

Valid from 2026.FS

Module description: Operation & Process Management		
Module Code	w.BA.XX.2OP.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	Students are able to design, manage, and improve simple practical processes. They learn about the most common concepts and their practical implementation from examples drawn from industrial and service companies. In addition, the curriculum enables students to understand the interrelationships between the process of producing deliverables (operations) and the other processes of an enterprise, thereby promoting their ability for interdisciplinary thought and action.	
Organizational Unit	Institute for Organizational Viability	
Module Coordinator	Judith Paulus	
Deputy Module Coordinator	Florian Bloch	
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Behavioral Design • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in Financial Management • Business Administration - Specialization in General Management • Business Administration - Specialization in Marketing • Business Administration - Specialization in Risk and Insurance • Business Administration - Specialization in Politics and 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	<ul style="list-style-type: none"> • Principles of strategic management, advanced strategic management • Foundations of marketing • Financial accounting/financial analysis 	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	

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Contribution to Program Learning Objectives	Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • understand the basic concepts of process management and explain how they are employed in supply chain and operations management. • apply suitable models and procedures of operation management to operational problems and analyze these problems. • structure and categorize problems with regard to models and procedures of operation management. • evaluate the results of analyses and deduce appropriate solutions. • communicate operational problems in a structured manner. • visualize and explain the results of analyses. • develop the ability to understand optimization of value-added processes as a core activity of business administration. • develop the ability to evaluate the processes of an organization to produce deliverables with regard to their development potential. 		
Module Content	<ul style="list-style-type: none"> • The operations of an enterprise • Process management • Process design • Product design • Supply chain management • Planning and control of operations • Lean management • Quality management • Process improvement • Technology management • Circular economy 		
Links to other modules	<p>This module is linked to the following modules:</p>		
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Teaching Videos • Teaching Materials • Practice and Application Exercises (with Key) • Case Studies (with Key) • Multiple Choice Tests 		
Methods of Instruction	<table border="1"> <tr> <td data-bbox="485 1637 970 1830"> <ul style="list-style-type: none"> • Lecture • Interactive Instruction • Exercises • Application Tasks • Problem-Oriented Teaching • Case Studies • Literature Review </td><td data-bbox="978 1637 1469 1830"> Social Settings Used: <ul style="list-style-type: none"> • Individual Work </td></tr> </table>	<ul style="list-style-type: none"> • Lecture • Interactive Instruction • Exercises • Application Tasks • Problem-Oriented Teaching • Case Studies • Literature Review 	Social Settings Used: <ul style="list-style-type: none"> • Individual Work
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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Large Class	28 h	72 h		
	Small Class	28 h	-		
	Group Instruction	-	-		
	Practical Work	-	-		
	Seminar	-	-		
	Total	56 h	72 h	52 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	Written exam		closed book	90	90.00
	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary	
	Others	Assessment	Format	Length (min.)	Weighting
	Guided self-study tests (8-10)	Grade	Andere	10	10.00
Classroom Attendance Requirement	Other Attendance for at least one guest lecture is mandatory for every student. The content of a guest lecture is also relevant to the exam.				
Compulsory Reading					
Recommended Reading	<ul style="list-style-type: none">Grabner, T. (2017). Operations Management: Auftragserfüllung bei Sach- und Dienstleistungen. 3rd edition. Wiesbaden: Springer Gabler. ISBN 978-3658144838.Heizer, J., Render, B. & Munson, C. (2016). Operations Management: Sustainability and Supply Chain Management. 12th edition. London: Pearson Prentice Hall. ISBN 978-1292148632.Brandon-Jones, A. & Slack, N. (2022). Operations Management. 10 Edition. London: Pearson Education. ISBN 978-1-292-40821-7.				
Comments	-				