



Digital MBA- & Studienprogramm an der HFWU Kursplan Sommersemester 2024 - 3./4. Semester

Vorlesungsorte: Sigmaringer Str. 25 C110, Hechinger Str. 12 C18 (ZuG/Future.Box), 72622 Nürtingen / Online



Stand: 22/02/2024

Fachrichtung 1	Fachrichtung 2	Fachrichtung 3	Termine		Freitag				Samstag				WE Präsenz/Online	
					14.00 – 16.15 Uhr	16.15 – 17.45 Uhr	17.55 – 19.25 Uhr	19.30 – 20.15 Uhr	08.30 – 10.00 Uhr	10.10 – 11.40 Uhr	11.50 – 12.35 Uhr	13.05 – 14.35 Uhr		14.45 – 16.15 Uhr
Digital Marketing & Sales	Digital Operations Management	Digital Management & Analytics	08.03.24	09.03.24		Design Thinking & User Experience: User Research, & Experience (UX) - Winkler/ Trometer - Zoom 3				Design Thinking & User Experience: User Research, & Experience (UX) - Winkler/ Trometer - Zoom 3 (bis 14:15 Uhr)				O
Digital Business & Leadership			08.03.24	09.03.24		Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pflumm, Zoom 2				Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pfeiffer, Zoom 2				O
Digital Management & Analytics	Digital Operations Management	Digital Business & Leadership	15.03.24	16.03.24		Digital Transformation & Sustainable Change Management: Digital Business Model Transformation (Englisch) - Hepp - Zoom 3				Digital Transformation & Sustainable Change Management: Digital Business Model Transformation (Englisch) - Hepp - Zoom 3				O
Digital Operations Management	Digital Management & Analytics		22.03.24	23.03.24		Digital Controlling & AI Based Process Automation: Data Analytics/ Process Mining & Optimization - Horstmann C110 104				Digital Controlling & AI Based Process Automation: Digitalisierung des Controlling - Sailer, C110 104				P
Digital Marketing & Sales	Digital Operations Management	Digital Management & Analytics	12.04.24	13.04.24		Design Thinking & User Experience: User Research, & Experience (UX) - Winkler/ Trometer - Zoom 3								O
Digital Marketing & Sales			12.04.24	13.04.24		Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch - Zoom 2				Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch - Zoom 2				O
Digital Business & Leadership	Digital Operations Management		19.04.24	20.04.24		Info Masterarbeit (ab 15:30 Uhr) + Doppelabschluss (ab 15:50 Uhr), Zoom 3				Data-Based B2B Business Models & Platforms: B2B Business Platforms - Lerch, C18 005				P
Digital Business & Leadership			26.04.24	27.04.24		Digital HR-Management: Digitalisierung HR-Prozesse + Digital Employer Branding & Soc. Recr. - Gugisch/ Federle - Zoom 2				Digital HR-Management: Digitalisierung HR-Prozesse + Digital Employer Branding & Soc. Recr. - Gugisch/ Federle - Zoom 2				O
Digital Marketing & Sales	Digital Management & Analytics		26.04.24	27.04.24		Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, Raum C110 113				Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, Raum C110 113				P
Digital Marketing & Sales			17.05.24	18.05.24		Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - Müller, C110 113				Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Mktg. - Böhringer, C110 113				P
Digital Marketing & Sales			07.06.24	08.06.24		Social Media, Content & Influencer Marketing: Social Media Marketing - Lehmann - Zoom 2				Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch - Zoom 2				O
Digital Business & Leadership			14.06.24	15.06.24		Digital HR-Management: Digitalisierung HR-Prozesse + Digital Employer Branding & Soc. Recr. - Gugisch/ Federle, C110 113				Digital HR-Management: People Analytics - Salomon, C110 113				P
Digital Marketing & Sales	Digital Operations Management	Digital Management & Analytics	14.06.24	15.06.24		Design Thinking & User Experience: Design Thinking Methoden - Thalmann - Zoom 2				Design Thinking & User Experience: Design Thinking Methoden - Thalmann - Zoom 2				O
Digital Business & Leadership			21.06.24	22.06.24		Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pflumm, C110 113				Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pflumm, C110 113				P
Digital Operations Management	Digital Management & Analytics		21.06.24	22.06.24		Digital Controlling & AI Based Process Automation: Digitalisierung des Controlling - Sailer - Zoom 2				Digital Controlling & AI Based Process Automation: Process Mining & Optimization - Horstmann - Zoom 2				O
Digital Management & Analytics	Digital Operations Management	Digital Business & Leadership	28.06.24	29.06.24		Digital Transformation & Change Management: Partizipative Transformation & Change Management - Remhof, C110 104				Digital Transformation & Change Management: Partizipative Transformation & Change Management - Remhof, C110 104				P
Digital Business & Leadership	Digital Operations Management		05.07.24	06.07.24		Data-Based B2B Business Models & Platforms: B2B Business Platforms - Lerch, C110 113				Data-Based B2B Business Models & Platforms: Hybrid Business Models - Zanker, C110 113				P
Digital Marketing & Sales			12.07.24	13.07.24		Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - Müller, Zoom 2				Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Mktg. - Böhringer - Zoom 2				O
Digital Marketing & Sales	Digital Management & Analytics		19.07.24	20.07.24		Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, Raum C110 113				Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - Moll/Seifert, Raum C110 113				P
alle Studierende, Lehrende & Alumni			26.07.24			Sommerfest der Digital Business School an der HFWU - Raum C18 005								P
alle 3. Sem.				tbd - Ende Juli						Seminar Research-Methoden (Masterarbeit) - Herbes (bis 12:30 Uhr)				
alle 3. Sem.				tbd - Mitte/ Ende September						Seminar Research-Methoden (Masterarbeit) - Herbes				
alle 4. Sem.				tbd - Anfang Oktober						Seminar Research-Methoden (Masterarbeit) - Herbes				

fett geschrieben = Prüfung

Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform
Digital Transformation & Change Management			
Digital Business Model Transformation	interaktive Vorlesung	Hepp	Referat/ Präsentation
Partizipative Transformation & Change Management	interaktive Vorlesung	Handschuh	
Social Media, Content & Influencer Marketing			
Social Media Marketing/Content Marketing/Influencer Marketing	interaktive Vorlesung	Besch	Studienarbeit
Social Media Monitoring & Analytics	interaktive Vorlesung	Lehmann	
Advanced & Programmatic Digital Marketing			
Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Marketing	interaktive Vorlesung	Böhringer	Studienarbeit
Neuromarketing & Pricing	interaktive Vorlesung	Müller	
Data-Based B2B Business Models & Platforms			
Hybrid Business Models	interaktive Vorlesung	Zanker	Studienarbeit
B2B Business Platforms	interaktive Vorlesung	Lerch	
Fachrichtungsmodulare für Digital Business & Leadership		Fachrichtungsmodulare für Digital Operations Management	
Fachrichtungsmodulare für Digital Market & Sales		Fachrichtungsmodulare für Digital Management & Analytics	
alle im 2. Semester			

Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform
Digital Leadership & Agile Management			
Agile Steuerung und Führung	interaktive Vorlesung	Pflumm	schriftliche Arbeit
Agiles (Projekt)Management & New Work	interaktive Vorlesung	Pfeiffer	
Digital HR-Management			
Digitalisierung HR-Prozesse + Digital Employer Branding/ Social Recruiting	interaktive Vorlesung	Gugisch/ Federle	Studienarbeit
People Analytics	interaktive Vorlesung	Salomon	
Digital Controlling & AI Based Process Automation			
Digitalisierung des Controlling	interaktive Vorlesung	Sailer	Studienarbeit
Data Analytics/ Process Mining & Optimization	interaktive Vorlesung	Horstmann	
Machine Learning & Big Data Analytics			
Big Data & Predictive Analytics	anwendungsorientierte LV	Moll/ Seifert	Referat/ Präsentation
Design Thinking & User Experience Management			
User Research, & Experience (UX)	anwendungsorientierte LV	Winkler/ Trometer	Studienarbeit
Design Thinking Methoden	anwendungsorientierte LV	Thalmann	