

2019.FS

<b>Module Name: Integration</b>	
Module Code	w.BA.XX.2Int-EP.XX
Module Description	Students are capable of analyzing current problem areas in the public sector and of developing, evaluating, and arguing solution strategies with regard to interdisciplinary interrelationships (business administration, economics, law, and politics).
Program and Specialization	Business Administration - Economics and Politics
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	6
Organizational Unit	W Inst. für Verwaltungsmanagement Ltg.
Module Coordinator	Alexander Mertes (mert)
Deputy Module Coordinator	Lyn Ellen Pleger (pleg)
Prerequisite Knowledge	<ul style="list-style-type: none"> <li>• w.BA.XX.2PolWi.XX</li> <li>• w.BA.XX.2ORER.XX</li> <li>• w.BA.XX.2Mikro.XX</li> <li>• w.BA.XX.2Strat.XX</li> <li>• w.BA.XX.2Go.XX</li> <li>• w.BA.XX.2PM.XX</li> <li>• w.BA.XX.2PFM.XX</li> <li>• w.BA.XX.2StR-EP.XX</li> <li>• w.BA.XX.2ÖWpol.XX</li> <li>• w.BA.XX.2PolKomm.XX</li> </ul>
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... § describe the tools necessary for managing a local authority in the contexts in which they are used. § name the formal and material requirements of local authority media communication. § Participate in a realistic management game in which they deal with business administration issues using the example of managing a local authority § conduct appropriate local authority media communication. § evaluate various solution strategies for the management of a local authority in the context of a political-administrative system. § present acquired knowledge briefly, succinctly, and appropriately to the target group (brief media statement) and communicate in writing (press release).

	§ develop a willingness to analyze, work on, further develop, and reflect on previously learned business administration knowledge in a political-administrative System, and do so in an interdisciplinary way. § exercise control of a local authority with regard to the framework conditions applying to these organizations from a political and administrative leadership perspective.		
Module Content	§ Strategic management of a local authority § Oral and written communication in a political context § Planning and design of a media presence § Public relations § Location marketing		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Presentation § Management Game	<b>Social Settings Used:</b> Group Work	
Digital Resources	Simulation		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	22 h	
Small Class	28 h	22 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>44 h</b>	<b>80 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	30	50,00%
Written Assignment	Grade	-	50,00%
Classroom Attendance Requirement	Lectures: None 100% attendance mandatory for the management game, external media training, and presentation of results. Attendance will be monitored. To pass the module, the above-mentioned attendance requirement must be fulfilled. Attendance is considered equivalent to a performance assessment (pass/fail). Students must announce all foreseeable absences at least two weeks in advance using the relevant form ("Request of a leave of absence from the integration seminar"), and the module coordinator must approve them. Acceptable reasons (according to the General Examination Regulations (RPO) §36, p. 7) include military service, accident, illness, force majeure, a death in the family, a childcare emergency, and business emergencies; evidence must be produced in each case. If the attendance requirement cannot be met due to a justified absence, the instructor may set an additional assignment (pass/fail) which the student must complete in order to pass the module. A period of 4-5 working days is required to process cases involving an absence.		
Language of Instruction/Examination	German		
Compulsory Reading	-		
Recommended Reading	-		
Comments	Presentation: Media training and communication with external specialists (brief statement)		