



Digital MBA- & Studienprogramm an der HfWU
Kursplan Sommersemester 2024 - 2. Semester

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



Stand: 10/06/2024

Fachrichtung 1	Fachrichtung 2	Termine		Freitag				Samstag				WE Präsenz/ Online	
				14.00 – 16.15 Uhr	16.15 – 17.45 Uhr	17.55 – 19.25 Uhr	19.30 – 20.15 Uhr	08.30 – 10.00 Uhr	10.10 – 11.40 Uhr	11.50 – 12.35 Uhr	13.05 – 14.35 Uhr		14.45 – 16.15 Uhr
Digital Operations Management	Digital Management & Analytics	08.03.24	09.03.24		Design Thinking & User Experience: User Research, & Experience (UX) - <i>Winkler/ Trometer</i> - Zoom 3			Design Thinking & User Experience: User Research, & Experience (UX) - <i>Winkler/ Trometer</i> - Zoom 3 (bis 14:15 Uhr)					O
Digital Business & Leadership		08.03.24	09.03.24		Digital Leadership & Agile Management: Agile Steuerung und Führung - <i>Pflumm</i> , Zoom 2			Digital Leadership & Agile Management: Agiles (Projekt)Management & New Work - <i>Pfeiffer</i> , Zoom 2					O
alle 2. Semester			16.03.24					Digital Entrepreneurship & Value-Based Start-Up Development: Start-up Marketing/ Entrepreneurial Marketing - <i>Müller</i> - Zoom 2					O
Digital Operations Management	Digital Management & Analytics	22.03.24	23.03.24		Digital Controlling & AI Based Process Automation: Data Analytics/ Process Mining & Optimization - <i>Horstmann</i> , C110 104			Digital Controlling & AI Based Process Automation: Digitalisierung des Controlling - <i>Sailer</i> , C110 104					P
alle 2. Semester		05.04.24			Digital Entrepreneurship & Value-Based Start-Up Development: Start up Generation/ wertebasierte Geschäftsmodellentwicklung - <i>Ellenberg</i> - Zoom 2								O
Digital Operations Management	Digital Management & Analytics	12.04.24	13.04.24		Design Thinking & User Experience: User Research, & Experience (UX) - <i>Winkler/ Trometer</i> - Zoom 3								O
Digital Marketing & Sales		12.04.24	13.04.24		Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - <i>Besch</i> - Zoom 2			Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - <i>Besch</i> - Zoom 2					O
Digital Business & Leadership	Digital Operations Management	19.04.24	20.04.24		Info Doppelabschluss (ab 15:50 Uhr), Zoom 3	Data-Based B2B Business Models & Platforms: Hybrid Business Models - <i>Zanker</i> , Zoom 2		Data-Based B2B Business Models & Platforms: B2B Business Platforms - <i>Lerch</i> , Zoom 2					O
Digital Business & Leadership		26.04.24	27.04.24		Digital HR-Management: Digitalisierung HR-Prozesse + Digital Employer Branding & Soc. Recr. - <i>Gugisch/ Federle</i> - Zoom 2			Digital HR-Management: Digitalisierung HR-Prozesse + Digital Employer Branding & Soc. Recr. - <i>Gugisch/ Federle</i> - Zoom 2					O
Digital Marketing & Sales	Digital Management & Analytics	26.04.24	27.04.24		Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - <i>Moll/Seifert</i> , Zoom 3			Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - <i>Moll/Seifert</i> , Zoom 3					O
alle 2. Sem.		03.05.24	04.05.24		Digital Entrepreneurship & Value-Based Start-Up Development: Start up Generation/ wertebasierte Geschäftsmodellentwicklung - <i>Ellenberg</i> - Zoom 2								O
Digital Marketing & Sales		17.05.24	18.05.24		Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - <i>Müller</i> , Zoom 2			Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Mktg. - <i>Böhringer</i> , Zoom 2					O
Digital Marketing & Sales		07.06.24	08.06.24		Social Media, Content & Influencer Marketing: Social Media Monitoring & Analytics - <i>Lehmann</i> - Zoom 2			Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - <i>Besch</i> - Zoom 2					O
Digital Operations Management	Digital Management & Analytics	07.06.24			Digital Controlling & AI Based Process Automation: Digitalisierung des Controlling - <i>Sailer</i> - Zoom 3								O
Digital Business & Leadership		14.06.24	15.06.24		Digital HR-Management: Digitalisierung HR-Prozesse + Digital Employer Branding & Soc. Recr. - <i>Gugisch/ Federle</i> , C110 113			Digital HR-Management: People Analytics - <i>Salomon</i> , C110 113					P
Digital Operations Management	Digital Management & Analytics	14.06.24	15.06.24		Design Thinking & User Experience: Design Thinking Methoden - <i>Thalman</i> - Zoom 2			Design Thinking & User Experience: Design Thinking Methoden - <i>Thalman</i> - Zoom 2					O
Digital Business & Leadership		21.06.24	22.06.24		Digital Leadership & Agile Management: Agile Steuerung und Führung- Pflumm, C110 113			Digital Leadership & Agile Management: Agile Steuerung und Führung- Pflumm - C110 113					P
Digital Operations Management	Digital Management & Analytics	21.06.24	22.06.24					Digital Controlling & AI Based Process Automation: Data Analytics/ Process Mining & Optimization - <i>Horstmann</i> - Zoom 2					O
alle 2. Semester		28.06.24	29.06.24					Digital Entrepreneurship & Value-Based Start-Up Development: Start-up Marketing/ Entrepreneurial Marketing - <i>Müller/ Ellenberg</i> , C110 113					P
Digital Business & Leadership	Digital Operations Management	05.07.24	03.08.24		Data-Based B2B Business Models & Platforms: B2B Business Platforms - <i>Lerch</i> , Zoom 2			Data-Based B2B Business Models & Platforms: Hybrid Business Models - <i>Zanker</i> , Zoom 2					O
Digital Marketing & Sales		12.07.24	13.07.24		Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - <i>Müller</i> - Zoom 2			Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Mktg. - <i>Böhringer</i> - Zoom 2					O
Digital Marketing & Sales	Digital Management & Analytics	19.07.24	20.07.24		Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - <i>Moll/Seifert</i> , Raum C110 113			Machine Learning & Big Data Analytics: Big Data & Predictive Analytics - <i>Moll/Seifert</i> , Raum C110 113					P
alle Studierende, Lehrende & Alumni		26.07.24				Sommerfest der Digital Business School an der HfWU - Raum C18 005							P

fett geschrieben = Prüfung

Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform
Digital Entrepreneurship & Value-Based Start-Up Development			
Start-Up Generation/ Wertebasierte Geschäftsmodellentwicklung	anwendungsorientierte LV	<i>Ellenberg</i>	Studienarbeit
Start-Up/ Entrepreneurial Marketing	anwendungsorientierte LV	<i>Müller</i>	
Social Media, Content & Influencer Marketing			
Social Media Marketing/Content Marketing/Influencer Marketing	interaktive Vorlesung	<i>Besch</i>	Studienarbeit
Social Media Monitoring & Analytics	interaktive Vorlesung	<i>Lehmann</i>	
Advanced & Programmatic Digital Marketing			
Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Marketing	interaktive Vorlesung	<i>Böhringer</i>	Studienarbeit
Neuromarketing & Pricing	interaktive Vorlesung	<i>Müller</i>	
Data-Based B2B Business Models & Platforms			
Hybrid Business Models	interaktive Vorlesung	<i>Zanker</i>	Studienarbeit
B2B Business Platforms	interaktive Vorlesung	<i>Lerch</i>	
Fachrichtungsmodul für Digital Business & Leadership		Fachrichtungsmodul für Digital Operations Management	
Fachrichtungsmodul für Digital Market & Sales		Fachrichtungsmodul für Digital Management & Analytics	
alle im 2. Semester			

Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform
Digital Leadership & Agile Management			
Agile Steuerung und Führung	interaktive Vorlesung	<i>Pflumm</i>	Studienarbeit
Agiles (Projekt)Management & New Work	interaktive Vorlesung	<i>Pfeiffer</i>	
Digital HR-Management			
Digitalisierung HR-Prozesse + Digital Employer Branding Social Recruiting	interaktive Vorlesung	<i>Gugisch/ Federle</i>	Studienarbeit
People Analytics	interaktive Vorlesung	<i>Salomon</i>	
Digital Controlling & AI Based Process Automation			
Digitalisierung des Controlling	interaktive Vorlesung	<i>Sailer</i>	Studienarbeit
Data Analytics/ Process Mining & Optimization	interaktive Vorlesung	<i>Horstmann</i>	
Machine Learning & Big Data Analytics			
Big Data & Predictive Analytics	anwendungsorientierte LV	<i>Moll/ Seifert</i>	Referat/ Präsentation
Design Thinking & User Experience Management			
User Research, & Experience (UX)	anwendungsorientierte LV	<i>Winkler/ Trometer</i>	Studienarbeit
Design Thinking Methoden	anwendungsorientierte LV	<i>Thalman</i>	