

Module Handbook

Bachelor of Business Administration

in Nürtingen

**(Conditions of Study and Examinations Version 2.2 and Version 3.0
valid from SoSe 2013.)**

Module Overview Semester 1 - SPO 3.0

Semester 1	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
I.1. Business Administration Introduction		4	4	W 60 + P	Prof. Dr. Sailer
I.1.1. Introduction to BA - Lecture	1	2	2		
I.1.2. Introduction to BA - Business Game	1	1	1		
I.1.3. Exercises - Management Techniques	2	1	1		
I.2. Management I: Sustainability		4	3	W 90	Prof. Dr. Sailer
I.2.1. Sustainability	4	1,5	1		
I.2.2. Corporate Responsibility	2	2,5	2		
I.3. Basic Methods I		3	2	P	Prof. Dr. Hohlstein
I.3.1. Methods of scientific Working - Exercises	2	1,8	1		
I.3.2. Presentation Techniques - Exercises	1	1,2	1		
I.4. Financial Accounting		5	4	W 90	Prof. Dr. Rümmele
I.4.1. Bookkeeping – Balancing – Exercises	2	5	4		
I.5. Information Technology		4	3	W 60 + O	Prof. Dr. Staiger
I.5.1. Basics	2	1	1		
I.5.2. Databases - Lecture	2	1	1		
I.5.3. Databases - Exercises	4	2	1		
I.6. Economics I		6	5	W 90 + P	Prof. Dr. Hohlstein
I.6.1. Mathematics in Economics	2	1,5	1		
I.6.2. Introduction to Economics	2	2	2		
I.6.3. Microeconomics	1	1	1		
I.6.4. Case Studies in Microeconomics - Exercises	3	1,5	1		
I.7. Commercial Law I		4	4	W 90	Prof. Dr. Gabius
I.7.1. Legal Transaction - Contract management	2	3	3		
I.7.2. Exercises	2	1	1		
Complete/Total		30	25	6 W (2x60, 4x90)+ 3 P + 1 O	

Module Overview Semester 2 - SPO 3.0

Semester 2	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
II.1. Basic Methods II		4	2	P	Prof. Dr. Hohlstein
II.1.1. Basic Methods II Paper	6	4	2		
II.2. Empirical Methods I		5	4	W 90	Prof. Dr. Wewel
II.2.1. Descriptive Statistics and basic principles of stochastics	3	5	4		
II.3. Procurement and Production		5	4	W 90	Prof. Dr. Matthäus
II.3.1. Productionmanagement	1	2,5	2		
II.3.2. Procurementmanagement	1	2,5	2		
II.4. Economics II		5	4	W 60 + P	Prof. Dr. Hohlstein
II.4.1. Real Economics	2	2,5	2		
II.4.2. Monetary Economics	2	1,5	1		
II.4.3. Case Studies in Macroeconomics	4	1	1		
I.5. Internal Accounting		4	4	W 90	Prof. Dr. Barth
II.5.1. Full Cost Accounting, Direct Costing, Exercises	2	4	4		
II.6. Commercial Law II		3	3	W 60	Prof. Dr. Förschler
II.6.1. Law of procurement and logistic, Law of finance	2	3	3		
II.7. IT-Systems in Business		4	4	W 60 + O	Prof. Dr. Reinert
II.7.1. Modelling of IT-Systems	1	2	2		
II.7.2. IT-Systems Applications	4	2	2		
Complete/Total		30	25	6 W (3x60, 3x90)+ 2 P + 1 O	

Module Overview Semester 3 - SPO 2.2

Semester 3	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
III.1. Introduction to Finance & Investments		7	6	W 60 + P	Prof. Dr. Sailer
III.1.1. Financial Mathematics	2	2	1		
III.1.2. Investments	2	2	2		
III.1.3. Financing and Financial Planing	2	2	2		
III.1.4. Cases in Finance	2	1	1		
III.2. Human Resources (HR) Management		7	6	W 90	Prof. Dr. Achouri
III.2.1. HR-Management – Lecture	1	3	2		
III.2.2. HR-Management – Exercises	2	2	2		
III.2.3. Labour Law	1	2	2		
III.3. Empirical Methods II		6	4	W 90	Prof. Dr. Wewel
III.3.1. Stochastic and statistical sampling	3	6	4		
III.4. Economics II		6	5	W 60 + P	Prof. Dr. Hohlstein
III.4.1. Real Economics	2	3,5	3		
III.4.2. Monetary Economics	2	1,5	1		
III.4.3. Case Studies in Macroeconomics	4	1	1		
III.5. Basic Methods II		4	2	P	Prof. Dr. Hohlstein
III.5.1. Basic Methods II Paper	6	4	2		
Complete/Total		30	23	4 W (2x90, 2x60), 3 P	

Module Overview Semester 4 - SPO 2.2

Semester 4	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
IV.1. Business Taxation		7	5	W 90	Prof. Dr. Hoss
IV.1.1. Company Taxation	2	4	3		
IV.1.2. Tax Planning	3	3	2		
IV.2. Marketing		8	6	W 60 + P	Prof. Dr. Ginter
IV.2.1. Introduction to Marketing ^E	2	4	4		
IV.2.2. Cases in Marketing ^E	4	4	2		
IV.3. Operations Research		5	4	W 90	Prof. Dr. Matthäus
IV.3.1. Operations Research (Part Scheurle)	2	2,5	2		
IV.3.2. Operations Research (Part Matthäus)	2	2,5	2		
IV.4. Management		10	8	W 120	Prof. Dr. Bruck
IV.4.1. Strategic Management	2	4	3		
IV.4.2. Management Simulation - Exercises	3	2	2		
IV.4.3. Controlling	1	2	1		
IV.4.4. Corporate Law	2	2	2		
Complete/Total		30	23	4 W (1x60, 2x90, 1x120) + 1 P	

Module Overview Semester 5 - SPO 2.2

Semester 5	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
V. Internship		30	2		Prof. Dr. Staiger
V.1. Internship		30			
V.2. Accompanying Seminar (I and II)	4		2	P	
Complete/Total		30	2	P	

- C = Contact hours
- CR = Credits (= ECTS)
- L = Lecture in English
- O = Other examination (pe: business game)
- P = Paper
- W = Written examination

Programs and Module Overview Semester 6 + 7 - SPO 2.2

Program	Marketing	Management	Financial Controlling / Corporate Finance	Financial Services	Production/ Trade/ Logistics	Tax Advice/ Auditing	International Business and Management	Autonomous Modules (no program)	Autonomous Modules from other study paths (no program)
Modul 1	Branding ^A	Human Resources Development ^C	Strategic Management Accounting ^{*A}	Management in Banking ^B (WS)	Production Management ^B (SS)	Financial Statements I ^C	Intercultural Management ^E _A	Business Informatics ^B (WS)	Global Economics I ^{***}
Modul 2		Internationales HR-Management ^A	Financial Controlling ^A	Private and Corporate Banking ^B (SS)	Materials Management and Logistics ^B	Financial Statements II ^C	International Trade and Finance ^{*EA} (SS)		Global Economics II ^{***}
Modul 3		Project Management, Organization & Organizational Behavior ^B	Mergers & Acquisitions ^A (SS)	Management of Commercial Papers ^{**G}	Flow of Materials ^B (WS)	Tax Accountancy I ^C (WS)	Strategic Management in an International Context ^{EA}	Image & Publicity ^A	Non Profit Economics und Management I ^{***}
Modul 4	International Marketing Research ^{*EA} (WS)	Strategic Management Accounting ^{*A}	Risk Management ^C	Asset Real Estate ^B (SS)	Logistics Management ^B	Tax Accountancy II ^C (SS)			Non Profit Economics und Management II ^{***}
Modul 5	International Marketing Project ^{*EA} (SS)	Business Law in Management ^C	Financing Corporates ^A	Real Estate Development and Facility Management ^B (WS)	Supply Chain Management ^A (SS)	Financial Auditing I ^C (SS)	International Marketing Research ^{*EA} (WS)		Empirical Analysis I ^{***}
Modul 6	Marketing Management ^A	Entrepreneurship ^A	International Financial Markets ^A	Insurance Industry ^B (SS)	B2B- and Retail Marketing ^{*C}	Financial Auditing II ^C (WS)	International Marketing Project ^{*EA} (SS)		Empirical Analysis II ^{***}
Modul 7	B2B- and Retail Marketing ^{*C}		International Trade and Finance ^{*EA} (SS)	Analysis of Financial Markets ^{***}	Trade Management ^C				Global entrepreneurship in a francophone world ^F
Modul 8	Sales Management ^A								Automotive Industry I ^{***}
									Automotive Industry II ^{***}

*	This module is offered in multi in-depth Programmes.	A	= Type of examination: written examination 60 Minutes + paper
**	This module is offered by the Bachelorstudy programme International finance management. The examination performance as you can see from whose SPO.	B	= Type of Examination: written examination 120 Minutes
***	This module is offered by the Bachelorstudy programme Economics. The examination performance as you can see from whose SPO.	C D E	= Type of Examination: written examination 90 Minutes = Particular prior knowledge required; see Module Handbook. = Lectured in English
****	This module is offered by the Bachelorstudy programme Business Administration respectively Automotive Industry in Geislingen. The examination performance as you can see from whose SPO.	F	= This module is lectured in French and will be offered in Tübingen at the University. The examination performance as you can see from whose SPO.

