

Studien- & MBA-Programm Digital Management & Marketing

Vorlesungsplan Sommersemester 2021 - 3./4. Semester



Vorlesungsorte: Sigmaringer Str. 25, 72622 Nürtingen, Gebäude CI 10 / Online

Stand: 4/9/2021

Termine		Freitag	Freitag	Freitag	Freitag	Samstag	Samstag	Samstag	Samstag	Samstag	WE Präsenz/ Online
		14.30 – 16.00 Uhr	16.15 – 17.45 Uhr	17.55 – 19.25 Uhr	19.30 – 20.15 Uhr	08.30 – 10.00 Uhr	10.15 – 11.45 Uhr	12.00 – 13.30 Uhr	13.45 – 15.15 Uhr	15.30 – 16.15 Uhr	
19.03.21	20.03.21		Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - Online		Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - Online						○
26.03.21	27.03.21		Digital Sales & E-Commerce: Multichannel Management & E-Commerce - <i>Funck-online</i>		Digital Sales & E-Commerce: E-Commerce - Schubert - <i>online</i>						○
16.04.21	17.04.21		Digital Product & Project Management: User Research, & Experience (UX) und Projektmanagement - Fiedler - <i>online</i>		Digital Product & Project Management: User Research, & Experience (UX) und Projektmanagement - Fiedler - <i>online</i>						○
23.04.21	24.04.21		Digital Business Planning, Controlling & Valuation: Business Planning and Performance Management for Digital Business - Detscher - Online		Digital Business Planning, Controlling & Valuation: Business Planning and Performance Management for Digital Business - Detscher - Online						○
07.05.21	08.05.21		Digital Operations Management: Digital Supply Chain Mgm. - Flammer - <i>online</i>		Digital Operations Management: Digital Supply Chain Management - Flammer - <i>online</i>						○
21.05.21	22.05.21		Digital Business Planning, Controlling & Valuation: Business Planning and Performance		Digital Sales & E-Commerce: Digital Market Places - Fost - <i>online</i>						○
11.06.21	12.06.21		Digital Product & Project Management: Design Thinking Methoden - Bosch - Online		Digital Product & Project Management: Design Thinking Methoden - Bosch - Online						○
18.06.21	19.06.21		Digital Business Planning, Controlling & Valuation: Venture Valuation - Würtenberger - Online		Digital Business Planning, Controlling & Valuation: Venture Valuation - Würtenberger - Online						○
25.06.21			Digital Product & Project Management: User Research, & Experience (UX) und Projektmanagement - Fiedler - <i>online</i>								○
02.07.21	03.07.21	Klausur Digital Operations Mgm. - Online 16 Uhr			Digital Sales & E-Commerce: Multichannel Management - Funck/Schubert - Online						○
09.07.21			Seminar Research-Methoden (Masterarbeit) - Online								○
16.07.21	17.07.21		Seminar Research-Methoden (Masterarbeit) - Online od. Präsenz - tbd		Seminar Research-Methoden (Masterarbeit) bis 12:30 Uhr - Online od. Präsenz - tbd						○
15.10.21	16.10.21		Seminar Research-Methoden (Masterarbeit) - Online od. Präsenz - tbd		Seminar Research-Methoden (Masterarbeit) - Online od. Präsenz - tbd						○

fett geschrieben = Prüfung (ggf. verschieb-/ nachholbar)

Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform	Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform
Digital Operations Management			Klausur	Digital Sales & E-Commerce			Referat/Präsentation
Industrie 4.0/Smart Factory, Internet of Things/ Additive Manufacturing/ 3D-Printing	<i>interaktive Vorlesung</i>	Zanker		Multichannel-Management	<i>interaktive Vorlesung</i>	Funck	
Digital Supply Chain Management	<i>interaktive Vorlesung</i>	Flammer		E-Commerce	<i>interaktive Vorlesung</i>	Schubert	
				Digital Market Places	<i>interaktive Vorlesung</i>	Fost	
Digital Business Planning, Controlling & Valuation			Studienarbeit	Digital Product & Project Management			Referat/Präsentation
Business Planning and Performance Management for Digital Business	<i>anwendungsorientierte LV</i>	Detscher		User Research & Experience (UX) und Projektmanagement	<i>anwendungsorientierte LV</i>	Fiedler	
Venture Valuation	<i>anwendungsorientierte LV</i>	Würtenberger		Design Thinking Methoden	<i>anwendungsorientierte LV</i>	Bosch	