

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

Compulsory modules – Degree program: Business Administration

Module code	Module title	Module description	Semester	ECTS
3BW-WWWS-10	HOW SCIENCE CREATES KNOWLEDGE	The module focuses on academic and empirical work by enabling students to identify and formulate subject-related problems, to research suitable, significant material, and to evaluate and process this material. The course contents include basic questions of the philosophy of science, i.e., what science is, how science works, which epistemological points of view exist and what truth means. Considerations about the representation of gained knowledge in the form of a lecture and presentation complement the course contents.	1	4
3BW-GMINM-10	BUSINESS MODEL AND INNOVATION MANAGEMENT: THEORY	The course contents "Business Models and Business Model Development" and "Innovation, Knowledge and Experience Management" provide the basis for understanding the functional logic of companies in trade and industry. The resulting mental map facilitates orientation in the contextualization of topics and functional areas both in the further course of study and in everyday business life. The contents of the individual module parts are briefly outlined below: <i>Business models and business model development:</i> The concept of the business model focuses on the basic logic of a company, the way in which a company creates benefits for customers, partners, and society and how these benefits can flow back to a company in the form of revenues. Emphasis is placed on the generic models by Gassmann et al. and Osterwalder/Pigneur, which are discussed in detail and differentiated from related concepts and terms. Moreover, this module part addresses how digitization is changing existing business models, what (business model) disruption is, and which new business model concepts have emerged and are in the process of emerging. <i>Innovation, knowledge, and experience management:</i>	1	8

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		This part conveys both the mindset of "creative destruction" and innovation management as their institutionalized foundation. Against this backdrop, the course deals with the nature and characteristics of innovation, raises awareness of its management relevance and shows how innovations are planned, developed, and implemented and thus contribute to the new and/or further development of business models. In this process, innovation and innovation management are related to knowledge and experience management.		
3BW-WIMA-10	MATHEMATICS FOR ECONOMISTS	This module provides students with fundamental mathematical skills in calculus, linear algebra, linear optimization, and financial mathematics tailored to the needs of economics.	1	4
3BW-VWL-23	ECONOMICS	Students acquire basic knowledge of economics, which enables them to analyze and assess business management issues from an economic perspective. In the second semester, students examine the behavior of households and companies as well as their interaction on individual markets from a microeconomic perspective. They are also able to understand the basics of competition policy and analyze the effects that price controls, taxes and subsidies have on market outcomes. In the third semester, students expand their understanding to include the macroeconomic perspective, i.e., the macroeconomic relationships of output, interest rates, inflation, and unemployment. Moreover, they examine the effect of fiscal and monetary policy on the aggregate level of output and, related to this, mass incomes. Emphasis is placed on the theory of the business cycle in the short to medium term.	2/3	8
3BW-BUUB-20	ACCOUNTING AND BUSINESS TAXATION	The course imparts fundamental knowledge of commercial accounting and provides an overview of the types of taxes relevant to businesses.	2	4
3BW-SBDDS-20	STATISTICS, BIG DATA AND DATA SCIENCE IN BUSINESS ADMINISTRATION	The module focuses on fundamental concepts of statistics: Contents and methods of descriptive statistics and economic statistics are presented, discussed, and applied. Moreover, the connection of statistics to Big Data and especially Data Science is presented and discussed. Contents, statistics as a principal component of Data Science, Data Science process and application fields of Data Science in commerce or industry are discussed in order to provide the students with a theoretical background to sensitize them to the practical potentials of Data Science.	2	4
3BW-SEDE-30	SERVICE DESIGN	Based on the fact that there is no product in which services do not play a role and no service in which material components do not play a role, the module focuses on the	3	4

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		concurrent design of material and immaterial aspects of services in general and of industry-specific services in particular. This involves the methodological, systematic design of "solutions" for so-called product-service units. To this end, the lecture covers the theoretical foundations, discusses characteristic methods, and applies them in the context of first guided practical service design attempts.		
3BW-EXRW-30	EXTERNAL ACCOUNTING	The module provides fundamental and in-depth knowledge of the conception, application, and interpretation of accounting under German commercial law (HGB) and the International Financial Reporting Standards (IFRS). The acquired knowledge forms the basis for the preparation and analysis of annual financial statements as well as the preparation of business management, financing, and investment decisions.	3	4
3BW-KiBK-40	COMMUNICATION IN THE PROFESSIONAL CONTEXT	The module develops and enhances social and communicative skills in the fields of conversation, negotiation, conflict management, moderation, and intercultural communication. Students are trained in targeted and confident conversation and relationship building as well as in avoiding intercultural conflicts. Students deal with the anatomy and conduct of sales talks and negotiations as well as with internal conversational situations in companies and conversation partners. Conversation and conflict management are studied and trained in the context of teamwork and team development. Students conduct focused appraisal meetings, are able to recognize and resolve conflicts within the team and apply moderation as a method in teamwork.	4	4
3BW-JURA-45	FUNDAMENTALS OF BUSINESS AND LABOR LAW	The module provides an elementary introduction to legal thinking and working methods with legal opinion style. On this basis, the module first gives an introduction to the German legal system and its relationship to European and international law, and then deals with problems of commercial and corporate law in business practice and ways of solving them. This is followed by an introduction to labor law for business practice: students become familiar with the most important principles of labor law and understand the business relevance of individual labor law issues and instruments. Based on this, they learn to identify issues relevant to labor law in everyday business and to handle them appropriately.	4/5	8
3BW-INV-40	INVESTMENT AND FUNDING	The module focuses on the management of funding and investments as key issues in corporate finance. The course contents include methods for assessing the	4	4

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		profitability of investment projects as well as business management approaches to evaluating various funding options.		
3BW-PPM-50	PRINCIPLES AND METHODS OF PROJECT MANAGEMENT: THEORY	This module imparts fundamental aspects of the initialization, definition, planning, control, and completion of projects. Relevant processes, methods and tools of project management are presented and applied on the example of a concrete project. Students gain competencies that enable them to successfully implement projects. With its distinction from program and portfolio management, the domain of project management is clearly focused on the individual project situation.	5	4
3BW-GPuQM-50	BUSINESS PROCESS AND QUALITY MANAGEMENT	The lectures focus on the objectives, contents and methods of process and quality management. Students learn to think and work in processes (process-oriented way of working), describe processes, and analyze and sustainably improve processes in a structured way. Quality management instruments are introduced, critically evaluated, and applied.	5	4
3BW-HRMMF-56	HUMAN RESOURCE MANAGEMENT AND LEADERSHIP	The module discusses the tasks of human resource management along the so-called personnel life cycle by looking at examples of important sub-areas of personnel management: personnel planning, personnel recruitment, personnel retention and release, personnel deployment, personnel development, and assessment as well as personnel remuneration. Students reflect on how individual areas of responsibility can be ideally designed or managed in order to meet both corporate objectives and the well-being of employees. Leadership, on the other hand, has become one of the most controversial topics in theory as well as in organizational practice. This is partly due to the fact that in a knowledge society, the crucial source of corporate development rests in an organization's employees. Another reason is that the theoretical ideas based on traditional business management theory remain largely unaffected by the findings of other scientific disciplines such as philosophy, psychology, sociology, neuroscience as well as various natural science disciplines. The module part dedicated to leadership closes this very gap and views leadership from a broad theoretical horizon. Based on understanding, students are introduced to models, methods, attitudes, principles, and instruments which they are to master, and which will help them behave confidently and professionally in their (leadership) day-to-day business.	5/6	8

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

3BW-KLR-50	COST ACCOUNTING	The module focuses on the costs and revenues of a company, which are among the key management parameters of the company. Based on the characterization of the contents of business accounting in general and cost accounting in particular, the module covers the conceptual discussion of costs and revenues. Furthermore, fundamental and in-depth knowledge of the conception and application of cost accounting are discussed. This includes cost type, cost center and cost object accounting as well as short-term profit and contribution margin accounting and standard cost accounting. The knowledge acquired serves, among other things, as a basis for the calculation and controlling of companies.	5	4
3BW-CHM-60	SYSTEMIC CHANGE MANAGEMENT	Systemic thinking involves a consistent breaking with the classical thinking approaches of the industrial age. We are used to thinking in terms of "causes and effects", "either/or" and "right or wrong". Systemic change management derives from the basic assumptions of cybernetics, constructivism, and systems theory. In a rapidly changing world with fragile political situations, the digitalization of entire industries, and the question of designing post-Taylorism living environments, ways of thinking and personal strategies for mastering and interpreting complex interpersonal and organizational systems will become of vital importance. That is exactly where this module comes in. It imparts alternative and flexible approaches to thinking and interaction strategies in order to remain open to one's own development and changes in both the world of work and in private life.	6	4

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

Compulsory modules – Field of study: Trade

Module code	Module title	Module description	Semester	ECTS
3BW-BWLGH-10	FUNDAMENTALS OF BUSINESS ADMINISTRATION IN TRADE	The lecture "Fundamentals of Business Administration in Trade" provides an introduction to the discipline of business administration in general and the "Introduction to Business Administration in Trade" or "Trade Management" in particular. Basic (trade) business concepts, terms and methods are discussed. Focus is placed on an overview of the contents of business administration and trade management. This includes an examination of the development of the field in terms of content and subjects, as well as the acquisition of current basic knowledge of business administration and trade management. The module covers both academic and practical problems and solutions.	1	4
3BW-BISdH-10	ENTERPRISE INFORMATION SYSTEMS IN TRADE	The module provides a domain-oriented introduction to business information technology. This includes best practice solutions for information and communication systems (ICS) in the trade sector. Topics such as the conception, development and maintenance of the systems are addressed. Emphasis is placed on the implementation and use of business application systems.	1	4
3BW-MFKHM-20	MARKET RESEARCH, CONSUMER BEHAVIOR AND TRADE MARKETING	This module provides students with a fundamental insight into qualitative and quantitative market research. This includes case studies, which enable students to develop, conduct and assess market research projects in order to evaluate already implemented marketing measures or to adapt the implementation of new marketing measures on the basis of corresponding consumer behavior data. To this end, students become familiar with the fundamentals of developing and implementing strategic marketing concepts in the trade and services sector. Furthermore, the module presents and discusses the marketing management process as a systematic planning and decision-making process for the definition and design of marketing	2	8

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		objectives, strategies, and instruments. Students also gain insight into the fundamental structures of consumer behavior.		
3BW-NOSMH-20	NORMATIVE AND STRATEGIC MANAGEMENT OF TRADING COMPANIES	The module focuses on essential contents, theories, and methods of normative and strategic management of trade companies in order to answer the question and justify what can be done to keep those companies successful in the market. Apart from qualitative normative management instruments, the course discusses typical overall corporate and business field strategies from the point of view of corporate positioning and profiling. Corporate environment and corporate resources are presented, differentiated, and discussed as complementary, control-relevant starting points. The lecture constitutes a binding bracket around business management topics that are separately addressed in the further course of studies.	2	4
3BW-PuSM-30	PRICE AND ASSORTMENT MANAGEMENT	The module covers fundamental and in-depth knowledge of the conception and application of success- and value-oriented price management, with particular emphasis on interdependent assortment decisions in trade.	3	4
3BW-LMH-30	LOGISTICS MANAGEMENT IN TRADE: METHODS AND SYSTEMS	The module offers a comprehensive introduction to the business discipline of "logistics management". Based on the definition of subject-specific terminology, important methods, and systems for the implementation of logistics management in the context of trade companies are examined. Knowledge is imparted through a combination of lecture, tutorial, and colloquium. The module draws references to current macroeconomic trends, such as increasing digitalization and the focus on sustainability. The module concludes with a portfolio examination consisting of a term paper and a presentation.	3	4
3BW-DTHVG-34	DIGITAL TRANSFORMATION AND TRADE: UNDERSTANDING AND SHAPING	The module addresses the topic of digitally induced changes in the macro and microenvironment of companies in general and of companies in the trade sector in particular. The first part of the module deals with changes induced by digitalization on a societal, organizational, and individual level and the impacts on trade that have already occurred or are likely to occur as a result. Following basic societal structures, as described by the French philosopher Comté-Sponville, a workshop-oriented approach is used to find answers to the following questions: "What is conceivable?", "What is possible?", "What is permitted?" and, finally, "How should one act? It can be observed that the boundaries between physical (stationary) and digital trade are increasingly dissolving. Automotive companies, for example, strive to sell a	3/4	8

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		substantial proportion of their vehicles online. However, the idea of "the one" digital sales channel is becoming increasingly unrealistic: the touchpoints have long gone beyond the classic web store or Amazon (platform(s)). Soon, anyone might be able to buy anything anywhere in the world: via social media, in virtual worlds, or sensory-driven. For that reason, the second part of the course familiarizes students with various digital sales interfaces. They explore how to translate a business model into digital sales channels; how and where a "customer of today" wants to shop. The aim is to design a selected digital sales channel in a user-centric way and to experience and understand the complexity of user-centric process design in the process.		
3BW-OdHU-40	ORGANIZATION OF TRADING COMPANIES	An efficient corporate organization is a key factor for the success of a company. It influences, for example, the consumption of resources, reaction speed, flexibility, or decision-making quality of a company. A poorly designed organization results in a loss of efficiency. Against this backdrop, the module provides an introduction to the field, development, design objects and design methods of business organization, taking particular account of issues related to the organization of services and trade. The course discusses organizational forms emerging in the context of digitalization, digital transformation, complexity, and sustainability. The module is rounded off by an examination of organizational change and its tailored management as a bridge from the present to the future.	4	4
3BW-SCMH-40	SUPPLY CHAIN MANAGEMENT IN TRADE: METHODS AND SYSTEMS	The module offers a comprehensive introduction to the business discipline of "supply chain management". Based on the definition of subject-specific terminology, important methods, and systems for the implementation of supply chain management in the context of trade companies are examined. Knowledge is imparted through a combination of lecture, tutorial, and colloquium. The module draws references to current macroeconomic trends, such as increasing digitalization and the focus on sustainability. The module concludes with a portfolio examination consisting of a term paper and a presentation.	4	4
3BW-MSHRT-50	MULTI-SENSORY TRADE I: "RETAIL THEATER".	In the context of omni-channel and digital transformation, the module discusses the success potentials, competitive advantages and concrete design options that help to revitalize (retail) trade in connection with current technical developments: What is conceivable, what is permitted and what is possible? Proceeding from the discussion	5	4

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		of which product characteristics make "stationary trade" particularly likely, what can actually qualify as (stationary) services, the course discusses how a scenery can be created in which one's own services can be "sold into". The idea of a "retail theater" is deliberately used to place the theater metaphor at the center of the course in order to strategically merge trade activity and theater into a successful "retail experience". This results in considerations of phygital trading, in which body-, space-, technology- and performance-related features are linked to form a multi-sensory holistic experience.		
3BW-WUUEH-60	ACTING RESPONSIBLY IN TRADE: BUSINESS AND CORPORATE ETHICS	Moral imperatives are directed at collectives. Moral decisions have to be taken by the individual, also in different roles or positions in commercial enterprises and society. The module therefore discusses ethics and morality at the societal, corporate, and individual levels on the basis of methodological individualism, starting from the individual and relating to the individual. Thus, professional acting in personal responsibility becomes tangible and comprehensible as part of a successful way of life for every human being, in fact: for every participant of the course.	6	4
3BW-CPMH-60	CONTROLLING AND PERFORMANCE MANAGEMENT IN TRADE	The module imparts fundamental and in-depth knowledge of the conception and application of performance and value-based management of companies and business units as well as the associated performance measurement. This knowledge is applied, among other things, in the form of a case study analysis of the management practices of trading companies.	6	4
3BW-MSHST-60	MULTI-SENSORY TRADE II: "STORYTELLING"	Coherent stories increase the value of a company and, in the context of strategically designed multisensory, coherent stories are a way to transform stationary trading companies into "great good places". Against this backdrop, the second part of the module "Multi-Sensory Trade" deals with the way in which stories suitable for multi-sensory corporate design are developed, which can entertain, inform, and convince. In this regard, stories are characterized as a tool that can be used to structure information and shape communication. They help create sceneries which are already products in themselves, but into which products can also be sold. The linguistic shaping of the (sales) context is thus regarded as a strategic resource that needs to be shaped.	6	4

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

Compulsory modules – Field of study: Industry

Module code	Module title	Module description	Semester	ECTS
3BW-BWLG1-10	FUNDAMENTALS OF BUSINESS ADMINISTRATION AND INDUSTRIAL MANAGEMENT	The lecture "Fundamentals of Business Administration and Industrial Management" provides an introduction to the discipline of business administration in general and to industrial management in particular. Building on the definition of subject-specific terminology, the course particularly focuses on important fundamentals regarding the characterization of industrial companies, the industrial planning and decision-making process, as well as materials and production management. The application of these fundamentals is demonstrated in the context of enterprise information systems. Knowledge is imparted through a combination of lecture, tutorial, and colloquium. The module draws references to current macroeconomic trends, such as increasing digitalization and the focus on sustainability. The module concludes with a written examination.	1	4
3BW-BISdI-10	ENTERPRISE INFORMATION SYSTEMS IN INDUSTRY	The module provides a domain-oriented introduction to business information technology. This includes best practice solutions for information and communication systems (ICS) in the industrial sector. Topics such as the conception, development and maintenance of the systems are addressed. Emphasis is placed on the implementation and use of business application systems.	1	4
3BW-MFKIM-20	MARKET RESEARCH, CONSUMER BEHAVIOR AND INDUSTRIAL GOODS MARKETING	This module provides students with a fundamental insight into qualitative and quantitative market research. This includes case studies, which enable students to develop, conduct and assess market research projects in order to evaluate already implemented marketing measures or to adapt the implementation of new marketing measures on the basis of corresponding consumer behavior data. Students become familiar with the fundamentals of developing and implementing strategic marketing concepts in the industrial context. Furthermore, the module presents and discusses the marketing management process as a systematic planning and decision-making process for the definition and design of marketing objectives, strategies, and	2	8

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		instruments. In this context, students first acquire a fundamental understanding which they can subsequently apply to the specifics of the respective industry. Students also gain insight into the fundamental structures of consumer behavior in general and the importance of consumer behavior in the industrial context in particular.		
3BW-NOSMI-20	NORMATIVE AND STRATEGIC MANAGEMENT OF INDUSTRIAL COMPANIES	The module focuses on essential contents, theories, and methods of normative and strategic management of industrial companies in order to answer the question and justify what can be done to keep those companies successful in the market. Apart from qualitative normative management instruments, the course discusses typical overall corporate and business field strategies from the point of view of corporate positioning and profiling. Corporate environment and corporate resources are presented, differentiated, and discussed as complementary, control-relevant starting points. The lecture constitutes a binding bracket around business management topics that are separately addressed in the further course of studies.	2	4
3BW-PuPM-30	PRICE AND PORTFOLIO MANAGEMENT	The module covers fundamental and in-depth knowledge of the conception and application of success- and value-oriented price management, with particular emphasis on interdependent portfolio decisions in industrial companies.	3	4
3BW-LMI-30	LOGISTICS MANAGEMENT IN INDUSTRY: METHODS AND SYSTEMS	The module offers a comprehensive introduction to the business discipline of "logistics management". Based on the definition of subject-specific terminology, important methods, and systems for the implementation of logistics management in the context of industrial companies are examined. Knowledge is imparted through a combination of lecture, tutorial, and colloquium. The module draws references to current macroeconomic trends, such as increasing digitalization and the focus on sustainability. The module concludes with a portfolio examination consisting of a term paper and a presentation.	3	4
3BW-DTIVG-34	DIGITAL TRANSFORMATION AND INDUSTRY: UNDERSTANDING AND SHAPING	The module addresses the topic of digitally induced changes in the macro and microenvironment of companies in general and of companies in the industrial sector in particular. The first part of the module deals with changes induced by digitalization on a societal, organizational, and individual level and the impacts on the industrial sector that have already occurred or are likely to occur as a result. Following basic societal structures, as described by the French philosopher Comté-	3/4	8

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		<p>Sponville, a workshop-oriented approach is used to find answers to the following questions: "What is conceivable?", "What is possible?", "What is permitted?" and, finally, "How should one act?"</p> <p>It can be observed that the boundaries between physical (stationary) and digital trade are increasingly dissolving. Automotive companies, for example, strive to sell a substantial proportion of their vehicles online. However, the idea of "the one" digital sales channel is becoming increasingly unrealistic: the touchpoints have long gone beyond the classic web store or Amazon (platform(s)). Soon, anyone might be able to buy anything anywhere in the world: via social media, in virtual worlds, or sensory-driven. For that reason, the second part of the course familiarizes students with various digital sales interfaces. They explore how to translate a business model into digital sales channels; how and where a "customer of today" wants to shop. The aim is to design a selected digital sales channel in a user-centric way and to experience and understand the complexity of user-centric process design in the process.</p>		
3BW-OdiU-40	ORGANIZATION OF INDUSTRIAL COMPANIES	<p>An efficient corporate organization is a key factor for the success of a company. It influences, for example, the consumption of resources, reaction speed, flexibility, or decision-making quality of a company. A poorly designed organization results in a loss of efficiency. Against this backdrop, the module provides an introduction to the field, development, design objects and design methods of business organization, taking particular account of issues related to the organization of industrial production and that of industrial companies. The course discusses organizational forms emerging in the context of digitalization, digital transformation, complexity, and sustainability. The module is rounded off by an examination of organizational change and its tailored management as a bridge from the present to the future.</p>	4	4
3BW-SCMI-40	SUPPLY CHAIN MANAGEMENT IN INDUSTRY: METHODS AND SYSTEMS	<p>The module offers a comprehensive introduction to the business discipline of supply chain management. Based on the definition of subject-specific terminology, important methods, and systems for the implementation of supply chain management in the context of industrial companies are examined. Knowledge is imparted through a combination of lecture, tutorial, and colloquium. The module draws references to current macroeconomic trends, such as increasing digitalization</p>	4	4

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		and the focus on sustainability. The module concludes with a portfolio examination consisting of a term paper and a presentation.		
3BW-PMI-50	PRODUCTION MANAGEMENT IN INDUSTRY: METHODS AND SYSTEMS	The module offers a comprehensive introduction to the business discipline of production management. Based on the definition of subject-specific terminology, important methods, and systems for the implementation of production management in the context of industrial companies are examined. Knowledge is imparted through a combination of lecture, tutorial, and colloquium. The module draws references to current macroeconomic trends, such as increasing digitalization and the focus on sustainability. The module concludes with a portfolio examination consisting of a term paper and a presentation.	5	4
3BW-WUUEI-60	ACTING RESPONSIBLY IN THE INDUSTRIAL SECTOR: BUSINESS AND CORPORATE ETHICS	Moral imperatives are directed at collectives. Moral decisions have to be taken by the individual, also in different roles or positions in industrial enterprises and society. The module therefore discusses ethics and morality at the societal, corporate, and individual levels on the basis of methodological individualism, starting from the individual and relating to the individual. Thus, professional acting in personal responsibility becomes tangible and comprehensible as part of a successful way of life for every human being, in fact: for every participant of the course.	6	4
3BW-CPMI-60	CONTROLLING AND PERFORMANCE MANAGEMENT IN INDUSTRY	The module imparts fundamental and in-depth knowledge of the conception and application of performance and value-based management of companies and business units as well as the associated performance measurement in industrial companies. This knowledge is applied, among other things, in the form of a case study analysis of the management practices of industrial companies.	6	4
3BW-PWI-60	PROJECT WORKSHOP ON INDUSTRY: APPLYING AND CONSOLIDATING KNOWLEDGE	In this module, students work on projects to apply and consolidate the knowledge acquired in previous courses of study. The project work deals with current and relevant problems from the areas of production and logistics management as well as supply chain management. Current macroeconomic trends, such as increasing digitalization and the focus on sustainability, are taken into account in the project definition. Students work on the projects in small teams. Depending on the project topic, companies, research institutions or other universities may be involved as so-called "project partners". These partners contribute to the project definition, take on an advisory role or are directly involved in the execution of the projects.	6	4

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		Knowledge is imparted through a combination of seminars and colloquiums. The module concludes with a portfolio examination consisting of a term paper and a presentation.		
--	--	---	--	--

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

Practical modules – Degree program „Business Administration“

Module code	Module title	Module description	Semester	ECTS
3BW-PRAX1-10	BUSINESS MODEL AND INNOVATION MANAGEMENT: APPLICATION	The first practical module fills the contents of the theoretical part of the first semester with life. Students become familiar with the primary and secondary activities of their practice partner's value chain. They are able to position the company in its global environment and its interaction environment, identify and explain their relevant components, and become acquainted with the functional areas of the company and their activities. At this stage, students do not yet have a routine. This allows them to explore, describe and explain the possibilities for further or different development of the company without bias.	1	6
3BW-PRAX2-20	OPERATIONAL RESEARCH CASE STUDY: TASK FIELD A	The module primarily focuses on the systematic knowledge transfer between theory and practice. Students take on work assignments in close coordination with the practice partners. Following the idea of research-based learning and applied research, students work on the assigned task as part of a research case study. The assigned task must not (exclusively) be a daily routine operational task. Rather, students are to be assigned challenging conceptual tasks that they solve in a theory-based manner.	2	6
3BW-PRAX3-30	OPERATIONAL RESEARCH CASE STUDY: TASK FIELD B	The module primarily focuses on the systematic knowledge transfer between theory and practice. Students take on work assignments in close coordination with the practice partners. Following the idea of research-based learning and applied research, students work on the assigned task as part of a research case study. The assigned task must not (exclusively) be a daily routine operational task. Rather, students are to be assigned challenging conceptual tasks that they solve in a theory-based manner.	3	6
3BW-PRAX4-40	OPERATIONAL RESEARCH CASE STUDY: TASK FIELD C	The module primarily focuses on the systematic knowledge transfer between theory and practice. Students take on work assignments in close coordination with the	4	6

Module manual

Degree program: Business Administration with the fields of study of Trade and Industry, Dresden University of Cooperative Education (last updated: October 1, 2022)

		practice partners. Following the idea of research-based learning and applied research, students work on the assigned task as part of a research case study. The assigned task must not (exclusively) be a daily routine operational task. Rather, students are to be assigned challenging conceptual tasks that they solve in a theory-based manner.		
3BW-PRAX5-50	PRINZIPIEN UND METHODEN DES PROJEKTMANAGEMENTS: ANWENDUNG	Apart from the systematic transfer of knowledge between theory and practice, the module primarily focuses on experiencing, learning and assuming responsibility for the principles and methods of project management under the constraints of everyday business life. To this end, students independently take on a (micro) project that can be completed during the module in close coordination with their mentors in the practice partner's company. The assigned project task must not be (exclusively) a daily routine operational task. Rather, students are to be assigned demanding tasks. In the module, students practice the application of the methods of project management in operational reality. Operational reality includes time constraints, scarcity of resources, missed deadlines, missing contributory work and experienced resentment just as much as sense of achievement and the experience of genuine fellowship and collegiality.	5	6
3BW-BAT-60	BACHELOR'S THESIS: WRITING AND DEFENDING	In preparing and defending their bachelor's thesis in the degree program of Business Administration, students demonstrate that they are able to independently work on a practical problem using academic methods and drawing on previously acquired knowledge and skills. The thesis is written during the practical phase. Students demonstrate that they can present and defend the results in the form of a presentation within a stipulated time frame.	6	10