

2019.HS

| Module Name: Simulation for Integrated Value Creation | | | |
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| Module Code | w.BA.XX.2SFIVC.XX | | |
| Module Description | This module uses an integrative concept, both content-wise and method-wise. It includes a general introduction of how companies can apply integrated concepts (i.e., the combination of financial and non-financial performance data) to meet the increasing information requirements of the financial services industry and other stakeholders. This is followed by a joint collection of relevant performance data and strategy information from company examples. Supported by input from company practitioners, students will use this information to simulate how modern companies can design projects to create value for themselves and their stakeholders. | | |
| Program and Specialization | <ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance § Business Information Technology § International 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 | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table> | Module Type: Compulsory Elective | Program Phase: Main Study Period |
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| ECTS | 3 | | |
| Organizational Unit | W Abt. International Business Leitung | | |
| Module Coordinator | Jörg Schmidt (scmj) | | |
| Deputy Module Coordinator | Fridolin S. Brand (braf) | | |
| Prerequisite Knowledge | - | | |
| Contribution to Program Learning Goals (Affected by Module) | <ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence | | |
| Contribution to Program Learning Objectives | <ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § 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 <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change | | |
| Module Learning Objectives | <p>Students...</p> <ul style="list-style-type: none"> § know basic principles of corporate responsibility and sustainability management. § know financial and non-financial forms of capital as part of the integrated approach of sustainable management. § know topics related to these forms of capital and understand how they can be displayed through KPIs. § understand how these forms of capital and the relations between them contribute to value creation. § understand software-based data collection and processing by means of specific examples. | | |

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| | § understand how actions and business decisions related to capital forms affect the value creation of a company. § are able to apply simulation instruments to support the modeling effects of actions and decisions on value creation. | | |
| Module Content | § Essentials of corporate responsibility and sustainability management § Integrated approach, integrated reporting, and integrated value creation § Financial and non-financial forms of capital, relevant topics, and related KPIs § Principles of software-based data collection and processing of KPIs related to the integrated approach § Examples of the integrated approach in companies § Modeling of the effects of actions and decisions on integrated value creation | | |
| Links to other modules | - | | |
| Methods of Instruction | § Lecture § Interactive Instruction § Application Tasks § Case Studies § Project Work § Explorative Learning | Social Settings Used: § Individual Work § Pair Work § Group Work | |
| Digital Resources | § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) | | |
| Type of Instruction | Classroom Instruction | Guided Self-Study | Autonomous Self-Study |
| Large Class | 14 h | - | |
| Small Class | 14 h | 21 h | |
| Group Instruction | - | - | |
| Practical Work | - | - | |
| Seminar | - | - | |
| Total | 28 h | 21 h | |
| Performance Assessment | | | |
| End-of-module exam | Form | Length (min.) | Weighting |
| Written exam | Closed book | 30 | 20,00 % |
| Permitted Resources | No calculator | | |
| Others | | | |
| | Assessment | Length (min.) | Weighting |
| Active participation in class | Grade | - | 20,00 % |
| Talk/oral presentation | Grade | 15 | 30,00 % |
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| Classroom Attendance Requirement | Attendance is required for the joint learning process and is expected on a regular basis. | | |
| Language of Instruction/Examination | English | | |
| Compulsory Reading | Case examples and related company publications | | |
| Recommended Reading | References on the integrated approach | | |
| Comments | The module requires willingness to participate in constructive and results-oriented teamwork and in the further development of tools based on company case examples and needs. Interest in the integrated approach and in IT solutions for corporate social responsibility topics is an advantage. | | |