

# 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: 31.01.2023

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	<b>Info Masterarbeit</b> (hybrid, 15:30 Uhr)	Digital Sales & E-Commerce: Multichannel Management & E-Commerce - <i>Fost</i> , C110 113			Digital Sales & E-Commerce: Digital Market Places - <i>Fost</i> , C110 113				P
Management, Marketing & Sales	14.10.22	15.10.22		Digital Market Analytics: Big Data & Predictive Analytics - <i>Moll + Seifert</i> , C110 113			Digital Market Analytics: Big Data & Predictive Analytics - <i>Moll + Seifert</i> , C110 113				P
Business, Management & Leadership	21.10.22	22.10.22		Digital Transformation & Change Management: Digital Business Model Transformation - <i>Hepp</i> , C110 113			Digital Transformation & Change Management: Digital Business Model Transformation - <i>Hepp</i> , C110 113				P
alle	11.11.22	12.11.22		Digital Product & Project Management: User Research, & Experience (UX) - <i>Winkler/ Trometer</i> , Zoom 3			Digital Product & Project Management: User Research, & Experience (UX) - <i>Winkler/ Trometer</i> , Zoom 3				O
Business, Management & Leadership	18.11.22	19.11.22		Digital Business Planning, Steering & Valuation: Business Planning und Steering digitaler Geschäftsmodelle - <i>Gegg</i> , Zoom 2			Digital Business Planning, Steering & Valuation: Business Planning und Steering digitaler Geschäftsmodelle - <i>Gegg</i> , Zoom 2				O
Business, Management & Leadership	25.11.22	26.11.22		Digital Operations Management: Digital Supply Chain Management - <i>Flammer</i> , C110 113			Digital Operations Management: Digital Supply Chain Management - <i>Flammer</i> , C110 113				P
alle / Management, Marketing & Sales	02.12.22	03.12.22		<b>Digital Product &amp; Project Management: User Research, &amp; Experience (UX)</b>			Digital Sales & E-Commerce: E-Commerce - <i>Schubert</i> , Zoom 2				O
Business, Management & Leadership	09.12.22	10.12.22		Digital Transformation & Change Management: Partizipative Transformation & Change Management - <i>Handschuh</i> , Zoom 2			<b>Digital Transformation &amp; Change Management: Partizipative Transformation &amp; Change Management - <i>Handschuh</i>, Zoom 2</b>				O
Management, Marketing & Sales	16.12.22	17.12.22		Search Engine & Performance Marketing - <i>Fox</i> , C110 113			Search Engine & Performance Marketing - <i>Fox</i> , C110 113				P
Business, Management & Leadership	13.01.23	21.01.23		<b>Digital Business Planning, Steering &amp; Valuation: Business Planning und Steering digitaler Geschäftsmodelle - <i>Gegg</i>, Zoom 2</b>			Digital Sales & E-Commerce - <i>Schubert/ Fost</i> , Zoom 2				O
Management, Marketing & Sales	20.01.23	14.01.23		Digital Market Analytics: Big Data & Predictive Analytics - <i>Moll + Seifert</i> , Zoom 2			Digital Market Analytics: Big Data & Predictive Analytics - <i>Moll + Seifert</i> , 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 - <i>Zanker</i> , C110 113			Digital Operations Management: Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung - <i>Zanker</i> , C110 113				P
Management, Marketing & Sales	03.02.23	04.02.23		Search Engine & Performance Marketing - <i>Fox</i> , Zoom 2			Search Engine & Performance Marketing - <i>Fox</i> , Zoom 2				O
alle	10.02.23	11.02.23		Digital Product & Project Management: Design Thinking Methoden - <i>Bosch</i> , Zoom 3			Digital Product & Project Management: Design Thinking Methoden - <i>Bosch</i> , Zoom 3				O
Business, Management & Leadership	17.02.23	2/18/2023		Digital Business Planning, Controlling/ Steering & Valuation: Venture Valuation - <i>Würtenberger</i> , Zoom 2			Digital Business Planning, Controlling/ Steering & Valuation: Venture Valuation - <i>Würtenberger</i> , Zoom 2				O
Ib (3. Semester)	17.03.23			Seminar Research-Methoden (Masterarbeit), Zoom 3							O
Ib (3. Semester)		01.04.23					Seminar Research-Methoden (Masterarbeit), Zoom 3				O
II (4. Semester)	21.04.23	22.04.23		Seminar Research-Methoden (Masterarbeit), Raum C110 10			Seminar Research-Methoden (Masterarbeit), Raum C110 106				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	<i>Handschuh</i>	<b>Referat / Präsentation</b>
Digital Business Model Transformation	interaktive Vorlesung	<i>Hepp</i>	
<b>Digital Operations Management</b>			
Industrie 4.0 und Einzug digitaler Technologien in die Wertschöpfung	interaktive Vorlesung	<i>Zanker</i>	<b>Studienarbeit</b>
Digital Supply Chain Management	interaktive Vorlesung	<i>Flammer</i>	
<b>Digital Business Planning, Steering &amp; Valuation</b>			
Business Planning und Steering digitaler Geschäftsmodelle	anwendungsorientierte LV	<i>Gegg</i>	<b>Studienarbeit</b>
Venture Valuation	anwendungsorientierte LV	<i>Würtenberger</i>	
<b>Seminar Research-Methoden</b>			
Seminar Research-Methoden	anwendungsorientierte LV	<i>Herbes + tba</i>	<b>Masterarbeit</b>

### Vertiefungsmodulare für Management, Marketing & Sales

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