

2019.HS

Module Name: GM-Forum	
Module Code	w.BA.XX.2GMF.XX
Module Description	Students do a critical in-depth analysis of a current business trend (e.g., digitization or sustainability), evaluating related development options thoroughly and deriving sound recommendations. They employ and integrate a wide range of competencies (e.g., professional, methodological, social, and self-competencies). In a paper, students discuss various concepts and frameworks, documenting and reflecting on chosen methods and sources. Students present their findings in the form a poster in a convincing, illustrative manner that takes into account their target audience. Students organize their group work to achieve an integrated result which goes beyond the copying/pasting of single group member contributions. In this module, students have the opportunity to practice important skills in preparation for their Bachelor's theses.
Program and Specialization	Business Administration - General Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: Main Study Period
ECTS	6
Organizational Unit	W General Management Ltg.
Module Coordinator	Stefan Schuppisser (sste)
Deputy Module Coordinator	-
Prerequisite Knowledge	Attendance at all General Management modules up to and including the 4th semester (full-time students) or the 6th semester (part-time students).
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § apply the knowledge acquired from a wide range of modules during their studies in the context of a project § develop fact and framework-based, practically viable solutions § reflect on their own project work from different perspectives § elaborate a theoretically sound, well documented paper and present their findings in a poster session.
Module Content	§ Digitization § Energy sector § "Industry 4.0" § Enterprise transformation § Digitization of the marketing function
Links to other modules	-

Methods of Instruction	§ Problem-Oriented Teaching § Project Work § Coaching		Social Settings Used: Group Work	
Digital Resources	Reader			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	4 h	126 h		
Small Class	-	-		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
Total	4 h	126 h	50 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others				
	Assessment	Length (min.)	Weighting	
Talk/oral presentation	Grade	5	30,00 %	
Reflective essay	Pass/Fail	-	-	
Written Assignment	Grade	-	70,00 %	
Classroom Attendance Requirement	Mandatory dates (acc. to semester program): - Kick-off: 19 Sept. 2019 (SW 1) - Presentation of findings (poster presentation): 12 Dec. 2019 (SW 13)			
Language of Instruction/Examination	German			
Compulsory Reading	-			
Recommended Reading	-			
Comments	- "Free riding" in the group assignment will not be tolerated. The module coordinator reserves the right to award individual marks to members of the same group. - Students cannot pass the module if mandatory sessions are not attended. The module coordinator may assign additional tasks to students who have not attended on mandatory dates.			