

Digital MBA- & Studienprogramm an der HfWU
Kursplan Wintersemester 22/23 - 3./4. Semester



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

Stand: 09.06.2022

Ort: Nürtingen WE	Termine		Freitag				Samstag				WE Präsenz/ Online
			14:00-16:00	16:15-17:45	17:55-19:25	19:30-20:15	08:30 -10:00	10:10-11:40	11:50-12:35	13:05-14:35	
Management, Marketing & Sales	23.09.22	24.09.22		Digital Sales & E-Commerce: Multichannel Management & E-Commerce - Fost			Digital Sales & E-Commerce: Digital Market Places - Fost				
Management, Marketing & Sales	30.09.22	01.10.22	Info Masterarbeit (ab 15:30 Uhr)	Search Engine & Performance Marketing - Fox			Search Engine & Performance Marketing - Fox				
alle	07.10.22	08.10.22		Design Thinking & User Experience: User Research, & Experience (UX) - Winkler			Design Thinking & User Experience: User Research, & Experience (UX) - Winkler (bis 14.15 Uhr)				
Business, Management & Leadership	21.10.22	22.10.22		Digital Transformation & Change Management: Digital Business Model Transformation - Hepp			Digital Transformation & Change Management: Digital Business Model Transformation - Hepp				
alle	28.10.22			Design Thinking & User Experience: User Research, & Experience (UX) - Winkler (bis 18.15 Uhr)							
Management, Marketing & Sales	11.11.22	12.11.22		Digital Market Analytics: Big Data & Predictive Analytics - Moll+Seifert			Digital Market Analytics: Big Data & Predictive Analytics - Moll+Seifert				
Business, Management & Leadership	18.11.22	19.11.22		Digital Business Planning, Steering & Valuation: Business Planning und Steering digitaler Geschäftsmodelle - Schubert			Digital Business Planning, Steering & Valuation: Business Planning und Steering digitaler Geschäftsmodelle - Schubert				
Business, Management & Leadership	25.11.22	26.11.22		Digital Operations Management: Digital Supply Chain Management - Flammer			Digital Operations Management: Digital Supply Chain Management - Flammer				
Management, Marketing & Sales		03.12.22					Digital Sales & E-Commerce: E-Commerce - Schubert				
Business, Management & Leadership	09.12.22	10.12.22		Digital Transformation & Change Management: Partizipative Transformation & Change Management - Handschuh			Digital Transformation & Change Management: Partizipative Transformation & Change Management - Handschuh				
Management, Marketing & Sales	16.12.22	17.12.22		Search Engine & Performance Marketing - Fox			Search Engine & Performance Marketing - Fox				
Business, Management & Leadership	13.01.23	14.01.23		Digital Business Planning, Steering & Valuation: Business Planning und Steering digitaler Geschäftsmodelle - Schubert			Digital Sales & E-Commerce - Schubert				
Management, Marketing & Sales	20.01.23	21.01.23		Digital Market Analytics: Big Data & Predictive Analytics - Moll+Seifert			Digital Market Analytics: Big Data & Predictive Analytics - Moll+Seifert				
Business, Management & Leadership	27.01.23	28.01.23		Digital Operations Management: Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung - Zanker			Digital Operations Management: Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung - Zanker				
Business, Management & Leadership	03.02.23	04.02.23		Digital Business Planning, Controlling/ Steering & Valuation: Venture Valuation - Würtenberger			Digital Business Planning, Controlling/ Steering & Valuation: Venture Valuation - Würtenberger				
alle	10.02.23	11.02.23		Design Thinking & User Experience: Design Thinking Methoden - Bosch			Design Thinking & User Experience: Design Thinking Methoden - Bosch				
Ib (3. Semester)	Ende Feb. (tba)			Seminar Research-Methoden (Masterarbeit)							
Ia (3. Semester)	März (tba)						Seminar Research-Methoden (Masterarbeit)				
II (4. Semester)	April (tba)			Seminar Research-Methoden (Masterarbeit)			Seminar Research-Methoden (Masterarbeit)				

fett geschrieben = Prüfung

Lehrveranstaltung	Veranstaltungsart	DozentIn	Prüfungsform	Lehrveranstaltung	Veranstaltung	DozentIn	Prüfungsform
Digital Transformation & Change Management				Digital Market Analytics			
Partizipative Transformation & Change Management	interaktive Vorlesung	Handschuh	Referat / Präsentation	Big Data & Predictive Analytics	anwendungsorientierte LV	Moll + Seifert	Referat / Präsentation
Digital Business Model Transformation	interaktive Vorlesung	Hepp					
Digital Product & Project Management:				Search Engine & Performance Marketing			
User Research & Experience (UX)	anwendungsorientierte LV	Winkler	Studienarbeit	Search Engine & Performance Marketing	anwendungsorientierte LV	Fox	Studienarbeit
Design Thinking Methoden	anwendungsorientierte LV	Bosch					
Digital Business Planning, Steering & Valuation				Digital Operations Management			
Business Planning und Steering digitaler Geschäftsmodelle	anwendungsorientierte LV	Schubert	Studienarbeit	Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung	interaktive Vorlesung	Zanker	Studienarbeit Antwort Christoph w/ Prüfungsleistung
Venture Valuation	anwendungsorientierte LV	Würtenberger		Digital Supply Chain Management	interaktive Vorlesung	Flammer	
Seminar Research-Methoden				Digital Sales & E-Commerce			
Seminar Research-Methoden	anwendungsorientierte LV	Herbes + tba	Masterarbeit	Multichannel-Management/ Digital Market Places	interaktive Vorlesung	Fost	Referat/ Präsentation
				E-Commerce	interaktive Vorlesung	Schubert	

Vertiefungsmodulare für Business, Management & Leadership
 Vertiefungsmodulare für Management, Marketing & Sales