

## Module Handbook

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# Course WIW-BWL-UPS-K-2

Business simulation (4S, 4.0 LP)

## Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
4	S		4.0 CP	30 h 90 h
(4S)			4.0 CP	30 h 90 h

## Basedata

SWS	4S
CP, Effort	4.0 CP = 120 h
Position of the semester	1 Sem. in WiSe
Level	[2] Bachelor (Fundamentals)
Language	[DE] German
Lecturers	Roth, Stefan, Prof. Dr. (PROF   DEPT: WIW)
Area of study	[WIW-MKT] Marketing
Lifecycle-State	[NORM] Active

### Notice

The course business simulation is organized in small groups with around 5 students. The number of groups depends on the total number of students.

### Contents

- value-based management
- corporate philosophy
- strategic marketing

- development of a business area
- human resource planning and personnel qualification
- productivity and fluctuation
- product management, procurement management
- ecological production
- capital budgeting and utilization planning
- finance and accounting

The business simulation is conducted with the help of a software.

## Literature

Students will get access to the business simulation software.

## Requirements for attendance (informal)

None

## Requirements for attendance (formal)

None

## References to Course [WIW-BWL-UPS-K-2]

Module	Name	Context	
[WIW-BWL-UPS-M-2]	Business Simulation	P: Obligatory	4S, 4.0 LP