

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



Vorlesungsorte: Hechinger Str. 12 C18 (ZuG/Future.Box); Sigmaringer Str. 25 C10, 72622 Nürtingen / Online

Stand: 17.10.2022

MBA Fachrichtung	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	Info Masterarbeit (hybrid, 15:30 Uhr)	Digital Sales & E-Commerce: Multichannel Management & E-Commerce - Fost, CI 113			Digital Sales & E-Commerce: Digital Market Places - Fost, CI10 113				P
Management, Marketing & Sales	14.10.22	15.10.22		Digital Market Analytics: Big Data & Predictive Analytics - Moll + Seifert, CI10 113			Digital Market Analytics: Big Data & Predictive Analytics - Moll + Seifert, CI10 113				P
Business, Management & Leadership	21.10.22	22.10.22		Digital Transformation & Change Management: Digital Business Model Transformation - Hepp, CI10 113			Digital Transformation & Change Management: Digital Business Model Transformation - Hepp, CI10 113				P
alle	11.11.22	12.11.22		Design Thinking & User Experience: User Research, & Experience (UX) - Winkler/ Trometer, CI10 113			Design Thinking & User Experience: User Research, & Experience (UX) - Winkler/ Trometer, CI10 113				P
Business, Management & Leadership	18.11.22	19.11.22		Digital Business Planning, Steering & Valuation: Business Planning und Steering digitaler Geschäftsmodelle - Gegg, Zoom 2			Digital Business Planning, Steering & Valuation: Business Planning und Steering digitaler Geschäftsmodelle - Gegg, Zoom 2				O
Business, Management & Leadership	25.11.22	26.11.22		Digital Operations Management: Digital Supply Chain Management - Flammer, CI10 113			Digital Operations Management: Digital Supply Chain Management - Flammer, CI10 113				P
alle / Management, Marketing & Sales	02.12.22	03.12.22		Design Thinking & User Experience: User Research, & Experience (UX) - Winkler (bis 18.15 Uhr), Zoom 3			Digital Sales & E-Commerce: E-Commerce - Schubert, Zoom 2				O
Business, Management & Leadership	09.12.22	10.12.22		Digital Transformation & Change Management: Partizipative Transformation & Change Management - Handschuh, Zoom 2			Digital Transformation & Change Management: Partizipative Transformation & Change Management - Handschuh, Zoom 2				O
Management, Marketing & Sales	16.12.22	17.12.22		Search Engine & Performance Marketing - Fox, CI10 113			Search Engine & Performance Marketing - Fox, CI10 113				P
Business, Management & Leadership	13.01.23	14.01.23		Digital Business Planning, Steering & Valuation: Business Planning und Steering digitaler Geschäftsmodelle - Gegg, Zoom 2			Digital Sales & E-Commerce - Schubert/ Fost, Zoom 2				O
Management, Marketing & Sales	20.01.23	21.01.23		Digital Market Analytics: Big Data & Predictive Analytics - Moll + Seifert, Zoom 2			Digital Market Analytics: Big Data & Predictive Analytics - Moll + Seifert, Zoom 2				O
Business, Management & Leadership	27.01.23	28.01.23		Digital Operations Management: Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung - Zanker, CI10 113			Digital Operations Management: Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung - Zanker, CI10 113				P
Management, Marketing & Sales	03.02.23	04.02.23		Search Engine & Performance Marketing - Fox, Zoom 2			Search Engine & Performance Marketing - Fox, Zoom 2				O
alle	10.02.23	11.02.23		Design Thinking & User Experience: Design Thinking Methoden - Bosch, CI10 116			Design Thinking & User Experience: Design Thinking Methoden - Bosch, CI10 116				P
Business, Management & Leadership	17.02.23	2/18/2023		Digital Business Planning, Controlling/ Steering & Valuation: Venture Valuation - Würtenberger, Zoom 2			Digital Business Planning, Controlling/ Steering & Valuation: Venture Valuation - Würtenberger, Zoom 2				O
Ib (3. Semester)	Ende Feb. (tba)			Seminar Research-Methoden (Masterarbeit)							O
I a (3. Semester)		März (tba)					Seminar Research-Methoden (Masterarbeit)				O
II (4. Semester)		April (tba)		Seminar Research-Methoden (Masterarbeit)			Seminar Research-Methoden (Masterarbeit)				P

fett geschrieben = Prüfung

**Vertiefungsmodulare für Business, Management & Leadership**

Lehrveranstaltung	Veranstaltungsart	DozentIn	Prüfungsform
<b>Digital Transformation &amp; Change Management</b>			
Partizipative Transformation & Change Management	interaktive Vorlesung	Handschuh	Referat / Präsentation
Digital Business Model Transformation	interaktive Vorlesung	Hepp	
<b>Digital Operations Management</b>			
Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung	interaktive Vorlesung	Zanker	Studienarbeit
Digital Supply Chain Management	interaktive Vorlesung	Flammer	
<b>Digital Business Planning, Steering &amp; Valuation</b>			
Business Planning und Steering digitaler Geschäftsmodelle	anwendungsorientierte LV	Schubert	Studienarbeit
Venture Valuation	anwendungsorientierte LV	Würtenberger	
<b>Seminar Research-Methoden</b>			
Seminar Research-Methoden	anwendungsorientierte LV	Herbes + tba	Masterarbeit

**Vertiefungsmodulare für Management, Marketing & Sales**

Lehrveranstaltung	Veranstaltungsart	DozentIn	Prüfungsform
<b>Digital Market Analytics</b>			
Big Data & Predictive Analytics	anwendungsorientierte LV	Moll + Seifert	Referat / Präsentation
<b>Search Engine &amp; Performance Marketing</b>			
Search Engine & Performance Marketing	anwendungsorientierte LV	Fox	Studienarbeit
<b>Digital Sales &amp; E-Commerce</b>			
Multichannel-Management/ Digital Market Places	interaktive Vorlesung	Fost	Referat / Präsentation
E-Commerce	interaktive Vorlesung	Schubert	
<b>Digital Product &amp; Project Management:</b>			
User Research & Experience (UX)	anwendungsorientierte LV	Winkler + Trometer	Studienarbeit
Design Thinking Methoden	anwendungsorientierte LV	Bosch	