

Studien- & MBA-Programm Digital Management & Marketing

Vorlesungsplan Wintersemester 20/21 & Sommer 21 - 3./4. Semester



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

Stand: 9/21/2020

| Ort: Nürtingen WE | 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 | | |
| I | 09.10.20 | 10.10.20 | | Digital Business Planning, Controlling & Valuation: Business Planning and Performance Management for Digital Business - <i>Detscher - Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Digital Supply Chain Management - Flammer - <i>Raum CI10 115</i> | Digital Sales & E-Commerce: Multichannel Management & E-Commerce - <i>Funck- Online</i> | Digital Sales & E-Commerce: Digital Market Places - <i>Fost - Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Business Planning, Controlling & Valuation: Business Planning and Performance Management for Digital Business - Detscher- Online | P | |
| II | 23.10.20 | 24.10.20 | | Digital Sales & E-Commerce: Multichannel Management & E-Commerce - <i>Funck- Online</i> | Digital Sales & E-Commerce: Digital Market Places - <i>Fost - Online</i> | Digital Sales & E-Commerce: Digital Market Places - <i>Fost - Online</i> | Digital Sales & E-Commerce: Digital Market Places - <i>Fost - Online</i> | Digital Sales & E-Commerce: Digital Market Places - <i>Fost - Online</i> | Digital Sales & E-Commerce: Digital Market Places - <i>Fost - Online</i> | Digital Sales & E-Commerce: Digital Market Places - <i>Fost - Online</i> | Digital Sales & E-Commerce: Digital Market Places - <i>Fost - Online</i> | O | |
| III | 6.11.20 | 7.11.20 | | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | Digital Operations Management: Industrie 4.0/Smart Factory, Internet of Things - Zanker - <i>Raum CI10 115</i> | P |
| IV | 13.11.20 | 14.11.20 | | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commere - Schubert - <i>Online</i> | O |
| V a | 27.11.20 | 28.11.20 | | 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> | 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> | 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> | 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> | Digital Product & Project Management: User Research, & Experience (UX) und Projektmanagement - Fiedler - <i>Online</i> | O |
| V b | 18.12.20 | | | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | Dig. Product & Project Mgmt: User Research, & Experience (UX) und Projektmanagement - Fiedler - Online bis 18:45 | O |
| VI | 15.01.21 | 16.01.21 | | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | Digital Business Planning, Controlling & Valuation: Venture Valuation - <i>Würtenberger - Online</i> | O |
| VII | 22.01.21 | 23.01.21 | | Digital Operations Management: Digital Supply Chain Mgm. - Flammer - <i>Online</i> | Digital Operations Management: Digital Supply Chain Mgm. - Flammer - <i>Online</i> | Digital Operations Management: Digital Supply Chain Mgm. - Flammer - <i>Online</i> | Digital Operations Management: Digital Supply Chain Mgm. - Flammer - <i>Online</i> | Digital Operations Management: Digital Supply Chain Mgm. - Flammer - <i>Online</i> | Digital Sales & E-Commerce: E-Commerce - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commerce - Schubert - <i>Online</i> | Digital Sales & E-Commerce: E-Commerce - Schubert - <i>Online</i> | Digital Sales & E-Commerce: Multichannel Management - <i>Funck - Online</i> | O |
| VIII | 05.02.21 | 06.02.21 | Klausur Digital Operations Mgm. - Raum CI10 tbd | Digital Product & Project Management: Design Thinking Methoden - Bosch - <i>Raum CI10 tbd</i> | Digital Product & Project Management: Design Thinking Methoden - Bosch - <i>Raum CI10 tbd</i> | Digital Product & Project Management: Design Thinking Methoden - Bosch - <i>Raum CI10 tbd</i> | Digital Product & Project Management: Design Thinking Methoden - Bosch - <i>Raum CI10 tbd</i> | Digital Product & Project Management: Design Thinking Methoden - Bosch - <i>Raum CI10 tbd</i> | Digital Product & Project Management: Design Thinking Methoden - Bosch - <i>Raum CI10 tbd</i> | Digital Product & Project Management: Design Thinking Methoden - Bosch - <i>Raum CI10 tbd</i> | Digital Product & Project Management: Design Thinking Methoden - Bosch - <i>Raum CI10 tbd</i> | P | |
| I (4. Sem.) | 26.02.21 | | | Seminar Research-Methoden (Masterarbeit) - <i>Online</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online</i> | | |
| I a (4. Sem.) | | 13.03.21 | | | | | | | | | | | |
| II (4. Sem.) | 16.04.21 | 17.04.21 | | Seminar Research-Methoden (Masterarbeit) - <i>Online od. Präsenz- tbd</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online od. Präsenz- tbd</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online od. Präsenz- tbd</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online od. Präsenz- tbd</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online od. Präsenz- tbd</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online od. Präsenz- tbd</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online od. Präsenz- tbd</i> | Seminar Research-Methoden (Masterarbeit) - <i>Online od. Präsenz- tbd</i> | | |

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

| Lehrveranstaltung | Veranstaltungstyp | DozentIn | Prüfungsform | Lehrveranstaltung | Veranstaltungstyp | DozentIn | Prüfungsform |
|--|---------------------------------|--------------|----------------------|---|---------------------------------|----------|-----------------------------|
| 107-009 Digital Operations Management | | | Klausur | 107-011 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 | |
| 107-010 Digital Business Planning, Controlling & Valuation | | | Studienarbeit | 107-012 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 | |