Module description: Integration

Module Code	w.BA.XX.2Int-EP.XX
ECTS Credits	6
Language of Instruction/Examination	German
Module Description	Students are capable of analyzing current problem areas in the public sector and of developing, evaluating, and arguing solution strategies with regard to interdisciplinary interrelationships (business administration, economics, law, and politics). The module addresses and links the following three UN sustainable development goals: Goal 4: "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all," Goal 11: 'Make cities and human settlements inclusive, safe, resilient, and sustainable," and Goal 17: "Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development."
Organizational Unit	Inst. für Verwaltungsmgmt IVM
Module Coordinator	Lyn Ellen Pleger
Deputy Module Coordinator	Peter Sinelli
Program and Specialization	• Business Administration - Specialization in Economics and Politics
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	• w.BA.XX.2PolWi.XX • w.BA.XX.2ORER.XX • w.BA.XX.2Mikro.XX • w.BA.XX.2Strat.XX • w.BA.XX.2Go.XX • w.BA.XX.2PM.XX • w.BA.XX.2PFM.XX • w.BA.XX.2StR-EP.XX • w.BA.XX.2ÖWpol.XX • w.BA.XX.2PolKomm.XX
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence

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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... • describe the tools necessary for managing a local authority in the contexts in which they are used. • name the formal and material requirements of local authority media communication. • Participate in a realistic management game in which they deal with business administration issues using the example of managing a local authority • conduct appropriate local authority media communication. • evaluate various solution strategies for the management of a local authority in the context of a political-administrative system. • present acquired knowledge briefly, succinctly, and appropriately to the target group (brief media statement) and communicate in writing (press release/communication concept). • develop a willingness to analyze, work on, further develop, and reflect on previously learned business administration knowledge in a political-administrative System, and do so in an interdisciplinary way. • exercise control of a local authority with regard to the framework conditions applying to these organizations from a political and administrative leadership perspective.
Module Content	• Strategic management of a local authority • Oral and written communication in a political context • Planning and design of a media presence • Public relations • Location marketing
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Simulation
Methods of Instruction	• Case Studies • Lecture • Interactive Instruction • Management Game Social Settings Used: • Group Work • Pair Work • Individual Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	22 h	
Small Class	28 h	22 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**56 h**	**44 h**	**80 h**

Module description: Integration

Performance Assessment	End-of-module exam	Form	Length (min.)	Weighting
	-			
	Permitted Resources			

	Others	Assessment	Format	Length (min.)	Weighting
	Talk/oral presentation	Grade	Gruppenarbeit	30	50.00
	Written Assignment	Grade	Gruppenarbeit	0	50.00

Classroom Attendance Requirement	Other Lectures: none The attendance requirement for the management game, the external media workshop, and the presentations is 100%. Attendance will be taken. To pass the module, students must fulfill the attendance requirement. Attendance is considered a performance assessment (pass/fail). Foreseeable absences must be approved in advance by the module coordinator and announced at least two weeks in advance using the form "Antragsformular für Abwesenheiten im Integrationsseminar". Justified reasons (see also General Exam Regulations, para. 36, p. 7), for which evidence must be provided, include military service, accidents, illness, force majeure, death, a care emergency, and business emergencies. If the attendance requirement can't be fullfilled because of a justified absence, the module coordinator may assign the student an additional assignment to enable him or her to pass the module. It takes four to five working days to process absence requests.
Compulsory Reading	
Recommended Reading	
Comments	