

Module Handbook

Bachelor of Business Administration

**(Conditions of Study and Examinations Version 3.1
valid from SoSe 2014.)**

Module Overview Semester 1

Semester 1	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
I.1. Business Administration (BA) Introduction		4	4	W 60 + P	Prof. Dr. Sailer
I.1.1. Introduction to BA - Lecture	1	2	2		Matthäus
I.1.2. Introduction to BA - Business Game	1	1	1		Sailer / Hub
I.1.3. Lecture: Press-Review	4	1	1		Fischer / Funck / Nübel
I.2. Management I: Sustainability		4	3	W 90	Prof. Dr. Gabius
I.2.1. Sustainability	4	1,5	1		Reinert / Rümmele
I.2.2. Corporate Responsibility	2	2,5	2		Gabius
I.3. Basic Methods I		3	2	O + P	Prof. Dr. Hohlstein
I.3.1. Methods of Scientific Working	2	2	1,5		Hohlstein
I.3.2. Presentation Techniques	1	1	0,5		Hohlstein
I.4. Financial Accounting		5	4	W 90	Prof. Dr. Fischer
I.4.1. Financial Accounting – Lecture + Exercises	2	5	4		Fischer / Biesinger
I.5. Information Technology		4	3	W 60 + O	Prof. Dr. Staiger
I.5.1. Basics Information Technology / Databases	2	2	2		Staiger
I.5.2. Databases – Lecture / Exercises	4	2	1		Staiger
I.6. Economics I		6	5	W 90 + P	Prof. Dr. Hohlstein
I.6.1. Mathematics in Economics	2	1,5	1		Hohlstein
I.6.2. Introduction to Economics	2	2	2		Soulas de Russel
I.6.3. Microeconomics	1	1	1		Hohlstein
I.6.4. Case Studies in Microeconomics - Exercises	3	1,5	1		Hohlstein / Bevilacqua
I.7. Commercial Law I		4	4	W 90	Prof. Dr. Gabius
I.7.1. Legal Transaction - Contract Management	2	3	3		Gabius
I.7.2. Exercises	2	1	1		Gabius
Complete/Total		30	25	6 W (2x60, 4x90)+ 3 P + 2 O	

Module Overview Semester 2

Semester 2	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
II.1. Basic Methods II		4	2	O + P	Prof. Dr. Hohlstein
II.1.1. Basic Methods II (Paper)	7	4	2		Hohlstein u.a.
II.2. Empirical Methods I		5	4	W 90	Prof. Dr. Kinnebrock
II.2.1. Descriptive Statistics and Basic Principles of Stochastics	3	5	4		Kinnebrock
II.3. Procurement and Production		5	4	W 90	Prof. Dr. Matthäus
II.3.1. Production	1	2,5	2		Matthäus
II.3.2. Procurement	1	2,5	2		Reintjes
II.4. Economics II		5	4	W 60 + P	Prof. Dr. Hohlstein
II.4.1. Economic Theory and Politics	1	2,5	2		Hohlstein
II.4.2. Monetary Economics	1	1,5	1		Sperber
II.4.3. Case Studies in Macroeconomics	4	1	1		Hohlstein u.a.
I.5. Management Accounting		4	4	W 90	Prof. Dr. Fischer
II.5.1. Full Cost Accounting, Direct Costing (Lecture + Exercises)	2	4	4		Fischer / Rudolph
II.6. Commercial Law II		3	3	W 60	Prof. Dr. Förschler
II.6.1. Law in Procurement, Logistic and Finance	2	3	3		Förschler
II.7. Business IT-Systems		4	4	W 60 + O	Prof. Dr. Reinert
II.7.1. Modelling of IT-Systems	1	2	2		Reinert
II.7.2. IT-Systems Applications	4	2	2		Reinert
Complete/Total		30	25	6 W (3x60, 3x90)+ 2 P + 2 O	

Module Overview Semester 3

Semester 3	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
III.1. Management II: Finance / Controlling		9	8	W 90 + P	Prof. Dr. Sailer
III.1.1. Financial Mathematics	4	2	1		Kinnebrock / Neumann
III.1.2. Investments	2	2	2		Sailer
III.1.3. Finance	2	2	2		Stehr / Grünbacher
III.1.4. Controlling	2	2	2		Fischer / Barth
III.1.5. Cases in Finance	4	1	1		Setzer / Fusaro
III.2. Management III: Organisation		5	4	W 60	Prof. Dr. Bruck
III.2.1. Organisation, Projectmanagement and Organisational Behaviour	WS: 2 SS: 1	5	4		Bruck
III.3. Basics HR-Management		7	6	W 90	Prof. Dr. Achouri
III.3.1. HR-Management – Lecture	1	3	2		Achouri
III.3.2. HR-Management – Exercises	1	2	2		Achouri
III.3.3. Labour Law	2	2	2		Hagmann
III.4. Empirical Methods II		5	4	W 90	Prof. Dr. Wewel
III.4.1. Stochastic and Statistical Sampling	3	5	4		Wewel u.a.
III.5. Basic Methods III		4	2	O + P	Prof. Dr. Hohlstein
III.5.1. Basic Methods III (Paper)	6	4	2		Hohlstein u.a.
Complete/Total		30	24	4 W (1x60, 3x90), 1O, 2 P	

Module Overview Semester 4

Semester 4	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
IV.1. Management IV: Strategy and Leadership		7	6	W 60 + P	Prof. Dr. Bruck
IV.1.1. Lecture Strategy and Leadership	WS: 1 SS: 2	4	4		Bruck
IV.1.2. Management Simulation - Game	2	3	2		Bruck
IV.2. Commercial Law III		4	4	W 90	Prof. Dr. Stachel
IV.2.1. Company Law	2	2	2		Stachel
IV.2.2. Sales Law	2	2	2		Stachel
IV.3. Business Taxation		6	5	W 90	Prof. Dr. Hoss
IV.1.1. Company Taxation	2	3	3		Hoss
IV.1.2. Tax Planning	1	3	2		Rümmele
IV.4. Marketing		8	6	W 60 + P	Prof. Dr. Ginter
IV.4.1. Introduction to Marketing ^E	1 dt. / 1 engl.	4	4		Ginter / Bühler
IV.4.2. Cases in Marketing ^E	5	4	2		Mögle / Köhler / Roeske
IV.5. Operations Research		5	4	W 90	Prof. Dr. Matthäus
IV.5.1. Operations Research (Prof. Scheurle)	2	2,5	2		Scheurle
IV.5.2. Operations Research (Prof. Matthäus)	2	2,5	2		Matthäus
Complete/Total		30	25	5 W (6x60, 3x90) + 2 P	

Module Overview Semester 5

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

Program	Marketing	Holistic Management	Financial Controlling / Corporate Finance	Financial Services	Production/ Trade/ Logistics	Tax Advice/ Auditing	International Business and Management	Further Modules (no program)	Autonomous Modules from other study paths (no program)
Modul 1	Branding	Systemic HR-Management I	Management Accounting	Investment-analysis and -management**	Production Management (SS)	Financial Statements I	Intercultural Management ^E (SS)	Business Informatics (WS)	Economics I***
Modul 2	Online-Marketing	Systemic HR-Management II	Risk Management, Planning and Reporting	Quantitative Finance ^E **	Materials and Production Logistics	Financial Statements II	International Trade and Finance* ^E (SS)	Image & Publicity	Economics II***
Modul 3	Sales Management	Sustainable Management	Mergers & Acquisitions	Securities I **	Flow of Materials (WS)	Tax Accountancy I (WS)	Strategic Management in an International Context ^E (SS)		Automotive Industry I***
Modul 4	International Marketing Research* ^E (WS)	Sustainable Value Chain	Corporate Finance	Securities II **	Logistics Management	Tax Accountancy II (SS)	International Marketing Research* ^E (WS)		Automotive Industry II***
Modul 5	International Marketing Project* ^E (SS)	Innovation and Ecology	International Financial Markets	Real Estate**	Supply Chain Management (SS)	Auditing I (SS)	International Marketing Project* ^E (SS)		Management in the Francophone World ^F
Modul 6	Marketing Management	Corporate Compliance	International Trade and Finance* ^E (SS)	Financial Services**	Trade Management	Auditing II (WS)	International Human Resources Management ^E (WS)		
Modul 7	B2B- and Retail Marketing*	International Aspects of Sustainability* ^E ***** (WS)	Law in Finance	Applied analysis of Financial Markets***	B2B- and Retail Marketing *		International Aspects of Sustainability* ^E ***** (WS)		

- * This module is offered in multi in-depth Programs.
- ** This module is offered by the Bachelor program “International Finance”. Please note the examination requirement in their SPO.
- *** This module is offered by the Bachelor program “Economics”. Please note the examination requirement in their SPO.
- **** This module is offered by the Bachelor program “Automotive Industry” in Geislingen. Please note the examination requirement in their SPO.
- ***** This module is offered by the Masters program “International Management”. Please note the examination requirement in their SPO.

E = Lectured in English

F = This module is lectured in French and will be offered at Tübingen University. Please note the examination requirement in their SPO.

