

Valid from 2025.HS

Module description: GM-Forum		
Module Code	w.BA.XX.2GMF.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 (e.g., professional, methodological, social, and self-competence). In a paper, students discuss various concepts and frameworks, documenting and reflecting on chosen methods and sources. Students present their findings in the form of a poster in a convincing, illustrative manner that takes into account their target audience. Students organize their group work to achieve an integrated result that goes beyond the copying/pasting of single group member contributions. In this module, students have the opportunity to practice important skills in preparation for their Bachelor's thesis.</p>	
Organizational Unit	Lehre General Management	
Module Coordinator	Stefan Schuppisser	
Deputy Module Coordinator	Christa Bosch	
Program and Specialization	<ul style="list-style-type: none"> Business Administration - Specialization in General Management 	
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	Attendance at all General Management modules up to and including the 4th semester (full-time students) or the 6th semester (part-time students).	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	

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Module Learning Objectives	<div>Students...</div> <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"• Health Sector• Digitization of the Marketing Function• Sustainability Transformation																																						
Links to other modules	This module is linked to the following modules:																																						
Digital Learning Resources	<ul style="list-style-type: none">• Reader																																						
Methods of Instruction	<ul style="list-style-type: none">• Project Work• Problem-Oriented Teaching• Coaching		Social Settings Used: <ul style="list-style-type: none">• Group Work• Individual Work																																				
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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Performance Assessment	<table><tr><th colspan="2">End-of-module exam</th><th>Form</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr></table> <table><tr><th>Others</th><th>Assessment</th><th>Format</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td>Document for reflection</td><td>Pass/Fail</td><td>Einzelarbeit</td><td>0</td><td>0.00</td></tr><tr><td>Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>5</td><td>30.00</td></tr><tr><td>Written Assignment</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>70.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources					Others	Assessment	Format	Length (min.)	Weighting	Document for reflection	Pass/Fail	Einzelarbeit	0	0.00	Talk/oral presentation	Grade	Gruppenarbeit	5	30.00	Written Assignment	Grade	Gruppenarbeit	0	70.00
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Classroom Attendance Requirement	Other Mandatory attendance dates (according to Moodle): - Kick-off: 18 September 2025 (SW 1): 8.00 - 9.45 am - Presentation of findings (poster presentation): 11 December 2025 (SW 13): 8.00 - 9.45 am																																						
Compulsory Reading																																							
Recommended Reading																																							

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Comments

- The reflection 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 to 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 cannot pass the module if mandatory sessions are not attended. The module coordinator may assign additional tasks to students who have not attended on mandatory dates.