

Valid from 2024.HS

Module description: GM-Forum		
Module Code	w.BA.XX.3GMF-FLEX.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	<p>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.</p>	
Organizational Unit	Lehre GM Ltg.	
Module Coordinator	Stefan Schuppisser	
Deputy Module Coordinator	Christa Bosch	
Program and Specialization	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in General Management (Flex)</li> </ul>	
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
Prerequisite Knowledge	All modules of the General Management program, Semesters 1 to 6 (FLEX)	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>	

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• apply the knowledge acquired from a wide range of modules during their studies in the context of a project.</li><li>• develop fact- and framework-based, practically viable solutions.</li><li>• reflect on their own project work from different perspectives.</li><li>• write a theoretically sound, well-documented paper and present their findings in a poster session.</li></ul>																																						
Module Content	<ul style="list-style-type: none"><li>• Digitalization</li><li>• Sustainability / Circular Economy</li><li>• Industry 4.0 / Organization 4.0</li><li>• The Health Sector</li><li>• Digitalization of the Marketing Function</li></ul>																																						
Links to other modules	This module is linked to the following modules:																																						
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li></ul>																																						
Methods of Instruction	<ul style="list-style-type: none"><li>• Problem-Oriented Teaching</li><li>• Project Work</li><li>• Coaching</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Individual Work</li><li>• Group Work</li></ul>																																				
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th colspan="2">Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>4 h</td><td>126 h</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>4 h</td><td>126 h</td><td colspan="2">50 h</td></tr></table>					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	
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Classroom Attendance Requirement	Other  Mandatory attendance dates (according to semester program): - Kick-off: 19 September 2024 (SW 1): 8.00 - 9.45 am - Presentation of findings (poster presentation): 12 December 2024 (SW 13): 8.00 - 9.45 am																																						
Compulsory Reading																																							
Recommended Reading																																							

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### Comments

- 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.