

Valid for 2023.HS

Module Name: GM-Forum	
Module Code	w.BA.XX.3GMF-FLEX.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 (professional, methodological, social, and self-competence). In a paper, students discuss various concepts and frameworks, documenting and reflecting on the methods and sources they have chosen. Students present their findings verbally in a poster session that is detailed, compelling, and descriptive, taking into account their target audience. Students also do a group project and present their results as an integrated team effort rather than the copying/pasting of the contributions of individual group members. In this module, students have the opportunity to practice important skills in preparation for writing a Bachelor's thesis.
Program and Specialization	Business Administration - Specialization in General Management (Flex)
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: Main Study Period
ECTS	6
Organizational Unit	W Lehre General Management
Module Coordinator	Stefan Schuppisser (sste)
Deputy Module Coordinator	Christa Bosch (bocc)
Prerequisite Knowledge	All modules of the General Management program, Semesters 1 to 6 (FLEX)
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"> § 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 § write a theoretically sound, well-documented paper and present their findings in a poster session.
Module Content	<ul style="list-style-type: none"> § Digitalization § Sustainability / Circular Economy § 'Industry 4.0' / 'Organization 4.0' § The Health Sector § Digitalization of the Marketing Function
Links to other modules	-

Methods of Instruction	§ Problem-Oriented Teaching § Project Work § Coaching	Social Settings Used: § Individual Work § 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 %	
Written Assignment	Grade	-	70.00 %	
Reflective essay	Pass/Fail	-	-	
Classroom Attendance Requirement	Mandatory Attendance: Other Mandatory dates (acc. to semester program): - Kick-off: 21 September 2023 (SW 1): 8.00 - 9.45 am - Presentation of findings (poster presentation): 14 December 2023 (SW 13): 8.00 - 9.45 am			
Language of Instruction/Examination	German			
Compulsory Reading	-			
Recommended Reading	-			
Comments	<ul style="list-style-type: none"> • The reflective essay also requires peer evaluation, in which group members assess the individual work performance of the other group members for the group assignments (written assignment and oral presentation). The result of the peer evaluation can have an influence on the grades given for the two performance assessments. The final decision on this lies with the respective coach. The peer evaluation must be completed on Moodle by the deadline. • Students who do not meet the attendance requirement for compulsory sessions may not pass the module. The module coordinator can give students additional assignments to be completed if they fail to meet the attendance requirements. 			