

### Aktuelle Themen & zusätzliche Projektmodule im WS 2016/2017

Modulbezeichnung	Englische Bezeichnung	Prüfer	Studiengang & PO	Studiengangsspezifische Zuordnung	CP	SWS
Aktuelles Thema: Design Thinking for Innovation	Design Thinking for Innovation	Dr. Lars Groeger	Master WIWI PO 2014	Innovation, Entrepreneurship and Marketing, General Management	5,0	4
Aktuelles Thema: Energie als Produktionsfaktor: Produktivität, Nachfrage und Regulierung	Energy as a production factor: productivity, demand, and regulation	Univ.-Prof. Dr. rer. pol. Reinhard Madlener	Master WIWI PO 2014	Corporate Development and Strategy, Sustainability and Corporations, Innovation, Entrepreneurship and Marketing, General Management	5,0	2
Aktuelles Thema: Financial Analysis	Financial Analysis	Prof. Dr. H. Förster	Master WIWI PO 2014	Corporate Development and Strategy, Innovation, Entrepreneurship and Marketing, General Management	5,0	3
Aktuelles Thema: Graduate Microeconomics	Graduate Microeconomics	Univ.-Prof. Dr. sc. pol. Oliver Lorz	Master WIWI PO 2014	Corporate Development and Strategy, General Management	5,0	2
Aktuelles Thema: Managing a Tech-Company in the Mobility Sector	Managing a Tech-Company in the Mobility Sector	Univ.-Prof. Dr. rer. pol. Stefanie Paluch	Master WIWI PO 2014	Innovation, Entrepreneurship and Marketing, General Management	5,0	4
Aktuelles Thema: Praktische Einführung in Hierarchische Bayes'sche Modellierung	Introduction to Bayesian Hierarchical Modeling	Univ.-Prof. Dr. rer. pol. Stefanie Paluch	Master WIWI PO 2014	Innovation, Entrepreneurship and Marketing, General Management	5,0	4
Aktuelles Thema: Recent Topics in Sustainable Supply Chains	Recent Topics in Sustainability in Supply Chains	Ana Barbosa-Povoa	Master WIWI PO 2014	Operations Research and Management, Sustainability and Corporations, General Management	5,0	4
Aktuelles Thema: Risikomanagement in Versicherungsunternehmen und Banken	Risk Management	Univ.-Prof. Dr. rer. pol. Wolfgang Breuer	Master WIWI PO 2014	Corporate Development and Strategy, General Management	5,0	4
Aktuelles Thema: Technische Energiesystemanalyse	Scientific Analysis of Energy Systems	Prof. Dr.-Ing. Aaron Praktiknjo	Master WIWI PO 2014	Corporate Development and Strategy, Innovation, Entrepreneurship and Marketing, Sustainability and Corporations, General Management	5,0	2
Aktuelles Thema: Case Kurs (Neues Modul)	Case Course	Univ.-Prof. Dr.rer.pol. Malte Brettel	Master WIWI PO 2014	Innovation, Entrepreneurship and Marketing, General Management	5,0	4
Projektmodul: Betriebswirtschaftliche Probleme des Immobilienmanagements (Neues Modul)	Project Module: Economic Issues in Real Estate Management	Dr. Claudia Nadler	Master WIWI PO 2014	Corporate Development and Strategy, Sustainability and Corporations, General Management	5,0	2
Projektmodul: CFA Challenge	Project Module: CFA Challenge	Dr. Astrid Salzmann	Master WIWI PO 2014	Corporate Development and Strategy, General Management	10,0	2
Projektmodul: Dienstleistungsinnovationen bei der Daimler AG	Project Module: Service Innovation at Daimler AG	Univ.-Prof. Dr. rer. pol. Stefanie Paluch	Master WIWI PO 2014	Innovation, Entrepreneurship and Marketing, General Management	10,0	4
Projektmodul: Konsumentenforschung (Neues Modul)	Project Module: Consumer Research	Univ.-Prof. Dr. oec. Daniel Wentzel	Master WIWI PO 2014	Corporate Development and Strategy, Innovation, Entrepreneurship and Marketing, General Management	10,0	4

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Projektmodul: Netnography - Praktische Anwendung fortschrittlicher Online-Marktforschung im Kontext komplexer Dienstleistungen	Project Module: Netnography - A practical application of online market research in complex services	Univ.-Prof. Dr. rer. pol. Frank Thomas Piller	<b>Master WIWI PO 2014</b>	Innovation, Entrepreneurship and Marketing, Operations Research Management, General Management	10,0	2
Projektmodul: Ökonomische Aspekte von Zuwanderung und Asyl	Immigration and Asylum: Economic Aspects	Univ.-Prof. Dr. sc. pol. Oliver Lorz	<b>Master WIWI PO 2014</b>	Corporate Development and Strategy, Sustainability and Corporations, General Management	10,0	2
Projektmodul: Controlling von Wertschöpfungsketten	Project Module: Controlling of Supply Chains	Dr. Holger Ketteniß	<b>Master WIWI PO 2014</b>	Corporate Development and Strategy, Sustainability and Corporations, Operations Research and Management, General Management	10,0	2
Aktuelles Thema: Logistics Systems Planning (Neues Modul)	Logistics Systems Planning	Prof. Dr. Michael Schneider	<b>Master WIWI PO 2014</b>	Operations Research and Management, General Management	5,0	3

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