active application of the material learned while completing exercises. **Management skills** • Students learn to create high-quality figures for presentations.
Module content	Elementary mathematical commands, handling of single and multidimensional arrays, creating figures, generating random values, using the existing functions in Matlab, programming your own functions, control structures, problem analysis, and steps to technical resolution.
Teaching format(s)	Lecture (3 credit hours)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	None
Module applicability	This module can be taken as part of the free elective area for the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination

ECTS credits	3 ECTS credits
Workload	Attendance: 31.5 hours; Independent study: 58.5 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • students present, write, and/or take exams on digitalization • students practice using software **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • empirical digital data • ethics and data • practical or practice-like applications • programming • software: data analysis • software: mathematical/statistical (e.g., Python, R, and Matlab)

Module ID:	BA-FRWB-DATEV
Module type:	Elective module
Title:	Einführung in DATEV
Responsible for module:	Prof. Dr. Siegfried Grotherr
English translation:	Introduction to DATEV
Learning outcomes	**Sound business knowledge** • Students learn to apply theoretical knowledge in the field of business taxation to a practical case study. • Students are familiarized with the differences between accounting regulations in compliance with commercial law and income tax law, and can identify and understand differences between the legal systems. **Scholarly thinking** • Students are able to use research methods to develop, evaluate, and implement beneficial business decisions. **Analytical skills** • Students learn to use the theoretical knowledge gained and software to convert realistic business transactions into accounting and income tax approaches. • Students learn to use key business indicators to assess the business situation and to develop, evaluate, and implement intervention measures as necessary. **Management skills** • Students learn to use leading information technology in the tax profession. • Students acquire knowledge of the changes in taxation procedures due to digitalization.
Module content	The following content is covered during the **lecture**: • In terms of the **specialist content**, the following activities performed at a tax consultancy are simulated: - client management - preparation of monthly accounts - preparation of closing accounts - preparation of annual reports - calculation of corporate income tax and trade tax provisions - preparation of income tax returns of external shareholders - analysis of tax structuring options • In terms of the **methodological approach**, students learn to work with leading software used in tax consulting professions. • In terms of **business practices**, realistic business scenarios are explored during a case study. • An **interdisciplinary approach** is taken to examine the effects of commercial and corporate tax law on business aspects as well as the effects of digitalization on the modernization of accounting and taxation procedures.
Teaching format(s)	Lecture with an integrated practical course in the form of a case study (3 credit hours) Students' active participation is required.
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games

	• discussions • case studies • exam training program/software • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: other
Language of instruction	German—unless announced otherwise at the start of the course
Prerequisites	• Students should have completed the first study phase of the bachelor's degree in business administration. • Ideally, familiarity with the content of the module Company Law • Prior completion of the module Business Taxation
Module applicability	This module can be taken as part of the free elective area for the Bachelor of Science in Business Administration. It can be taken during the second study phase of the Bachelor of Science in Business Administration and credits can also be awarded to another focus field for it. The module can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	6 ECTS credits
Workload	Attendance: 31.5 hours; Independent study: 148.5 hours
Module frequency	Offered occasionally
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following **teaching methods and content**: • international case studies • international content, examples, and/or perspectives • international students actively contribute to the module • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives • students present on or write about international topics, and/or are examined on them
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ERS content, examples, and/or perspectives

	• ERS case studies **Topics:** In this module, content on the following Sustainable Development Goals of the UN is covered, which is also particularly relevant for ILO 5 "Socially responsible decision-making": • accounting (SDG 9: Industry, Innovation and Infrastructure) • ERS and (digital) technologies • ERS and internationalization • ethical decision-making (SDG 9: Industry, Innovation and Infrastructure)
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • use of applications/software from practice • case studies • content, examples, and/or perspectives from practice • students work together in groups on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Teaching methods:** • digitalization: content, examples, and/or perspectives • digitalization: case studies • course and/or reading materials on digitalization • students practice using software **Topics:** • digital documentation • digital transformation (impact and/or process) • digitalization is an important topic during the module • practical or practice-like applications • software: other

Module ID:	BA-FRWB-MATHSTAT
Module type:	Elective module
Title:	Brückenkurs zur Mathematik und Statistik in den Wirtschaftswissenschaften
Responsible for module:	Dr. Arne Johannssen
English translation:	Preparatory Course in Mathematics and Statistics for Business and Economics
Learning outcomes	**Analytical skills** • Students learn to apply essential fundamental mathematical knowledge gained during their time at school to formulate and solve problems in economics and acquire skills in advanced areas of mathematics and statistics as taught and required during a business degree. • Students acquire and consolidate their knowledge of the mathematical and statistical methods and concepts presented in the lecture through independent active application of the material learned while completing exercises. • In particular, students are able to identify the appropriate procedure to solve economics problems and to not only understand the theoretical principles but also the concepts' relevance. **Scholarly thinking** • Students understand mathematical and statistical results and evaluations and reflect critically on the results obtained. • Students learn to develop and evaluate their own solutions to problems. **Management skills** • Students are able to communicate about mathematical and statistical topics confidently and effectively both verbally and in writing.
Module content	Set theory, number ranges, binomial theorem and Pascal's triangle, factoring and polynomial division, fractions, exponentiation, root calculation, logarithm calculation, absolute value, sum and product signs, solving algebraic equations, special equations, inequalities, systems of linear equations, real-valued functions in single and multiple real variables, properties of functions, limits and continuity, differentiability and differentiation rules, curve sketching, definite and indefinite integrals, improper integrals, product integration, substitution rule, basic concepts of statistics, frequency tables, graphical representation of univariate data sets, measures of central tendency and dispersion, description of bivariate data sets, and linear regression models.
Teaching format(s)	Lecture (3 credit hours) + practical course (1 credit hour)
Teaching methods	**Prescribed teaching methods:** • assignments • (computer-based) simulations/games • digital interaction with lecturers • discussions • textbook/script • multimedia materials • online learning platform (e.g., Open Olat) • software: data analysis
Language of instruction	German—unless announced otherwise at the start of the course

Prerequisites	None
Module applicability	This module can be taken as part of the free elective area for the Bachelor of Science in Business Administration. It can be taken as part of another bachelor's degree program as a required or required elective module if a reciprocal agreement exists with the Faculty of Business Administration (Hamburg Business School).
Exam type, requirements, duration/scope, and language	Unless announced otherwise at the start of the course: 60-minute written examination
ECTS credits	3 ECTS credits
Workload	Attendance: 42 hours; Independent study: 48 hours
Module frequency	Generally every winter semester
Module duration	1 semester
Interdisciplinary topics, content, and skills:	
Internationalization	In this module, internationalization and the intended learning outcome of an "international mindset" (ILO 6) are above all supported by the following teaching methods and content: • teaching materials, literature, or individual sessions of the module are related to international topics, examples, and perspectives
Ethics, responsibility, and sustainability (ERS)	In this module, ERS and the intended learning outcome of "socially responsible decision-making" (ILO 5) are above all supported by the following **teaching methods**: • ethics in research/good scientific practice
Transfer and practical relevance	In this module, transfer and practical relevance and the intended learning outcome of "management skills" (ILO 4) are above all supported by the following **teaching methods**: • research with empirical data sets • content, examples, and/or perspectives from practice • students present, write, and/or take exams on practice-related topics • transfer and practical relevance are important topics in the module
Digitalization and e-learning	In this module, digitalization and e-learning and the intended learning outcome of "analytical skills" (ILO 3) are above all supported by the following **teaching methods and content**: **Topics:** • data analysis and/or mining (structured data) • data analysis and/or mining (unstructured data) • data collection • empirical digital data • ethics and data • practical or practice-like applications

Final module

Module ID:	BWL-BSc-BA
Module type:	Final module
Title:	Bachelorarbeit
Responsible for module:	All professorships of the Faculty of Business Administration (Hamburg Business School)
English translation:	Bachelor's Thesis
Learning outcomes	**Scholarly thinking** • Students hone their ability to reflect critically on current research literature. • Students acquire the skills needed to independently develop further research questions. **In-depth business knowledge** • Students gain in-depth business knowledge in the specific topic of the bachelor's thesis. • Students further their ability to apply methodological concepts and theoretical knowledge to the specific issues of their individual bachelor's thesis. **Management skills** • Students hone their skills in the completion of independent comprehensive projects to a deadline. • Students train their time management and self-management skills.
Module content	Preparation and completion of the bachelor's thesis The supervisor or responsible faculty body assigns the thesis topic, which is then recorded in the student's academic file. Student are able to propose topics in their application for admission to the bachelor's thesis.
Prerequisites	To be admitted to the bachelor's thesis, students must have successfully obtained a total of at least 120 ECTS credits for modules completed as part of the degree program and been awarded a minimum grade of 4.0 in the coursework for the seminar module.
Module applicability	This module is a required component of the Bachelor of Science in Business Administration.
Exam type, requirements, duration/scope, and language	Written paper. The scope will be determined together with the thesis supervisor. As a rule, the bachelor's thesis is written in German or English. Students are not permitted to switch between languages within the thesis. For more details, see the information sheet on the bachelor's thesis (in German only) on the website of the Business Administration Academic Office.
ECTS credits	12 ECTS credits
Workload	Independent study: 360 hours
Module frequency	Generally every semester
Module duration	9 weeks
The scope of the content and skills relating to: • **internationalization** • **ethics, responsibility, and sustainability (ERS);** • **transfer and practical relevance;**	

- **digitalization and e-learning**

depend on the topic agreed for the bachelor's thesis.