Modulbezeichnung:	**Management II (IIS7011)**	**10 ECTS**
	(Management II)	
Modulverantwortliche/r:	Freimut Bodendorf, Kathrin M. Möslein	
Lehrende:	Kathrin M. Möslein, und Kollegen, Freimut Bodendorf	

Startsemester: SS 2015	Dauer: 1 Semester	Turnus: jährlich (WS)
Präsenzzeit: 120 Std.	Eigenstudium: 180 Std.	Sprache: Englisch

Lehrveranstaltungen:

Choose two out of these three options:

- Case solving seminar (2+2 SWS)
- Case writing seminar (2+2 SWS)
- Lecture/Exercise 3: E-Business Strategy and Networking

Empfohlene Voraussetzungen:

Only students with a background in business information systems are allowed for this course

Inhalt:

Lecture 1:

The course relies on cases to understand and solve problems in real business situations. Students may work in teams and apply their theoretical knowledge in solving the cases. This will provide the students an opportunity to develop key skills such as communication, group working and problem solving skills.

Lecture 2:

In this course students will focus on the development of cases in International Management of IS. Students will learn how to write their own case studies. In doing so they will get access to international corporations and gain experience in the field of international management of IS. Through case writing students will get familiar with interview techniques, data analysis and improve their presentation and writing skills.

Lecture/Exercise 3:

The course provides a comprehensive overview of business models and business IT alignment. It emphasizes theory and practice of so called inter-organizational systems, electronic markets and market engineering. In addition it deals with business and social networking between companies and their partners.

Lernziele und Kompetenzen:

The students

- possess comprehensive, detailed, and specialized knowledge of current trends in e-business.
- can independently define new usage-oriented problems in business, considering the economic impact, and solve them with the aid of suitable methods.
- understand the contents of case studies and interpret them on the basis of theoretical research models.
- investigate relevant company and case information for selected theoretical research models.
- conduct the discussion of complex problem-solving approaches in groups and present their work results.

Literatur:

Naumes, W., Naumes, M.J.: The Art & Craft of Case Writing

Verwendbarkeit des Moduls / Einpassung in den Musterstudienplan:

Das Modul ist im Kontext der folgenden Studienfächer/Vertiefungsrichtungen verwendbar:

[1] **International Information Systems (IIS) (Master of Science)**

(Po-Vers. 2014w | Customized Introduction to International Information Systems | Management II)