

Module code	Module title	Module description	Semester	ECTS
Compulsory modules "General Business Competence"				
4BW-WWGL-10	Fundamentals of Economic Science	Upon completion of the module, students have acquired fundamental knowledge of business administration and economics, which will be elaborated on in the following semesters. The section on business administration familiarizes students with the objectives of companies and the content of their constitutive decision-making processes. Economics imparts the elementary concepts and basic facts of economic activity. In addition, students learn and apply the basic values and methodology of academic work in their field of study. They gain competence in self and time management which enables them to independently plan, coordinate and analyze their studying and working style.	1	6
4BW-WFMA-12	Business and Financial Mathematics	Upon completion of the module, students have acquired the fundamental mathematical knowledge of linear algebra, linear optimization and differential calculus required to optimize the mathematical formulation, processing and solution of problems of a quantitative nature in economics and business administration. In addition, students acquire fundamental knowledge and skills in the field of financial mathematics. The module takes a problem-oriented approach, using instructive practical examples.	1 and 2	6
4BW-INFO-10	Business Information Technology	The module aims to impart the fundamentals and principles of business information technology. Upon completion of the module, students are able to assess business processes in small and medium-sized enterprises in terms of their automatability through information processing systems. This includes a systematic analysis of business processes and the subsequent decision on the use of standard solutions available on the market or the development of in-house software. For both approaches, the module shows best practices, whose implementation in the partner company is to be critically reflected in the form of a case study.	1	6
4BW-WISTA-50	Economic Statistics and Empirical Research	Upon completion of the module, students are able to conduct suitable data collection and acquisition for business management issues. They can prepare, present and analyze the obtained data in a problem-oriented manner and interpret the results. For this purpose, students acquire fundamental knowledge in the field of business statistics. Apart from statistical key terms, students are given an overview of the methods of descriptive and inductive statistics as well as probability theory. The acquired expertise forms the basis for the knowledge imparted in the field of empirical research. Students are enabled to develop a research project, plan its implementation at all stages, and work through the individual project steps using commercially available statistical software.	5	8

4BW-VWL1-20	Microeconomics	Upon completion of the module, students are familiar with the elementary microeconomic interrelations between demand, supply, benefits, costs, prices, revenues and profits. Focus is placed on pricing as a function of demand and supply in the goods and factor markets. On this basis, the module covers the fundamentals of competition theory and policy. Important course contents also include the causes and compensation options for the different forms of market failure. The module provides insights into elementary market processes, which constitutes an important basis for the successful, market-oriented management of small and medium-sized enterprises.	2	6
4BW-VWL2-40	Macroeconomics	Upon completion of the module, students are familiar with the fundamentals of circular flow theory as well as the contents and structures of the national accounts system. They understand cyclical, economic and foreign trade processes that small and medium-sized enterprises have to adapt to in the course of globalization. Students know the structures and processes on the macroeconomic goods, money and labor markets and are able to explain the equilibrium on the submarkets as well as the equilibrium of the market system (overall equilibrium). In addition, they acquire knowledge of the fundamentals of real and monetary foreign trade theory, understand the business cycle phenomenon and are able to deal with its theoretical reflection. They also have a basic knowledge of economic policy.	4	6
4BW-WIRE1-10	Introduction to Law, Civil Law, Commercial and Corporate Law	Upon completion of the module, students have gained an overview of the entrepreneurial design possibilities offered by the German legal system. This basic legal understanding is achieved, on the one hand, through knowledge of the regulations of the General Part of German Civil Law, the Law of Contractual Obligations and the basics of Property Law, which students have acquired through case discussions. On the other hand, students know the Special Private Law of Merchants and their Auxiliaries as well as the fundamental differences between partnerships and corporations or limited liability companies.	1	6
4BW-WIRE2-30	Tax Law, Labor Law, Insolvency Law	Upon completion of the module, students have gained knowledge of the most important types of taxation and their influence on business decisions. They obtain basic knowledge of the German tax system, particularly with regard to the taxation of small and medium-sized enterprises. In addition, the module conveys fundamentals of individual and collective labor law as well as insolvency law, which are also relevant for business law, by examining relevant legal cases.	3	6
4BW-EXTRW-12	External Accounting	Upon completion of the module, students have fundamental knowledge of financial accounting and preparing financial statements in accordance with the German Commercial Code (HGB). They are able to independently perform a practical, exemplary accounting process from the	1 and 2	6

		opening to the closing balance sheet (individual financial statements under commercial law) applying the method of double-entry bookkeeping and in compliance with the generally accepted accounting principles. Students have fundamental knowledge of digitization options in financial accounting.		
4BW-INTRW-30	Internal Accounting	Upon completion of the module, students are able to select and apply essential instruments of cost accounting in a targeted and theoretically founded manner that is suited to the respective practical situation. Students are also capable of applying methods of capital budgeting to support investment decisions. They are familiar with options for raising debt and equity capital for the realization of investment projects as well as for the funding of current operational processes in small and medium-sized enterprises. Furthermore, students have fundamental knowledge of digitization options in financial accounting.	3	6
4BW-CONTR-56	Controlling	Upon completion of the module, students have fundamental theoretical knowledge of the concepts, tasks, structures, instruments and institutions of controlling and a possible organization of controlling in various operational sub-areas in line with the needs of medium-sized companies. Students are able to identify and understand the importance of consistently applying a networked and system-related way of thinking by examining corresponding controlling tasks. They learn view controlling as a targeted service for management. Students work on practical exercises and case studies to gain practical knowledge and skills in instruments used in controlling. One of the tools used is a DATEV case study that has been expanded to include controlling aspects, which illustrates the importance of a financial accounting system as the information basis for controlling in small and medium-sized companies. Upon completion of the case study, students are able to usefully develop and utilize the potential of external accounting for controlling purposes. They possess knowledge of the status of digitalization in financial accounting and controlling.	5 and 6	8
Compulsory modules "Personal, Social and Language Competence"				
4BW-PSSK1-20	Self-Marketing / Presentation and Basic Business English	Upon completion of the module, students are supposed to be able to present themselves as well as the relevant professional and private aspects in a self-confident, motivated and convincing manner. To this end, they are confident in using self-marketing tools and, in particular, presentation techniques suitable for the respective target group and situation. Students are also able to describe themselves and their academic and professional context in English and deal with everyday communication situations in the professional environment. They are enabled to communicate orally and in writing in English within and between organizations. The module is	2	6

		taught as a seminar in two groups (A and B), to which students are assigned according to their language level.		
4BW-PSSK2-30	Conversation and Negotiation Skills and Intermediate Business English	Upon completion of the module, students are expected to be confident in international conversations and negotiations. They are able to assess conversation and negotiation partners (customers, suppliers, superiors, employees, shareholders) and prepare conversations and negotiations accordingly, conduct them in a goal-oriented manner using adequate communication techniques, and follow up on them. Students are also familiarized with different cultural negotiation styles and learn to understand and use subtleties of the English language, such as business idioms. They expand their vocabulary in the business context as well as their English speaking, listening, reading, and writing skills. The module is taught as a seminar in two groups (A and B), to which students are assigned according to their language level.	3	6
4BW-PSSK3-40	Transaction/Conflict Management and Advanced Business English	Upon completion of the module, students are able to react confidently in various conflict situations in everyday professional life. To this end, they gain awareness of their own handling of conflicts and are able to identify and analyze conflict potential in time. They are also prepared to avoid conflicts by addressing disruptions at an early stage and deal with conflict situations that have arisen in a solution-oriented manner through discussion. Students also expand their intercultural and (foreign) language skills and abilities in order to better understand, analyze and manage conflict situations in an international context. The module is taught as a seminar in two groups (A and B), to which students are assigned according to their language level. Role plays are used to gain personal experience and reflect on it.	4	6
Compulsory modules – Field of Study: Construction Management				
4BW-BBWBR-20	Fundamentals of Construction Management, Public Construction Law	The construction business involves a multitude of legal, economic and technical issues. Against this background, the module enables students to master the fundamental principles of construction management and public construction law and provides an insight into the interaction of legal and construction management issues. Upon completion of the module, students understand the connection between general business management and construction management as a special discipline of business management. They are familiar with typical approaches and problems of construction management and can apply them for operational processes. Upon completion of the module, students also possess fundamental knowledge in the area of public construction law. They are familiar with the central regulations of building project planning and building law as well as spatial planning. They are able to evaluate the	2	6

		interrelationships and interdependencies between legal, urban development and business management aspects.		
4BW-BBKBR-30	Construction Contract, Construction Cost, Performance and Profit Accounting, Private Construction Law	The module conveys the technical fundamentals of construction processes, which are necessary for the handling of operational tasks. Upon completion of the module, students have fundamental knowledge in the field of construction and are able to evaluate the technical parameters of a construction project in terms of their economic consequences. Drawing on this, the module also provides students with a sound knowledge of construction management accounting, including the basic principles of procurement in the construction industry. Upon completion of the module, students are able to differentiate between the individual areas of cost, performance and profit accounting (CBA) and apply them to specific construction projects. Students will also master the basic principles of procurement. Thirdly, the module conveys sound fundamental knowledge of private construction law. Upon completion of the module, students are familiar with the legal framework for the interaction of the parties to a construction contract throughout the entire course of a construction project. They are also aware of the particularities of the construction industry in comparison to other industries. Furthermore, they are able to identify typical problems in the drafting and execution of contracts and develop operational solutions.	3	6
4BW-BOPF-40	Organization, Personnel Management and Leadership in Construction Businesses	The module imparts the theoretical principles and practical contents of organization, personnel management and leadership. Focus is placed on the implementation of the knowledge in companies of the construction industry. Upon completion of the module, students are able to apply methods and tools to deal with current challenges of organization, personnel management and leadership of employees in companies of the construction industry.	4	6
4BW-BAOPM-40	Construction Site and Work Organization, Budgeting	The module imparts fundamental knowledge of construction organization and work scheduling. This also includes the basics of project management and planning calculation. Upon completion of the module, students are familiar with the particularities resulting from complex construction projects, migrating production sites and weather-related influences on construction activities. They are able to set up construction sites and organize workflows for different types of construction sites according to the situation.	4	6
4BW-BBAKR-50	Execution of Construction Work and Control Calculation	The module enables students to master the fundamentals of construction site control and quality management and apply them against the background of the specifics of the construction industry.	5	8

		Upon completion of the module, students are familiar with the principles and requirements of construction operational reporting. They possess sound knowledge of the structure and objectives of construction site controlling and recognize its function in supporting management in the performance process. Based on this, students are able to identify typical disruptive influences of a construction process and monitor and control the realization of construction site objectives by means of accompanying and final control calculations in terms of costs, quality and time.		
4BW-BANBS-60	Construction Accounting and Aftercare, Specific Construction Issues	The module imparts the fundamentals of change order management and profit and loss, budgeting and ratios accounting. Upon completion of the module, students are able to prepare and analyze the business results of a completed construction project using suitable key figures and assess their economic relevance. Students are also familiar with the most important types of taxes and insurance from the perspective of the construction industry. Drawing on their basic knowledge of the German tax system, students are able to understand and assess the influence of taxation on construction business decisions. In addition, students are able to analyze and evaluate the risks of the performance process in the construction industry.	6	7
4BW-BBMIM-60	Construction and Property Management	The construction and real estate industry are closely linked. Against this background, the module provides students with the theoretical fundamentals and practical content of construction and property management. Students are familiarized with the fundamentals of property and corporate financing. Upon completion of the module, students have acquired knowledge of the tasks and essential instruments of financial management. They are familiar with the different forms of financing and are able to evaluate them with regard to their economic impact. On this basis, the module further imparts knowledge of the fundamentals of the real estate and housing industry. Upon completion of the module, students know the tasks and essential instruments of facility management and market value assessment. They understand overlaps with construction management issues and can apply their knowledge to issues in the field of construction management.	6	6
Compulsory elective modules				
4BW-WMUW-56	Corporate Accounting and Auditing	Many medium-sized companies have one or more subsidiaries and are organized as a consolidated group. In this case, annual financial statements have to be prepared not only for the individual companies, but also for the group as a whole. The module therefore addresses the fundamentals of the preparation of consolidated financial statements. In addition, knowledge of	5 and 6	8

		<p>balance sheet analysis is consolidated in the 6th semester by means of a practical example of consolidated financial statement preparation.</p> <p>Many companies that employ graduates of the Business Administration program are required to have their annual financial statements audited and certified by a certified public accountant. Therefore, it is highly advantageous for students of the program to have basic knowledge of auditing in general and auditing of annual financial statements in particular.</p> <p>Upon completion of the module, students have substantial knowledge of the preparation of consolidated financial statements and are able to understand and present correlations between the underlying individual financial statements. Furthermore, they have basic knowledge of auditing and the tasks of an auditor. They are also familiar with the process of annual audits as well as the legal basis and are able to prepare and assist in an annual audit. Finally, they are able to analyze individual and consolidated financial statements and prepare essential information for decision-making.</p>		
4BW-WMIIEP-56	Intra-Corporate Entrepreneurship and Entrepreneurship	<p>Upon completion of the module, students have fundamental knowledge of business administration from the perspective of entrepreneurial thinking and action (entrepreneurship / intra-corporate entrepreneurship). Focus is placed on the development of the business process from invention to innovation to diffusion. In the field of entrepreneurship, this means the foundation of a new company to implement a new business model. In the field of intracorporate entrepreneurship, it means the integration of a new business model in an existing company. In addition, students are familiarized with the anatomy and methodology of change processes in organizational development and learn how to apply.</p>	5 and 6	8
4BW-WMDIM-56	Digitalization in Medium-Sized Businesses	<p>The elective module qualifies students to identify opportunities and challenges for companies as a result of the changes triggered by digitalization. They are able to analyze and categorize corporate strategies in the course of digital transformation. Upon completion of the module, students are able to develop their own ideas for implementation and realization scenarios in response to the challenge of digitalization. Particular emphasis is placed on aspects of structural and personnel management of employees in transformation processes.</p> <p>In addition, students are qualified for the changes in communication culture through digital media. Upon completion of the module, they are able to develop digital marketing strategies and sustainable concepts, to ensure their successful implementation and to prove their significance for the company's value creation through verifiable monitoring and controlling measures. Apart from conceptual competence, the module also enables students to use social media platforms in an</p>	5 and 6	8

		application-oriented manner and develop a sensitivity for the ongoing optimization of websites and apps with regard to search engines and usability.		
4BW-WMDIB-56	Digitalization in the Construction Industry	<p>The module imparts the theoretical and practical foundations necessary for understanding and implementing the digital transformation that is taking place in the construction industry. Upon completion of the module, students have a sound knowledge of the particular conditions under which marketing instruments must be selected and implemented in the construction industry. They know the basic principles of Customer Relationship Management (CRM) as well as Key Account Management (KAM) and are familiar with different possibilities of digital implementation.</p> <p>In addition, the elective module provides a comprehensive introduction to the methodology of Building Information Modeling (BIM). Upon completion of the module, students possess fundamental knowledge of digital construction planning and model-based project management. Furthermore, they are capable of applying their knowledge by using commercially available software solutions.</p>	5 and 6	8
4BW-WMSV-56	Special Forms of Order Processing, Public Procurement Law	<p>The module imparts in-depth knowledge of the industry-specific characteristics of the awarding and processing of contracts.</p> <p>Upon completion of the elective module, students are familiar with the particularities of the different organizational forms of order processing. They know the advantages and disadvantages of the different forms of processing (e.g. consortia), can evaluate their impact on construction management contexts and take targeted decisions with regard to operational implementation. Furthermore, students have acquired sound knowledge of the essential principles and regulations of public procurement law and their impact on the practice of awarding contracts. They are familiar with the interrelationships and delimitations between the various legal bases as well as general jurisdiction. This enables students to assist in contract award processes and avoid procedural errors.</p>	5 and 6	8
4BW-WMIBM-56	International Management in the Construction Business	<p>The module aims to provide a fundamental understanding of business and economic issues in the international context of the construction industry. This includes knowledge of the economic and legal conditions of international business activities as well as profound knowledge of the English technical terminology relating to the construction industry.</p> <p>Upon completion of the module, students are familiar with the economic characteristics, processes and mechanisms of international corporate activities. They are able to communicate specific technical content in written and oral form in cross-national contexts, taking into account intercultural references.</p>	5 and 6	8

4BW-WMENZ-56	International Language Certificate English	<p>The seminar prepares students for the acquisition of a foreign language certificate in English (LCCI EFB, Level 2/3; Cambridge Advanced, TOEIC or TOEFL) and thus for a professional stay, an internship/work placement and/or a master program abroad. In addition, it reliably assesses students' language competencies according to the European Framework of Reference for Languages. Focus is placed on European business correspondence.</p> <p>Upon completion of the module, students have enhanced both their business communication skills through the use of tasks from real-life business situations and their skills and abilities in academic English. Furthermore, they gain an insight into the intercultural differences in international business life and have an increased sensitivity regarding communicative peculiarities and cultural differences. Focus is laid on the cooperation in intercultural teams and the employee-customer relationship, which is becoming increasingly important in the course of globalization.</p>	5 and 6	8
4BW-WMWSP-56	Business Spanish	<p>Upon completion of this module, students are able to describe colloquial and professional contexts and communicate in routine situations that involve the direct exchange of information about careers, education, the world of work, business sectors and companies. The module focuses on conversation, listening comprehension, free translation and business correspondence skills. In addition, students gain further insight into the intercultural differences in international business. They have built up an increased sensitivity for communicative peculiarities and cultural differences.</p>	5 and 6	8
Practical modules – Field of study: “Construction Management”				
4BW-BPRA1-10	Company Structures, Processes and Tasks	<p>Students get to know their partner company from a business management, economic and legal perspective. They enhance their professional and methodological skills acquired in the first theoretical semester through didactic and content-related activities as well as tasks for independent learning. Drawing on the acquired expertise, students are required to write a project paper documenting the company and applying the methods of academic work.</p> <p>Upon completion of the module, students are able to document the specifics of their partner company with regard to its operational field (e.g., customers, competitors, suppliers), its identity (CI), its basic structures, processes, systems, functional areas and business practices. They have an overview of the service range as well as the prerequisites and procedures of the service provision. Students are actively integrated into the company's operational processes, thus developing their personal and social and communication skills.</p>	1	6

4BW-BPRA2-20	Construction Stakeholders and Their Tasks	<p>During the second practical phase, students are familiarized with the various parties involved in the construction process and its integration into the framework of economic and legal conditions. Focus is placed on the decisions to be made regarding the creation and use of a construction project as well as the associated planning issues. The theoretical knowledge acquired in module 4BW-BBWR-20 is deepened and critically reflected upon through the realization of a case study at the partner company.</p> <p>Upon completion of the practical module, students are able to develop and evaluate decisions regarding the creation and use of a construction project in a case-related manner taking into account selected aspects of business management and construction law. Students are required to give a presentation and thus further develop their personal and social communication skills in the area of self-marketing as well as presentation skills in German and English.</p>	2	6
4BW-BPRA3-30	Performance Management	<p>In the third practical phase, students are familiarized with the content, tasks and processes involved in the provision of services in a construction company. Upon completion of the practical module, students have gained knowledge of the particularities of the performance process in the construction industry with regard to order-related one-off production along with the sector-specific influencing factors. Specifically, they are able to apply accounting methods in internal and external accounting. They are also familiar with the basic principles of purchasing procedures in the construction industry.</p>	3	6
4BW-BPRA4-40	The Construction Site - Planning and Control	<p>The fourth practical phase aims to familiarize students with the steps of the construction performance process - from acquisition, costing and work preparation to setpoint determination. Upon completion of the module, students are able to perform operational order planning and order processing in the context of contract award estimating. In addition, students master further tasks of external accounting, in particular preparatory tasks for the annual financial statements. Furthermore, they are able to collaborate with external service providers (tax advisors, auditors, etc.).</p> <p>The practical module ensures the knowledge transfer of the corresponding theory modules on business and management accounting into operational practice. The module is completed with a project report.</p>	4	6
4BW-BPRA5-50	The Construction Site - Control, Accounting and Aftercare	<p>The fifth practical phase aims to familiarize students with issues of order management and control. Execution requires planning and setting up the construction site as a production site of the construction industry. Once work preparation has been completed, construction execution can commence. It is necessary to ensure a trouble-free process that guarantees the realization of the specified values. In a further step, the actual values ascertained during execution must be</p>	5	6

		<p>compared with the target values in order to implement the construction site objectives of cost, quality and time both during and subsequent to the order.</p> <p>Upon completion of the module, students are familiar with the prerequisites for a trouble-free construction process. They know how to control the construction site objectives of cost, quality and time during and on completion of the contract. The increasingly independent project management strengthens the students' independent working skills, enhances their ability to think analytically, critically and constructively, and improves their communicative competence when coordinating construction projects. Students can spend time abroad to further develop their language skills.</p>		
Bachelor's Thesis				
4BW-BTHES-60	Bachelor's Thesis	<p>In their bachelor's thesis, students solve an industry-specific problem within a specified period of time, applying the acquired theoretical, methodological and practical knowledge in a targeted and result-oriented manner, and present it in a logically structured and comprehensible manner in the form of a scientific paper (bachelor's thesis). The knowledge gained in the previous modules is applied, deepened and extended in dependence on the chosen topic of the thesis.</p> <p>In an academic colloquium, students present an exposé containing the definition of the problem, the objectives and the approach of the thesis. The results of the bachelor's thesis are to be presented and defended in an academic presentation before an examination board.</p>	6	9