

Valid for 2021.FS

Module Name: Advanced Enterprise Systems	
Module Code	w.MA.XX.AES-M8.16HS
Module Description	Students learn about the IT-supported analysis, preparation, visualization, and interpretation of corporate information. The knowledge gained must be relevant and action-oriented, providing support for decision-making in the corporate management process. Students gain a theoretical understanding of business intelligence (BI) and corporate performance management (CPM). This includes the most important models, methodologies, terminology, and technologies related to applied business intelligence and CPM. After completing the module successfully, students will also be capable of comparing different business intelligence approaches, architectures, and methods and utilizing them contextually. In the related exercises and case studies, it is important for students to approach data analysis from the perspective of a controller.
Program and Specialization	Accounting and Controlling
Legal Framework	Academic Regulations MSc in Accounting and Controlling dated 10.12.2015, Appendix to the Academic Regulations for the degree program in Accounting and Controlling, first adopted on 26.01.2016
Module Category	Module Type: Compulsory
ECTS	3
Organizational Unit	W Institut für Financial Management (IFI)
Module Coordinator	Christian Hitz (hitz)
Deputy Module Coordinator	Gabriela Nagel (nail)
Prerequisite Knowledge	-
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... § are familiar with the important technical terms related to information systems and information technologies used in business intelligence and performance management. § explain the interrelationships between various technical terms. § analyze specific business issues based on the knowledge structure taught. § apply business intelligence tools and methods in short practical exercises. § develop concrete solutions to business issues. § evaluate solutions for specific issues on the basis of the criteria taught. § weigh up the advantages and disadvantages of business intelligence and performance management systems in the creation of competitive advantage. § demonstrate the knowledge they have acquired in presentations and discussions. § work in groups to achieve a shared goal. § develop a willingness to engage more deeply with selected business intelligence and performance management approaches in an operational context.

	§ appreciate different points of view in the evaluation of solution strategies and problem areas.		
Module Content	§ Application of information systems at various management levels of a corporation § Defining the scope of transactional and analytical information systems § Architecture and components of business intelligence and corporate performance management systems § Information processes and forms of organization of operational reporting § Reporting, budgeting, and forecasting using integrated enterprise systems § Processes of data collection, data reduction, and data analysis § Basic methods of data mining, data analysis, and information provision § Practical handling of IT-based systems to assist decision-making § Innovations in the field of business intelligence § Maturity level models of business intelligence solutions § Business intelligence and data governance § Enhancements to internal reporting of external data and information flows (Web 2.0, big data, Industry 4.0) § Abolition of the separation of transactional and analytical information systems § Process mining methodologies and tools		
Links to other modules	The content of this module is linked to the following module: w.MA.XX.CFFM-M7.17HS		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Problem-Oriented Teaching § Discussion § Presentation § Group work	Social Settings Used: -	
Digital Resources	§ Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	32 h	28 h	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	32 h	28 h	30 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Semester project assignment with presentation	Grade	-	100,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: 80%		
	Online classes		
Language of Instruction/Examination	German		
Compulsory Reading	§ Müller, R. & Lenz, H. (2013). Business Intelligence. Berlin Heidelberg: Springer. ISBN 978-3-642-35559-2. doi:10.1007/978-3-642-35560-8. § Schlüsselwerke der Systemtheorie. ISBN 978-3- 531-20003-3. doi:10.1007/978-3-531-20004-0. § Business Intelligence – Grundlagen und praktische Anwendungen : Eine Einführung in die IT-basierte Managementunterstützung (3. Aufl.). ISBN 978-3-8348-9727-5. doi:10.1007/978-3-8348-9727-5. § System Dynamics. ISBN 978-1-84882-808-7. doi:10.1007/978- 1-84882-809-4 _2. § Betriebswirtschaftliche Analyse auf operationalen Daten. ISBN 978-3-8349-1230-5. doi:10.1007/978-3-8349-8145-5.		
Recommended Reading	-		
Comments	Additional reading will be communicated in the form of documents made available to students.		