

**BERUFSAKADEMIE SACHSEN – Staatliche Studienakademie Riesa**

Field of study: Technology\_Economics

Module code	Module name	Sort description	Semester	ECTS
6DM-ABWL-DM	General Business Studies Introduction to Business Administration	Students acquire fundamental knowledge of general business administration. This includes in particular the constitutive decisions, the principles of corporate management, operational performance processes as well as accounting and finance. Students acquire the methodological foundations of business management practice and become familiar with the conceptual, theoretical, and conceptual principles of general business administration. On this basis, the specific business management features of service management in its main forms are conveyed. Using a business simulation, the consequences of business decisions are explained and practically applied.	1	4
6DM-ABGDM-DM	General Business Studies Foundations of Service Management	Modern economies are highly and increasingly characterized by services. In order to better understand the activities of their practice partners, students learn what services are, the types of services that can be distinguished and how the service sector has developed historically and in an international comparison. Subsequently, central business specifics of services and service management are covered by looking at business organization, personnel management, marketing and quality management. This is done in anticipation of the detailed discussion of these topics in later stages of the degree program. This is followed by an outlook on the macroeconomic effects of the expansion of the service sector and on the potentials and challenges of the digitization of services. The module is designed to be interdisciplinary. It combines not only business and economic perspectives, but also includes sociological contributions for a better understanding of services.	1	4
6DM-ABDM-DM	General Business Studies Services Marketing and Market Research	Students are introduced to the principles of developing marketing concepts in the service sector. To this end, the module deals with the marketing management process as a systematic planning and decision-making process for setting and developing marketing goals, strategies and instruments. Students gain an insight into the basic structures of buyer behavior as well as qualitative and quantitative market research.	2	5

Module code	Module name	Sort description	Semester	ECTS
6DM-ABIF-DM	General Business Studies Investment and Financing	Students become acquainted with the financial management tasks, processes, and interrelationships in the company. They are familiarized with methods of investment calculation and evaluation as a basis for investment decisions as well as with the spectrum of classic and modern types of financing. Furthermore, they learn how to use these methods for the realization of investment projects as well as for the financing of running operational processes. Students are able to use the instruments of financial planning and control to ensure the liquidity of companies.	3	5
6DM-ABUF-DM	General Business Studies Corporate Management	Students acquire fundamental knowledge of functions, concepts, tasks, instruments, and trends in corporate management. This includes normative and strategic aspects of management as well as their operative implementation. The module deepens the students' holistic understanding of leadership in its sub-functions of planning, steering, and controlling of entire companies as well as functional areas, taking into account conflicts between short-term and long-term goals.	4	5
6DM-ABHRA-DM	General Business Studies Human Resources Management and Labor Law	Human Resources Management (HRM) is a central and integral part of corporate management. In an increasingly knowledge-oriented society, the employee is and will remain the most important resource and a central factor in value creation. The module focuses on human resources management principles and processes and their implementation in human resources management and leadership. With this module, students are enabled to efficiently apply instruments and techniques of personnel management, the design of a supportive work culture and change management in order to be able to meet the current and future challenges of HRM, with special attention to current challenges of diversity, globalization and demography. Furthermore, students are familiarized with relevant rights and duties in the employment relationship in relation to practice. They are able to analyze conflict situations and deal with them in practice. The basic principles of both individual labor law and collective labor law are communicated and practiced by means of case studies based on European and German labor court jurisprudence.	5	5
6DM-VWLMI-DM	Economics Foundations / Microeconomics	Dieses Modul stellt die Grundannahmen und -begriffe der Volkswirtschaftslehre dar, erläutert das Funktionieren von Märkten und die Grundlagen der Sozialen Marktwirtschaft und führt in zentrale mikroökonomische Fragen ein. Die Volkswirtschaftslehre wird dabei nicht nur als eine Theorie der Wirtschaft, sondern auch als eine besondere Denkweise verstanden. Die Möglichkeiten und Grenzen dieser Denkweise werden an unterschiedlichen Anwendungsbeispielen erläutert.	3	4

Module code	Module name	Sort description	Semester	ECTS
6DM-VWLMA-DM	Economics Macroeconomics	The module provides an overview of the central macroeconomic theories and controversies. It deals with the formal and economic relationships between the relevant macroeconomic variables and introduces the classical models of the goods, money and labor markets and the interaction of these markets. The possibilities and limitations of monetary, fiscal and wage policy are discussed in detail. By including foreign exchange markets, exchange rate regimes and European integration, the international dimension and international limitations of economic policy are taken into account. Selected current economic policy controversies are addressed in student presentations and staged discussions.	4	5
6DM-VWLFS-DM	Economics Fiscal and Social Policy	The module deals with the role of the state in economy and society. It explores the limits and problems of state intervention in the economy and examines how state activity has developed historically. Special attention is paid to the historical development, instruments, and current challenges of financial and social policy. Selected controversies are addressed in student presentations and staged discussions.	6	5
6DM-RWBF-DM	Accounting Principles	Students gain an insight into how bookkeeping is integrated into the systems of finance and accounting and into the company as a whole. The structure and basic concepts including tasks and legal principles of bookkeeping are discussed. Furthermore, the module deals with account systems and charts of accounts. On this basis, the types of accounting are presented, and accounting exercises are carried out in the areas of balance sheet accounts, profit and loss accounts, procurement and sales, sales tax, personnel, fixed assets, finance and taxes. The module aims to impart basic accounting principles for the preparation of annual financial statements.	1	4
6DM-RWKLR-DM	Cost and Performance Accounting	In this module, students acquire knowledge of the principles and areas of cost and performance accounting as well as the related forms of organization (systems) and their integration into the overall company. In order to develop corresponding practical skills and abilities in these areas, intensive calculation examples in cost category, cost center, cost unit, planned cost and activity-based costing as well as in contribution margin accounting and short-term operating profit accounting are carried out.	2	4

Module code	Module name	Sort description	Semester	ECTS
6DM-RWJSL-DM	Annual Financial Statements/Taxation	Students are familiarized with the principles of annual financial statements under commercial law and basic aspects of tax law. They also gain an overview of the fundamentals of international accounting in accordance with IAS/IFRS and a comparison with HGB financial statements. Students are enabled to solve practical application cases. They know the main types of company tax and their appropriation.	4	5
6DM-REGSR-DM	Foundations of German Civil Code (BGB) / Law of Obligations	The module aims to impart fundamental knowledge of civil law. Focus is placed on contract mechanisms relevant to practice and the recognition of legal problems in everyday life, taking into account current case law. At the same time, the methodological foundations of the field are addressed, in particular the legal methodology of the application of law.	2	5
6DM-REHGR-DM	Commercial and Corporate Law	On the basis of civil law contract and tort theory, students expand their knowledge of commercial law relevant to business. The module focuses on the effective mechanisms of companies in their relations with third parties and in the relations between shareholders. The principles of insolvency law are presented.	3	5
6DM-MAWI-DM	Business Mathematics and Business Informatics	The module imparts the fundamentals of financial mathematics as a basis for the application of financial engineering models. Building on this, the various types of interest calculation and pension models are discussed. In business mathematics, the module uses examples to convey the economic supply and demand functions, profit, and cost functions as well as the extreme values and turning points of economic functions. Furthermore, students acquire knowledge in the field of business informatics to support business decisions. They are able to understand the tasks of business information processing in the environment of the management of business information systems. Focus is placed on providing knowledge of the principles of information and communication systems and the integration of various applications into the various requirements of business tasks. The course focuses primarily on skills for assessing the complex and heterogeneous design of corporate information and communication structures. Students are put in a position to assess the interfaces between departmental and process managers and the IT departments from a technical perspective.	1	6
6DM-MASTQ-DM	Statistics and Quantitative Methods	Students acquire fundamental knowledge of descriptive and conclusive statistics. Building on this, the basic procedures of quantitative data analysis are discussed theoretically and applied using relevant software. Students are enabled to prepare, conduct, and evaluate professional market research studies.	2 und 3	5

Module code	Module name	Sort description	Semester	ECTS
6DM-ENGBB-DM	Basics of Business English	In this module, students develop basic business vocabulary and review grammar structures relevant to international business. In addition, focus is placed on acquiring intercultural awareness and the competence to act confidently in a global world. This course corresponds to level B2 of the Common European Framework of Reference for Languages.	5	4
6DM-ENGAB-DM	Advanced Business English	In this module, students expand and deepen their business vocabulary and repeat the grammar structures relevant to international business transactions. They are enabled to operate successfully in a global world. This course corresponds to level C1 of the Common European Framework of Reference for Languages.	6	4
6DM-METH-DM	Methods (Scientific Work, Project Management, Presentation Techniques)	Students become acquainted with the basic formal requirements for a scientific paper. They learn how to structure a scientific paper. They are familiarized with stylistic requirements and are enabled to research and cite scientific literature in the appropriate sources. Students plan and work out target group-oriented presentations and become familiar with the possible applications of communication techniques. They learn the principles of verbal and non-verbal communication and how to solve conflicts and conduct conversations. Furthermore, students understand and apply the principles and control instruments of project management in service companies. For this purpose, project initiation, implementation, controlling, and completion are discussed and practiced in case studies.	1	4
6DM-EHM-HM	Introduction to Trade Management and E-Commerce	The module provides students with a basic understanding of trade performance as a service and thus forms the basis for the subsequent subject-specific modules. The module offers an overview of the significance, functions, institutions, and operating concepts of both stationary and online trade. Against the background of their position in the distribution process, students are sensitized to strategic approaches of retail companies and other constitutive decisions. They understand the causes and effects of dynamics in retail and gain a fundamental understanding of stationary and electronic retail processes.	1	6

Module code	Module name	Sort description	Semester	ECTS
6DM-SCM-HM	Supply Chain Management/ERP Systems	The module imparts the principles of Supply Chain Management (SCM) and logistics for retail companies as an integrated holistic approach to managing the entire value chain. Students are provided with the tools to adapt the merchandise management processes and decision fields of procurement as well as warehouse and distribution logistics to customer requirements and to align them with business management criteria. Apart from designing the material flow of goods, students become familiar with the information-based process support provided by merchandise management systems. Basic knowledge of IT and ERP systems is imparted and specific IT solutions for the main logistics processes are discussed. This is supported by the application of contemporary SAP solutions.	2	7
6DM-HMKT-HM	Trade Marketing	Students are imparted fundamental knowledge of trade marketing and trade market research. The need to distinguish oneself with customers and to be successful in an ever-increasing competition emphasizes the special importance of developing and implementing market-oriented and market-driven trade marketing concepts in retail and wholesale. Using the PC-based MERCHANT II business management game, students simulate the development and implementation of marketing strategies as well as the derivation of decisions on marketing instruments under changing environmental conditions and are trained to deal with complex decision-making situations.	3	8
6DM-MOH-HM	Online Trade Marketing / Multi-Channel Concepts	Starting from aspects of digital purchasing behavior as well as the characteristics and business models of digital commerce, this module deals with the strategic and operative marketing decisions of online shops and adapts the classic marketing instruments for retail companies to digital distribution channels. Corresponding particularities are worked out and channel-typical instruments are deepened. Students are introduced to the possible structures of multi-channel concepts and become familiar with the processes and consequences of the merger of offline and online trade to form no-line trade.	3	8
6DM-SOM-HM	Location Management and Urban Marketing	Students become familiar with the importance of the location for retail companies. They examine special features of location management in retail. Students categorize different types of locations and are familiarized with location criteria and location factors. They deal with the procedure as well as methods and decision aids in location planning and location controlling. They gain an overview of the location policy of branch store systems and the internationalization of retail companies, as well as the legal framework for location selection. Students understand stationary trade as a major factor that influences the attractiveness of city centers, and deal with the interplay of urban development and trade as well as the role of trade in city marketing.	4	5

Module code	Module name	Sort description	Semester	ECTS
6DM-ORPDS-HM	Online Law/Internet Programming/ Data Security	Online (distribution) law is an interdisciplinary subject that touches on numerous areas of law. Based on civil contract and commercial law, students expand their knowledge by integrating the specifics of electronic commerce (e-commerce) and selected areas of law. Basic questions of copyright law, telemedia law, advertising on the Internet and data protection are addressed. Furthermore, the module aims to impart knowledge on the principles of Internet programming. Students are familiar with the most important programs, can evaluate online shop software and formulate requirements for programmers. They can adapt and update online shop systems themselves or commission other parties to do so. Students are enabled to analyze and professionally evaluate the interfaces to other applications. They know the legal foundations and ensure their compliance.	4	5
6DM-CBFM-HM	Trade Controlling/Balance Sheet and Financial Management	The lecture offers a holistic view of the tasks of strategic and operative trade controlling as a means of overall corporate management and pays particular attention to the interdependencies of material process design and financial framework conditions. Starting from the overall corporate perspective, students are enabled to apply the controlling contents and instruments for the functional areas of the trade company and to make appropriate proposals for process changes. They are provided with the tools for balance sheet and financial policy decisions and for the application of financial instruments in trading companies in a targeted manner and depending on the legal form.	5	6
6DM-OSS-HM	Online Shops/Shop Systems	The module aims to impart knowledge and skills for the design and implementation as well as the operation of online shops. Students are familiarized with the decision fields of shop design and sensitized for the success factors in online trade by means of the TOPSIM E-Commerce business game. They deal with the content-related, technical, legal, and design-related requirements and design options of online shops as well as the instruments for success control. Students apply this knowledge in conjunction with best practice solutions and knowledge of online marketing, online law, and shop programming to create their own shop concept. They understand the planning and introduction of online sales channels as applied project management.	5	6

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6DM-STRG-HM	Control Instruments in Trade Management	Students are familiarized with a systematic-strategic concept for the implementation of management instruments. In accordance with the procedures of the classical management process, students gain an overview of management instruments in the analysis, planning, implementation, and control phases of an organization. Initially, they gain an understanding of conceptual, theoretical and operational fundamentals. In this context, particular emphasis is placed on implementation-oriented aspects for trade companies. In particular, the module imparts options for the use of control instruments from the areas of quality management, process management and customer relationship management. Students learn how to optimize the entire value-added process of retail or wholesale companies in the area of conflict between customer requirements and efficiency criteria. To this end, they become familiar with IT-based customer management systems as the basis for customer loyalty and process design. The module aims to make the interaction between process quality/stability and customer satisfaction/loyalty transparent and enable students to secure this in the long term.	6	6
6DM-STRGE-HM	Control Instruments in E-Commerce	Students are familiarized with a systematic-strategic concept for the implementation of management instruments. In accordance with the procedures of the classical management process, students gain an overview of control instruments in the analysis, planning, implementation and control phases of an organization. Initially, they gain an understanding of conceptual, theoretical and operational fundamentals. In this context, particular emphasis is placed on implementation-oriented aspects for online trade companies. In particular, the module imparts options for the use of control instruments from the areas of quality management, process management and customer relationship management. Students learn how to optimize the entire value-added process of online or multi-channel retailers in the area of conflict between customer requirements and efficiency criteria. To this end, they become familiar with IT-based customer management systems as the basis for customer loyalty and process design. The module aims to make the interaction between process quality/stability and customer satisfaction/loyalty transparent and enable students to secure this in the long term.	6	6
6DM-GEM-ES	Foundations of Event Management	Students are familiarized with the market structures in event management. They acquire fundamental knowledge of the scope, types, and characteristics of the event concept. Next, they get to know different types of market relationships as well as suppliers and consumers. In addition, students gain insights into the development and current situation of event markets, including the associated professional field. Furthermore, the module addresses key characteristics of event organization, deals with value chains, and discusses the area of event consumption.	1	5



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6DM-GSM-ES	Foundations of Sports Management	Students are able to define basic terms such as sports, sports market and sports management as well as the corresponding theoretical principles. They can explain the market structures in sports, including the associated relationships between suppliers and consumers. Students are able to describe the development and current situation of the sports market including the related professional field. Furthermore, they are able to define and transfer constitutive characteristics of sports companies and value chains. Students are capable of establishing links between sports and other areas of management (human resources, CRM or quality management). They can describe the essential aspects of sports tourism, company health management and eSports.	1	5
6DM-MACE-ES	Management of Corporate Events	Students are familiarized with essential requirements for the organization of meetings, incentives, congresses, trade fairs and marketing events. They become acquainted with the touristic aspects of the event market and recognize the importance of the selection of the destination and venue for the success of events. Students deal with the content-related and planning challenges of corporate events and gain insight into the diverse interactions of customer/service provider relationships.	2	5
6DM-INTS-ES	Individual and Team Sports	Students know the difference and the particularities of individual and team sports. They can explain different competition designs and the topic of league management, including national and international regulations. Students are able to describe problems in individual and team sports. Furthermore, they can classify and interpret structures of club and association management.	2	5
6DM-ESMAR-ES	Event and Sports Marketing	Building on the introductory lecture on services marketing, students are familiarized with the particularities of event and sports marketing. The importance of events as an instrument of experience-based communication is emphasized. Students approach the topic of sports marketing from different perspectives (athletes, clubs, sporting goods manufacturers, etc.). Special emphasis is placed on communication policy. Students deal with decision-making and planning processes of communication policy. Furthermore, they get to know integrated communication as a strategic communication concept and look at the planning process of communication with its ideal-typical phases. They plan the different communication instruments (above and below the line) and use them in a systematic and targeted manner.	3	6

Module code	Module name	Sort description	Semester	ECTS
6DM-RTPB-ES	Law and Public Management for Event and Sports Management	The legal system and public administration set important framework conditions for event and sports management. Students become acquainted with typical problem areas of the industry. They understand their legal requirements for practice and can classify them. Students thoroughly examine the drafting of contracts, disruptions in performance, liability issues, permits and registration requirements for cultural and sporting events. They become familiar with the basic principles of sports organization law of clubs and associations and the legal framework of organized sports practice. Students are familiarized with the relevant legal and associational principles as well as sports jurisdiction. Furthermore, they become acquainted with the particularities of public organizations and the structure and functioning of public administration in Germany.	4	5
6DM-PDAD-ES	Projects (Planning, Implementation, Evaluation, Documentation)	Students select projects from offers of institutions and companies (usually from the non-profit sector) or develop a new course on their own. The project is planned, implemented, and presented after completion. Using the chosen project as an example, students work in teams and put into practice the knowledge and skills they have acquired during their studies. Students particularly apply instruments of project management. The projects typically involve events or marketing concepts. The project group is supported by a project manager.	5	4
6DM-PCE-ES	Planning and Controlling of Events	Students are familiarized with the processes and planning parameters involved in the planning of events. They get to know different shareholders and stakeholders of events. They deal with different types of financing, dramaturgical approaches to staging, calculation, accounting and evaluation of events. Students apply differentiated types and methods of event controlling.	5	5
6DM-PCS-ES	Planning and Controlling of Sports Events	Students learn to categorize sports events according to various criteria, to plan them on the basis of a flow chart and to distinguish between different shareholders and stakeholders. The module includes topics such as situation analysis, financing/cost calculation, controlling as well as the dramaturgy and staging of a sports event. The management of sports facilities is analyzed on the example of large sporting events.	5	5

Module code	Module name	Sort description	Semester	ECTS
6DM-STRG-ES	Control Instruments in Event and Sports Management	Students are familiarized with a systematic-strategic concept for the implementation of management instruments. In accordance with the classical management process, students are given an overview of management instruments for the analysis, planning, implementation, and control phases of an organization. Initially, students learn conceptual, theoretical and design fundamentals. Particular attention is paid to implementation-oriented aspects. Students are introduced to the possibilities of using control instruments from the areas of quality management for services and the control and measurability of process flows in private companies, charitable and other non-profit enterprises. The implementation of customer management systems as a basis for customer loyalty is taken into account. Internal processes affecting the organization as well as external processes affecting the customer relationship are analyzed and structured in a controllable way. The module aims to establish a high level of customer satisfaction and customer loyalty as well as process stability in the organization, which can be secured in the long term through control instruments.	6	4
6DM-CSR-DM	Compliance and Corporate Social Responsibility in Event Management	Students are familiarized with the contents, processes, and application principles of compliance guidelines, especially in the event industry. They gain insight into the topic of corporate social responsibility and its significance in event organization. In the discussion of future trends in event organization, students deal with the opportunities and risks of both systems and analyze the challenges for their own future career on the basis of best practice projects.	6	4
6DM-TRWI-ES	Training Science	Students are familiarized with the planning and implementation of strength, endurance and mobility training. They learn to understand the requirements for optimal training control. Practical units are used to apply the acquired theoretical knowledge. This knowledge is necessary to understand and take into account the processes (training and competition planning) and particularities (training camps) in the field of sports. Further focus is placed on anatomical basics and nutritional factors.	6	4

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6DM-IMNG-DM	International Management	Students get to know the effects of the advancing globalization process and the continuous integration of economic areas in connection with their own decision making in the form of analysis, goal setting, planning and implementation of international economic activities. They critically analyze the framework conditions of cross-border economic activity and the strategic and operational options that arise for companies with regard to the management of their national and cross-border activities. Students look at the process of the internationalization of companies in various forms. By simulating international economic activities in the context of a business game, students are provided not only with the methodological tools but also with the problem awareness for the analysis and mastering of questions from business management practice.	4	4
6DM-VKO-DM	Negotiations and Conflict Management	Many projects and work processes do not fail because of a lack of expertise on the part of those involved, but due to an underestimation of the importance of the ability to bring negotiations and conflicts to a result that is satisfactory for all parties. In our highly dynamic working world with its high degree of networking and dynamics, the avoidance of time, innovation and performance losses in internal and external cooperation often determines the success or failure of a company. Students get to know fundamental negotiation and conflict patterns, learn to apply beneficial communication and behavioral techniques in different company situations, to recognize and solve conflicts and to classify different personalities and characters. Furthermore, the module addresses the particularities of cultural differences in communication and negotiation. Students learn how to conduct conversations, use rhetorical elements, and reflect and strengthen their own style. In exercises that include video feedback, they practice the practical application of the acquired knowledge.	4	4
6DM-STM-DM	Store Management	A professional market presence is indispensable for all companies under the conditions of the buyer's market, the constantly intensifying competition, and the globalization in trade. A professional store management serves the planning, implementation, and control of success. The module focuses on the analysis and measures of the sales appearance with the (inner and outer) design of the outlets, the optimal store design with the placement of the products also under sales psychological aspects, the technical equipment, the processes in the outlet as well as the professional requirements for management and employees. The question is investigated in what way the perception, decision and search behavior of consumers influences the appearance of the outlets. A wide range of possibilities to create a shopping experience for consumers are examined. New scientific findings are worked out in a very practice-oriented way in the compulsory elective module. Students independently simulate practical case studies. A field trip is planned.	4	4

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6DM-VT-DM	Event Technology	Sound, lights and/or stage technology are used at many events. In this lecture, students gain insight into the use of event technology (light-sound - stage) and get to know their application in the studio and in practice. They are familiarized with the technical/physical principles of sound, light and stage technology and develop an awareness of technical problems and their possible solutions. At the end of the course, students are able to independently plan, set up and operate the event technology for an event.	4	4
6DM-SCM-DM	Shopping Center Management	Shopping centers are large, experience-oriented retail agglomerations with different operating concepts and attractive service providers for consumers at different locations. The module deals with the decision fields for the establishment and operation of shopping centers. This includes the spectrum of strategic approaches to center positioning and design and the derived mix of businesses and tenants as well as the operational tasks of center management. Students understand shopping centers as a form of cooperation and can derive action recommendations for individual providers. Furthermore, the module addresses the various possibilities to provide shopping center visitors with a shopping experience and to meet the digital affinity of the customers.	4	4
6DM-MKM-DM	Modern Communication Strategies in Marketing	Students get to know new and unconventional strategies in the communication with the target group. These are mainly based on social networks in connection with electronic media and the Internet. This includes sensational marketing as well as viral marketing, low budget, and mobile marketing. Students learn the essential characteristics of these marketing forms, can assess their potential for addressing the target group and recognize opportunities and risks for their use in the company. They apply the acquired knowledge in a project work where they plan such a campaign.	4	4
6DM-ÜLCL-DM	Trainer Licence	In this module, students are qualified for the trainer license C "Breitensport" (mass sports). This includes a basic training in all sports. Students are thus enabled to develop training units, to instruct exercise groups, to conduct sports events and to earn the German Sports Badge as licensed examiner.	4	4

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6DM-FRZ1-DM	French I	This module aims to apply, teach and consolidate a basic terminology of the French language. Emphasis is placed on the introduction to the French way of life, the acquisition of reading strategies, the provision and understanding of general information and the introduction to the French commercial language. Upon completion of the module, students will have acquired basic knowledge at level A1 of the Common European Framework of Reference for Languages.	4	4
6DM-SPN1-DM	Spanish I	Students are familiarized with the basics of the Spanish language and can communicate in simple everyday situations. They can understand and use everyday expressions and simple sentences. Students are able to introduce themselves and others, ask and answer questions about themselves and others. Upon completion of this module, students will have acquired basic knowledge of Spanish at the level A1-1 of the Common European Framework of Reference for Languages.	4	4
6DM-DES1-DM	Graphic Design Methods (esp. Photoshop, InDesign, etc.)	Marketing communication today requires extensive brand knowledge, knowledge of the technical processes from the idea to the finished print product and often also the ability to produce communication materials in-house. In practice, four programs have become generally established: Photoshop, InDesign, Illustrator and Acrobat. The main versions used are Adobe CS6 and CC (Creative Suite 6 and Creative Cloud). This module provides the opportunity to acquire or expand active program knowledge in direct connection with graphic and conceptual tools. Students create their own project (e.g. logo and business stationery, brochure, advertising/poster campaign, website), either for a real or a fictitious customer. They then implement the graphic components up to readiness for printing.	5	4
6DM-MR-DM	Marketing Law	From the point of view of compliance management, students understand the importance of countless legal topics in everyday corporate life. Based on the marketing mix, the interdisciplinary approach of the module focuses on the areas of product liability and industrial property rights, in particular trademark and competition law as well as aspects of data protection. Links are drawn to current judgements related to the main topics discussed.	5	4

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6DM-AKVSP-DM	Activation of Sports Sponsorship Commitments	Sport offers an ideal communication platform for companies. By means of classic, alternative and innovative communication solutions, sponsoring commitments by companies can be used intelligently in sport for the staging and emotionalization of their brands, products and/or services. Their conception and implementation require a strategic understanding of the brand as well as pronounced creativity. Students learn how to activate sponsoring commitments by companies in the field of sport. This involves both existing and potential sponsoring partnerships between companies (sponsors) and sports providers (sponsored parties). Case studies are presented to illustrate the topic. In the context of developing an individual concept for the activation of a sports sponsoring engagement, the acquired specialist knowledge is transferred to practice on the basis of a self-chosen (fictitious) example.	5	4
6DM-AH-DM	Foreign Trade	Foreign trade activities of companies are significantly promoted by the current digitization potentials both in terms of sales and procurement. The module therefore aims to impart basic knowledge in the cross-border movement of goods. Students understand the decision-making processes involved in the preparation and processing of export and import transactions against the background of global economic conditions and risks. They get to know the forms and possibilities of international trade relations and work out the necessary business management instruments from a legal, financial and logistical point of view.	5	4
6DM-PREH-DM	Prevention and Rehabilitation	Students know the basic terms of rehabilitation and prevention as well as related questions and are able to classify them within the health care system. Students are able to provide information about the historical development, models and participants in the field of prevention. Students can also provide information about approaches, concepts and general conditions in the rehabilitation sector.	5	4
6DM-MSPRJ-DM	Computer Aided Project Planning	Students acquire in-depth knowledge of project management. They are able to plan and control projects more efficiently in terms of deadlines, processes, resources and costs. Methods of project planning and project controlling are deepened on the basis of typical tasks from practice. Furthermore, user-defined project templates for operational use are developed.	5	4

Module code	Module name	Sort description	Semester	ECTS
6DM-FRZ2-DM	French II	This course aims to consolidate the knowledge acquired in the module "French I". On this basis, students expand their existing knowledge by focusing on the following topics: Hosting business partners, advising customers, conversation on the topic of work motivation, formulating one's own opinions on business transactions, finding accommodation, describing past situations, talking about important work experiences, job interview. Upon completion of this module, students have acquired basic knowledge at level A2-1 of the Common European Framework of Reference for Languages.	5	4
6DM-SPN2-DM	Spanish II	This course aims to consolidate the knowledge acquired in the module "Spanish I". On this basis, students expand their knowledge by focusing on the following topics: Shopping situations, seasons, months, travelling, at the restaurants. Upon completion of the module, students have acquired a basic knowledge at level A1-2 of the Common European Framework of Reference for Languages.	5	4
6DM-BUS-DM	Business Etiquette	Besides excellent technical skills, also etiquettes are becoming increasingly important. Employees and managers are expected to be able to move in any circles with style and confidence. The seminar builds on previous knowledge and skills and strengthens the perception of professional etiquette. Practical exercises are used to make demanding professional situations and protocol requirements transparent. Students receive video and group feedback to increase their individual confidence in their appearance.	5	4
6DM-ARV-DM	Labor Law - Consolidation	Students become acquainted with further key aspects of labor law. This includes personnel issues and current case law in the field of human resources. Students deepen their knowledge regarding the correct use of legal terms and special aspects of the right of termination and general equal treatment law in business practice. They get to know legal procedures concerning the transfer of a business as well as current legal projects and their effects on the daily operational business.	6	4
6DM-EX-DM	Business Start-ups	In this module, students acquire practice-related knowledge for the preparation and execution of business start-ups. They are able to independently develop and successfully present a business plan.	6	4



Module code	Module name	Sort description	Semester	ECTS
6DM-CCC-DM	Cross-Cultural Communication	The aim of this course is to show various aspects of cross-cultural diversity in every day's life, business and marketing, and to link them with the perfection of language competencies. The lectures included in the course are going to provide the participants with practical knowledge related to cross-cultural business aspects based on hand-on experience. The seminar part will give them the opportunity to solve practical case studies and quizzes, to do individual research and to discuss and analyze its results, and last but not least, it will give them the opportunity to create their own picture of international advertising.	6	4
6DM-MEDRE-DM	Media Law	Students are introduced to key aspects of media law on the basis of current issues and relevant judgements. The module focuses on basic media rights, general personal rights, and copyright law. Aspects of press, broadcasting and multimedia law are also addressed.	6	4
6DM-VSI-DM	Event Security	The module aims to provide prerequisites for the management of event-related security problems. Thus, focus is placed on the analysis and evaluation of risk factors in the preparation, realization, and follow-up of particularly large events. On this basis, problem-solving strategies for the management of security and order from the perspective of an event organizer are developed for practical implementation. For this purpose, students can bring in own event examples if they fit the issues addressed in the module.	6	4
6DM-DES2-DM	Applied Graphic Design	This module builds on the course in Graphic Design Methods and offers the opportunity to expand already acquired program knowledge. Based on previously acquired knowledge, participants create their own projects in the programs InDesign, Illustrator, Photoshop, and Acrobat (e.g. brochures, advertising/poster campaigns, websites), either for a real or fictitious client or for themselves.	6	4
6DM-EHF-DM	Empirical Commercial Research	Students work on company- or industry-related projects, each of which represents a separate problem from commercial practice. The empirical analyses can focus on different functional areas, performance factors and/or process components of a company or on cross-company, industry-related or structural investigations in the trade sector. Students use the methodological tools of various fields of knowledge in business administration as well as in retail management and marketing, and develop an analytically well-founded proposal for a solution, work out a concept or a summary of their results. The project work is usually carried out in a team and is supervised by a project manager.	6	4

Module code	Module name	Sort description	Semester	ECTS
6DM-FRZ3-DM	French III	In this module, students consolidate the knowledge acquired in the module "French II". On this basis, the existing language skills are expanded with a focus on business French: conducting longer conversations with business partners about future company developments, handling an order, defining objectives in companies, commenting on company specifications, constructive solving of work conflicts. Upon completion of this module, students will have acquired basic knowledge at the level A2-2 of the Common European Framework of Reference for Languages. This enables them to take the DELF exam.	6	4
6DM-SPN3-DM	Spanish III	In this module, students consolidate the knowledge acquired in the module "Spanish II". On this basis, the existing language skills are expanded. Upon completion of the module, students will have basic knowledge at the level A2-1 of the Common European Framework of Reference for Languages.	6	4
6DM-PR1HM-HM	Company Presentation	In the first practical module, students are introduced to the constitutive characteristics as well as elementary processes and activities of their practice partner. They are integrated into the service creation process in line with operational conditions and develop an overview of business areas and target groups, organizational structure and legal form, goals, and strategies. They are able to evaluate the position of the company in the market and to recognize competitive advantages. Students are directly involved in practical teams and thus receive essential impulses for the development of new or the consolidation of previously gained social skills. They strengthen initial professional skills acquired in the theoretical modules and apply them in the company presentation that is to be prepared.	1	6
6DM-PR2HM-HM	Procurement, Warehousing and Logistics	Students are introduced to the tasks and decision fields of goods procurement, warehousing, and internal and inter-company transport as well as practical solutions for the application of merchandise management systems for the control of logistical processes as part of supply chain management. For this purpose, students prepare a project work in which they select and work on a subject from specified learning contents of the teaching complex of procurement, warehousing, and logistics.	2	6

Module code	Module name	Sort description	Semester	ECTS
6DM-PR3HM-HM	Marketing and Sales	Students are familiarized with the range of tasks in the functional areas of marketing and sales in their company-specific form. They reflect on the knowledge gained in the theoretical module on trade and online marketing and become acquainted with tasks, working techniques and problem-solving methods in business applications. Students select a problem from the teaching complex of marketing and sales and work on it in a result-oriented manner in the form of a project work.	3	6
6DM-PR4HM-HM	Special Management Tasks	Students are familiarized with the particularities as well as special tasks and requirements of management in a department or organizational unit. They independently take over the control of sub-processes, coordinate processes and gain in-depth practical experience in the corresponding functional area (e.g. purchasing, logistics, warehousing, marketing, sales, personnel).	4	6
6DM-PR5HM-HM	Trade Controlling and Personnel Management	Students practically apply their knowledge in the fields of trade controlling and personnel management. They deepen the knowledge acquired in the theoretical phase and are able to transfer this knowledge to practical questions in the companies. Focus is placed in particular on the complexity and networking of material and financial processes across the entire value chain and all operational functional areas as well as their management through strategic and operational - including divisional - trade controlling instruments. Students demonstrate their competence in this complex theory-practice transfer in a comprehensive oral examination based on case studies.	5	6
6DM-PR1ES-ES	Company Presentation	In the first practical module, students are introduced to the constitutive characteristics as well as elementary processes and activities of their practice partner. They are integrated into the service creation process in line with operational conditions and develop an overview of business areas and target groups, organizational structure and legal form, goals, and strategies. They are able to evaluate the position of the company in the market and to recognize competitive advantages. Students are directly involved in practical teams and thus receive essential impulses for the development of new or the consolidation of previously gained social skills. They strengthen initial professional skills acquired in the theoretical modules and apply them in the company presentation that is to be prepared.	1	6

Module code	Module name	Sort description	Semester	ECTS
6DM-PR2ES-ES	Organization of the Product Range	Students are able to systematically capture and evaluate the performance portfolio of a company or institution. They can design services or bundles of services to suit specific target groups, determine costs and calculate prices. Students are enabled to prepare offers for events, sports management services and other services. In so doing, they use instruments of cost and performance accounting as well as the principles of event and sports management and general business administration.	2	6
6DM-PR3ES-ES	Event and Sports Management	Students assume tasks in marketing, especially in the field of communication policy. They are enabled to take into account the particularities of event and sports marketing when planning and conceptualizing marketing measures. Students independently develop communication policy measures from the above and below-the-line area. They participate in the planning and organization of events and trade fair appearances. Students experience customer contact and support and acquire sponsoring partners.	3	6
6DM-PR4ES-ES	Special Management Tasks	Students are familiarized with the particularities and special tasks and requirements of management. In the organization of their practice partners, they independently assume sub-projects and work largely autonomously in selected functional areas (e.g. marketing, controlling, personnel, sales, etc.).	4	6
6DM-PR5ES-ES	Controlling of Events/Sports Events and Personnel Management	Students assume complex tasks in the controlling of events and sporting events. This includes in particular the planning, realization and controlling of events as well as the examination of legal conditions and all tasks related to human resources such as hiring, termination, personnel administration and personnel management. They monitor and control the course of events and sports events and the use of resources.	5	6
6DM-BACH-DM	Bachelor Thesis and Defence	Students participate in conceptual and operative management tasks as well as strategic decisions and gain corresponding experience. They have built up detailed specialist knowledge and are able to work in complex areas of responsibility. With their bachelor thesis, students demonstrate that they are able to solve a practically relevant task using scientific knowledge and methods. In independent studies combined with consultations in the practice company, students prepare themselves for the defense of their thesis. In a colloquium they present the concept of their work (including motivation, objectives, methods) for discussion.	6	12