



| MBA Fachrichtung                                                              | Termine                      |          |                                                                                                                                         |                                                                                        |             | Samstag                                                                                                                                 |             |             |             |             | WE<br>Präsenz/<br>Online |
|-------------------------------------------------------------------------------|------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|--------------------------|
|                                                                               |                              |          | 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 | 14:45-16.15 |                          |
| Management,<br>Marketing & Sales                                              | 23.09.22                     | 24.09.22 | Digital Sales & E-Commerce:<br>Multichannel Management & E-Commerce<br>- <i>Fost</i>                                                    |                                                                                        |             | Digital Sales & E-Commerce:<br>Digital Market Places<br>- <i>Fost</i>                                                                   |             |             |             |             | P                        |
| alle                                                                          | 07.10.22                     | 08.10.22 | Entrepreneurship & Innovation<br>Management: Start-<br>Up Generation &<br>Growth Hacking<br>- <i>Ellenberg</i>                          | Entrepreneurship & Innovation<br>Management:<br>Innovationsmanagement<br>- <i>Reit</i> |             | Entrepreneurship & Innovation Management: Innovationsmanagement<br>- <i>Reit</i>                                                        |             |             |             |             | O                        |
| Management,<br>Marketing & Sales                                              | 14.10.22                     | 15.10.22 | Digital Market Analytics:<br>Big Data & Predictive Analytics<br>- <i>Moll + Seifert</i> , CI10 113                                      |                                                                                        |             | Digital Market Analytics:<br>Big Data & Predictive Analytics<br>- <i>Moll + Seifert</i> , CI10 113                                      |             |             |             |             | P                        |
| Business,<br>Management &<br>Leadership                                       | 21.10.22                     | 22.10.22 | Digital Transformation & Change Management:<br>Digital Business Model Transformation<br>- <i>Hepp</i> , CI10 113                        |                                                                                        |             | Digital Transformation & Change Management:<br>Digital Business Model Transformation<br>- <i>Hepp</i> , CI10 113                        |             |             |             |             | P                        |
| Management,<br>Marketing & Sales                                              | 28.10.22                     | 29.10.22 | Search Engine & Performance Marketing<br>- <i>Fox</i>                                                                                   |                                                                                        |             | Search Engine & Performance Marketing<br>- <i>Fox</i>                                                                                   |             |             |             |             | O                        |
| Business,<br>Management &<br>Leadership                                       | 18.11.22                     | 19.11.22 | Digital Business Planning, Steering & Valuation:<br>Business Planning und Steering digitaler<br>Geschäftsmodelle<br>- <i>Schubert</i>   |                                                                                        |             | Digital Business Planning, Steering &<br>Valuation: Business Planning und Steering<br>digitaler Geschäftsmodelle<br>- <i>Schubert</i>   |             |             |             | O           |                          |
| Business,<br>Management &<br>Leadership                                       | 25.11.22                     | 26.11.22 | Digital Operations Management:<br>Digital Supply Chain Management<br>- <i>Flammer</i> , CI10 113                                        |                                                                                        |             | Digital Operations Management:<br>Digital Supply Chain Management<br>- <i>Flammer</i> , CI10 113                                        |             |             |             |             | P                        |
| Management,<br>Marketing & Sales                                              |                              | 03.12.22 |                                                                                                                                         |                                                                                        |             | Digital Sales & E-Commerce:<br>E-Commerce<br>- <i>Schubert</i>                                                                          |             |             |             |             | O                        |
| Business,<br>Management &<br>Leadership                                       | 09.12.22                     | 10.12.22 | Digital Transformation & Change Management:<br>Partizipative Transformation & Change Management -<br><i>Handschuh</i>                   |                                                                                        |             | Digital Transformation & Change Management:<br>Partizipative Transformation & Change Management<br>- <i>Handschuh</i>                   |             |             |             |             | O                        |
| Management,<br>Marketing & Sales                                              | 16.12.22                     | 17.12.22 | Search Engine & Performance Marketing<br>- <i>Fox</i> , CI10 113                                                                        |                                                                                        |             | Search Engine & Performance Marketing<br>- <i>Fox</i> , CI10 113                                                                        |             |             |             |             | P                        |
| Business,<br>Management &<br>Leadership /<br>Management,<br>Marketing & Sales | 13.01.23                     | 14.01.23 | Digital Business Planning, Steering<br>& Valuation: Business Planning und<br>Steering digitaler Geschäftsmodelle<br>- <i>Schubert</i>   |                                                                                        |             | Digital Sales & E-Commerce<br>- <i>Schubert/ Fost</i>                                                                                   |             |             |             |             | O                        |
| Management,<br>Marketing & Sales                                              | 20.01.23                     | 21.01.23 | Digital Market Analytics:<br>Big Data & Predictive Analytics<br>- <i>Moll+Seifert</i>                                                   |                                                                                        |             | Digital Market Analytics:<br>Big Data & Predictive Analytics<br>- <i>Moll+Seifert</i>                                                   |             |             |             |             | O                        |
| Business,<br>Management &<br>Leadership                                       | 27.01.23                     | 28.01.23 | Digital Operations Management:<br>Industrie 4.0 und Einzug digitaler<br>Technologien in die Wertschöpfung<br>- <i>Zanker</i> , CI10 113 |                                                                                        |             | Digital Operations Management:<br>Industrie 4.0 und Einzug digitaler<br>Technologien in die Wertschöpfung<br>- <i>Zanker</i> , CI10 113 |             |             |             |             | P                        |
| Business,<br>Management &<br>Leadership                                       | 03.02.23                     | 04.02.23 | Digital Business Planning, Controlling/ Steering &<br>Valuation:<br>Venture Valuation<br>- <i>Würtenberger</i>                          |                                                                                        |             | Digital Business Planning, Controlling/ Steering & Valuation:<br><br>Venture Valuation<br>- <i>Würtenberger</i>                         |             |             |             |             | O                        |
| alle                                                                          | 10.02.23                     | 11.02.23 | Entrepreneurship & Innovation Management: Start-<br>Up Generation & Growth Hacking<br>- <i>Ellenberg</i> , CI10 113                     |                                                                                        |             | Entrepreneurship & Innovation Management:<br>Start-Up Marketing<br>- <i>Müller</i> , CI10 113                                           |             |             |             |             | P                        |
| Z-I                                                                           | Mitte/<br>Ende Februar (tba) |          | Persönliche Kompetenzentwicklung:<br>Mein Personal Purpose<br>- <i>Schueller</i>                                                        |                                                                                        |             | Persönliche Kompetenzentwicklung:<br>Leadership-Simulation<br>- <i>Pflumm</i>                                                           |             |             |             | O           |                          |
| Z-II                                                                          | Mitte März<br>(tba)          |          | Persönliche Kompetenzentwicklung:<br>Leadership-Simulation<br>- <i>Pflumm</i>                                                           |                                                                                        |             | Persönliche Kompetenzentwicklung:<br>Mein Netzwerk<br>- <i>Schueler</i>                                                                 |             |             |             | O           |                          |

fett geschrieben = Prüfung

## Vertiefungsmodule für Business, Management &amp; Leadership

| Lehrveranstaltung                                                    | Veranstaltungsart        | DozentIn     | Prüfungsform           |
|----------------------------------------------------------------------|--------------------------|--------------|------------------------|
| Digital Transformation & Change Management                           |                          |              |                        |
| Partizipative Transformation & Change Management                     | interaktive Vorlesung    | Handschuh    | Referat / Präsentation |
| Digital Business Model Transformation                                | interaktive Vorlesung    | Hepp         |                        |
| Digital Operations Management                                        |                          |              |                        |
| Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung | interaktive Vorlesung    | Zanker       | Studienarbeit          |
| Digital Supply Chain Management                                      | interaktive Vorlesung    | Flammer      |                        |
| Digital Business Planning, Steering & Valuation                      |                          |              |                        |
| Business Planning und Steering digitaler Geschäftsmodelle            | anwendungsorientierte LV | Schubert     | Studienarbeit          |
| Venture Valuation                                                    | anwendungsorientierte LV | Würtenberger |                        |

## Persönliche Kompetenzentwicklung (Zusatz-Kurs)

|                       |                          |                 |
|-----------------------|--------------------------|-----------------|
| Mein Personal Purpose | anwendungsorientierte LV | <i>Schueler</i> |
| Mein Netzwerk         | LV                       |                 |
| Leadership-Simulation | anwendungsorientierte LV | <i>Pflumm</i>   |

## Vertiefungsmodule für Management, Marketing &amp; Sales

| Lehrveranstaltung                                             | Veranstaltungsart        | DozentIn       | Prüfungsform           |
|---------------------------------------------------------------|--------------------------|----------------|------------------------|
| Digital Market Analytics                                      |                          |                |                        |
| Big Data & Predictive Analytics                               | anwendungsorientierte LV | Moll + Seifert | Referat / Präsentation |
|                                                               |                          |                |                        |
| Search Engine & Performance Marketing                         |                          |                |                        |
| Search Engine & Performance Marketing                         | anwendungsorientierte LV | Fox            | Studienarbeit          |
|                                                               |                          |                |                        |
| Digital Sales & E-Commerce                                    |                          |                |                        |
| Multichannel-Management/ Digital Market Places                | interaktive Vorlesung    | Fost           | Referat / Präsentation |
|                                                               | interaktive Vorlesung    |                |                        |
| E-Commerce                                                    | Vorlesung                | Schubert       |                        |
| Entrepreneurship & Innovation Management                      |                          |                |                        |
| Start-Up Generation/ Wertebasierte Geschäftsmodellentwicklung | anwendungsorientierte LV | Ellenberg      | Studienarbeit          |
| Start-Up/ Entrepreneurial Marketing                           | anwendungsorientierte LV | Müller         |                        |
| Innovationsmanagement                                         | interaktive Vorlesung    | Reit           |                        |