

# **Module Handbook**

**Heilbronn University Graduate School**

**M.Sc. in Business Management**

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## Strategic Management

Course Code	153010, 153011
Semester	1
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	45
Workload: Independent studies	105
Learning objectives	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• Judge differences and specific approaches of corporate strategy formulation and implementation</li> <li>• Search and source appropriate information to support strategic decision making</li> <li>• Diagnose core factors of strategies and business models</li> <li>• Analyse major business functions which form the basis of strategy development</li> <li>• Develop strategic options and actions</li> <li>• Apply and implement strategies</li> </ul>
Course unit contents	<ul style="list-style-type: none"> <li>• The Nature of Strategy</li> <li>• Strategic management in different contexts</li> <li>• The levels of strategy</li> <li>• Understanding strategy development</li> <li>• The strategic management process</li> <li>• Industry and Competitive Analysis</li> <li>• Strategic Analysis of industry structure</li> <li>• Porters competitive forces and Rivalry analysis</li> <li>• SWOT analysis</li> <li>• Capabilities and Core competencies</li> <li>• Strategic choices on corporate and business level</li> </ul>
Additional specifics	<p>Lectured every winter semester as joint module with students from our Irish partner university Dundalk Institute of Technology (DKIT) and our students co-teach with staff from both institutions including staff and student mobility.</p>

## Innovation Management

Course Code	153050, 153051
Semester	1
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	40
Workload: Independent studies	110
Learning objectives	<p>Students will relate their learning to a real business context and thereby support the transfer of knowledge, the development of a Business Plan.</p> <ul style="list-style-type: none"> <li>• Understand and evaluate the specific organizational challenges associated with corporate entrepreneurship and innovation in practice. Writing a profound Business Plan.</li> <li>• Identify the elements of a corporate culture that inhibit or support the process of corporate entrepreneurship and innovation.</li> <li>• Analyse how corporate entrepreneurial activities relate to a company's ability to drive innovation throughout the organization.</li> <li>• Compare the attributes of various organizations regarded as leaders or corporate innovation and examine the synergy necessary between leadership, ethics, corporate culture, and organizational dynamics.</li> </ul>
Course unit contents	<ul style="list-style-type: none"> <li>• Introduction of the Industry and Competitive Analysis</li> <li>• Developing PIC: SWOT, Industry Analysis, Explain 5 Forces Model, other analysis.</li> <li>• The Entrepreneurial Process</li> <li>• Team Industry and Competitive Analysis</li> <li>• Business Analysis</li> <li>• Business model canvas</li> <li>• Product Development Process</li> <li>• Link Innovation/product development</li> <li>• R&amp;D Structures: types, Industry, organization structure, incentives, etc.</li> <li>• Business Planning</li> <li>• Financing Options, Stages of Entrepreneurial Capital</li> <li>• Innovation Management Software</li> </ul>

## Leadership

Course Code	153070, 153071
Semester	2
Available in	Each semester
Mode of delivery	Lecture including exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	60
Workload: Independent studies	90
Planned learning activities and teaching methods	Lectures with exercises, and case studies and presentations on specific issues related to leadership.
Learning objectives	This sub-module seeks to familiarize students with the art of leadership and to provide them with a leadership tool kit for their own professional careers.
Course unit contents	<ul style="list-style-type: none"><li>• Definition of leadership</li><li>• Social and psychological foundation of leadership</li><li>• Leadership theories</li><li>• Assessment of various leadership approaches</li><li>• Personality development, self-guidance, time management</li><li>• Work-life balance</li><li>• Leadership during times of crisis</li><li>• Severance management</li></ul>
Additional specifics	<ul style="list-style-type: none"><li>• Seminar delivered in an off-campus venue</li><li>• Optional guided tours to companies and guest lectures</li></ul>

## Business Management I

Course Code	153040
Semester	
Available in	Each semester
Mode of delivery	Lecture including exercises
Language of instruction	English
Number of ECTS credits awarded	10.0
Planned learning activities and teaching methods	Lectures with exercises, and case studies and presentations. Assessment made through series of individual assignments.
Learning objectives	The students deepen or expand their knowledge and understanding in the area of corporate management
Course unit contents	Expansion of methodological and content-related skills in order to develop innovative solutions and outline the implementation as well as create goal-oriented analyses and presentations tailored to target groups.
Additional specifics	The module typically promotes presentation and teamwork skills, sometimes in competitive situations.

## Business Management II

Course Code	153090
Semester	
Available in	Each semester
Mode of delivery	Lecture including exercises
Language of instruction	English
Number of ECTS credits awarded	10.0
Planned learning activities and teaching methods	Depending on the particular session, the learning activities may include a seminar, lecture, simulation, role playing, or an excursion.
Learning objectives	The module aims to help students deepen or expand their knowledge and understanding in the area of business management.
Course unit contents	<p>In this elective, the sessions are intended to strengthen students' competencies in the area of business management, including a wide range of subjects including risk management, family business, financial management, or other topics.</p> <p>Additionally, the module seeks to enhance the students' methodological and content-related skills in order to help them develop innovative solutions, which they are expected to outline, implement, and create goal-oriented analyses and presentations tailored to particular business target groups.</p>
Additional specifics	The module typically promotes presentation and teamwork skills, sometimes in competitive situations.

## Management Skills A

Course Code	153100, 153101
Language of instruction	English
Number of ECTS credits awarded	30.0
Learning objectives	The students should acquire in-depth management skills by studying abroad.
Course unit contents	<p>The module is designed to help students expand their horizons in order to put their knowledge development skills on an even broader basis.</p> <p>The students deepen their knowledge in different ways and enhance their social skills. They find themselves in realistic management situations and develop their own solution strategies in different ways.</p> <p>The students learn new ways to become more independent as part of a stay abroad or a related practical activity lasting 100 days.</p>

## Management Skills B

Course Code	153110, 153111
Language of instruction	English
Number of ECTS credits awarded	30.0
Learning objectives	The students should acquire in-depth management skills through practical work.
Course unit contents	<p>The module is designed to help students expand their horizons in order to put their knowledge development skills on an even broader basis.</p> <p>The students deepen their knowledge in different ways and enhance their social skills. They find themselves in realistic management situations and develop their own solution strategies in different ways.</p> <p>The students learn new ways to become more independent as part of a coherent practical activity.</p>

## Research Study: Business Management

Course Code	153081
Semester	2
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	50
Workload: Independent studies	100
Prerequisites	<p>Students acquire</p> <p>a) subject knowledge regarding the types of entrepreneurship and their history and</p> <ul style="list-style-type: none"> <li>• specific forms of entrepreneurship (growth-focused, lifestyle-oriented, social, hybrid forms)</li> <li>• specific aspects of entrepreneurship (gender pay gap, participation rates) of entrepreneurship</li> <li>• start-up models and national support structures (business incubators, business accelerators, business angels)</li> </ul> <p>b) subject-related capabilities (analytical tools, planning instruments, management approaches, financial planning tools such as income statements, cash-flow analysis)</p>
Learning objectives	<p>The purpose of this module is to equip students with the skills to carry out effective research, using appropriate sources and methods, in an ethically sensitive manner. Learners will learn about conducting primary research in business-appropriate contexts.</p> <p>The module includes an overview of the principal methodologies and methods used in the field and the ethical issues that arise in this kind of research. Throughout, the focus will be on practical applications of this knowledge as it relates to design and application of methods in the field.</p>
Course unit contents	<ul style="list-style-type: none"> <li>• Developing research questions</li> <li>• Justifying the research/topic</li> <li>• Literature review</li> <li>• Research Process</li> <li>• Research Philosophy</li> <li>• Overview of Methodology</li> <li>• Triangulation</li> <li>• Case study designs</li> <li>• Interviews</li> <li>• Interpretation of results</li> <li>• Quality measurement</li> <li>• Validity</li> </ul>

## Transfer Study

Course Code	153080, 153082
Semester	1
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	50
Workload: Independent studies	100
Learning objectives	The purpose of this module is to equip students with the skills to carry out effective research, using appropriate sources and methods, in an ethically sensitive manner. Learners will learn about conducting primary research in business-appropriate contexts. The module includes an overview of the principal Methodologies and methods used in the field and the ethical issues that arise in this kind of research. Throughout, the focus will be on practical applications of this knowledge as it relates to design and application of methods in the field
Course unit contents	<ul style="list-style-type: none"> <li>• Critique the main theories underpinning academic research.</li> <li>• Manage the logical steps used in the research process.</li> <li>• Evaluate and synthesise relevant literature and other sources pertinent to their research.</li> <li>• Apply the relevant research methods to practical business situations, while demonstrating ethical awareness.</li> <li>• Produce an academic proposal.</li> <li>• Implementing the findings in a transfer project</li> </ul>

## Research Methods

Course Code	153030, 153031
Semester	1
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	50
Workload: Independent studies	100
Planned learning activities and teaching methods	<ul style="list-style-type: none"> <li>• Interactive Lecture</li> <li>• Team Work</li> <li>• Independent studies and self-tuition</li> <li>• Project work</li> <li>• Student presentation and peer-group discussion</li> </ul>
Learning objectives	<p>On completing this module, the students will be fully understand the principles and requirements guiding in research work.</p> <p>In particular, they will be familiar with the fundamental methods of data collection and analysis and will be able to apply these methods to their own empirical projects</p>
Course unit contents	<ul style="list-style-type: none"> <li>• Goals and fundamental principles of research work</li> <li>• Application of appropriate research approaches to students own projects and assignments</li> <li>• Research design</li> <li>• Selecting an appropriate research approach</li> <li>• Principles and methods of data collection and analysis</li> <li>• Data analysis in qualitative research</li> </ul>
Additional specifics	Guest lecture introducing students to online literature research and the library databases available at Heilbronn University.

## Elective - Managing Global Supply Chains

Course Code	161331
Semester	1
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	45
Workload: Independent studies	80
Learning objectives	<p>The learning objectives of this course contribute to the following program learning goals:</p> <ul style="list-style-type: none"> <li>• Our graduates successfully comply theoretical concepts with real business problems.</li> <li>• Our graduates demonstrate deep knowledge in their field.</li> <li>• Our graduates communicate complex ideas accurately and effectively.</li> <li>• Our graduates demonstrate analytical skills and problem solving skills.</li> <li>• Our graduates demonstrate environmental and ethical awareness.</li> </ul>
Course unit contents	<ul style="list-style-type: none"> <li>• Supply Chain Management,</li> <li>• Cross-departmental and cross-functional value chains,</li> <li>• Strategic Production and Logistics Management,</li> <li>• Quality and Productivity Management,</li> <li>• Managing locations and production networks,</li> <li>• Production planning and control</li> </ul> <p>All areas are supported by topical case studies and examples based on business practice.</p>

## Elective - Corporate Sustainability in the Global Context

Course Code	
Semester	1
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	45
Workload: Independent studies	105
Learning objectives	<p>The learning objectives of this course are:</p> <ul style="list-style-type: none"> <li>• Students successfully understand main concepts and trends in sustain-ability.</li> <li>• Students successfully apply the main concepts in both the group presentations and research papers.</li> <li>• Students examine corporate obligations relating to sustainability through critically analysing models, concepts, and norms through group work and problem-solving activities.</li> <li>• Students identify, differentiate, and classify problems with a company's current approaches to sustainability targets.</li> <li>• Students identify, evaluate, and critically analyse potential approaches to sustainability by developing company sustainability plans in the group presentations and researching particular aspects in the research paper.</li> <li>• Students communicate their process of problem solving and potential solutions through the group presentations and research papers.</li> <li>• Students communicate their strategic work professionally in the presentations and research papers.</li> <li>• Students will identify their results through presentations that are clearly structured, plausible, differentiated, and sufficiently documented.</li> <li>• Through workshops and group discussions, students will identify problems and issues related to sustainability corporate behavior.</li> </ul>
Course unit contents	<ul style="list-style-type: none"> <li>• Concept of sustainability</li> <li>• CSR (Corporate Social Responsibility) initiatives versus ESG (Environmental, Social, and Governance) targets</li> <li>• Businesses, stakeholders, and ethics</li> <li>• Environmental sustainability</li> <li>• Social and economic sustainability</li> <li>• Challenges to sustainability</li> <li>• Globalisation and sustainability</li> <li>• Sustainable strategic leadership and teambuilding</li> <li>• Compliance: Law, rules, guidelines, and voluntary codes</li> <li>• Data protection and corporate data security</li> <li>• Circular economy</li> </ul>

## Elective - Financial Management/Controlling (Nivellierung)

Course Code	153041
Semester	1
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	45
Workload: Independent studies	105
Prerequisites	This course will not require previous experience in any particular area, but participants should have a bachelor reading level in the area of financial management and managerial accounting
Learning objectives	<p>The learning objectives of this course are:</p> <ul style="list-style-type: none"> <li>• Student identifies and summarizes the problem, question, or issue.</li> <li>• Student undertakes appropriate quantitative or qualitative analysis.</li> <li>• Student identifies, assesses, and analyzes the quality of supporting data/evidence.</li> <li>• Student identifies and assesses conclusions, implications, and consequences.</li> <li>• Student identifies corporate responsibility and ethical issues.</li> <li>• Student understands the differing interests and viewpoints of stakeholders.</li> </ul>
Course unit contents	<ul style="list-style-type: none"> <li>• Introduction to financial management/managerial accounting and its role in business</li> <li>• Basic elements of financial management: <ul style="list-style-type: none"> <li>✓ understanding financial statements and cash flows (three statements)</li> <li>✓ managing operations (operating)</li> <li>✓ making capital investment decisions and manage growth (investing)</li> <li>✓ financing a business (financing)</li> <li>✓ asset-/portfolio-management: planning your individual savings</li> </ul> </li> <li>• Workshop Excel</li> <li>• Presenting data, facts, and figures</li> <li>• Introduction to managerial accounting in practice <ul style="list-style-type: none"> <li>✓ analysing and interpreting financial statements</li> <li>✓ costing, pricing, and budgeting in a competitive environment</li> </ul> </li> </ul>

## Elective - Data Analytics

Course Code	151261
Semester	2
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	English
Number of ECTS credits awarded	5.0, this corresponds to a workload of 125 hours
Contact hours per week (45 mins each)	4.0
Workload: Contact hours	36
Workload: Independent studies	89
Describe current and emerging technologies/software used in the course	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft SQL Server</li> <li>• Microsoft Power BI</li> <li>• RapidMiner</li> </ul>
Learning objectives	<p>The learning objectives of this course are:</p> <ul style="list-style-type: none"> <li>• Students successfully understand the difference between data and information.</li> <li>• Students know problems and approaches in data transformation.</li> <li>• Students develop an analytic solution based on relational databases, pivot tables, and reporting.</li> <li>• Students successfully calculate KPIs.</li> <li>• Students can map problems to different methods of machine learning.</li> <li>• Students communicate their results professionally in various formats of presentations (such as posters and PowerPoint) and in papers.</li> </ul>
Course unit contents	<ul style="list-style-type: none"> <li>• What is data, what is information, what is knowledge</li> <li>• Relational databases and data modelling</li> <li>• Multidimensional analysis and reporting</li> <li>• Big Data Fundamentals</li> <li>• Data Transformation and calculation of KPIs</li> <li>• Introduction to Artificial Intelligence</li> </ul>

## Personal & Team Competences

Course Code	153122
Semester	3
Available in	Each semester
Mode of delivery	Exercises, presentations and discussion rounds.
Language of instruction	German / English
Number of ECTS credits awarded	5, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	Five full days per semester
Workload: Contact hours	22,5
Workload: Independent studies	102,5
Learning objectives	Students learn to understand how personality and team skills can be used to develop and expand knowledge and to shape leadership positions
Course unit contents	Expanding personal horizons in the area of personality and team skills by attending appropriate events in the areas of general studies, start-ups/entrepreneurship or study tours.

## Thesis-Colloquium

Course Code	153120, 153121
Semester	3 / 4
Available in	Each semester
Mode of delivery	Exercises, presentations and discussion rounds.
Language of instruction	German / English
Number of ECTS credits awarded	5, this corresponds to a workload of 150 hours
Contact hours per week (45 mins each)	Five full days per semester
Workload: Contact hours	22,5
Workload: Independent studies	102,5
Learning objectives	<p>This module aims to introduce students to key research skills in order to investigate current business issues from an academic perspective.</p> <p>Students are strengthened in academic presentation skills, critical thinking with respect to scientific work and knowledge of key challenges in the research framework.</p>
Course unit contents	<p>The Master Colloquium enables students to present the main features and specific topics of their thesis and to discuss the contents with other Master students and members of the Chair.</p> <p>The aim is to support the dissertation development process and to identify possible areas for further development.</p>

## Master Thesis

Course Code	153130, 153131
Semester	3 / 4
Available in	Each semester
Mode of delivery	Independent, scientific processing of a subject
Language of instruction	German / English
Number of ECTS credits awarded	20
Workload: Contact hours	600 hours for self-study and preparation of the thesis
Learning objectives	<p>Students conclude the Master Program by submitting a dissertation during the final stage of their studies.</p> <p>The participants work on a topic that has not yet been dealt with in depth and write a comprehensive scientific paper on it.</p> <p>It needs to be completed within a predetermined period of time (6 months).</p> <p>The module serves for the mediation of instrumental, systemic and communicative competencies.</p>
Course unit contents	Depending on topic

## Organizational Behavior

Course Code	153060, 153061
Semester	2
Available in	Each semester
Mode of delivery	Lecture including integrated exercises
Language of instruction	German
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Workload: Contact hours	60
Workload: Independent studies	90
Learning objectives	<p>The learning objectives of the course contribute to the following program learning goals:</p> <ul style="list-style-type: none"> <li>• LG1: Our graduates successfully comply theoretical concepts to real business problems. <ul style="list-style-type: none"> <li>• LO11 Definition: Student understand main concepts and identifies practical challenge</li> <li>• LO12 Analysis: Student analyzes challenges from professional life using scientifically sound methods</li> <li>• LO13 Transfer: On the basis of the analysis results, the student develops independent, creative and well-founded recommendations for complex practical challenges</li> </ul> </li> <li>• LG2: Our graduates demonstrate deep knowledge in their field <ul style="list-style-type: none"> <li>• LO21 Knowledge: Student has deep knowledge of models, concepts, norms and applications in his field</li> <li>• LO22 Analyze: Student is able to identify, differentiate and classify problems</li> </ul> </li> <li>• LG 3: Our graduates communicate complex ideas accurately and effectively. <ul style="list-style-type: none"> <li>• LO31 Self-Contribution: The student is able to summarize and document his independently developed solutions for third parties in a comprehensible way</li> <li>• LO33 Recommendations: The student argues convincingly, solution recommendations are comprehensible</li> <li>• LO34 Communication: Presentation of process and results is well structured, plausible, differentiated and sufficiently documented, communication is clear, concise and stylistically in an appropriate manner</li> </ul> </li> <li>• LG 4: Our graduates demonstrate analytical skills and problem- solving skills <ul style="list-style-type: none"> <li>• LO41 Problem Identification: Student identifies and summarizes the problem, question, or issue.</li> <li>• LO43 Analysis: Student undertakes appropriate quantitative or qualitative analysis.</li> <li>• LO45: Reasoned and Logical Conclusion: Student identifies and assesses conclusions, implications, and consequences"</li> </ul> </li> <li>• LG 5: Our graduates demonstrate environmental and ethical awareness. <ul style="list-style-type: none"> <li>• LO51 Dilemma: Student identifies corporate responsibility and ethical issues</li> </ul> </li> </ul>

<p>Course description</p>	<p>The course builds on the design of structures and processes as a corporate management tool in the context of normative, strategic and operational management. Structures and processes serve to harmonize the company intra-systemically and extra-systemically from a dynamic perspective. Change management makes it possible to ensure the desired change in structures and processes from a effectiveness and efficiency perspective. A special focus is on the connection between organizational design and organizational development in order to include the personal side of change processes and thus a key aspect of organizational behavior. Strategic organizational change is closely related to specific (triggering) situational circumstances and at the same time influences them. Examples include the design of the management organization of a growing company or the design of the business model and in particular the value chain, which are discussed in more detail. The decisions in the context of designing structures and processes, and especially in connection with business models, are reflected on elements of normative leadership.</p>
<p>Course contents</p>	<ul style="list-style-type: none"> <li>• Goals, influencing factors and design elements of organization in the context of organizational behavior</li> <li>• Change management as a concept for shaping organizational change</li> <li>• Strategic decisions and organizational change – selected examples</li> </ul>

## Compliance and Ethics

Course Code	153020, 153021
Semester	1
Type	Core
Language of instruction	German
Number of ECTS credits awarded	5.0, this corresponds to a workload of 150 hours
Workload: Contact hours	60
Workload: Independent studies	90
Learning objectives	<p>Course objectives (learning objectives):</p> <ul style="list-style-type: none"> <li>• LO 11: Students recognize and understand the importance of compliance and ethics in corporate governance</li> <li>• LO12: Students develop their ability to convincing argue legal and ethical issues</li> <li>• LO 13: Students can recognize and analyze legal and ethical problems and solve them appropriately with entrepreneurial thinking</li> <li>• LO 14: Students can legally examine the pros and cons of alternative solutions as well as evaluate economic and ethical problems in a differentiated manner</li> <li>• LO 15: Students can adequately present the results of their legal and ethical analysis both in a team and individually through presentations and written reports.</li> <li>• LO 16: Students successfully develop their active and passive critical skills</li> </ul> <p>These course learning objectives contribute to the following program learning goals:</p> <p>LG 1: Our graduates successfully comply theoretical concepts to real business problems.</p> <p>LG 3: Our graduates communicate complex ideas accurately and effectively.</p> <p>LG 4: Our graduates demonstrate analytical skills and problem solving skills.</p> <p>LG 5: Our graduates are Valuable and efficient team members.</p> <p>LG 6: Our graduates demonstrate social, environmental and ethical awareness.</p>

<p>Course description</p>	<p>The course provides knowledge and understanding of the most important legal and non-legal norms of corporate management. It is intended to enable students to recognize and analyze corporate law and corporate ethical problems and to develop appropriate solutions.</p> <p>Students are able to question legal and ethical problems using entrepreneurial thinking and make reliable decisions. Students develop the ability to independently develop, evaluate and apply their own suggestions outside of given solutions.</p> <p>Students also learn to evaluate and further develop their active and passive criticism and assessment skills using a feedback system integrated into the course. This gives them incentives for their professional personal development and self-management. Students are encouraged to independently develop a personal professional value and goal system that enables them to solve problems and conflicts that arise in everyday management in a system-appropriate manner.</p>
<p>Course contents</p>	<ul style="list-style-type: none"> <li>• Terms corporate governance, compliance, business ethics</li> <li>• Historical development of corporate governance and compliance</li> <li>• International basic structures of corporate governance</li> <li>• Special features of the corporate constitution in Germany</li> <li>• German Corporate Governance Code (DCGK)</li> <li>• Importance of compliance for corporate governance</li> <li>• Responsibility and liability of corporate management</li> <li>• Compliance management and organization</li> <li>• Basics of general ethics and business ethics</li> <li>• Importance of values and goals in the context of business ethics</li> <li>• Corporate social responsibility, corporate citizenship as instruments sophisticated business ethics</li> <li>• Sustainability as a value in corporate management, sustainability measures management and communication</li> </ul>