

Digital MBA- & Studienprogramm an der HfWU

Kursplan Sommersemester 2022 - 2. Semester

Vorlesungsorte: Hechinger Str. 12 Cl8 (ZuG/Future.Box), Sigmaringer Str. 25 Cl10, 72622 Nürtingen / Online



Stand:

12/22/2021

Ort: NT WE	Termine		Freitag 15:45 – 16.15 Uhr	Freitag 16.15 – 17.45 Uhr	Freitag 17.55 – 19.25 Uhr	Freitag 19.30 – 20.15 Uhr	Samstag 08.30 – 10.00 Uhr	Samstag 10.10 – 11.40 Uhr	Samstag 11.50 – 12.35 Uhr	Samstag 13.05 – 14.35 Uhr	Samstag 14.45 – 16.15 Uhr	WE Präsenz/ Online
Digital Business, Management & Leadership	25.03.22	26.03.22	Begrüßung/ Get-Together um 15:45 Uhr	Digital Leadership & Agile Management: Agile Steuerung & Führung - Pflumm			Digital Leadership & Agile Management: Agiles (Projekt)Management & New Work - Pfeiffer					P
	01.04.22	02.04.22		Entrepreneurship & Innovations. Start up Generation/ Growth Hacking/ Marketing - Ellenberg	Entrepreneurship & Innovationsmanagement: Innovationsmanagement - Reit		Entrepreneurship & Innovationsmanagement: Innovationsmanagement - Reit					P
Digital Management, Marketing & Sales	08.04.22	09.04.22		Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch			Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch					P
Digital Management, Marketing & Sales	22.04.22	23.04.22		Digital Transformation & Change Management: Digital Business Model Transformation - Hepp			Digital Transformation & Change Management: Digital Business Model Transformation - Hepp					O
Digital Management, Marketing & Sales	29.04.22	30.04.22		Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - Handschuh			Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Ma. - Böhringer					P
Digital Business, Management & Leadership	06.05.22	07.05.22		Digital HR-Management: Digitalisierung HR-Prozesse - Gugisch			Digital HR-Management: Digital Employer Branding, Social Recruiting - Federle					O
Digital Business, Management & Leadership	13.05.22	14.05.22		Digital Controlling & Process Management: Data Analytics/ Process Mining & Optimization - Waitzinger			Digital Controlling & Process Management: Digitalisierung des Controlling - Sailer					P
Digital Management, Marketing & Sales	20.05.22	21.05.22		Digital Transformation & Change Management: Partizipative Transformation & Change Management - Handschuh			Digital Transformation & Change Management: Partizipative Transformation & Change Management - Handschuh					P
Digital Business, Management & Leadership	20.05.22	21.05.22		Digital Leadership & Agile Management: Agile Steuerung & Führung - Pflumm			Digital Leadership & Agile Management: Agile Steuerung & Führung - Pflumm					O
Digital Management, Marketing & Sales	24.06.22	25.06.22		Social Media, Content & Influencer Marketing: Social Media Monitoring & Analytics - Lehmann			Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch					O
Digital Business, Management & Leadership	24.06.22			Online schriftliche Arbeit: Digital Leadership & Agile Management - 16.15 Uhr								O
Digital Business, Management & Leadership	01.07.22	02.07.22		Digital Controlling & Process Management: Digitalisierung des Controlling - Sailer			Digital Controlling & Process Management: Data Analytics/ Process Mining & Optimization - Waitzinger					O
Digital Management, Marketing & Sales	08.07.22	09.07.22		Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - Handschuh			Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Ma. - Böhringer					O
Digital Business, Management & Leadership	08.07.22	09.07.22		Digital HR-Management: Digital Employer Branding, Social Recruiting - Federle			Digital HR-Management: Digitalisierung HR-Prozesse - Gugisch					P

	15.07.22	16.07.22		Entrepreneurship & Innovationsmanagement: Start up Generation/ Growth Hacking/ Marketing - Ellenberg	Entrepreneurship & Innovationsmanagement: Start-up Marketing - Müller	0
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fett geschrieben = Prüfung

Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform	Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform
Digital Transformation & Change Mangement			Referat/ Präsentation	Digital Leadership & Agile Management			online schriftliche Arbeit
Digital Business Model Transformation	<i>interaktive Vorlesung</i>	Hepp		Agiles (Projekt)Management & New Work		Pfeiffer	
Partizipative Transformation & Change Management	<i>interaktive Vorlesung</i>	Handschuh		Agile Steuerung und Führung		Pflumm	
Entrepreneurship & Innovation Management			Studienarbeit	Digital HR-Management			Studienarbeit
Start-Up Generation/ Wertebasierte Geschäftsmodellentwicklung	<i>anwendungsorientierte LV</i>	Ellenberg		Digitalisierung HR-Prozesse		Gugisch	
Start-Up/ Entrepreneurial Marketing Innovationsmanagement	<i>anwendungsorientierte LV</i> <i>interaktive Vorlesung</i>	Müller Reit		Digital Employer Branding, Social Recruiting		Federle	
Social Media, Content & Influencer Marketing			Studienarbeit	Digital Controlling & Process Management			Studienarbeit
Social Media Monitoring & Analytics		Lehmann		Digitalisierung des Controlling		Sailer	
Social Media Marketing/Content Marketing/Influencer Marketing		Besch	Data Analytics/ Process Mining & Optimization		Waitzinger		
Advanced & Programmatic Digital Marketing			Studienarbeit				
Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Ma Neuromarketing & Pricing		Böhringer Handschuh					
Persönliche Kompetenzentwicklung Teil 2 (Zusatz Kurs)			Termine werden noch vereinbart				
Meine Leadership Brand/ meine Stärken Mein Umgang mit Belastung	<i>anwendungsorientierte LV</i>	Schueller					

Vertiefungsmodule für Digital Business, Management & Leadership
 Vertiefungsmodule für Digital Management, Marketing & Sales