



# Digital-MBA- & Studienprogramm der Digital Business School an der HfWU

## Kursplan Wintersemester 26/27 - 2. Semester

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



alle 2. Sem: Digital Marketing & Sales, Digital Management & Analytics, Digital Operations Management, Digital Business & Leadership und Digital & Sustainable Management Stand: 27.05.2026

MBA-Fachrichtung(en)			Termine		Freitag				Samstag			WE	
			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	14:45-15:30	Präsenz/ Online
Digital Operations Management	Digital Management & Analytics	Digital Business & Leadership	18.09.26	19.09.26	Digital Business Planning, Steering & Valuation: Business Planning & Steering digitaler Geschäftsmodelle - Flammer, Raum C10 113 (englisch)				Digital Business Planning, Steering & Valuation: Business Planning & Steering digitaler Geschäftsmodelle - Flammer, Raum C10 113 (englisch)			P	
Digital Marketing & Sales			25.09.26	26.09.26	Search Engine/ Performance Marketing & Web Analytics - Fox, Zoom 2				Search Engine/ Performance Marketing & Web Analytics - Loringhoven, Zoom 2			O	
Digital Management & Analytics				26.09.26					Web & People Analytics: Web Analytics - Loringhoven, Zoom 2			O	
Digital Marketing & Sales	Digital Business & Leadership			10.10.26					Digital Sales & E-Commerce: Multichannel-Management - Funck, Zoom 2 (englisch)			O	
Digital Operations Management			13.10.26 (Dienstag)		AI Application Workshop/ KI-Werkstatt (18-20 Uhr) - Hoppenstedt - Zoom 1							O	
Digital & Sustainable Mgmt.			16.10.26	17.10.26	Trend Topics Sustainable Management, Bosch, Online (9:00-18:00 Uhr)				Trend Topics Sustainable Management, Bosch, Online (9:00-18:00 Uhr)			O	
Digital Operations Management				17.10.26					AI Application Workshop/ KI-Werkstatt - Hoppenstedt/Salle, Raum C10 113 (bis 16:15 Uhr)			P	
Digital Operations Management			23.10.26	24.10.26	Digital Supply Chain Management: Datenbasierte SCM Optimierung und Automatisierung, eProcurement & eSourcing - Reintjes, Zoom 1				Digital Supply Chain Management: KI-, Blockchain- & RFID-based Supply Chain Management - Flammer, Zoom 1			O	
Digital Marketing & Sales			23.10.26	24.10.26	Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - Müller, K. - Raum C10 113				Advanced & Programmatic Dig. Marketing (bis 14:00 Uhr): Programmatic Digital Marketing & Leadmanagement - Böhringer, Raum C10 113			P	
Digital Marketing & Sales		iba (MO-MI)			Advanced & Programmatic Digital Marketing: AI based Sales Engine (18:00-19:30 Uhr) - Kara, Zoom 1							O	
Digital Operations Management			27.10.26 (Dienstag)		AI Application Workshop/ KI-Werkstatt (18:00 - 20:00 Uhr) - Salle - Zoom 1							O	
Digital Business & Leadership			30.10.26	31.10.26	Digital HR-Management: People Analytics - Salomon - Zoom 2				Digital HR-Management: Digitalisierung HR-Prozesse + Digital Employer Branding & Soc. Recr. - Federle - Zoom 2			O	
Digital Management & Analytics			30.10.26		Web & People Analytics: People Analytics - Salomon - Zoom 2							O	
alle 2. Semester			06.11.26	07.11.26	Digital Entrepreneurship & Value-Based Start-Up Development: Start up Generation/ wertebasierte Geschäftsmodellentwicklung - Eilenberg, Zoom 2				Digital Entrepreneurship & Value-Based Start-Up Development: Start-up Marketing/ Entrepreneurial Marketing - Müller - Zoom 2			O	
Digital Operations Management			10.11.26 (Dienstag)		AI Application Workshop/ KI-Werkstatt (18-20 Uhr) - Hoppenstedt - Zoom 1							O	
Digital & Sustainable Mgmt.			13.11.26	14.11.26	Info Doppelabschluss (ab 15:00 Uhr, Zoom 2) Digital Transformation & Sustainable Change Management: Digital Business Model Transformation (Englisch) - Hepp, Zoom 2				Digital Transformation & Sustainable Change Management: Digital Business Model Transformation (Englisch) - Hepp, Zoom 2			O	
Digital Operations Management			24.11.26 (Dienstag)		AI Application Workshop/ KI-Werkstatt (18-20 Uhr) - Hoppenstedt - Zoom 1							O	
Digital Marketing & Sales	Digital Business & Leadership		27.11.26	28.11.26	Digital Sales & E-Commerce: E-Commerce & Digital B2B Sales - Mechling, Raum C10 104				Digital Sales & E-Commerce: E-Commerce & Digital B2B Sales - Mechling, Raum C10 104			P	
Digital Operations Management			27.11.26	28.11.26	Digital Supply Chain Management: KI-, Blockchain- & RFID-based Supply Chain Management - Flammer, Raum C10 113				Digital Supply Chain Management: Datenbasierte SCM Optimierung und Automatisierung, eProcurement & eSourcing - Reintjes, Raum C10 113			P	
alle 2. Semester			04.12.26		Digital Entrepreneurship & Value-Based Start-Up Development: Start up Generation/ wertebasierte Geschäftsmodellentwicklung - Eilenberg, Zoom 2							O	
Digital Management & Analytics			11.12.26	12.12.26	Data Management & Visual Analytics: Data Architecture, Management & Exploration + Reporting & Visualization - Moll/ Fechir, Raum C10 113				Data Management & Visual Analytics: Data Architecture, Management & Exploration + Reporting & Visualization - Moll/ Fechir, Raum C10 113			P	
Digital Marketing & Sales		iba (MO-MI)			Advanced & Programmatic Digital Marketing: AI based Sales Engine (18:00-19:30 Uhr) - Kara, Zoom 1							O	
Digital Operations Management	Digital Business & Leadership	Digital Management & Analytics	18.12.26	19.12.26	Digital Business Planning, Steering & Valuation: Venture Valuation - Würtenberger, Zoom 2 (englisch)				Digital Business Planning, Steering & Valuation: Venture Valuation - Würtenberger, Zoom 2 (englisch)			O	
Digital Marketing & Sales			08.01.27	09.01.27	Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - Müller, K., Zoom 1				Advanced & Programmatic Dig. Marketing (bis 14:00 Uhr): Programmatic Digital Marketing & Leadmanagement - Böhringer, Zoom 1			O	
Digital Business & Leadership			08.01.27	09.01.27	Digital HR-Management: Digitalisierung HR-Prozesse + Digital Employer Branding & Soc. Recr. - Federle, Raum C10 113				Digital HR-Management: People Analytics - Salomon, C10 113			P	
Digital Management & Analytics				09.01.27	Web & People Analytics: People Analytics - Salomon, C10 113				Web & People Analytics: People Analytics - Salomon, C10 113			P	
Digital Marketing & Sales			15.01.27	16.01.27	Search Engine/ Performance Marketing & Web Analytics, Loringhoven, Raum C10 113				Search Engine/ Performance Marketing & Web Analytics, Fox, Raum C10 113			P	
Digital Management & Analytics			15.01.27		Web & People Analytics: Web Analytics, Loringhoven, Raum C10 113							P	
Digital Management & Analytics			22.01.27	23.01.27	Data Management & Visual Analytics: Data Architecture, Management & Exploration + Reporting & Visualization - Moll/ Fechir - Zoom 3				Data Management & Visual Analytics: Data Architecture, Management & Exploration + Reporting & Visualization - Moll/ Fechir - Zoom 3			O	
Digital Marketing & Sales	Digital Business & Leadership			23.01.27					Digital Sales & E-Commerce: - Funck/ Mechling , Zoom 2 (englisch) (bis 12:30 Uhr)			O	
alle 2. Semester				06.02.27					Digital Entrepreneurship & Value-based Start-Up Development - Eilenberg + Müller (D.), Future.Box C18 005			P	
Digital & Sustainable Mgmt.			12.2.27	13.02.27	Digital Transformation & Sustainable Change Management: Partizipative Transformation & Change Management - Remhof, Raum C10 113				Digital Transformation & Sustainable Change Management: Partizipative Transformation & Change Management - Remhof, Raum C10 113			P	

**fett geschrieben = Prüfung (wenn nicht markiert, schriftliche Abgabe zu von Lehrendem kommuniziertem Datum)**

Lehrveranstaltung	Dozentin	Prüfungsform
<b>Digital Transformation &amp; Sustainable Change Management (englisch)</b>		
Digital Business Model Transformation	Hepp	Referat / Präsentation
Partizipative Transformation & Change Management	Remhof	
<b>Principles of Sustainable Management</b>		
Principles of Sustainable Management	Gabriel	Studienarbeit
<b>Digital Business Planning, Steering &amp; Valuation (englisch)</b>		
Business Planning and Steering digitaler Geschäftsmodelle	Flammer	Studienarbeit
Venture Valuation	Würtenberger	
<b>Digital Entrepreneurship &amp; Value-Based Start-Up Development</b>		
Start-Up Generation/ Wertebasierte Geschäftsmodellentwicklung	Eilenberg	Studienarbeit
Start-Up/ Entrepreneurial Marketing	Müller (D.)	
<b>Digital Supply Chain Management</b>		
Datenbasierte SCM Optimierung und Automatisierung, eProcurement & eSourcing	Flammer	Studienarbeit
KI-, Blockchain- & RFID-based Supply Chain Management	Reintjes	
<b>Digital HR-Management</b>		
Digitalisierung HR-Prozesse + Digital Employer Branding/ Social Recruiting	Federle	Studienarbeit
People Analytics	Salomon	

Farblegende:

Fachrichtungsmodul für Digital Business & Leadership
Fachrichtungsmodul für Digital Market & Sales
Fachrichtungsmodul Digital & Sustainable Management
Fachrichtungsmodul für Digital Operations Management
Fachrichtungsmodul für Digital Management & Analytics

Lehrveranstaltung	Dozentin	Prüfungsform
<b>Data Management &amp; Visual Analytics</b>		
Data Architecture, Management & Exploration + Reporting & Visualization	Moll/ Fechir	Studienarbeit
Data Ethics	Blockus	
<b>Search Engine/ Performance Marketing &amp; Web Analytics</b>		
Search Engine/ Performance Marketing	Fox	Studienarbeit
Web Analytics	Loringhoven	
<b>Digital Sales &amp; E-Commerce (englisch)</b>		
Multichannel-Management	Funck	Referat / Präsentation
E-Commerce & Digital B2B Sales	Mechling	
<b>Web &amp; People Analytics</b>		
Web Analytics	Loringhoven	Studienarbeit
People Analytics	Salomon	
<b>Trends Topics Sustainable Management</b>		
Trends Topics Sustainable Management	Bosch	Studienarbeit
<b>AI Application Workshop</b>		
KI-Werkstatt	Hoppenstedt	Studienarbeit
Content & Prompt Engineering	Salle	
<b>Advanced &amp; Programmatic Digital Marketing</b>		
Programmatic Digital Marketing & Leadmanagement	Böhringer	Studienarbeit
AI Based Sales Engine	Kara	
Neuromarketing & Pricing	Müller, K.M.	