Module catalog and ideal-typical course schedule

Master of Digital Entrepreneurship (MoDE)

Content

I. Ideal-typical course schedule

Nr.	Module name	1.Semester	2.Semester	3.Semester	4.Semester	ECTS	SPPW
A1	Digital Law and Ethics	1 Seminar + digital associated workshop				6	4
A2	Sociology of Technology and Digital Society	Choice between A2.1 and A 2.2 1 Seminar + digital associated workshop				6	4
A3	Management Theories in the Digital World	1 Seminar + digital associated workshop				6	4
A4	Computer Science in Management	1 Seminar + exercise in small groups				6	4
A5	Human Resource Management	Choice between A5.1 and A5.2 lecture, exercise				6	4
B1	Project Management		Choice of B1.1. to B1.4			6	3
B2	Technical Skills		Choice of B2.1 to B.2.4			6	3
B3	Entrepreneurship in Action		Choice of selected modules			6	3-4
B4	Digital Business and Commercial Law		Choice of B4.1 to B.4.4			6	3
C	Individual specialization		C1: Scientific-technical consolidation C2: Consolidation of practice-oriented skills and knowledge Seminars, tutorials, online lectures etc. + associated colloquium			18	4-5
D	Practical module			D1: 10-week work experience (full-time) or D2: Team project (usually 10 weeks during semester break)		12	2

				Both D1 and D2 + associated mentoring			
E	Individual Project				Project work + associated mentoring	15	2
F	Concluding module Master thesis		Preparatory colloquium Master thesis (2 ECTS)	Preparatory colloquium Master thesis (2 ECTS)	Master thesis (15 ECTS) + Final colloquium (2ECTS)	21	6
		30	26	32	32	120	

II. Module descriptions

A Subject-specific core modules

Module name	Digital Law and Ethics
Module-No./Code	**A1**
Courses of module	1 seminar (2 SPPW) 1 associated digital workshop (2 SPPW)
Content	Digital Law and Ethics: Normative standards for virtual realities and man-machine interaction. Legal enactment for digital spaces: national, supranational and international regulations and/or private system? Digital entrepreneurship as legal problem: Corporal, market and platform law, data and data protection law, intellectual property. Ethical corporate design.
Learning objectives	The module is aimed at introducing students to the challenges of digitalization from a legal point of view and at enabling them to develop interdisciplinary problem-solving approaches. Subject-specific competence goals Students are equipped with profound scientific understanding of digital phenomena from a legal point of view, with knowledge of subject-specific phenomena of digitalization, relevant theories and methods and recognize the most important trends and developments in the context of digital problems and challenges;

they have the ability to deal with digital data, data processing, analysis and presentation in subject-specific context.

Interdisciplinary competence goals:

After completion of the modules A1 to A6, students are able to follow the current state of research in various disciplines, explore scientific sources and analyze them critically, select suitable scientific methods, including information and communication technologies, for the analysis and presentation of data, as well as apply digital methods of communication and presentation of scientific knowledge, and review and present complex, subject-specific knowledge for various target groups.

Semester	1st semester (winter semester)
Duration of module	one semester
Frequency of module	each winter semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 120 hours on-campus study: 60 hours
Type of module	compulsory module
Open to external students	no
Requirements for participation	none
In charge of module	Professorship Law and Ethics of the Digital Society
Lecturers	Professorship Law and Ethics of the Digital Society

Type of exam/requirement for allocation of ECTS credits	a) Written exam and/or final paper b) Group presentation (result of digital workshop)
Weighting of grade for total grade	graded (modules A-C=75%)
Teaching and learning methods	Seminars, digital workshops (with concluding team project): In associated digital workshops the acquired subject-specific knowledge is consolidated in a group project. Students master digital forms of communication and presentation for the imparting of complex scientific results to various target groups. Results of the workshop/group project are presented in a concluding presentation in digital format (audio, video, interactive web faces etc.)

Module name	**Sociology of Technology and Digital Society**
Module No./Code	**A2**
Courses of module	1 seminar (2 SPPW) 1 associated digital workshop (2 SPPW)
Content	**A 2.1 Sociology of Technology** Theory of action and decision, network theory, autonomous technical systems, simulation of artificial social systems, technology of Internet society, technology control, technology politics, cybernetics and governance, management of complex systems, development and spread of new technologies, influence of social processes on technological development, technological acceptance. **A 2.2 Digital Democracy** Transformation of the public, participation and elections in digital age, Internet governance, data, algorithms, discrimination and inclusion, digital divide, borders and inequalities in digital age, networks - online and offline.
Learning objectives	The module is aimed at introducing students to the challenges of digitalization from a social-science point of view and at enabling them to develop interdisciplinary problem-solving approaches.

Subject-specific competence goals:
Students are equipped with profound scientific understanding of digital phenomena from a social-science point of view, with knowledge of subject-specific phenomena of digitalization, relevant theories and methods and recognize the most important trends and developments in the context of digital problems and challenges; they have the ability to deal with digital data, data processing, analysis and presentation in subject-specific context.

Interdisciplinary competence goals:
After completion of the modules A1 to A6, students are able to follow the current state of research in various disciplines, explore scientific sources and analyze them critically, select suitable scientific methods, including information and communication technologies, for the analysis and presentation of data, as well as apply digital methods of communication and presentation of scientific knowledge, and review and present complex, subject-specific knowledge for various target groups.

Semester	1st semester (winter semester)
Duration of module	one semester
Frequency of module	each winter semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 120 hours on-campus study: 60 hours
Type of module	compulsory module
Open to external students	yes
Requirements for participation	none

In charge of module	Professorship Sociology of Technology
Lecturers	Professorship Sociology of Technology and Professorship Political Theory and Digital Democracy
Weighting of grade for total grade	graded (modules A-C =75%)
Teaching and learning methods	seminars und digital workshops (see module A1)

Module name	Management Theories in the Digital World
Module-No./Code	A3
Courses of module	1 seminar (2 SPPW)
	1 associated digital workshop (2 SPPW)
Content	Effects of digitalization on businesses and lines of business: life cycles of businesses, digitalization strategies, business models, innovation models, specific developments in selected fields, link between information systems, organization and strategy, ethical and social issues of information technologies, new technologies, e-commerce, data as resource, management of global systems.
Learning objectives	The module is aimed at introducing students to the challenges of digitalization from the perspective of business economics and management and enabling them to develop interdisciplinary problem-solving approaches.

	Subject-specific competence goals:
	Understanding management information systems and their impact on enterprise strategy and performance. The general idea of the course is that information systems knowledge is essential for creating competitive firms, managing global corporations, adding business value and providing useful products and services to customers. The growth of the Internet, social networks, the globalization of trade and the rise of information economies have recast the role of information systems in business and management. Technology is supplying the foundation for new business models, new business processes, and new ways of distributing knowledge.
	Interdisciplinary competence goals:
	After completion of the modules A1 to A6, students are able to follow the current state of research in various disciplines, explore scientific source and analyze them critically, select suitable scientific methods, including information and communication technologies, for the analysis and presentation of data, as well as apply digital methods of communication and presentation of scientific knowledge, and review and present complex, subject-specific knowledge for various target groups.
Semester	1st semester (winter semester)
Duration of module	one semester
Frequency of module	each winter semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 120 hours on-campus study: 60 hours
Type of module	compulsory module
Open to external students	yes

Requirements for participation	none
In charge of module	Professorship Information Management and Digital Transformation
Lecturers	Professorship Information Management and Digital Transformation
Type of exam/requirement for allocation of ECTS credits	a) Written exam and/or final paper b) Group presentation (result of digital workshop)
Weighting of grade for total grade	graded (Modules A-C =75%)
Teaching and learning methods	seminars und digital workshops (see module A1)

Module name	Computer Science in Management
Module-No./Code	A4
Courses of module	1 seminar (2 SPPW) 1 associated exercise in small groups (2 SPPW)
Content	Introduction to algorithms (e.g. search, graphic and sort algorithms), Computer networks, Internet and decentralized and intelligent Smart Systems, web technologies (e.g. HTML, and content management), Cryptography and data security; Principles of data models and data banks, logical data models and data bank schemes, Statistical principles of data collection, evaluation and presentation; Introduction to programming, Human Centered Design: User-Experience Design, responsiveness and accessibility.
Learning objectives	The module is aimed at introducing students to the possible applications, prospects and challenges of informational systems in management and enabling them to develop interdisciplinary problem-solving approaches.

	Subject-specific competence goals: Students are equipped with profound scientific understanding of digital phenomena from a social-science point of view, with knowledge of subject-specific phenomena of digitalization, relevant theories and methods and recognize the most important trends and developments in the context of digital problems and challenges; they have the ability to deal with digital data, data processing, analysis and presentation in subject-specific context. Interdisciplinary competence goals: After completion of the modules A1 to A6, students are able to follow the current state of research in various disciplines, explore scientific sources and analyze them critically, select suitable scientific methods, including information and communication technologies, for the analysis and presentation of data, as well as apply digital methods of communication and presentation of scientific knowledge, and review and present complex, subject-specific knowledge for various target groups.
Semester	2nd semester (summer semester)
Duration of module	one semester
Frequency of module	each summer semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 120 hours on-campus study: 60 hours
Type of module	compulsory module
Open to external students	no
Requirements for participation	[be specified by lecturer]

In charge of module	N.N.
Lecturers	N.N.
Type of exam/requirement for allocation of ECTS credits	a) Written exam and/or final paper b) group presentation (result of digital workshop)
Weighting of grade for total grade	graded (modules A-C =75%)
Teaching and learning methods	Seminars and digital workshops (see module A1)

Module name	Human Resource Management
Module-No./Code	A5
Courses of module	Lecture, exercise (4 SPPW)
Content	Human resource management, organizational culture, company culture, management control, in particular normative control and identity regulation, various leadership theories and approaches, new developments in cultural management, particularly in relation to variety, authenticity and informality,
Learning objectives	**A5.1 Introduction to Human Resource Management** Subject-specific competence goals: t.b.d. **A5.2 Culture, Leadership and Diversity (WIW 6706)** Subject-specific competence goals: Students know and understand the significance of company culture, various leadership approaches and the importance of variety in companies. They are able to successfully apply theories and concepts

to organizational practices, participate in scientific debates about culture, leadership and variety, and scrutinize management approaches in their organizational, social and economic context.
Restricted to 15 students of MoDE, places are allocated after enrollment (on first-come, first-served basis)

Interdisciplinary competence goals:

Students formulate and understand research questions; find, read and understand scientific literature; write scientific essays, give presentations and participate in scientific discourse.

Semester	1st semester (winter semester)
Duration of module	one semester
Frequency of module offer	each winter semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 120 hours on-campus study: 60 hours
Type of module	compulsory module
Open to external students	yes
Requirements for participation	[to be specified by lecturer]
In charge of module	Professorship Information Management and Digital Transformation

Lecturers	N.N.
Type of exam/requirement for allocation of ECTS credits	a) written exam
Weighting of grade for total grade	graded (module A-C=75%)
Teaching and learning methods	lecture, exercise, group work, examples and case studies, presentations and discussions

B **Project Management**

Module name	**Project Management**
Module-No./Code	**B1**
Courses of module	Depending on class (minimum 3 SPPW, i.e. 45h)
Content	Principles of project management and advanced project management, project management with PMI, PMP, Prince2 Practitioner, IPMA, Agile/SCRUM, Design Thinking, Negotiating and conflict management, gender and diversity in project management; students select one class from available topics within the module, depending on prior knowledge and their project scheme.
Learning objectives	Depending on prior knowledge and their project scheme, students acquire or consolidate entrepreneurial skills needed in project management as well as practical skills needed for planning and conducting individual or team projects in a dynamic, culturally diverse social context. Subject-specific and interdisciplinary competence goals:

B.1.1. Introduction to Project management:
Students define project-life-cycles and internal and external goals regarding (customer) requirements, and develop a project cycle individually, plan it in each project phase including the necessary resources (task and process-oriented time and resource planning); identify involved parties and stake-holders, considering their significance in project implementation as well as in communication strategies.

B.1.2 Advanced Project management with PMI, PMP, Prince2 Practitioner, IPMA, Agile/SCRUM
Students recognize, analyze and evaluate risk factors in project planning and implementation, with regards to strategical and tactical approaches; are able to use relevant project software (PMI, PMP, Prince2 Practitioner, IPMA, Agile/SCRUM), define suitable strategies and techniques of risk management of large projects as well as select and apply principles of quality management over the complete project cycle.

B.1.3 Design Thinking

Students evaluate methods and approaches to design thinking in various organizational contexts, recognizing and analyzing their impact. They are able to select and apply profitably a suitable method for solving problems and developing new ideas in various contexts (users' perspective) from a variety of innovative methods.

B.1.4 Gender and diversity in Project management
Students are able to take account of cultural and psychological processes that influence perception and reaction of individuals, in particular social, cultural and gender-specific differences, as well as recognize prospects and advantages of variety and diversity und use them productively for an organization or a business. They can identify challenges related to diversity in different dimensions and use them constructively in project management. They can develop strategies, approaches and procedures independently in order to optimize the diversity management of an organization or a business.

Semester	2nd and 3rd semester (Summer and winter semester)
Duration of module	two semesters
Frequency of module	each semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 135 hours on-campus study: 45 hours (3 SPPW) changes are possible depending on course.
Type of module	compulsory module
Open to external students	If possible
Requirements for participation	[to be specified by lecturer, prove of prior basic knowledge may be required]
In charge of module	Prof. Dr. Jürgen Neyer
Lecturers	N.N.; lecturers of partner businesses and organizations
Type of exam/requirement for allocation of ECTS credits	Conducting and public presentation of a final practical task, individually or in team
Weighting of grade for total grade	graded (modules A-C =75%)
Teaching and learning methods	Blended-/e-learning (webinars, e-portfolios, flipped classroom etc.)

Module name	Technical Skills
Module-No./Code	**B2**
Courses of module	Depending on course (minimum 3 SPPW, i.e. 45h)
Content	Principles of programming and advanced programming, Human-Centered-Design, Data analysis; students select one block seminar from mentioned topics within the module, depending on prior knowledge and their project scheme.
Learning objectives	Depending on prior knowledge and their project scheme, students acquire or consolidate entrepreneurial skills needed in project management as well as practical skills needed for planning and conducting individual or team projects in a dynamic, culturally diverse social context. Subject-specific and interdisciplinary competence goals: **B.2.1. Introduction to Principles of Programming** Students acquire or consolidate basic knowledge of programming techniques (structured programming, algorithm design), are able to use different data types (data expressions, variables, assignments, conditional and iterative structures, functions, file input/output, exceptions and arrays) and to develop solution approaches to fundamental algorithmic problems. **B.2.2. Human-Centered-Design** Students acquire knowledge and skills in *interaction design,* develop digital products according to Human-Centered-Design (incl. research, concept generation, prototyping, and refinement) independently or in groups, acquire skills and knowledge in Design-Methodologies (sketching, storyboarding, wire framing, prototyping) and are able to use those in a project-oriented way. **B.2.3 Data Analysis** [t.b.d.]

	B.2.4. Webdesign [t.b.d.]
Semester	2nd and 3rd semester (summer and winter semester)
Duration of module	two semesters
Frequency of module	each semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 135 hours on-campus study: 45 hours (3 SPPW) Changes are possible depending on course.
Type of module	compulsory module
Open to external students	no
Requirements for participation	[to be specified by lecturer, prove of prior basic knowledge may be required]
In charge of module	N.N.
Lecturers	N.N.; lecturers of partner businesses and organizations
Type of exam/requirement for allocation of ECTS credits	Conducting and public presentation of a final practical task, individually or in team
Weighting of grade for total grade	graded (modules A-C =75%)

Teaching and learning methods	Blended-/e-learning (webinars, e-portfolios, flipped classroom etc.)

Module name	**Entrepreneurship in Action**
Module-No./Code	**B3**
Courses of module	Depending on course (minimum 3 SPPW, i.e. 45h)
Content	Discovering entrepreneurial opportunities, business plan und financial management, Marketing, Accounting, Business Development for young businesses, financing of entrepreneurial business ideas; students select one block seminar from mentioned topics within the module, depending on prior knowledge and their project scheme.
Learning objectives	Depending on prior knowledge and their project scheme, students acquire or consolidate practice-relevant and application-oriented knowledge of business-economic principles. Subject-specific and interdisciplinary competence goals: *Note: The following list of classes is not final and subject to changes, if necessary. Individual classes can be restricted. The respective course catalog is applicable.* **Introduction to Entrepreneurship (Professorship Information Management and Digital Transformation)** Aim: t.b.d. Contents: t.b.d.

Advanced Entrepreneurship (Professorship Information Management and Digital Transformation)
Aim: t.b.d.
Contents: t.b.d.

New Perspectives in Management Theory (WIW 6616) (Each semester)
Aim: Students will extend their knowledge of advanced academic research on management, organization, and entrepreneurship. The main aim is to improve students' abilities to challenge presumably taken-for-granted assumptions, enable them to differentiate between valid knowledge and untenable positions, and foster a lasting interest in academic research, mounting to formulating new insights.
Contents: Update on the academic system, journal rankings, journal missions and politics, paper styles, authors, and editors. The main part of the seminar is dedicated to the presentation and discussion of up to 30 recent papers on current issues in management theory. The discussions will focus on developing interrelations, overlaps, and tensions between advanced theoretical ideas, and to develop a landscape of the focal field of research. This synthesis will provide a starting point for identifying an interesting research gap to elaborate in the seminar paper.
Access is restricted: A maximum of 3 MoDE students may enrolll in both B and C module per semester.

Information Systems Development (WIW 3089) (Summer semester)
Aim: Understanding of business information systems development
Contents: The basic question we will answer in this course is: How can an organization today obtain the information systems it needs? What does it take to ensure that those systems are of a good quality and that they work together properly, supporting the needs of the organization? Developing information systems started as a mainly technical activity and today has evolved into an activity with strong management involvement. Managerial-level decisions are required throughout the entire process. Both technology and business perspectives are covered in this course.

IFRS Reporting and Capital Markets (WIW 6620) (Summer semester)
Aim: The module aims at familiarizing students with the objectives, principles as well as the most important standards of IFRS accounting and their implication on international capital markets. By the end of the module students should know about economic consequences of financial reporting and about the role accounting information plays on capital markets, understand the special role of IFRS on international capital

markets and how the IASB conducts IFRS standard-setting, be able to critically assess political influence on IFRS and IFRS standard-setting, discuss the objectives and principles of IFRS and evaluate the relevance of these for respective IFRS standards, demonstrate orally and in writing their comprehension in the solution of case studies.

Contents: Key element of this module is the analysis of relevant IFRS standards against the background of their informational impact on the capital market. Therefore, we will shortly discuss the internationalization of accounting, the relevance of IFRS in this context and the effect of internationalization and IFRS on capital markets. After this introduction we will touch highly important aspects of accounting – e.g. revenue recognition, recognition and measurement of assets or financial instruments. We will also have an insight into the basics of group accounting. All accounting topics discussed will be analyzed with respect to their capital market relevance. We will illustrate the effects using current accounting practices of multinational entities, go into major findings in research concerning the link between accounting and capital markets' effects and apply the knowledge in case studies discussed and solved in exercise classes. The schedule will be concluded by a guest lecture held by Bettina Krause (KPMG) on the importance of the Management Commentary.

This is an advanced and demanding accounting course which requires basic knowledge of accounting.

Entrepreneurship: A Management-based Introduction (WIW 6076) (Summer semester)
Aim: This introductory module aims to provide participants with an understanding of management frameworks, concepts, and models that are relevant for the entrepreneurial process. In doing so, this module helps students develop an entrepreneurial mindset through critical reflection on entrepreneurship and practical exercises of entrepreneurial activities. Overall, the module positions entrepreneurship as an important way to make a living, as well as a "spirit" that permeates all parts of social life. For preparation, please send an email to skade@europa-uni.de until April 10 containing your favorite joke.

Contents: Rather than following conventional approaches, which frame entrepreneurship in opposition to management, this module builds on established and advanced knowledge from management and entrepreneurship theory to reflect on the entrepreneurial process. For this purpose, the module is structured around important frameworks, concepts, and models across different levels of analysis – from the individual entrepreneur, the entrepreneurial team, the entrepreneurial culture and identity, to the ecosystem in which entrepreneurs are embedded.

Financial Accounting (WIW 1131) (Winter semester)

Aim: Students know the purpose of and reason for double-entry book-keeping, how business events affect financial statements and the basic principles of international financial reporting standards. They understand the accounting terminology and the accounting cycle. They are able to enter transactions and events into the book-keeping system prepare the basic financial accounting statements.

Contents: This course is an introduction to the basic concepts and principles underlying financial accounting systems from the international perspective. It addresses the accounting cycle and data entry into the ac-counting system (book-keeping). Several accounting topics will be studied in detail, such as inventory, reve-nue recognition and depreciation of long-lived assets. The module also deals with the construction of the basic financial accounting statements and their interpretation (financial statement analysis).

International Accounting (WIW 3096) (Summer semester)

Aim: Students know the purpose of financial reports prepared in accordance with IFRS, the theory underlying IFRS, the basic IFRS recognition and measurement criteria as well as disclosure requirements. They are able to apply the basic IFRS principles to specific cases and interpret financial reports prepared according to IFRS.

Contents: This course is an introduction to the theory underlying IFRS as well as the basic principles of recognition and measurement. Accounting topics will be studied in detail, such as intangible assets, revenue recognition and provisions (non-financial liabilities). In the tutorials the accounting principles and rules will be applied to case studies.

Business Taxation (WIW 1570) (Winter semester)

Aim: Students acquire the relevant tools to analyze the impact of taxes on business decisions. This im- plies the legal framework (tax law) as well as theories and methods of economic decision making. Students learn the main principles of taxation so as to be able to quickly understand and apply not only the German but also foreign tax systems.

Contents: Domestic Taxation of businesses (Overview business taxation, Personal Income Tax, Corporate Income Tax, Other Business Taxes, Comparison Effective Tax Burdens of Selected Organizational Forms), Cross Border Taxation of Businesses (Basic, Inbound-Investments, Outbound-Investments, International

Comparison Effective Tax Burdens), (Aggressive) Tax Planning of Multinationals, Non-Income Taxes (Inheritance Taxes, Real Estate Taxes, Net Worth Taxes, Transaction Taxes).

Marketing (WIW 1542/1580) (Winter semester)
Aim: The course provides a thorough introduction to marketing. Participants will acquire and understand basic concepts, procedures, and theories in marketing.
Contents: Defining Marketing and the Marketing Process, Marketing Information, Buyer Behavior, Customer Selection and Value Proposition, Products, Services, and Brands, New Product Development, Pricing, Channels and Retailing, Marketing Communication, Marketing in the Digital Age, Global Marketplace, Ethics, Social Responsibility, and Sustainability.

Wir ham ja nix gehabt und datt bisken hamma noch geteilt - Creativity and Entrepreneurship (WIW 6042) (Summer semester)
Aim: Students should understand the different definitions of creativity, their similarities and differences, must understand concepts of creative thinking style, must have knowledge about enhancement of creativity, must have knowledge about important factors for creativity. Students should be able to understand the different fields of the BMC and how they are connected and should know the different pattern of business models. They must be able to plan and execute strategies for enhancing own creativity, to plan and execute strategies for enhancing others´ creativity, to evaluate and analyze strategies for enhancing creativity. Students should be able to use the BMC concept to structure their own business plan in written form and oral presentations and must be able to apply book-keeping skills in order to create a balance sheet and a profit & loss statement.
Content: In the first part of the course, students will use different tools to become more creative. In the second part, students will learn the structure, methods, and tools in order to lead a group. The third part of the course – the entrepreneurship part – covers an introduction to the strategyzers' Business Model Canvas (BMC) in order to analyze business models of start-ups (Osterwalder et al. 2014) or traditional industries – which are disrupted. We will also analyze appropriate marketing tools for start-ups, which don't have a multi-million-dollar marketing budget (Guillebeau 2012).

Semester	2nd and 3rd semester (summer and winter semester)

Duration of module	two semesters
Frequency of module	each semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 135 hours on-campus study: 45 hours (3 SPPW) to self-study: 116 hours on-campus study: 64 hours
Type of module	compulsory module
Open to external students	yes
Requirements for participation	Prove of prior basic knowledge may be required. Details specified in module description. Students without a first university degree in Economic sciences or a related subject can have bachelor courses approved as master modules. Individual classes can be restricted.
In charge of module	Professorship Information Management and Digital Transformation
Lecturers	N.N.; lecturers of partner businesses and organizations

Type of exam/requirement for allocation of ECTS credits	Depending on selected course
Weighting of grade for total grade	graded (modules A-C =75%)
Teaching and learning methods	Depending on selected course

Module name	**Digital Business and Commercial Law**
Module-No./Code	**B4**
Courses of module	Depending on course (minimum 3 SPPW, i.e. 45h)
Content	Legal principles of business formation and management, Legal Life Cycle of a Start-Up, copyright, patent and media law in businesses, fiscal law for entrepreneurs; students select one block seminar from mentioned topics within the module, depending on prior knowledge and their project scheme.
Learning objectives	Depending on prior knowledge and their project scheme, students acquire or extend their practice-relevant and business-relevant knowledge of legal problem solving and application-oriented legal knowledge essential for planning and conducting individual or team projects.
	Subject-specific and interdisciplinary competence goals:
	B4.1 Legal principles of Business formation (esp. in Germany and Poland)
	Students acquire relevant and application-oriented knowledge about legal principles of business formation and management (incl. types of businesses, structure and procedure of a business) in German and Polish legal structures (incl. essential business-oriented legal issues in personnel and labor law, liability and corporate law)
	B.4.2 Liability law, Patent and Media Law

Students acquire basic knowledge in liability, patent and media law, distinguish between patents, trademark law and copyright and know the legal principles and basics of commercial legal protection. Students recognize fundamental problems of commercial legal protection (esp. with regards to patent, trademark law and copyright and in connection with digital technologies) and apply principles for the use of patents, trademarks and copyright to a global and innovative market.

B.4.3 Data protection and Data Protection Law in businesses
Students possess application-oriented knowledge of data protection and the current requirements of data protection law. They recognize problems related to data protection law and solve them by developing effective measures and methods for data protection for businesses and organizations.

B.4.4 Fiscal Law for entrepreneurs
Students acquire basic knowledge about German and Polish corporate and fiscal law and practical knowledge about fiscal decisions on company level.

Semester	2nd and 3rd semester (summer and winter semester)
Duration of module	two semesters
Frequency of module	each semester
Number of ECTS credits	6 ECTS
Total workload	180 hours, of which: self-study: 135 hours on-campus study: 45 hours (3 SPPW) Changes are possible depending on course.
Type of module	compulsory module
Open to external students	if possible

Requirements for participation	[to be specified by lecturer, prove of prior basic knowledge may be required]
In charge of module	Professorship Law and Ethics of the Digital Society
Lecturers of courses	Professorship Law and Ethics of the Digital Society, lecturers from partner organizations in field
Type of exam/requirement for allocation of ECTS credits	a) Final practical task, individually or in team b) Public presentation of practical task
Weighting of grade for total grade	graded (Module A-C =75%)
Teaching and learning methods	Blended-/e-learning (webinars, e-portfolios, flipped classroom etc.)

C Individual Specialization

Module name	Individual Specialization
Module-No./Code	C
Courses of module	Selected seminars, tutorials, online classes (e.g. webinars, selected MOOCs of institutions with system accreditation) Courses listed in and recommended by module catalogue of EUV and AMU as well as courses offered by universities in the Brandenburg/Berlin area, or selected accredited e-learning courses (e.g. MOOCs, 2SPPW) In module Individual Specialization (C), one other course from module B2 is required.

	In combination with one common colloquium to consolidate content (2 SPPW)
Content	Students participate in courses aimed at the individual prioritization, the acquisition and consolidation of scientific, practical and intercultural competencies and skills, essential for the successful realization of the individual student project. The module provides the complementary and consolidating knowledge and skills the student and his/her mentor have identified as essential for the successful realization of the individual student project. **C1 Scientific-technical consolidation** Extended scientific and subject-related engagement with cultural, social and political economic and/or technological challenges, prospects developments of digital (European) society and transformation. *Note:* Individual classes might be restricted. The respective course catalog is applicable. **Content-related English-language master-courses from module catalogs of the Faculty of Social and Cultural Sciences and the Faculty of Law**.

Consumer Behavior (WIW 6670) (Each third semester)

Aim: The primary objective of the course is the transfer of knowledge in the field of consumer behavior. Participants will develop analytical skills in order to understand buyer behavior more thoroughly. They will learn to read, analyze, and discuss the body of knowledge of consumer research.

Contents: Consumers as individuals (learning, motivation, values, involvement, attitudes), consumers as decision makers (information search, evaluation, choice, group influence), culture and consumers, methods of consumer research.

New Perspectives in Management Theory (WIW 6616) (Each semester)

Aim: Students will extend their knowledge of advanced academic research on management, organization, and entrepreneurship. The main aim is to improve students' abilities to challenge presumably taken-for-granted assumptions, enable them to differentiate between valid knowledge and untenable positions, and foster a lasting interest in academic research, mounting to formulating new insights.

Contents: Update on the academic system, journal rankings, journal missions and politics, paper styles, authors, and editors. The main part of the seminar is dedicated to the presentation and discussion of up to 30 recent papers on current issues in management theory. The discussions will focus on developing inter-relations, overlaps, and tensions between advanced theoretical ideas, and to develop a landscape of the focal field of research. This synthesis will provide a starting point for identifying an interesting research gap to elaborate in the seminar paper.

Access is restricted: A maximum of 3 MoDE students may enroll in both B and C module per semester.

Information Systems Development (WIW 3089) (Summer semester)

Aim: Understanding of business information systems development

Contents: The basic question we will answer in this course is: How can an organization today obtain the information systems it needs? What does it take to ensure that those systems are of a good quality and that they work together properly, supporting the needs of the organization? Developing information systems started as a mainly technical activity and today has evolved into an activity with strong management involvement. Managerial-level decisions are required throughout the entire process. Both technology and business perspectives are covered in this course.

IFRS Reporting and Capital Markets (WIW 6620) (Summer semester)

Aim: The module aims at making students familiar with the objectives, principles as well as the most important standards of IFRS accounting and their implication on international capital markets. By the end of the module students should know about economic consequences of financial reporting and about the role accounting information plays on capital markets, understand the special role of IFRS on international capital markets and how the IASB conducts IFRS standard-setting, be able to critically assess political influence on IFRS and IFRS standard-setting, discuss the objectives and principles of IFRS and evaluate the relevance of these for respective IFRS standards, demonstrate orally and in writing their comprehension in the solution of case studies.

Contents: Key element of this module is the analysis of relevant IFRS standards against the background of their informational impact on the capital market. Therefore, we will shortly discuss the internationalization of accounting, the relevance of IFRS in this context and the effect of internationalization and IFRS on capital markets. After this introduction we will touch highly important aspects of accounting – e.g. revenue recognition, recognition and measurement of assets or financial instruments. We will also have an insight into the basics of group accounting. All accounting topics discussed will be analyzed with respect to their capital market relevance. We will illustrate the effects using current accounting practices of multinational entities, go into major findings in research concerning the link between accounting and capital markets' effects and apply the knowledge in case studies discussed and solved in exercise classes. The schedule will be concluded by a guest lecture held by Bettina Krause (KPMG) regarding the importance of the Management Commentary (Lagebericht).

This is an advanced and demanding accounting course which requires basic knowledge of accounting.

Marketing Communication (WIW 6602) (Each third semester)

Aim: Participants will develop analytical skills needed to understand theories and empirical findings in marketing communication (research) and the influence of marketing communications on consumers. They will learn to understand the body of knowledge in marketing communication.

Contents: Introducing marketing communication, Marketing communication theories, Marketing communication elements: Source, message, channel, and audience, Managing marketing communication.

C2 Consolidation of practice-oriented skills and knowledge

Students may select consolidating courses from B modules or other courses imparting relevant practice-related skills relating to (project and business) management, and legal and technological skills, depending on their individual project goal. Acquisition of a (further) foreign language is possible in the framework of individual consolidation.

Note: The following list of courses is preliminary and subject to alterations. Individual courses might be restricted. The respective course catalog is applicable.

Courses of B-Modules

Multiple participation in individual courses is not possible.

Consumer Behavior (WIW 6670) (Each third semester)

Aim: The primary objective of the course is the transfer of knowledge in the field of consumer behavior. Participants will develop analytical skills in order to understand buyer behavior more thoroughly. They will learn to read, analyze, and discuss the body of knowledge of consumer research.

Contents: Consumers as individuals (learning, motivation, values, involvement, attitudes), consumers as decision makers (information search, evaluation, choice, group influence), culture and consumers, methods of consumer research.

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Contents: Update on the academic system, journal rankings, journal missions and politics, paper styles, authors, and editors. The main part of the seminar is dedicated to the presentation and discussion of up to 30 recent papers on current issues in management theory. The discussions will focus on developing interrelations, overlaps, and tensions between advanced theoretical ideas, and to develop a landscape of the focal field of research. This synthesis will provide a starting point for identifying an interesting research gap to elaborate in the seminar paper.

Access is restricted: A maximum of 3 MoDE students may enroll in both B and C module per semester.

Information Systems Development (WIW 3089) (Summer semester)
Aim: Understanding of business information systems development
Contents: The basic question we will answer in this course is: How can an organization today obtain the information systems it needs? What does it take to ensure that those systems are of a good quality and that they work together properly, supporting the needs of the organization? Developing information systems started as a mainly technical activity and today has evolved into an activity with strong management involvement. Managerial-level decisions are required throughout the entire process. Both technology and business perspectives are covered in this course.

Business Model Development (6795) (Each semester)
Aim: Raising awareness of various aspects of business foundation and enabling students to recognize and evaluate prospects for business foundation, and to realize those in a purposeful business model.
They understand principles and fundamental perceptions of current entrepreneurship research. The acquired knowledge will be realized in a completed business plan.
Contents: Strengths and weaknesses of founders and teams, development of business ideas - Idea Development und Idea Refinement, startup and business succession, market analysis, marketing strategies and instruments, legal reforms, site selection, clusters and networks, brands, patents and other trademark rights, financing (loans, business angels, venture capital, stock market launch), finances: sales and profitability planning, promotional programs for university spin-offs.
Access might be restricted due to budgetary limitations.

Media Practice: Production of Audio Podcasts (ZSFL-1046)
Aim: In this course you will learn to produce audio podcasts. Topics include both technical and conceptual aspects. You will learn how to use digital field recorders, conduct interviews and record noises. An „editorial meeting" will be held in order to discuss and distribute the topics to be covered in your podcasts. The main part of the course is dedicated to the process of digital audio editing. We will use audacity, a freeware that runs on Mac, Windows, and Linux. You will actually record and actually edit a podcast episode during the course (field recorders will be handed out during the first session).

| | **IFRS Reporting and Capital Markets (WIW 6620) (Summer semester)**
Aim: The module aims at making students familiar with the objectives, principles as well as the most important standards of IFRS accounting and their implication on international capital markets. By the end of the module students should know about economic consequences of financial reporting and about the role accounting information plays on capital markets, understand the special role of IFRS on international capital markets and how the IASB conducts IFRS standard-setting, be able to critically assess political influence on IFRS and IFRS standard-setting, discuss the objectives and principles of IFRS and evaluate the relevance of these for respective IFRS standards, demonstrate orally and in writing their comprehension in the solution of case studies.
Contents: Key element of this module is the analysis of relevant IFRS standards against the background of their informational impact on the capital market. Therefore, we will shortly discuss the internationalization of accounting, the relevance of IFRS in this context and the effect of internationalization and IFRS on capital markets. After this introduction we will touch highly important aspects of accounting – e.g. revenue recognition, recognition and measurement of assets or financial instruments. We will also have an insight into the basics of group accounting. All accounting topics discussed will be analyzed with respect to their capital market relevance. We will illustrate the effects using current accounting practices of multinational entities, go into major findings in research concerning the link between accounting and capital markets' effects and apply the knowledge in case studies discussed and solved in exercise classes. The schedule will be concluded by a guest lecture held by Bettina Krause (KPMG) regarding the importance of the Management Commentary.
This is an advanced and demanding accounting course which requires basic knowledge of accounting.

Marketing Communication (WIW 6602) (Each third semester)
Aim: Participants will develop analytical skills needed to understand theories and empirical findings in marketing communication (research) and the influence of marketing communications on consumers. They will learn to understand the body of knowledge in marketing communication.
Contents: Introducing marketing communication, Marketing communication theories, Marketing communication elements: Source, message, channel, and audience, Managing marketing communication. |
| **Learning objectives** | Subject-specific and interdisciplinary competence goals: |

	C1: Students have extended knowledge about social, political, economic and/or technological challenges, prospects developments of digital (European) society and transformation and can analyze them scientifically and develop scientifically established solution approaches for the purpose of realizing the student project. They are able to recognize and assess the implications of various and specific cultural, linguistic, political, social and economic contexts and levels (regional, national, European, international) and to take them into account when realizing their digital project. C2: Students have the practical skills and knowledge about economic, legal, technological/technical principles as well as project management, required for the realization of their project. They are able to apply their knowledge and skills to new case studies, to shape their own learning and qualification process regarding their individual project and to confidently act and communicate in international contexts.
Semester	2nd and 3rd semester (summer and winter semester)
Duration of module	two semesters
Frequency of module	each semester
Number of ECTS credits	18 ECTS
Total workload	540 hours, of which: self-study: 360 hours on-campus study: 180 hours Changes are possible depending on course
Type of module	elective compulsory
Open to external students	no
Requirements for participation	none

In charge of module	Prof. Dr. Jürgen Neyer
Lecturers	N.N.
Type of exam/requirement for allocation of ECTS credits	Written exam and/or final paper and/or presentation (depending on ECTS credits per course)
Weighting of grade for total grade	graded (modules A-C =75%)
Teaching and learning methods	Depending on course colloquium e- and blended learning formats (e-portfolios, flipped classroom etc.)

D Practical Module

Module name	**Practical Module**
Module-No./Code	**Modul D**
Courses of module	Project work in groups (10 weeks) or work experience (10 weeks full-time) Associated mentoring (2 SPPW)
Content	Students extend their knowledge, practical and leadership skills necessary for the successful founding and setting up a business or organization. Project schemes are aimed at developing and conducting short and long-term projects in reaction to local and global challenges facing digital society. Students are encouraged to look for project opportunities abroad for their work experience. **D1. Team project** The project will be realized in cooperation with the local community Frankfurt (Oder) or Slubice. A small digital project will be developed and realized in small groups of 2-5 students in cooperation with a local business, school, public institution or non-profit organization.

	D2. Work experience Students are integrated into an existing team in a previously chosen partner organization (business, NGO, public institution). They can propose their own project or take part in an existing project. During the project students enlist/find an external mentor who also advises and supports them in realizing their individual project and master thesis. In case of shorter work placements, workshops of the business start-up center can be recognized, with 30 hours corresponding to one ECTS credit.
Learning objectives	Subject-specific and interdisciplinary competence goals: Students understand the legal, social, economic and cultural characteristics in the local context of the Frankfurt (Oder) and Slubice as well as the Berlin/Brandenburg regions and Lebuskie, they are able to recognize and discuss problems, develop and realize solutions to (digital) problems in group work and within a short time period. This enables them to test and apply their acquired disciplinary and interdisciplinary knowledge (incl. scientific sources and solution approaches), competencies and practical skills to various non-academic target groups. During their work experience students acquire skills and knowledge required to analyze specific legal, financial and organizational conditions/circumstances of the business or organization they work for and can apply their own knowledge and skills as well as suitable methods and tools to the successful completion of their digital project. Students are able, to develop and implement project schemes for the solution of concrete challenges for the digital society in organizations and businesses individually or in a team. Students extend their team competencies and are able to take into consideration the requirements of the local community as well as larger (business) contexts, and to initiate and realize new, innovative projects as entrepreneurs.

Semester	3rd semester (summer semester), can be started with semester break of 2nd semester
Duration of module	ten weeks
Frequency of module	each semester
Number of ECTS credits	12 ECTS
Total workload	360 hours, of which: self-study: 330 hours on-campus study: 30 hours (2 SPPW)
Type of module	compulsory
Open to external students	no
Requirements for participation	Successful completion of modules A1, A2, A5, A6
In charge of module	Prof. Dr. Jürgen Neyer
Lecturers	N.N.
Type of exam/requirement for allocation of ECTS credits	a) Final report/presentation of team project b) Work experience report incl. reflection on challenges and experiences during work experience
Weighting of grade for total grade	not graded
Teaching and learning methods	Associated mentoring may be completed online, using digital teaching and learning tools.

E Individual Project

Module name	Individual Project
Module-No./Code	E
Courses of module	Associated mentoring (2 SPPW)
Content of module	Supported by their internal and external mentors, students realize their own project (project work), for which they have previously, in the course of their studies, acquired the necessary scientific, practice-oriented and other interdisciplinary competencies and skills. The individual project realizes an innovative entrepreneurial scheme aimed at solving a problem of the digital society and transformation, and also serves public interest. Students assemble a team (from university and associated context) and provide goal-oriented instruction. The projects can be profit-oriented, non-profit or a combination of both and involve the launch of a business/start-up or other organization.
Learning objectives of module	Subject-specific and interdisciplinary competence goals: Students are able to develop, plan and implement new and innovative ideas and solution approaches in reaction to digital transformation processes, challenges and prospects of digital society; determine and take into consideration the resources necessary for project realization (incl. finances, legal and economic circumstances), and to make the necessary project-related decisions based on the collection, analysis, assessment and integration, aggregation and differentiation of fundamental information from various (also scientific) sources. As digital entrepreneurs, students are able to act and think in an entrepreneurial manner, and to initiate and guide as well as successfully implement innovative and digital projects in a variety of contexts (local, regional, national, global). Furthermore, students are enabled to take responsibility for their team and project and to develop their individual leadership qualities required for the successful establishment of a business.
Semester	4th semester (winter semester)

Duration of module	one semester
Frequency of module	each semester
Number of ECTS credits	15 ECTS
Total workload	450 hours, of which: self-study: 420 hours on-campus study: 30 hours (2 SPPW)
Type of module	compulsory module
Open to external students	no
Requirements for participation	Successful completion of module D
In charge of module	Prof. Dr. Jürgen Neyer
Lecturers	N.N.; Individual mentor (Lecturer of ENS) and external mentor (e.g. from partner businesses or institutions of ENS or from work experience (module D))
Type of exam/requirement for allocation of ECTS credits	Presentation of individual project results (e.g. portfolio test (presentation, incl. final report)
Weighting of grade for total grade	not graded
Teaching and learning methods of module	Individual project work Associated mentoring may be completed online, using digital teaching and learning tools.

F Concluding module

Module name	Master Thesis
Module-No./Code	Modul F
Courses of module	Colloquia 2nd - 4th semester (6 SPPW)
Content	In this module students consolidate their knowledge and skills acquired in previous semesters and prove in their master thesis their ability to develop and apply scientifically established solution approaches and implementable entrepreneurial concepts. **F1: Master thesis** The master thesis is theoretic-reflective examination of prospects and challenges of the digital society. Experiences acquired while realizing the personal project are being reflected in the master thesis, submitted at the end of the 4th semester, and related to humanistic and social-scientific research contexts of digital society and transformation. The thesis documents the evaluation of a) knowledge, b) practical, and c) social skills acquired during the planning and realization of the project. In addition to that, an analysis of specific challenges in the documented areas is presented, including the presentation of a plan for the realization of future schemes as well as implications for further research questions. **F2: Colloqium** In the colloquium (e.g. in the frameworks of the common ENS colloquium, regularly visited by all ENS members) students dispute research and project work of other ENS students, PhD students and lecturers of ENS. They present the current status of their own master thesis, including project planning and realization, and discuss the theoretical and methical approaches to scientific foundation of the project results from an interdisciplinary perspective. Participation in the colloquium and appropriate preparation of the master thesis in the 2nd and 3rd semesters, are recognized with 2 ECTS credits each (not graded). **F3: Final colloquium**

	The final colloquium is an oral exam, attended by the student and the primary and secondary supervisors of the master thesis. In this colloquium the student presents the result of his or her thesis, … them in a larger context and defend it against critical objections. The colloquium lasts about 25 minutes.
Learning objectives	<u>Subject-specific and interdisciplinary competence goals:</u> Students prove with their master thesis that they are able to establish a connection between their practice-related knowledge and skills, acquired in the framework of their individual project, as well as the project results, and the current disciplinary and interdisciplinary research and debate. They can revise their knowledge and skills independently at the current state of research and apply them using scientific methods. They can integrate and reflect their practical and project experiences in complex scientific analyses as well as present and communicate them in an academic or non-academic context.
Semester (if necessary Trimester)	$2^{nd} - 4^{th}$ semester
Duration of module	one semester
Frequency of module	each semester
Number of ECTS credits	21 ECTS
Total workload	630 hours, of which: self-study: 570 hours on-campus study: 60 hours
Type of module	compulsory module
Open to external students	no
Requirements for participation	module E, individual project
In charge of module	Prof. Dr. Jürgen Neyer

Lecturers	N.N.
Type of exam/requirement for allocation of ECTS credits	Master thesis (The exact length of the master thesis will be determined by the primary assessor on assignment of topic and should comprise approx. 20,000 words.) Participation and presentation of Master thesis in colloquium Final colloquium
Weighting of grade for total grade	graded (25%; 20% Master thesis, 5% final colloquium)
Teaching and learning methods	Supervision by primary and secondary assessor, colloquium