

# **Module Handbook**

## **Bachelor of Business Administration**

**in Nürtingen**

**(Conditions of Study and Examinations Version 2.2 and Version 3.0  
valid from WS 12/13.)**

## Module Overview Semester 1 - SPO 3.0

Semester 1	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
<b>I.1. Business Administration Introduction</b>		<b>4</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Sailer</b>
I.1.1. Introduction to BA - Lecture	1	2	2		
I.1.2. Introduction to BA - Exercises	1	1	1		
I.1.3. Exercises - Management Techniques	2	1	1		
<b>I.2. Management I: Sustainability</b>		<b>4</b>	<b>3</b>	<b>W 90</b>	<b>Prof. Dr. Sailer (provisionally)</b>
Current contents behold on the internet!					
<b>I.3. Basic Methods I</b>		<b>3</b>	<b>2</b>	<b>P</b>	<b>Prof. Dr. Hohlstein</b>
I.3.1. Methods of scientific Working - Exercises	4	2	1		
I.3.2. Presentation Techniques - Exercises	4	1	1		
<b>I.4. Financial Accounting</b>		<b>5</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Rümmele</b>
I.4.1. Bookkeeping	2	2	2		
I.4.2. Balancing	2	1	1		
I.4.3. Exercises	2	2	1		
<b>I.5. Information Technology</b>		<b>4</b>	<b>3</b>	<b>W 60 + O</b>	<b>Prof. Dr. Staiger</b>
I.5.1. Basics	2	1	1		
I.5.2. Databases - Lecture	2	1	1		
I.5.3. Databases - Exercises	4	2	1		
<b>I.6. Economics I</b>		<b>6</b>	<b>5</b>	<b>W 90 + P</b>	<b>Prof. Dr. Hohlstein</b>
I.6.1. Mathematics in Economics	3	1,5	1		
I.6.2. Introduction to Economics	3	2	2		
I.6.3. Microeconomics	1	1	1		
I.6.4. Case Studies in Microeconomics - Exercises	3	1,5	1		
<b>I.7. Commercial Law I</b>		<b>4</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Scori</b>
I.7.1. Legal Transaction	2	3	3		
I.7.2. Exercises	3	1	1		
<b>Complete/Total</b>		<b>30</b>	<b>25</b>	<b>6 W (1x60, 5x90)+ 2 P + 1 O</b>	

## Module Overview Semester 2 - SPO 2.2

Semester 2	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
<b>II.1. Procurement and Production</b>		<b>5</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Matthäus</b>
II.1.1. Productionmanagement	1	3	2		
II.1.2. Procurementmanagement	1	2	2		
<b>II.2. Empirical Methods I</b>		<b>5</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Wewel</b>
II.2.1. Descriptive Statistics	3	3	2		
II.2.2. Statistical Forecasting	3	2	2		
<b>II.3. Internal Accounting</b>		<b>5</b>	<b>5</b>	<b>W 90</b>	<b>Prof. Dr. Barth</b>
II.3.1. Full Cost Accounting	2	2	2		
II.3.2. Direct Costing	2	1	1		
II.3.3. Exercises	2	2	2		
<b>II.4. Business English</b>		<b>5</b>	<b>4</b>	<b>W 90 + P</b>	<b>Prof. Dr. Wilcox</b>
II.4.1. Business English	2	5	4		
<b>II.5. Commercial Law II</b>		<b>5</b>	<b>5</b>	<b>W 90</b>	<b>Prof. Dr. Förschler</b>
II.5.1. Law of obligations	2	3	3		
II.5.2. Commercial Law	2	1	1		
II.5.3. Exercises	3	1	1		
<b>II.6. IT-Systems in Business</b>		<b>5</b>	<b>4</b>	<b>W 60 + O</b>	<b>Prof. Dr. Reinert</b>
II.6.1. Modelling of IT-Systems	2	3	2		
II.6.2. IT-Systems Applications	4	2	2		
<b>Complete/Total</b>		<b>30</b>	<b>26</b>	<b>6 W (1x60, 5x90) + 1 P + 1 O</b>	

## Module Overview Semester 3 - SPO 2.2

Semester 3	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
<b>III.1. Introduction to Finance &amp; Investments</b>		<b>7</b>	<b>6</b>	<b>W 60 + P</b>	<b>Prof. Dr. Sailer</b>
III.1.1. Financial Mathematics	2	2	1		
III.1.2. Investments	2	2	2		
III.1.3. Financing and Financial Planning	2	2	2		
III.1.4. Cases in Finance	4	1	1		
<b>III.2. Human Resources (HR) Management</b>		<b>7</b>	<b>6</b>	<b>W 90</b>	<b>Prof. Dr. Achouri</b>
III.2.1. Basics of HR-Management	2	3	2		
III.2.2. Labour Law	2	2	2		
III.2.3. Exercises	3	2	2		
<b>III.3. Empirical Methods II</b>		<b>6</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Wewel</b>
III.3.1. Probabilities	3	3	2		
III.3.2. Statistical sampling	3	3	2		
<b>III.4. Economics II</b>		<b>6</b>	<b>5</b>	<b>W 60 + P</b>	<b>Prof. Dr. Hohlstein</b>
III.4.1. Real Economics	2	2	2		
III.4.2. Monetary Economics	2	2	2		
III.4.3. Case Studies in Macroeconomics	4	2	1		
<b>III.5. Basic Methods II</b>		<b>4</b>	<b>2</b>	<b>P</b>	<b>Prof. Dr. Hohlstein</b>
III.5.1. Seminar Paper in Business	6	4	2		
<b>Complete/Total</b>		<b>30</b>	<b>23</b>	<b>4 W (2x90, 2x60), 3 P</b>	

## Module Overview Semester 4 - SPO 2.2

Semester 4	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
<b>IV.1. Business Taxation</b>		<b>7</b>	<b>5</b>	<b>W 90</b>	<b>Prof. Dr. Hoss</b>
IV.1.1. Company Taxation	2	4	2		
IV.1.2. Tax Planning	2	3	2		
<b>IV.2. Marketing</b>		<b>8</b>	<b>6</b>	<b>W 60 + P</b>	<b>Prof. Dr. Ramme</b>
IV.2.1. Introduction to Marketing <sup>E</sup>	2	2	1		
IV.2.2. B2B-Marketing	2	3	2		
IV.2.3. Cases in Marketing <sup>E</sup>	4	3	3		
<b>IV.3. Operations Research</b>		<b>5</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Matthäus</b>
IV.3.1. Operations Research	2	5	4		
<b>IV.4. Management</b>		<b>10</b>	<b>8</b>	<b>W 120</b>	<b>Prof. Dr. Bruck</b>
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	1	2	2		
<b>Complete/Total</b>		<b>30</b>	<b>23</b>	<b>4 W (1x60, 2x90, 1x120) + 1 P</b>	

## Module Overview Semester 5 - SPO 2.2

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

- 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)
<b>Modul 1</b>	Branding <sup>A</sup>	Human Resources Development <sup>C</sup>	Strategic Management Accounting <sup>*A</sup>	Management in Banking <sup>B</sup> (WS)	Production Management <sup>B</sup> (SS)	Financial Statements I <sup>C</sup>	Intercultural Management <sup>E</sup> <sub>A</sub>	Business Informatics <sup>B</sup> (WS)	Global Economics I <sup>***</sup>
<b>Modul 2</b>	Online-Marketing <sup>A</sup>	Internationales HR-Management <sup>A</sup>	Financial Controlling <sup>A</sup>	Private and Corporate Banking <sup>B</sup> (SS)	Materials Management and Logistics <sup>B</sup>	Financial Statements II <sup>C</sup>	International Trade and Finance <sup>*EA</sup> (SS)	Public and European Law <sup>B</sup> (SS)	Global Economics II <sup>***</sup>
<b>Modul 3</b>		Project Management, Organization & Organizational Behavior <sup>B</sup>	Mergers & Acquisitions <sup>A</sup> (SS)	Management of Commercial Papers <sup>**G</sup>	Flow of Materials <sup>B</sup> (WS)	Tax Accountancy I <sup>C</sup> (WS)	Strategic Management in an International Context <sup>EA</sup>	Image & Publicity <sup>A</sup>	Non Profit Economics und Management I <sup>***</sup>
<b>Modul 4</b>	International Marketing Research <sup>*EA</sup> (WS)	Strategic Management Accounting <sup>*A</sup>	Risk Management <sup>C</sup>	Asset Real Estate <sup>B</sup> (SS)	Logistics Management <sup>B</sup>	Tax Accountancy II <sup>C</sup> (SS)			Non Profit Economics und Management II <sup>***</sup>
<b>Modul 5</b>	International Marketing Project <sup>*EA</sup> (SS)	Business Law in Management <sup>C</sup>	Financing Corporates <sup>A</sup>	Real Estate Development and Facility Management <sup>B</sup> (WS)	Supply Chain Management <sup>A</sup> (SS)	Financial Auditing I <sup>C</sup> (SS)	International Marketing Research <sup>*EA</sup> (WS)		Empirical Analysis I <sup>***</sup>
<b>Modul 6</b>	Marketing Management <sup>A</sup>	Entrepreneurship <sup>A</sup>	International Financial Markets <sup>A</sup>	Insurance Industry <sup>B</sup> (SS)	B2B- and Retail Marketing <sup>*C</sup>	Financial Auditing II <sup>C</sup> (WS)	International Marketing Project <sup>*EA</sup> (SS)		Empirical Analysis II <sup>***</sup>
<b>Modul 7</b>	B2B- and Retail Marketing <sup>*C</sup>		International Trade and Finance <sup>*EA</sup> (SS)	Analysis of Financial Markets <sup>***</sup>	Trade Management <sup>C</sup>				Global entrepreneurship in a francophone world <sup>F</sup>
<b>Modul 8</b>	Sales Management <sup>A</sup>								Automotive Industry I <sup>***</sup>
									Automotive Industry II <sup>***</sup>

*	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.

