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Course Catalogue

Digital Technology and Management



Fakultät Wirtschaftsingenieurwesen und Gesundheit
Department of Industrial Engineering and Healthcare

Bachelor of Science (B.Sc.)

Digital Technology and Management – Bachelor

Winter Term 2024/2025

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Preliminary Notes

- **Note:**

Please take special note of the Program and Examination Regulations of this degree program in their current version.

- **Study structure:**

The program comprises a standard duration of 7 semesters.

- **Registration formalities:**

All examinations must be registered with the Students' Office through PRIMUSS. Additional formalities are listed in the module descriptions.

- **Abbreviations:**

ECTS = The European Credit Transfer and Accumulation System (ECTS) is a credit point system for accreditation of course achievements.

SWS = Semesterwochenstunden = Semester hours per week

SPO = Studien- und Prüfungsordnung = Program and Examination Regulations

APO = Allgemeine Prüfungsordnung = General Examination Regulations

- **Workload:**

According to the Bologna Process, a credit point is based on a workload of 25-30 hours. The number of hours includes contact and attendance time at the university, time spent preparing for and following up on courses, time spent writing papers and time spent preparing for examinations.

Example calculation of workload for a course with 4 SWS, 5 ECTS-points:

Workload: 5 ECTS x 30h/ECTS = 150 h

-	Lecture (4 SWS x 15 weeks)	= 60 h
-	Self-study	= 60 h
-	Exam preparation	= 30 h
		<hr/>
		= 150 h

- **Accreditation of course achievements:**

Please observe all relevant application procedures via the Students' Office.

- **vhb:**

vhb (German: virtuelle Hochschule Bayern / English: virtual university Bavaria) is an online learning platform with online courses from different universities in Bavaria. Further information can be found here: <https://www.vhb.org/en/>

Curriculum

Course of study – winter semester start (according to **new*** study and examination regulations)

* Please note that there have been changes to the study and examination regulations (German: Studien- und Prüfungsordnung, SPO) for the winter semester 2024/25.

These are **ONLY** relevant for students starting their studies in winter 2024/25. However, **all other students are strongly recommended to switch to the new SPO**. Please follow the steps communicated to you by email and via the notice board. In case of doubt, please urgently contact the programme director Prof. Dr. Julia Heigl, j.heigl@oth-aw.de.

														Total				
		Study Section 1				Study Section 2				Study Section 3				contact time (SWS)	ECTS	%		
1	Fundamentals of Mathematics, Informatics and Scientific Methods	4	5	4	5	4	5	8	10	4	5	0	0	0	0	24	30	14%
	Algorithms and Data Structures																	
2	Digital Technology	4	5	4	5	8	10	4	5	0	0	0	0	4	5	24	30	14%
	IoT Technology																	
3	Management	8	10	4	5	4	5	0	0	0	0	4	5	0	0	20	25	12%
	Fundamentals of Business Administration																	
										4	5							
4	Integrative Modules	0	0	0	0	4	5	8	10	0	0	8	10	8	10	28	35	17%
										4	5							
5	Language and Soft Skills	8	10	12	15	4	5	4	5	0	0	0	0	0	0	28	35	17%
6	Specialization Modules	0	0	0	0	0	0	0	0	0	0	12	15	4	5	16	20	10%
												4	5					
												4	5					
												4	5					
7	Practical Phase											25				0	25	12%
8	Bachelor's Degree													10		0	10	5%
	Summe:	24	30	24	30	24	30	24	30	4	30	24	30	16	30	140	210	100%

Course of study – summer semester start (according to new* study and examination regulations)

* Please note that there have been changes to the study and examination regulations (German: Studien- und Prüfungsordnung, SPO) for the winter semester 2024/25.

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DTM - Study Plan - Summer Semester Start		Summer		Winter		Summer		Winter		Summer		Winter		Summer		Total		
		1st Semester		2nd Semester		3rd Semester		4th Semester		5th Semester		6th Semester		7th Semester		contact time (SWS)	ECTS	%
No.	Module groups / modules	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	%
		Study Section 1				Study Section 2				Study Section 3								
1	Fundamentals of Mathematics, Informatics and Scientific Methods	4	5	4	5	8	10	4	5	0	0	4	5	0	0	24	30	14%
1.1	Mathematics			4	5													
1.2	Algorithms and Data Structures	4	5															
1.3	Object-oriented Coding							4	5									
1.4	Statistics and Quantitative Methods					4	5											
1.5	Information Systems and Databases					4	5											
1.6	Research and Evaluation Methods											4	5					
2	Digital Technology	4	5	4	5	4	5	8	10	0	0	4	5	0	0	24	30	14%
2.1	IIoT Technology			4	5													
2.2	Product Management	4	5															
2.3	Sensors for Smart Systems							4	5									
2.4	Communication Technology					4	5											
2.5	Production Technology							4	5									
2.6	Innovation and Technology Lifecycle Management											4	5					
3	Management	4	5	8	10	0	0	4	5	0	0	0	0	4	5	20	25	12%
3.1	Fundamentals of Business Administration			4	5													
3.2	Principles of Accounting and Finance			4	5													
3.3	Business Processes Management	4	5															
3.4	Marketing and Sales							4	5									
3.5	Business Simulation													4	5			
4	Integrative Modules	0	0	0	0	8	10	4	5	4	5	12	15	0	0	28	35	17%
4.1	Project Management and Agile Methods							4	5									
4.2	Logistics 1					4	5											
4.3	Industrial Engineering					4	5											
4.4	Ethics in Business and Technology									4	5							
4.5	Entrepreneurial Project 1: Developing a digital solution											4	5					
4.6	Entrepreneurial Project 2: Business Plan for a Digital Product											4	5					
4.7	Research Project											4	5					
5	Language and Soft Skills	12	15	8	10	4	5	4	5	0	0	0	0	0	0	28	35	17%
5.1	English for Academic Purposes			4	5													
5.2	Technical English	4	5															
5.3	Intercultural Communication	4	5															
5.4	Basic Elective 1	4	5															
5.5	Basic Elective 2			4	5													
5.6	Basic Elective 3					4	5											
5.7	Basic Elective 4							4	5									
6	Specialization Modules	0	0	0	0	0	0	0	0	0	0	4	5	12	15	16	20	10%
6.1	Specialization Elective 1											4	5					
6.2	Specialization Elective 2													4	5			
6.3	Specialization Elective 3													4	5			
6.4	Specialization Elective 4													4	5			
7	Practical Phase											25				0	25	12%
7.1	Internship											25						
8	Bachelor's Degree														10	0	10	5%
8.1	Bachelor Thesis														10			
	Total	24	30	24	30	24	30	24	30	4	30	24	30	16	30	140	210	100%

Course of study – winter semester start (according to **old*** study and examination regulations)

* Please note that there have been changes to the study and examination regulations (German: Studien- und Prüfungsordnung, SPO) for the winter semester 2024/25.

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DTM - Study Plan - Winter Semester Start		Winter		Summer		Winter		Summer		Winter		Summer		Winter		Total		
		1st Semester		2nd Semester		3rd Semester		4th Semester		5th Semester		6th Semester		7th Semester		contact time (SWS)	ECTS	%
No.	Module groups / modules	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	%
		Study Section 1				Study Section 2				Study Section 3								
1	Fundamentals of Mathematics, Informatics and Scientific Methods	4	5	4	5	4	5	8	10	4	5	0	0	0	0	24	30	14%
1.1	Mathematics	4	5															
1.2	Algorithms and Data Structures			4	5													
1.3	Object-oriented Coding					4	5											
1.4	Statistics and Quantitative Methods							4	5									
1.5	Information Systems and Databases							4	5									
1.6	Research and Evaluation Methods									4	5							
2	Digital Technology	4	5	4	5	8	10	4	5	0	0	0	0	4	5	24	30	14%
2.1	IoT Technology	4	5															
2.2	Product Management			4	5													
2.3	Sensors for Smart Systems					4	5											
2.4	Communication Technology							4	5									
2.5	Production Technology					4	5											
2.6	Innovation and Technology Lifecycle Management													4	5			
3	Management	8	10	4	5	4	5	0	0	0	0	4	5	0	0	20	25	12%
3.1	Fundamentals of Business Administration	4	5															
3.2	Principles of Accounting and Finance	4	5															
3.3	Business Processes Management			4	5													
3.4	Digital Marketing and eCommerce					4	5											
3.5	Business Simulation											4	5					
4	Integrative Modules	0	0	0	0	4	5	8	10	0	0	8	10	8	10	28	35	17%
4.1	Project Management and Agile Methods					4	5											
4.2	Logistics 1							4	5									
4.3	Industrial Engineering							4	5									
4.4	Ethics in Business and Technology											4	5					
4.5	Entrepreneurial Project 1: Developing a Digital Solution													4	5			
4.6	Entrepreneurial Project 2: Business Plan for a Digital Product													4	5			
4.7	Research Project											4	5					
5	Language and Soft Skills	8	10	12	15	4	5	4	5	0	0	0	0	0	0	28	35	17%
5.1	English for Academic Purposes	4	5															
5.2	Technical English			4	5													
5.3	Intercultural Communication			4	5													
5.4	Basic Elective 1	4	5															
5.5	Basic Elective 2			4	5													
5.6	Basic Elective 3					4	5											
5.7	Basic Elective 4							4	5									
6	Specialization Modules	0	0	0	0	0	0	0	0	0	0	12	15	4	5	16	20	10%
6.1	Specialization Elective 1											4	5					
6.2	Specialization Elective 2											4	5					
6.3	Specialization Elective 3											4	5					
6.4	Specialization Elective 4													4	5			
7	Practical Phase											25				0	25	12%
7.1	Internship											25						
8	Bachelor's Degree														10	0	10	5%
8.1	Bachelor Thesis														10			
	Summe:	24	30	24	30	24	30	24	30	4	30	24	30	16	30	140	210	100%

Course of study – summer semester start (according to old study and examination regulations)

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DTM - Study Plan - Summer Semester Start		Summer		Winter		Summer		Winter		Summer		Winter		Summer		Total		
		1st Semester		2nd Semester		3rd Semester		4th Semester		5th Semester		6th Semester		7th Semester		contact time (SWS)	ECTS	%
No.	Module groups / modules	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	%
		Study Section 1				Study Section 2				Study Section 3								
1	Fundamentals of Mathematics, Informatics and Scientific Methods	4	5	4	5	8	10	4	5	0	0	4	5	0	0	24	30	14%
1.1	Mathematics			4	5													
1.2	Algorithms and Data Structures	4	5															
1.3	Object-oriented Coding							4	5									
1.4	Statistics and Quantitative Methods					4	5											
1.5	Information Systems and Databases					4	5											
1.6	Research and Evaluation Methods											4	5					
2	Digital Technology	4	5	4	5	4	5	8	10	0	0	4	5	0	0	24	30	14%
2.1	IIoT Technology			4	5													
2.2	Product Management	4	5															
2.3	Sensors for Smart Systems							4	5									
2.4	Communication Technology					4	5											
2.5	Production Technology							4	5									
2.6	Innovation and Technology Lifecycle Management											4	5					
3	Management	4	5	8	10	0	0	4	5	0	0	0	0	4	5	20	25	12%
3.1	Fundamentals of Business Administration			4	5													
3.2	Principles of Accounting and Finance			4	5													
3.3	Business Processes Management	4	5															
3.4	Digital Marketing and eCommerce							4	5									
3.5	Business Simulation													4	5			
4	Integrative Modules	0	0	0	0	8	10	4	5	4	5	12	15	0	0	28	35	17%
4.1	Project Management and Agile Methods							4	5									
4.2	Logistics 1					4	5											
4.3	Industrial Engineering					4	5											
4.4	Ethics in Business and Technology									4	5							
4.5	Entrepreneurial Project 1: Developing a digital solution											4	5					
4.6	Entrepreneurial Project 2: Business Plan for a Digital Product											4	5					
4.7	Research Project											4	5					
5	Language and Soft Skills	12	15	8	10	4	5	4	5	0	0	0	0	0	0	28	35	17%
5.1	English for Academic Purposes			4	5													
5.2	Technical English	4	5															
5.3	Intercultural Communication	4	5															
5.4	Basic Elective 1	4	5															
5.5	Basic Elective 2			4	5													
5.6	Basic Elective 3					4	5											
5.7	Basic Elective 4							4	5									
6	Specialization Modules	0	0	0	0	0	0	0	0	0	0	4	5	12	15	16	20	10%
6.1	Specialization Elective 1											4	5					
6.2	Specialization Elective 2													4	5			
6.3	Specialization Elective 3													4	5			
6.4	Specialization Elective 4													4	5			
7	Practical Phase											25				0	25	12%
7.1	Internship											25						
8	Bachelor's Degree														10	0	10	5%
8.1	Bachelor Thesis														10			
	Total	24	30	24	30	24	30	24	30	4	30	24	30	16	30	140	210	100%

Module descriptions

Mandatory modules

1 Fundamentals of Mathematics, Informatics and Scientific Methods

Mathematics			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	1.1	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Dr. Theresa Götz			Prof. Dr. Dr. Theresa Götz	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Fundamentals of Mathematics, Informatics and Scientific Methods</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Online-course of vhb: IEM - Introduction to Engineering Mathematics		Contact time: 60 h Self-study: 60 h Exam preparation = 30 h = 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Professional Skills: <ul style="list-style-type: none"> - Students know and understand important mathematical tools for industrial engineers and can use them to analyze and solve mathematical problems and tasks in the areas mentioned in "Course content" (at the level of relevant literature for universities of applied sciences). • Methodological Skills: <ul style="list-style-type: none"> - They understand mathematical models of technical and economic issues and can translate simple technical or economic problems into mathematical problems. • Personal Skills (Social Competence and Self-competence): <ul style="list-style-type: none"> - They are able to independently acquire further mathematical knowledge and skills. 		
Course Content		
The contents of this course are central to first-year-students in physics, chemistry, biology, computer science and all engineering sciences. It contains the following chapters		
<ol style="list-style-type: none"> 1. Functions, sequences and limits 2. Differential calculus 3. Integral calculus 4. Ordinary differential equations 5. Fourier Transform 6. Vectors, matrices, linear systems of equations 		
Teaching Material / Reading		
Available via Moodle		
Internationality (content-related)		
The course content is universally applicable.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
KI (written exam)	90 minutes Bonus points can be earned by submitting additional exercises. These can amount to a maximum of 20% of the total number of points in the exam.	The exam covers the above mentioned professional and methodological skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Algorithms and Data Structures

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	1.2	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr.-Ing. Manfred Beham			Prof. Dr.-Ing. Manfred Beham	
Prerequisites*				
None, this course is on beginner's level				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Fundamentals of Mathematics, Informatics and Scientific Methods</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture with exercises; instruction seminars; practical work in programming		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Professional Skills:		
<ul style="list-style-type: none"> Students can analyse existing algorithms concerning complexity. They can make use of elementary data-structures and predefined operations within their own software applications. Students will learn the elementary skills to implement basic algorithms in an object-oriented software development environment. 		
Methodological Skills:		
<ul style="list-style-type: none"> Students can use UML to create a static class model of elementary data-structures. Students will describe complexity of algorithms by a standard asymptotic notation. 		
Personal Skills (Social Competence and Self-competence):		
<ul style="list-style-type: none"> Students are also able to present solutions that have been created, to discuss their quality and alternatives and to reflect on their problem-solving strategy in a technical and methodical manner. 		
Course Content		
<p>Introduction: Algorithms, Analysing algorithms, Designing algorithms, Recursive procedures, Exemplary implementation (using JAVA)</p> <p>Data structures: Elementary data structures, Hash tables, Binary trees, OO Modelling</p> <p>Sorting and Order Statistics: Heapsort, Quicksort, Sorting in linear time</p> <p>Graph Algorithms: Elementary search algorithms, Shortest path search, Selected game algorithms</p> <p>Selected topics: Algorithms for parallel computers, Matrix operations, String matching, RSA public-key cryptosystem, ...</p>		
Teaching Material / Reading		
Thomas H. Cormen, Charles E. Leiserson, Ronald L. Rivest: Introduction to Algorithms , The MIT Press, Cambridge Massachusetts, London England, ISBN 0-262-53091-0 (MIT Press Paperback)		
Internationality (content-related)		
The content is valid in any international software development team		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Written Exam (KI90)	Written Exam, 90 minutes Information about a possible bonus system will be provided starting in the semester the module is taught for the first time	With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Object-oriented Coding

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	1.3	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr.-Ing. Manfred Beham			Prof. Dr.-Ing. Manfred Beham	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Fundamentals of Mathematics, Informatics and Scientific Methods</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; instruction seminars; practical exercise		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes						
Learning Outcomes						
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:						
<p>Professional Skills:</p> <ul style="list-style-type: none"> Identify core aspects of object-oriented programming and features of an object-oriented language. Use a development environment for writing and running your code. Develop and implement programs that apply core object-oriented programming concepts like classes, polymorphism, and method overloading. Use built in data-structures (collections) and functions. Convert a given algorithm into a procedural program. <p>Methodological Skills:</p> <ul style="list-style-type: none"> You are able to analyse and design an application using OO methods You can use step-by-step refinement to break down a problem into sub-problems (modularisation) <p>Personal Skills (Social Competence and Self-competence):</p> <ul style="list-style-type: none"> You are also able to present solutions that have been created, to discuss their quality and alternatives and to reflect on their problem-solving strategy in a technical and methodical manner. 						
Course Content						
This course provides an introduction to object-oriented programming, including an overview of the language syntax and how to develop simple applications. Students will learn how to write custom classes and methods, and how to test their code using unit testing and test-driven development. Topics include basic data structures like Arrays and Lists and concepts of inheritance or overloading methods.						
Teaching Material / Reading						
<ul style="list-style-type: none"> Depends on the concrete used programming language (JAVA, Python, C++, C#); will be specified in Moodle 						
Internationality (content-related)						
The content is valid in any international software development environment						
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)						
<table border="1"> <thead> <tr> <th>Form of Examination*¹⁾</th> <th>Type/Scope incl. Weighting *²⁾</th> <th>Learning Objectives/Competencies to be Assessed</th> </tr> </thead> <tbody> <tr> <td>Module Work (ModA)</td> <td> Project Work: An application for a given task must be developed, documented and presented. Written: Code and documentation (70 %) Orally: Presentation (30 %) </td> <td>With this practical work, all of the above-mentioned competencies are tested.</td> </tr> </tbody> </table>	Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed	Module Work (ModA)	Project Work: An application for a given task must be developed, documented and presented. Written: Code and documentation (70 %) Orally: Presentation (30 %)	With this practical work, all of the above-mentioned competencies are tested.
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed				
Module Work (ModA)	Project Work: An application for a given task must be developed, documented and presented. Written: Code and documentation (70 %) Orally: Presentation (30 %)	With this practical work, all of the above-mentioned competencies are tested.				

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Statistics and Quantitative Methods

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	1.4	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Dr. Theresa Götz			Prof. Dr. Dr. Theresa Götz	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Fundamentals of Mathematics, Informatics and Scientific Methods</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture with exercise; practical exercise in computer lab		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Students know and understand the possible applications of probability calculation to problems with random events and can apply them to these problems. • Students know and understand the most important concepts and methods of descriptive and inductive statistics and can check the applicability of different methods for statistical problems. • Students are able to select and apply suitable methods to solve statistical problems. • Students can analyze univariate and bivariate statistical data with the methods of descriptive and inductive statistics • Students are able to independently expand and deepen the acquired knowledge and competences. 		
Course Content		
<ul style="list-style-type: none"> • Descriptive statistics: frequency distributions; graphical representations; measures (mean, variance, correlations) • Basic probability theory • Random variables and theoretical distributions • Parameter estimation and confidence intervals • Parametric and non-parametric test methods • Regression analysis 		
Teaching Material / Reading		
Information about relevant textbooks and collection of formulas will be provided via Moodle.		
Information about relevant textbooks and collection of formulas will be provided via Moodle.		
The course content is internationally relevant and applicable.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Written Exam (KL90)	90 minutes	The exam covers the above mentioned professional and methodological skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Information Systems and Databases

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	1.5	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester	40
Module Convenor			Professor / Lecturer	
Prof. Dr. Thomas Geigenfeind			Prof. Dr. Thomas Geigenfeind	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Fundamentals of Mathematics, Informatics and Scientific Methods</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; instruction seminars; practical exercise		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Professional Skills:		
<ul style="list-style-type: none"> You can design and implement a relational database. You can obtain information from relational databases with the help of elementary SQL queries. 		
Methodological Skills:		
<ul style="list-style-type: none"> You can analyze operational processes with object-oriented methods and document them using the UML notation. You can create an object-oriented concept for a simple, operational application system. You can transform a class-model into a relational schema. 		
Personal Skills (Social Competence and Self-competence):		
<ul style="list-style-type: none"> You have the ability to describe complex information structures with abstract models. You are familiar with the basics of process management for working in a team on an IT project. 		
Course Content		
<ul style="list-style-type: none"> Information systems within a company Business process analysis with OO methods for system analysis and system design Notation in UML Relational database systems and their application Development of a relational schema Basics of SQL-queries Exercises in designing and using an exemplary relational database 		
Teaching Material / Reading		
Michael Blaha: UML Database Modeling Workbook , Technics Publications, LLC (2. Februar 2014), ASIN: B00I82HHLC Janis Osis, Uldis Donins: Topological UML Modeling: An Improved Approach for Domain Modeling and Software Development , Elsevier; 1. Edition (16. Juni 2017), ASIN: B07385XW26		
Internationality (content-related)		
The content is valid in any international IT design and development environment		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Written Exam (KI90)	Written Exam, 90 minutes <i>Information about a possible bonus system will be provided starting in the semester the module is taught for the first time</i>	With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Research and Evaluation Methods

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	1.6	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester, start expected in 2024/2025	60
Module Convenor			Professor / Lecturer	
Dr. Sebastian Buhl			Dr. Sebastian Buhl	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Fundamentals of Mathematics, Informatics and Scientific Methods</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; instruction seminars; practical exercise		Contact time: 60 h Self-study: 60 h Module work preparation: 30 h Total effort: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

- Be an able and critical consumer of research
- Be able to create a formal statement and proposal of research addressing well-formed research questions
- Understand the process of research inquiry and apply it to an appropriate research design
- Gain a practical working knowledge of a variety of research methods and analytical techniques relevant to social and/or engineering research
- Understand and evaluate the advantages and disadvantages of quantitative and qualitative research for addressing particular policy issues.
- Critically analyze and evaluate existing research reports and identify the intent of the research
- Effectively communicate research findings through oral, visual and written methods

Course Content

- Role of research in management and engineering
- Evidence-based practice
- Applied research design process
- Critical evaluation of published research
- Objectivity, validity and reliability
- Quantitative and qualitative research strategies
- Questionnaire design
- Observation methods
- Interviewing
- Content analysis
- Data analysis

Teaching Material / Reading

Remler, D.K., & Van Ryzin, G.C. (2015) **Research Methods in Practice: Strategies for Description and Causation**. Sage publications.

Internationality (content-related)

Research is international and uniform international standards apply.

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	<i>Details to follow in the semester the module is taught for the first time</i>	The form of examination covers the above mentioned professional and methodological skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

2 Digital Technology

IoT Technology			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	2.1	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester	40
Module Convenor			Professor / Lecturer	
Prof. Dr. Kris Dalm			Prof. Dr. Kris Dalm	
Prerequisites*				
None * Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Digital Technology</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; instruction seminars; case studies; field trip; practical exercise		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Professional skills:		
<ul style="list-style-type: none"> Basics of IoT technology (hardware, software, cloud) Programming of IoT devices using a development environment IoT cloud solutions IoT application development Embed, control and read sensors in IoT applications Visualization of IoT applications in suitable user interfaces 		
Methodological skills:		
<ul style="list-style-type: none"> Ability to program algorithms for IoT applications Ability to develop software projects in IoT environment Ability to implement sensors and actuators using libraries in IoT projects 		
Personal Skills (Social Competence and Self-competence):		
Ability to develop IoT applications using IoT devices and cloud environments.		
Course Content		
<ul style="list-style-type: none"> Introduction and basics of IoT technology IoT cloud solutions IoT hardware and software IoT application development 		
Teaching Material / Reading		
<ul style="list-style-type: none"> Kernighan, Ritchie. C Programming Language, 2nd Edition. 2021. Lakhwani. Internet of Things (IoT): Principles, Paradigms and Applications of IoT. 2020 Veneri, Capasso. Hands-On Industrial Internet of Things: Create a powerful Industrial IoT infrastructure using Industry 4.0. 2018. 		
Internationality (content-related)		
IoT is an international phenomenon, IoT applications are developed and used worldwide.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*1)	Type/Scope incl. Weighting *2)	Learning Objectives/ Competencies to be Assessed
Written Exam (KI90)	Written Exam, 90 minutes	With the exam, all of the above-mentioned competencies are tested.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Product Management

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	2.2	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester	60
Module Convenor			Professor / Lecturer	
Prof. Burkhard Stolz			Tamer Güner	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Digital Technology</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; class discussion; case studies; field trip; guest lecture		Contact time: 60 h Self-study: 60 h Module work preparation: 30 h Total effort: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

Professional Skills:

- Students have knowledge of how product management fits into a modern, lean and agile corporate structure and are familiar with the interfaces to other areas and roles in the company.
- The students learn how to analyze and evaluate suitable markets for product launches. In addition, the students know possibilities for the collection of customer requirements in the area of requirements analysis.
- The students know possible product strategies and can apply them practically.
- The students know the gates and phases of the product development cycle from the product manager's point of view and know his task and influence in the entire product life cycle.

Methodological Skills: Students learn methods...

- for idea generation and evaluation for new products.
- for market analysis and generation of a product launch strategy.
- for identifying, structuring and prioritizing customer requirements.
- and know its role and influence throughout the product life cycle.

Personal Skills (Social Competence and Self-competence):

- Team-oriented processing of examples and case studies in the field of product management.
- Communication and presentation of results from individual and group work.

Course Content

- Definition of the role of product management with its tasks and objectives.
- Integration of product management into different product development models and its interfaces to other roles and areas in the company.
- Requirements and market analysis and ways to generate new product ideas.
- Product portfolio management
- Development and derivation of an appropriate product development strategy and product roadmap.
- Influence in the product marketing mix and establishment of marketing strategies.
- Participation and influence in the product development process and product life cycle.
- Product launch opportunities and subsequent control.
- Digital business transformation and its influence on product management.
- Different characteristics and lifestyles of product management in the enterprise: Startup vs. SME vs. corporation.

Teaching Material / Reading

- Gorchels L.: Product Manager's Handbook - The Complete Product Management Resource, second edition; The McGraw-Hill Companies; 2000.
- Steinhardt G.: The Product Manager's Toolkit®; Springer, 2017.
- Anon J. und Villaumbrosia C. G.: The Product Book; Product School, 2017.
- Nandakumar M.: Lean Product Management - Successful products from fuzzy business ideas; Packt Publishing, Limited, 2018.
- Ellis G.: Project Management in Product Development; Elsevier, 2106.
- Barkley B. T.: Project Management In New Product Development; The McGraw-Hill Companies, 2008.
- Martinelli R. J. and Milosevic D. Z.: Project Management Toolbox 2nd Edition; Wiley, 2016.
- Herrmann A. und Huber F.: Produktmanagement Grundlagen – Methoden – Beispiele, 3., vollständig überarbeitete und erweiterte Auflage; Springer, 2013.

Internationality (content-related)		
Product Management usually comprises the development and management of products for and in international markets, including e.g. technical and managerial issues in international contexts		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*¹⁾	Type/Scope incl. Weighting *²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Group project with individual presentations: Elaboration of a topic/case study	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

*¹⁾ Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*²⁾ Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Sensors for Smart Systems

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	2.3	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Kris Dalm			Arno Erzberger	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Digital Technology</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; case studies; practical exercise; demonstration		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes						
Learning Outcomes						
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:						
<p>Professional skills and competencies:</p> <ul style="list-style-type: none"> - know structure and basic elements of sensors - know physical sensor principles - know physical signal transmission - evaluate performance and accuracy of sensors - evaluate sensor specifications - know costs and prices of sensor solutions - know sensor system interfaces (electrical and mechanical) - evaluate sensor system integration - know and evaluate disturbances variables and the related system impact. <p>Methodological skills and competencies:</p> <ul style="list-style-type: none"> - decide if a sensor is necessary in the system or not - decide what kind of sensors are necessary in the system - cost-benefit consideration in sensor selection and design - question and evaluate sensor specifications, requirements and performance <p>Personal skills and competencies: systematically and competently communicating commercial and technical sensor requirements with product developers and sensor suppliers.</p>						
Course Content						
This module provides students with a comprehensive overview of the broad field of sensors for smart systems in the lecture, covering functional principles, signal processing, interfaces and applications. The various sensors are presented systematically. Basic concepts for sensing requirements and performance are presented, and costs and prices for sensor deployment are evaluated. In addition to the technical/physical understanding and resulting costs, the ability to communicate professionally with both sensor/system developers and sensor suppliers is provided. A detailed practical example with live-demonstration of a technical/commercial sensor design is developed, evaluated and alternative solutions are considered. Solutions for various sensor tasks are worked out and presented by individual student groups.						
Teaching Material / Reading						
Jacob, Fraden, "Handbook of Modern Sensors", Springer Verlag Olfa, Kanoun, Nabil, Derbel, Faouzi, Derbel "Sensors, Circuits & Instrumentation Systems", De Gruyter						
Internationality (content-related)						
The course content is internationally and universally relevant and applicable.						
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)						
<table border="1"> <thead> <tr> <th>Form of Examination*¹⁾</th> <th>Type/Scope incl. Weighting *²⁾</th> <th>Learning Objectives/Competencies to be Assessed</th> </tr> </thead> <tbody> <tr> <td>Written Exam (KI90)</td> <td>Written Exam, 90 minutes Information about multiple-choice questions and a possible bonus system will be provided starting in the semester the module is taught for the first time</td> <td>With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.</td> </tr> </tbody> </table>	Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed	Written Exam (KI90)	Written Exam, 90 minutes Information about multiple-choice questions and a possible bonus system will be provided starting in the semester the module is taught for the first time	With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed				
Written Exam (KI90)	Written Exam, 90 minutes Information about multiple-choice questions and a possible bonus system will be provided starting in the semester the module is taught for the first time	With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.				

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Communication Technology

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	2.4	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester	36
Module Convenor			Professor / Lecturer	
Prof. Dr. Kris Dalm			Prof. Dr. Kris Dalm	
Prerequisites*				
None; * Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Digital Technology</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; case studies; practical exercise; demonstration		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes
<p>After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:</p> <p>Students will be able to describe the components and functions of communications technologies required for IoT and industrial communication.</p> <p>Professional skills:</p> <ul style="list-style-type: none"> Basics of communication technology Communication in Smart Factories and Industry 4.0 environments Knowing relevant parameters of wired and wireless communication technologies Usage and application of communication technologies Automation basics and digital technology Condition monitoring using communication technologies <p>Methodological skills:</p> <ul style="list-style-type: none"> Ability to develop automation applications Being familiar with OSI and TCP/IP models Knowing automation pyramid <p>Personal Skills (Social Competence and Self-competence):</p> <p>Ability to understand communication technologies and implementation in personal and industrial environments.</p>

Course Content
<ul style="list-style-type: none"> - Introduction to communication technology - Industry 4.0 and automation - PLC - Automation development and communication basics - Basic communication technologies - Network technologies - Industrial and mobile communication technologies

Teaching Material / Reading
<ul style="list-style-type: none"> • Karaali. Grundlagen der Steuerungstechnik: Einführung mit Übungen. 2018. • Tapken. SPS Theorie und Praxis: mit Übungsaufgaben und Programmier- und Simulationssoftware. 2020. • Bök, Noack, Müller, Behnke. Computernetze und Internet of Things. 2020. • Sadiku, Akujuobi. Fundamentals of Computer Networks. 2022. • Sauter. Grundkurs Mobile Kommunikationssysteme. 2018.

Internationality (content-related)
The course content is internationally and universally relevant and applicable.

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/ Competencies to be Assessed
Written Exam (KI90)	Written Exam, 90 minutes	With the exam, all of the above-mentioned competencies are tested.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Production Technology

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	2.5	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Kris Dalm			Andreas Dörner	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Digital Technology</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; case studies; practical exercise; demonstration		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes		
<small>Learning Outcomes</small>		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Professional Skills: <ul style="list-style-type: none"> ○ Based on a broad and integrated knowledge of various manufacturing processes and current trends like Industry 4.0, students will be able to evaluate suitable alternative manufacturing processes for production. In doing so, students know how to take into account quality, economic efficiency and flexibility as well as the economical use of resources. ○ students are able to plan suitable manufacturing processes for products and their components using the manufacturing technologies and related information systems (e.g., MES, ERP, PLM) as well as analytical approaches. • Methodological Skills: <ul style="list-style-type: none"> ○ students can review and evaluate manufacturing processes using in-depth subject-oriented methodological knowledge. This includes, for example, the evaluation of occurring process forces or predicting tool life. • Personal Skills (Social Competence and Self-competence): <ul style="list-style-type: none"> ○ students are able to work in a team of experts on questions of production technology in a responsible manner and to solve complex subject-related problems in a team. 		
Course Content		
<ul style="list-style-type: none"> - Basics of Production Management - Production Technology Basics - Additive Manufacturing - Industry 4.0 & Smart Factory - Information systems for production (MES, ERP, PLM) - Analytics & Maintenance Approaches for Factories 		
Teaching Material / Reading		
Teaching material and recommended reading will be communicated via Moodle		
•		
Internationality (content-related)		
The course content is internationally and universally relevant and applicable.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination ^{*1)}	Type/Scope incl. Weighting ^{*2)}	Learning Objectives/ Competencies to be Assessed
Written Exam (KI90)	Written Exam, 90 minutes Bonus system: There is the possibility of grade improvement (German: "Notenverbesserung") through voluntary performances during the course. By preparing a presentation of a short relevant topic according to the semester-specific list of offers, a bonus of max. 10 % of the total number of points attainable in the written examination can be added in the same semester to the points actually attained in the written examination. The grade calculation then refers to the total points, whereby more than a grade of 1.0 cannot be achieved. The bonus points apply only in the semester in which they are earned. The list of offers is presented at the beginning of the semester and a registration deadline for the acceptance by the students will be announced. The offer exists only in semesters in which a course is offered by the lecturer. There is no individual entitlement for students to an offer such an extra ((German: "Notenverbesserung") by the lecturer.	With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Innovation and Technology Lifecycle Management

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	2.6	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester, start expected in 2024/25	60
Module Convenor			Professor / Lecturer	
Prof. Burkhard Stolz			The module will be taught as part of the Ukrainian-German Teaching Week within the DILLUGIS projects. Details will be available via this link https://www.oth-aw.de/en/studies/study-offers/study-programmes/bachelor/digital-technology-management/dillugis-project/	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Digital Technology</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lecture; case studies; practical exercise; demonstration in computer lab		Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Presentation and knowledge of the basic theories. • Application of the corresponding instruments of technology and innovation management in an international context • They can support an innovation project in the areas of planning, organising, managing and processing • They are able to define the goals of a development project and use the right methods to achieve these goals • They reflect their actions, being aware of the social, economic, ecological and ethical impacts • They promote the development of new technologies and products by a technology assessment methodology 		
Course Content		
Product development process, product life cycle, technology assessment, options and basic strategies, tools for grasping future developments, organisation of processes, control and measurement of innovation success, promotion of innovation, patents, licences, joint ventures, future developments.		
Teaching Material / Reading		
Technologiemanagement: Schuh: Springer Verlag, 2011, 2. Auflage; Innovationsmanagement: Schuh: Springer Verlag, 2010, 2. Auflage; Managing Global Innovation; Boutellier, Gassmann; Springer Verlag, 2008, 3. Auflage; Handbuch Technologiemanagement; Zahn; Schäffer Poeschel Verlag, 1995, 1. Auflage; Integriertes Forschungs- und Entwicklungsmanagement; Weule; Hanser Verlag, 2001, 1. Auflage		
Internationality (content-related)		
The content is dedicated to be used in an international context.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*¹⁾	Type/Scope incl. Weighting *²⁾	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Details will be provided starting in the semester the module is taught for the first time.	With the module work, all of the above-mentioned competencies are tested.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

3 Management

Fundamentals of Business Administration			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	3.1	Mandatory	5
Location	Language	Duration of Module	Frequency of Module
Weiden and/or online	English	One Semester	Winter Semester
Module Convenor		Professor / Lecturer	
Prof. Dr. Dr. Stefanie Steinhauser		Julia Rank	
Prerequisites*			
None			
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.			
Usability	Teaching Methods	Workload	
This module is part of the module group <i>Management</i> in the Digital Technology and Management bachelor program. Compatibility with other programs of the university is to be examined individually.	Lecture, exercises, guest lecture	Contact time:	60 h
		Self-study:	90 h
		Total workload:	150 h
Learning Outcomes			
Learning Outcomes			
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:			
<ul style="list-style-type: none"> • Professional Skills: <ul style="list-style-type: none"> ○ Students know basic business administration and management terms, functions and structures. Students will know and apply selected methods for decision-making and for assessing business management situations with quantitative and qualitative background. ○ Students are familiar with the relevant relationships between companies and the environment as a result of constitutive decisions within the framework of corporate management. ○ Students understand the integration of companies in a global market environment. • Methodological Skills: <ul style="list-style-type: none"> ○ Students apply selected methods of analysis and decision-making in practical case studies of low to medium complexity. • Personal Skills (Social Competence and Self-competence): <ul style="list-style-type: none"> ○ Students are familiar with the appropriate language for personal communication and discussions in selected business management contexts. ○ Students analyse, interpret and structure simple practical business issues in small group teamwork. 			
Course Content			
The course "Fundamentals of Business Administration" introduces you to the main concepts of Business Administration ("Betriebswirtschaftslehre") from a managerial perspective. The course requires no specific prerequisites.			
<ul style="list-style-type: none"> - Introduction: Why we do business, Corporate goals and objectives, - Organizational structure and design - Management: Fundamentals, Management functions, Strategic management - Human resources - Corporate Culture - Change and Innovation 			
Teaching Material / Reading			
Detailed bibliographical information will be provided in the respective semester script!			
Internationality (content-related)			
The course content is internationally and universally relevant and applicable.			
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)			
Form of Examination*1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed	
Written Exam (KI90)	Written Exam, 90 minutes Information about multiple-choice questions and a possible bonus system will be provided via Moodle and explained in the first lecture.	With the exam, all of the above-mentioned competencies are tested.	

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Principles of Accounting and Finance

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	3.2	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Dr. Stefanie Steinhauser			Dr. Thomas List	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Management</i> in the Digital Technology and Management bachelor program. Compatibility with other programs of the university is to be examined individually.		Lecture, seminar with exercises, guest lecture, computer exercise		Contact time: 60 h Self-study: 90 h Total workload: 150 h

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

Professional and Methodological Skills:

- Have an overview of the elements and functions of managerial and cost accounting.
- Describe basic instruments of managerial and cost accounting, apply them to simple business cases and derive implications from the results
- know the basics and gain fundamental skills for preparing and analysing annual financial statements and management reports.
- understand the fundamentals of balance sheet analysis and are able to calculate relevant key figures and analyse balance sheets at a low to medium level of complexity.
- can systematically collect and evaluate relevant cost information in order to subsequently apply it to determine cost rates or calculations (application and system competence).
- can identify problems in the determination of costs and calculation in practice with the acquired instrumental knowledge and solve them at least with simple approaches (problem-solving competence).
- know the basics of corporate finance and the types and special features of financial decisions and can describe them.
- explain the basics of investment decisions and selected investment calculation methods.
- select classic methods of investment calculation and corporate finance to solve practical business problems of low to medium complexity.
- analyse, interpret, structure and solve practical questions and tasks relating to corporate finance and the assessment of investment projects.

Personal Skills (Social Competence and Self-competence):

- use the technical language of business administration in assignments, for later personal communication and discussion skills in financial and investment accounting topics.
- analyse, interpret and structure practical business issues relating to corporate finance and the assessment of investment projects working individually or in small teams.

Course Content

- Tasks and basic terms of external and internal accounting
- cost accounting
- managerial accounting
- Basic terminology of the financial industry, objectives and instruments, e.g. financial ratios, finance plan.
- Capital requirements and forms of capital; types of financing; financing rules; substitution of financing, credit security.
- Practice of financial planning; liquidity planning; basics of investment management; most important procedures of static and dynamic investment calculation; types of investment; investment planning; qualitative assessment of investments.

Teaching Material / Reading

Detailed bibliographical information will be provided in the respective semester script!

Internationality (content-related)

The course content is internationally and universally relevant and applicable.

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Written Exam (KI90)	Written Exam, 90 minutes Information about multiple-choice questions and a possible bonus system will be provided via Moodle and explained in the first lecture.	With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Business Processes Management

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	3.3	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester (for winter availability, please contact the module convenor)	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Matthias Lederer			Prof. Dr. Matthias Lederer	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Management</i> in the Digital Technology and Management bachelor program. Compatibility with other programs of the university is to be examined individually.		Lecture, seminar with exercises, computer exercise		Contact time: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Professional and Methodological Skills: <ul style="list-style-type: none"> ○ Define and describe important terms and concepts in the field of business processes. ○ Use methods of business process modelling. ○ Recognize possibilities for the optimization of business processes and plan their realization. ○ Execute the most important software-based core business processes of a company. ○ Capture the context and the integration of the most important production-related data, functions and documents in business. ○ Identify, collect, assess and transfer relevant and necessary data for the software-supported execution of real business processes. • Personal Skills (Social Competence and Self-competence): <ul style="list-style-type: none"> ○ The students approach their own projects in an open and structured way. ○ They are familiar with intervention techniques in organisations and are able to use them. ○ They are able to work and communicate cooperatively as a team in order to solve a problem in the field of process management in a joint discussion. ○ And they can independently expand and deepen the acquired knowledge and competences. 		
Course Content		
<ul style="list-style-type: none"> • Fundamentals of business process management, process modeling, process optimization and process execution • Business Process Modeling with different modeling techniques (e.g., EPC, BPMN) • Methods of process design, process optimization • Usage of current BPM tools • Structure, sub-processes and activities of operational, production-related business processes • Dissemination and functionality of operational planning systems as actors of a business process • Relevant data types and sources for software-supported business processes • Types of integration in the context of software-supported business processes • Business analysis 		
Teaching Material / Reading		
<ul style="list-style-type: none"> • Allweyer, T. (2015): BPMN 2.0 - Introduction to the Standard for Business Process Modeling, 2nd edition, Norderstedt: Books on Demand. • Dumas, M./La Rosa, M./Mendling, J./Reijers, H.A. (2018): Fundamentals of Business Process Management, 2nd edition, Berlin: Springer. • Ganesh, K./Mohapatra, S./Anbuudayasankar, S.P./Sivakumar, P.: Enterprise Resource Planning, Cham: Springer International AG • Laudon, K. C./Laudon, J.P. (2018): Management Information Systems, 15th edition, Harlow: Pearson Education Limited. • Scheer, A. W. (2000). ARIS—business process modeling. Springer Science & Business Media. 		
Internationality (content-related)		
The course content is internationally and universally relevant and applicable.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*1)	Type/Scope incl. Weighting *2)	Learning Objectives/ Competencies to be Assessed
Written Exam (KI90)	Written Exam, 90 minutes	

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Marketing and Sales

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
		Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Prof. Dr. Julia Heigl	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Management</i> in the Digital Technology and Management bachelor program and part of the module group <i>Economics</i> in the Industrial Engineering bachelor program. Compatibility with other programs of the university is to be examined individually.		Lecture, seminar with exercises, guest lecture, project work, practical applications using software		Contact time: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

Professional skills:

- Students know the principles, basic analytical methods, main strategies and instruments of B2B marketing. In particular, they can describe the essential elements of marketing planning in B2B business as well as the importance of segmentation and customer prioritization, describe possible marketing strategies and starting points for defining value propositions, describe possible instruments for their operational implementation (product/service, price, communication) and know basic KPIs of marketing controlling.
- Students describe the operational sales process and know suitable instruments and methods for identifying targets and winning and developing customers.
- They reflect in a differentiated manner on the effects of digitalization on marketing and sales with regard to opportunities and risks.

Methodological skills:

- Students apply typical instruments of customer, market and competition analysis in simple case studies.
- Based on their analysis, they develop suitable marketing strategies, value propositions and sales concepts.
- They select suitable instruments of the marketing mix and apply these to case studies.
- They know key market, marketing and sales figures and apply these in case studies and data sets.
- They use phase-specific sales planning and sales tools.

Personal skills:

- Practical skills in sales presentation, relationship building, and effective negotiation strategies
- A grasp of ethical considerations in marketing and sales, with the ability to identify and navigate ethical dilemmas.
- Improved communication skills, both written and verbal, essential for effective marketing and sales interactions.

Course Content

- Special features of marketing in B2B (e.g. decision-making process, investment/life cycle approach)
- Market and customer planning: procedure, methods and instruments
- Strategies in B2B marketing and value proposition design
- Product (group) management, importance of services, opportunities through digitalization in product and service policy
- Price management
- Traditional vs. digital communication measures
- Marketing controlling
- Fundamentals and core process of sales management
- Acquiring new customers and initiating business
- Buying center analyses and management
- Checking inquiries and preparing offers
- Value selling
- Fundamentals of sales talks and negotiations
- Customer relationship management, customer retention and loyalty measures

Teaching Material / Reading

- Will be provided in due time via Moodle

Internationality (content-related)		
The course content is internationally and universally relevant and applicable. Companies from around the world will serve as example for case studies and practical examples.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination^{*1)}	Type/Scope incl. Weighting^{*2)}	Learning Objectives/Competencies to be Assessed
Written Exam (90 minutes)	<p>Written exam, duration 90 minutes (100 points)</p> <p>Reference to bonus system: A maximum of 20 points can be earned by independently completing accompanying exercises and case studies. The tasks and their due dates will be published in Moodle during the semester and must be submitted there by the deadline. Participation in the bonus system is voluntary. If the module examination is not passed, the bonus earned is forfeited. It is not possible to transfer bonus points to repeat examinations.</p>	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Business Simulation

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	3.5	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester, start expected in 2024	60
Module Convenor		Professor / Lecturer		
Prof. Dr. Julia Heigl		Prof. Dr. Julia Heigl		
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Management</i> in the Digital Technology and Management bachelor program. Compatibility with other programs of the university is to be examined individually.		Lecture, project work, practical applications using software		Contact time: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

- **Professional and Methodological Skills:**
 - Ability to apply central instruments of operational and strategic planning and control in the context of a business simulation
 - systematically collect, interpret and evaluate relevant information
 - Analyse company data and synthesise it logically and coherently
 - Identify profitability problems and develop solutions based on the acquired knowledge of instruments
 - use selected key figures to plan material and cash flows and marketing
- **Personal Skills (Social Competence and Self-competence):**
 - Reflect on the actions of management ethically and in relation to diverse stakeholders.
 - Work in groups, split tasks
 - present and defend business decisions and actions in a professional manner

Course Content

Business game incl. repetition and deepening of theoretical basics and reflection.
The students take on the role of the management board and compete in teams.
Complex decision-making situations (including competitive strategies, portfolio management, defining product characteristics, price, sales and communication, production and resource planning, investment decisions and financing, personnel management, raw material purchasing and logistics) are prepared and processed with information support in the group.
Decisions are made on the basis of business analyses (including financial reports: balance sheet, income statement, cash flow statement, segment report; cost accounting; management with key figures on profitability, liquidity, financing, asset structure) and calculations. The students receive or develop planning and control tools for this purpose.
The students prepare elaborations on strategic decisions and capital market decisions. The business game concludes with the simulation of a general meeting.

Teaching Material / Reading

Script, exercises and further information are made available via the learning management system "Moodle". A registration for the course is therefore required. The password will be announced in the first session.

Internationality (content-related)

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Project Work in Groups 50% Presentation, similar to board presentation at annual shareholder meeting 50% written report, similar to Management's discussion and analysis of financial condition and results of operations (MD&A)	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

4 Integrative Modules

Project Management and Agile Methods

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	4.1	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Kris Dalm			Prof. Dr. Kris Dalm / Peter Cizek	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Integrative Modules</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.				Contact time/coaching: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

- **Professional and Methodological Skills:**
 - The students know the basic methods and tools of project management.
 - They are able to select the appropriate ones for a given context.
 - They can apply these methods and tools flexibly to projects.
 - They are able to manage their own projects responsibly.
 - They are prepared to deal with the dynamics of a real project.
- **Personal Skills (Social Competence and Self-competence):**
 - The students approach their own projects in an open and structured way.
 - They are able to work and communicate cooperatively as a team to manage a project together.
 - They have the ability to independently expand and deepen the acquired knowledge and competences.

Course Content

- Function, types, contents and processes of conventional project management
- Content and use of basic project documents such as project proposal, project order, work-breakdown-structure and Gantt-chart
- Process and resource planning in projects
- Use of an IT-tool with exercises for project planning and control
- Communication, teamwork, self-reflection and versatility in projects
- Introduction and practice of agile project management methods

Teaching Material / Reading

- Project Management Institute: „A Guide to the Project Management Body of Knowledge: PMBOK Guide“, B&T, 2004
- Bibik, I.: „How to kill the Scrum Monster“, Springer Verlag, 2018
- Aken van, J./Berends, H./Bij van der, H. (2012): Problem solving in organizations. A methodological handbook for business and management students. Cambridge: Cambridge University Press.
- Campell, C. (2007): The One-Page-Project Manager, Communicate and manage any project with a single sheet of paper. Hoboken: Wiley.
- Easterby-Smith, M./Thorpe, R./Jackson, P.R. (2015): Management & Business Research, 5th edition, Los Angeles: SAGE.
- Hermarij, J. (2016): The Better Practices of Project Management. Based on the IPMA Competences, 4th edition, Amersfoort: Van Haren Publishing.

Internationality (content-related)

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	<i>Details to follow in the semester the module is taught for the first time</i>	The form of examination covers the above mentioned professional and methodological skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Logistics 1

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	4.2	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	1 semester	Each summer semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr.-Ing. Günter Kummetersteiner			Harald Weber	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Integrative Modules</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lectures with integrated practical demonstrations and exercises		Contact time: 60 h Pre- and post-processing: 50 h Exam preparation: 40 h Total 150h

Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological, and personal skills and competencies:		
<ul style="list-style-type: none"> • Professional Skills: <ul style="list-style-type: none"> ○ Knowledge on logistics: Terms, problem statements, tasks, and common methods. ○ Ability to explain and use selected calculation methods. ○ Understand logistical principles and opportunities offered by an SAP ERP system (ECC 6.0 and S/4HANA). • Methodological Skills: <ul style="list-style-type: none"> ○ Ability to know and rate different options and to consult regarding usability in different scenarios. ○ Ability to use logistics theories in practice, i.e., execute material requirements planning in an SAP ERP system. • Personal Skills (Social Competence and Self-competence): <ul style="list-style-type: none"> ○ Ability to plan and execute typical logistics tasks from the perspective of different roles. ○ Ability to discuss with stakeholders and logistics experts on professional level. ○ Ability to collaborate as a competent interdisciplinary project team member for common logistics topics. 		
Course Content		
<ul style="list-style-type: none"> • Introduction in logistics and logistics components of SAP ERP • Product and production planning • Production • Procurement logistics • Inventory management • Distribution logistics • Quality management (optionally) • Recent trends and outlook 		
Teaching Material / Reading		
Presentation script, further exercises, further training material used or recommended in lessons.		
Internationality (content-related)		
Much of the content covered is of relevance worldwide. One objective is to illustrate how logistics could help regarding competitiveness in a globalized world. Legal specifics of countries are not mentioned. ERP systems like SAP S/4HANA are used globally, especially in bigger companies. The terms used are valid in international context.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Written examination (K190)	90 min. (Weighting: 100%)	The written examination assesses the entire learning contents and competence profiles.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Industrial Engineering

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	4.3	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Kris Dalm			Andreas Dörner	

Prerequisites*

None

* **Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.**

Usability	Teaching Methods	Workload
The module is part of the module group <i>Integrative Modules</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.	Lectures with integrated practical demonstrations and exercises	Contact time: 60 h Self-study and exam preparation: 90 h Total workload: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

- **Professional Skills:**
 - Students will be able to explain the essential basics and core functions of operational performance (focus: production of goods) and their interrelationships.
 - They can apply selected calculation methods.
- **Methodological Skills:**
 - Students can comprehend technical contents and use them in a problem-oriented manner.
- **Personal Skills (Social Competence and Self-competence):**
 - Students can participate in discussions on the topic using the specific vocabulary.

Course Content

Basic documents (drawings, parts lists, work plans) and essential tasks of order processing in manufacturing companies, i. a. from the areas of work planning, purchasing, production and assembly.

-

Teaching Material / Reading

Scripts, exercises, review questions, additional media (photo, video, ...)

Internationality (content-related)

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Written Exam (KI90)	Written Exam, 90 minutes Information about multiple-choice questions and a possible bonus system will be provided starting in the semester the module is taught for the first time	With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.

*¹⁾ Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*²⁾ Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Ethics in Business and Technology

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	4.4	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Dr. Alexander Herzner / Georg Klampfl	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Integrative Modules</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Lectures with integrated practical demonstrations and exercises, project work		Contact time/coaching: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

- Understanding of the concept of values, morality, as well as cultural beliefs and upbringing in all areas of business and technology
- from consumer rights to corporate social responsibility.
- Ability to reflect upon consequences of decisions made.
- Understanding of consumers' today expectations and demand for integrity, honesty, and transparency in all levels of their environment.

Part A: Business Ethics

- Identify, describe, and explain, business ethics and its importance to business.
- Identify, understand, explain, and critically analyse, current ethical issues in business.
- Identify, describe, explain, and critically analyse, current theory on ethical theory and ethical decision-making.
- Identify, describe, explain, and critically analyse, common management practices designed to facilitate and encourage ethical business.

Part B: Technology Ethics:

- define the term and the associated subject area of technology ethics and relate it to the social challenges of new technologies.
- be familiar with ethical decision-making models in the context of technology ethics and apply these to case studies.
- develop and apply appropriate evaluation and consideration criteria for (new) innovative technologies.
- develop their own ethical position on technology ethics and apply it in ethical-argumentative discussions.
- understand the content of technology assessment and develop an understanding of future relevant developments in technology ethics

Course Content

Ethical reflection on the impact of digitalisation in different areas of the economy and society

Part A: Business Ethics

- Introduction to Business Ethics
- Framing Business Ethics: Corporate Responsibility, Stakeholders, and Citizenship
- Reading
- Evaluating Business Ethics: Normative Ethical Theories
- Making Decisions in Business Ethics: Descriptive Ethical Theories
- Managing Business Ethics Tools and Techniques of Business Ethics Management

Part B: Technology Ethics:

- Introduction to part "Technology Ethics", overview of relevant application areas and choice of topic for seminar paper
- Ethical decision-making models in the context of technology ethics
- Application of theoretical models to technical-ethical questions, ethical aspects of digital technologies
- Technology assessment and Quo Vadis technology ethic

Final presentation and discussion of the seminar paper

Teaching Material / Reading

Part A: Business Ethics

- On-demand Videos in Moodle.
- Crane, Matten et. al. (2016): Business Ethics, Oxford University Press
- Brown, A. (2003): The ethical Process, Prentice Hall
- Velasquez, M. G. (2014). Business Ethics (7. ed.). Pearson.

Part B: Technology Ethics:

- Dörr, S. (2021): Corporate Digital Responsibility – Managing Corporate Responsibility and Sustainability in the Digital Age, Berlin: Springer Verlag GmbH
- Kefi, H. (2015): Information Technology Ethics – Concepts and Practices in the Digital World, Newcastle: Cambridge Scholars Publishing
- Siep, Ludwig (2022): Ethics and the limits of technology, Paderborn: Brill mentis

- van de Poel, I.; Royakkers, L. (2011): Ethics, Technology, and Engineering - An Introduction, 1st Edition, Chichester, West Sussex: Wiley-Blackwell.
- Werthner, H., Ghezzi, C., Kramer, J., Nida-Rümelin, J. (2024): Introduction to Digital Humanism – A Textbook, 1st Edition, Cham: Springer Nature Switzerland

Internationality (content-related)

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Module work (ModA)	100 % weighting, proven by seminar paper (written + oral) for freely selectable ethical issues in technology: -written elaboration (approx. 10 pages) -Presentation of the results (30-minute presentation incl. discussion) -Shooting of a 1-minute summary video (reflection on the presentation and the lecture)	The form of examination covers the above mentioned professional and methodological skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Entrepreneurial Project 1: Developing a Digital Solution

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	4.5	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester, start expected 2024/25	30
Module Convenor		Professor / Lecturer		
Prof. Dr. Kris Dalm		Prof. Dr. Kris Dalm		
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Integrative Modules</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Guided project work		Contact time/coaching: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

In this module, students develop digital solutions based on innovations and questions from industrial companies. Students work solution-oriented in order to develop a digital solution. The procedure starts with understanding the issues, planning the project professionally based in project management tools, developing the solution (e.g. in form of a prototype) and presenting it to the "customer". Finally, usability and acceptance engineering will be conducted based on the developed prototype. The projects can also be self-invented.

Professional and Methodological Skills:

- Applied project management (classic and agile)
- User-centered development and design
- (Rapid)-Prototyping
- Acceptance engineering
- Usability engineering

Personal Skills and Competencies:

- Interaction with real industrial questions
- Communication with industrial companies
- Critically reflect upon own ideas
- Solution-driven thinking
- Presentation skills

Course Content

- Applied project management (classic and agile)
- User-centered development and design
- (Rapid)-Prototyping
- Acceptance engineering
- Usability engineering
- Presentation

Teaching Material / Reading

- Greene: Entrepreneurship Theory and Practice. 2020. ISBN 978-1137589552.
- Adithan: Rapid Prototyping. 2015. ISBN 978-8126920556.
- Brooke, J. (1996) SUS - A quick and dirty usability scale, Usability Evaluation in Industry.
- Weiss, A., Bernhaupt, R., Lankes, M. and Tscheligi, M. (2009) The USUS evaluation framework for human-robot interaction, Proc. of AISB 09. 4. 11-26.

Internationality (content-related)

Students develop digital solutions in cooperation with international companies.

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination ^{*1)}	Type/Scope incl. Weighting ^{*2)}	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Project Work in Groups, including final presentation and documentation	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Entrepreneurial Project 2: Business Plan for a Digital Solution

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	4.6	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester, start expected in winter 2024/25	30
Module Convenor			Professor / Lecturer	
Prof. Dr. Dr. Stefanie Steinhauser			N.N.	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Integrative Modules</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Seminaristic lecture, team work		Contact time/coaching: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Know the important concepts and instruments of entrepreneurship. • Identify and understand the determinants of successful entrepreneurship and apply them. • Find, analyse and evaluate business ideas in a systematic process. • Develop and evaluate alternative solutions to individual modules of a business plan and select the best possible solution alternative with regard to the success potential of the business idea. • Understand the interactions between the planning modules of a business plan and adjust the planning parameters accordingly. • Present a convincing business idea for potential investors. 		
Course Content		
Team project continued: business plan, commercialisation and business model for developed digitisation solution.		
<ul style="list-style-type: none"> • Finding ideas for an innovative and sustainable business idea and evaluating them with regard to their prospects of success. • Methods for the development of a business plan. • Linking elementary economic basic functions (e.g. planning, evaluating, analysing consequences, adjusting planning parameters) along the steps to create a business plan for a business idea in an iterative process. • Development of a business plan containing all essential components for the documentation and presentation of a business idea to potential investors: <ul style="list-style-type: none"> o Trigger, Background o Product and service o Customer benefits and USPs (Unique Selling Proposition) o Entrepreneur team o Market and competition o Target groups, marketing and sales o Business system and organization o Timetable for implementation o Opportunities and risks o Financial plan and financing 		
Teaching Material / Reading		
<ul style="list-style-type: none"> • Abrams, R. (2014): Successful Business Plan, 6th edition, Redwood City, CA: Planning Shop. • Pinson, L. (2014): Anatomy of a Business Plan, 8th edition, Tustin, CA.: Out of Your Mind & Into The Marketplace. • Schwetje, G./Vaseghi, S. (2007): The Business Plan, Berlin: Springer. 		
Internationality (content-related)		
Students are encouraged to develop ideas that have the potential for a potential international commercialization; Entrepreneurship, business plans and business models are universally relevant topics.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Project Work in Groups -Details to follow-	The group project is used to test the practical learning content and competence profiles

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system

Research Project

DRAFT VERSION – Details to follow

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	4.7	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Each semester, start expected in summer 2025	
Module Convenor		Professor / Lecturer		
Prof. Dr. Dr. Theresa Götz		Depending on the project		
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Integrative Modules</i> of the Digital Technology and Management Bachelor's degree program. The usability in other courses of study must be checked in each individual case.		Project work, self study, lab/field study		

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Application of specific managerial and/or technical knowledge and corresponding methods in a research context.		
Course Content		
<p>In this course, students are expected to develop a research project, a focused, concrete program related to their area of interest. The project should have a causal component.</p> <p>Since research is neither a quick, nor a consistent process, a set of exercises will be assigned throughout the semester to help facilitate your writing of the project. The process will help develop and prepare student topics for their bachelor thesis. Given the research process is rarely, if ever, a linear or consistent progression upward, students MUST put in full effort early in the semester.</p> <p>Part I: Problem Statement</p> <p>In writing the first assignment, students are expected to select an issue of interest and prepare a statement about the issue selected. It consists of turning a topic of interest into a research problem, i.e. something researchable with findings that have the potential for application in the field of digital technology and/or management.</p> <p>Part II: Conceptual Framework</p> <p>It consists of developing theory and logic model that allows the researcher the possibility of answering their research problem.</p> <p>Part III: Research Design</p> <p>Identify any 3 measurement indicators that will help answer your research question/hypothesis. Identify the purpose (what information are you seeking and how will it be used), data source (secondary or primary, collection method), target population (unit of analysis), sampling (how will participants be selected), variable type (dummy, nominal, ordinal, ratio, or scale), and weaknesses.</p> <p>Add one paragraph discussing ethical issues that might arise due to your research design.</p> <p>Part IV: Evaluation</p> <p>Part V: Research Presentation</p>		
Teaching Material / Reading		
Will be provided by the lecturer		
Internationality (content-related)		
Students are encouraged to select topics of international relevance and applicability		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Research Project (Project Work) Part I: Problem Statement Part II: Conceptual Framework Part III: Research Design Part IV: Evaluation Part V: Research Presentation	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

5 Language and Soft Skills

English for Academic Purposes			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	5.1	Mandatory	5
Location	Language	Duration of Module	Frequency of Module
Weiden	English	One Semester	Annually in Winter Semester
Module Convenor		Professor / Lecturer	
MSc (UK), MA (USA) Amy De Vour-Schön		Dr. Lisa Mora	
Prerequisites*			
None			
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.			
Usability		Teaching Methods	Workload
This module is part of the module group <i>Language and Soft Skills</i> in the Digital Technology Management bachelor program. Compatibility with other programs of the university is to be examined individually.		Seminar with exercises (role-play exercises, partner work, group work)	Contact time: 60 h Self-study: 90 h Total workload: 150 h
Learning Outcomes			
Learning Outcomes			
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:			
Professional Skills:			
Students learn selected vocabulary and concepts and acquire skills (listening, reading, writing, speaking) used in academic settings.			
Personal Skills (Social Competence and Self-competence):			
Students acquire the necessary skills to work cooperatively in teams and present group-related results in presentations, role plays and dialogues.			
Course Content			
Preparing for Academic Study Description and Definition: Extracting key factual information Using Evidence: Identifying main ideas and supporting evidence Classification Connecting Ideas: Argumentation Describing Processes: Predicting content and using signposting language Comparison and Contrast Fact and Opinion Developing an Argument Cause and Effect Evaluation Independent Learning: Summarizing information			
Teaching Material / Reading			
De chazal, Edward & McCarter, Sam. Oxford EAP: A course in English for Academic Purposes, Upper-Intermediate B2, Oxford University Press (2012) Hewings, Martin. Cambridge Academic English, An integrated skills course for EAP. Upper Intermediate, Cambridge University Press (2012) Note: Additional materials may be provided by instructor			
Internationality (content-related)			
English literature, international case studies and examples, international/English video, audio and guest lectures. Students also interact with other (international) students as required in course.			
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)			
Form of Examination*1)	Type/Scope incl. Weighting *2)		Learning Objectives/ Competencies to be Assessed
ModA	Learning portfolio examination Consisting of oral/written exams during the semester and one final test. <ul style="list-style-type: none"> Oral /Written exams 0.50 2 oral/written grades completed during the semester Written test 0.50 final test lasting 90 minutes Both the final test and the orals need to be passed with a 4.0 (60%) or better. The oral exams are a prerequisite to the final exam and therefore the orals need to be passed with a 4.0 or better (60% averaged together) before the final exam may be taken. Successful oral grades will remain valid for a period of four semesters.		The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Technical English

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	5.2	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Annually in Summer Semester	60 (30 per group)
Module Convenor			Professor / Lecturer	
MSc (UK), MA (USA) Amy De Vour-Schön			MSc (UK), MA (USA) Amy De Vour-Schön	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Language and Soft Skills</i> in the Digital Technology Management bachelor program. Compatibility with other programs of the university is to be examined individually.		Seminar with exercises (role-play exercises, partner work, group work)		Contact time: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Professional Skills:		
<ul style="list-style-type: none"> Students learn selected vocabulary and concepts and acquire productive skills (listening, reading, writing, speaking) used in relation to technical writing. 		
Personal Skills (Social Competence and Self-competence):		
<ul style="list-style-type: none"> Students acquire the necessary skills to work cooperatively in teams and present group-related results in presentations, role plays and dialogues. 		
Course Content		
Information Technology Electricity Control Technology Project management Lean/agile productions (PEST-L analysis) Health and Safety Global Supply chains RFID Stock Management Carbon Footprint Reduction		
Teaching Material / Reading		
Büchel, W., Carey, C., Schäfer, M. & Schäfer, W., Technical Milestones. Englisch für technische Berufe. Klett Verlag, 2013 Additional materials will be provided by instructor		
Internationality (content-related)		
English literature, international case studies and examples, international/English video, audio and where possible, guest lectures. Students also interact with other (international) students as required in course.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/ Competencies to be Assessed
ModA	Portfolio examination Consisting of oral/written exams during the semester and one final test. <ul style="list-style-type: none"> Oral exams 0.60 3 oral/written grades during the semester Written test 0.40 final test lasting 90 minutes Both the final test and the orals need to be passed with a 4.0 (60%) or better. The oral exams are a prerequisite to the final exam and therefore need to be passed with a 4.0 or better (60% averaged together) before the final exam may be taken. Successful oral grades will remain valid for a period of four semesters.	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Intercultural Communication

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	5.3	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer Semester	60
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Philipp Schädler	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Language and Soft Skills</i> in the Digital Technology Management bachelor program. Compatibility with other programs of the university is to be examined individually.		Seminar with exercises (role-play exercises, partner work, group work)		Contact time: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> Outline the most important theoretical approaches to intercultural communication. Explain the impact of one's own cultural conditioning on values, perception, expectations and behavior. Interpret the behaviour of people from different cultures considering their respective cultural values. Create and apply effective communications strategies to overcome obstacles in intercultural encounters. Analyse intercultural business encounters by applying intercultural terminology, theory and methods and adopt the own behavior accordingly. 		
Course Content		
<ul style="list-style-type: none"> Introduction and Basic Knowledge: concept of culture, cultural identity, perception and interpretation, stereotypes and prejudices. Cultural Dimensions as a theoretical framework to compare cultures Basic communication concepts Application in business: multicultural teamwork, virtual teamwork, meetings with team members from different cultures, critical incidents Negotiation as a specific form of communication 		
Teaching Material / Reading		
<p>Adler, N. J./Gundersen, A. (2008): International dimensions of organizational behavior. 5th edition, Mason: Thomson South- Western.</p> <p>Bakić-Mirić N. An Integrated Approach to Intercultural Communication. Cambridge Scholars Publishing; 2012. Accessed January 11, 2022. https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=524049&site=ehost-live</p> <p>https://web.p.ebscohost.com/ehost/ebookviewer/ebook/bmxYmtFXzUyNDA0OV9fOU41?sid=586dfd4f-52c1-4110-8f2b-3ac9b1b869cb@redis&vid=0&format=EB&rid=1</p> <p>Comfort, J./Franklin, P. (2014): The Mindful International Manager. How to work effectively across cultures, 2nd edition, London: Kogan Page.</p> <p>Fay Patel, Mingsheng Li, Prahalad Sooknanan. Intercultural Communication: Building a Global Community. Sage Publications Pvt. Ltd; 2011. Accessed January 11, 2022. https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=385324&site=ehost-live</p> <p>Hofstede, G./Hofstede, G. J./Minkov, M. (2010): Cultures and organizations. Software of the mind: International cooperation and its importance for survival. 3rd edition, New York: McGraw-Hill.</p> <p>Schroll-Machl, S. (2016): Doing business with Germans. Their perception, our perception, 6th edition, Göttingen: Vandenhoeck & Ruprecht.</p> <p>Novinger, Tracy. Intercultural Communication: A Practical Guide, New York, USA: University of Texas Press, 2021. https://doi.org/10.7560/755703</p>		
Internationality (content-related)		
Given by topic of the course		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination ^{*1)}	Type/Scope incl. Weighting ^{*2)}	Learning Objectives/ Competencies to be Assessed
Module Work (ModA)	<p>Team project for the preparation, implementation and reflection of an intercultural business situation / critical incident.</p> <p>The situation is to be acted out in the form of a role play together with a second team (duration 30 minutes, each team member must take an active role). The students represent one culture in the team, which meets a second one.</p> <p>The team, situation, culture and pairing as well as the date of the performance will be determined in the third course at the latest.</p> <p>Planning and preparation as well as the course and its critical reflection must be submitted in the form of a report (20-25 pages) on the penultimate date, each team member must make a contribution.</p>	The form of examination covers the above mentioned professional and methodological skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Basic Electives

Please note that this catalogue may change each semester. There is no claim to a repeated offer of a particular module. Additional electives may be offered and outlined in the catalogue in due time.

Students are required to complete **four** Basic Electives (Basic Elective 1-4, ID 5.4-5.7 as outlined in the curriculum) **for a total of 20 ECTS**. Different choices are recommended depending on a student's knowledge of the German language. **All Students** are recommended **to consult with the Director of the Study Program to select appropriate modules**. Participation in **any language classes other than German I-IV must be approved by the Head of the Study Program** or the deputy via formal application by **email to j.heigl@oth-aw.de**.

Students with knowledge of the German language of less than level B2.2				
In order to enable sufficient language skills to complete the practical study semester as well as participation in all elective modules, some of which are offered in German, a sufficient knowledge of the German language must be proven by a language certificate corresponding to level B2 according to the Common European Framework of Reference for Languages before entering the third study section. For this purpose, it is highly recommended that you choose the following modules:				
Recommended Basic Electives	Module ID	SWS	ECTS	Rhythm
German I (B1.1)*	BEG1	4	5	Winter and Summer
German II (B1.2)*	BEG2	4	5	Winter and Summer
German III (B2.1)*	BEG3	4	5	Winter and Summer
German IV (B2.2)*	BEG4	4	5	Winter and Summer

Students with knowledge of the German language of B2.2				
In order to enable progression to subsequent Master's degree programs, students are recommended to deepen their knowledge of the German language. For this purpose, it is highly recommended that you choose the following modules:				
Recommended Basic Electives	Module ID	SWS	ECTS	Rhythm
German V (C1.1 Part 1)*	BEG5	4	5	Summer
German VI (C1.1 Part 2)*	BEG6	4	5	Winter
<i>Two additional modules of their choice</i>	<i>(see below)</i>	<i>8</i>	<i>10</i>	<i>Winter and Summer</i>

Students who have acquired their university entrance qualification in German / Students who acquire their official B2 (better C1.1) certificate outside OTH AW			
Basic Electives (4 modules to be chosen, i.e. two each per study section 1&2)	SWS	ECTS	Rhythm
Ukrainian-German Teaching Week	4	5	Winter
Summer School on Lowering Barriers for Minority Groups in Retail	4	5	Summer
International Winter Week on Service Design	4	5	Winter
KREA Spring School on Inspirational Story Telling	4	5	Summer
International Summer School on Sustainability	4	5	Summer
International Retail Innovation Challenge	4	5	Winter
Social Entrepreneurship Project	4	5	Winter
International Short Stay	4	5	Summer/Winter
Digital Business and Information Systems: A Managerial Approach	4	5	Summer/Winter
Future Skill	4	5	Summer/Winter
MINT Skill	4	5	Summer/Winter
Green Office	4	5	Summer/Winter
Foreign Language I**	4	5	Summer/Winter
Foreign Language II**	4	5	Summer/Winter

* The detailed description of the German language courses can be found in the Module Handbook of the Language Center at <https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/>. German V and VI may either be taken as basic elective or as specialization elective, but **only with approval by the Head of the Study Program** or the deputy, and each course can only be credited once. **For all German classes, please register directly with the language center.** <https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/anmeldung/>

The detailed description of the Foreign language courses can be found in the Module Handbook of the Language Center <https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/>. However, neither German nor English classes may be selected as Foreign Language class. For advanced students, the language modules of the TM study program are also open. However, there is no claim to participation. **After having obtained approval by the Head of Study Program or the deputy, for all language classes, please register directly with the language center. <https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/anmeldung/>

Ukrainian-German Teaching Week

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BETW	Selective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	2 weeks, block	Summer Semester	10 - <i>There is neither a claim to actual realization of the module nor to participation</i>
Modul Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Team of lecturers from Ukrainian Universities	
Prerequisites*				
None, this course is on beginner's level				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		(Online) Lecture; instruction seminars; group work		Total effort: 150 h

Learning Outcomes		
Learning Outcomes Details on available modules, content, learning outcomes etc. can be found on the program's website: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/		
Course Content		
Details on available modules, content, learning outcomes etc. can be found on the program's website: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/		
Teaching Material / Reading		
Details on available modules, content, learning outcomes etc. can be found on the program's website: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/		
Internationality (content-related)		
International course taught by Ukrainian lecturers		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/ Competencies to be Assessed
Module work (ModA)	Details can be found at https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/	With this practical works, all of the above-mentioned competencies are tested.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Summer School on Lowering Barriers for Minority Groups in Retail

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BELB	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden / Geel, BE	English	One Semester	Summer Semester	Approx. 5 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Marc Clerx and international team of lecturers guided	
Prerequisites*				
Formal application to Module Convenor; details available from Module Convenor.				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Field trip, international seminar and group work		150 h

Learning Outcomes		
Learning Outcomes		
https://thomasmore.be/en/agenda/lowering-barriers-minority-groups-retail		
Course Content		
https://thomasmore.be/en/agenda/lowering-barriers-minority-groups-retail		
Teaching Material / Reading		
Will be provided in due time		
Internationality (content-related)		
This summer school is open to students and professionals from all over the world and of any kind of discipline. This will turn our Summer school into a multidisciplinary and intercultural challenge.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Project work (team task, 60 %) Reflection paper (individual task, 40 %; 15 pages, due at the end of the German lecture period)	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

International Winter Week on Service Design

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BESD	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden / international location tbd	English	One Semester	Winter Semester	Tbd <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			tbd	
Prerequisites*				
Formal application to Module Convenor; details available from Module Convenor. * Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability			Teaching Methods	Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.			Field trip, international seminar and group work	150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies: Details available from course convenor		
Course Content		
Details available from course convenor Blended intensive program consisting of online modules and a physical week from 18-22 November 2024 in Malta.		
Teaching Material / Reading		
Communicated to participants after admission		
Internationality (content-related)		
This winter school is open to students and professionals from all over the world and of any kind of discipline. This will be a multidisciplinary and intercultural challenge.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination * ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Project work (team task, 60 %) Reflection paper (individual task, 40 %; 15 pages, due at the end of the German lecture period)	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

KREA Spring School

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BEKS	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden / Helsinki	English	One Semester	Summer Semester	8 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Team of international lecturers	
Prerequisites*				
Formal application to Module Convenor; details available from Module Convenor.				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Field trip, international seminar and group work		150 h

Learning Outcomes						
<small>Learning Outcomes</small>						
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:						
creativity multicultural teamwork sustainable customer experience sustainable marketing digital storytelling coaching-based autonomous learning						
Course Content						
<p>Creativity: Krea Spring School offers you an intensive international week where students, entrepreneurs, branding professionals and university experts from all over the world come together for co-creation workshops in Helsinki. We give you the tools you need to blossom into a creative wizard in digital storytelling that fosters sustainable living and consumption. Read stories about Krea Spring School and Creative Agency Krea in English!</p> <p>Customer Experience: You will work for a client organization and learn how to analyze sustainable customer experience. Based on your analysis, you will script and produce a customer-centric story that breaths new life into the customer perspective and highlights customer experience from an inspirational angle. Our international team of coaches will help you to get the most out of your creative potential.</p> <p>Sustainable Marketing: We will make use of our strategic network of leading marketing agencies in Finland to get professional support for our storytelling projects. You will learn to produce attractive story content that inspires international audiences to engage in sustainable consumption.</p> <p>Digital Storytelling: At Krea Spring School, you get to develop hands-on experience in sustainable marketing and digital storytelling in an exciting and creative learning environment. You will craft an inspirational customer experience story for a client company as part of a multicultural team of students. Watch a Krea Spring School animated video.</p> <p>Coaching-based Autonomous Learning: Learning in Krea Spring School is based on self-directed reflection and information retrieval, fearless hands-on experimentation, and peer-to-peer learning in teams, making use of coaching-based support along the way.</p>						
Teaching Material / Reading						
tbd						
Internationality (content-related)						
<p>Multicultural Teamwork: You will become part of a fun, creative, and multicultural bunch of students from Haaga-Helia and our partner universities abroad. You will be sharing skills and knowledge in teams, solving sustainable marketing challenges together, and supporting each other at various stages of the creative process.</p> <p>The course takes place in Helsinki from 13-17 May 2024.</p>						
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)						
<table border="1"> <thead> <tr> <th>Form of Examination*¹⁾</th> <th>Type/Scope incl. Weighting *²⁾</th> <th>Learning Objectives/Competencies to be Assessed</th> </tr> </thead> <tbody> <tr> <td>Module Work (ModA)</td> <td>Project work (team task, 60 %) Reflection paper (individual task, 40 %; 15 pages, due at the end of the German lecture period)</td> <td>The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms</td> </tr> </tbody> </table>	Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed	Module Work (ModA)	Project work (team task, 60 %) Reflection paper (individual task, 40 %; 15 pages, due at the end of the German lecture period)	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed				
Module Work (ModA)	Project work (team task, 60 %) Reflection paper (individual task, 40 %; 15 pages, due at the end of the German lecture period)	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms				

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

International Summer School on Sustainability

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BESU	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer / Winter	<i>Approx. 10 from study program DTM, approx. 30 in total There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Prof. Dr. Julia Heigl and other	
Prerequisites*				
Online application incl. a motivation letter, details available from module convenor				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Lectures, guided intercultural team work		Contact time: 60h Self-study: 90h Total workload: 150h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

This 'International Summer School on Sustainability' has an equal focus on theory and practice. It involves 30 international students, 2 companies, 2 professors, several experts on sustainability, and key skills for project, and teamwork, and a multitude of advisors and helpers. We will come together to learn, experience, share, and implement sustainability concepts. Besides working on real-life projects, and profiting from virtual and in situ input sessions, students learn to cooperate in teams, and create goal-driven solutions. We will encourage 'thinking outside the box', and looking for realistic, application-oriented results.

Course Content

Acquisition and application of specific knowledge on sustainability and related concepts
Intercultural competence and working in teams

Input sessions: virtual (to be watched in preparation of or during the project work) and in situ
Project sessions with internal and external coaches
Social activities (trip to Regensburg, company visit(s), treasure hunt...)

Teaching Material / Reading

Will be provided

Internationality (content-related)

Multicultural participants, internationally relevant topics

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination*1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Module work (ModA)	<ul style="list-style-type: none"> Pre-assignment (online test, videos -> individual task, 30 %) Project work (team task, 50 %) Reflection paper (individual task, 20 %) 	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

Alternatively, in the winter semester, participation in the BIP on Circular Economy @ Thomas More Campus National Antwerp in the end of October 24 can be credited, please contact the module convenor for details.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

International Retail Innovation Challenge

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BERC	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter	<i>Approx. 5 from study program DTM, approx. 30 in total There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Marc Clerx and others	
Prerequisites*				
Formal application to Module Convenor; details available from Module Convenor.				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Lectures, guided intercultural team work		Contact time: 60h Self-study: 90h Total workload: 150h

Learning Outcomes		
<small>Learning Outcomes</small>		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
During the course, the participants develop competencies in collaborative autonomous learning, multicultural teamwork using English as a lingua franca, multi-stakeholder co-creation, design thinking, and pitching.		
Course Content		
"The International Retail Innovation Challenge" is a blended course offering a transnational learning, teaching, and training event that consists of an online module and an in-person intensive week of 3 erts held in the beginning of March 2025 in an international European location. The project will be to create an omni-channel concept that has the potential to transform the commissioning company into the future. The project will be carried out in multicultural virtual and in-person project teams of 4-5 students.		
Teaching Material / Reading		
Will be provided		
Internationality (content-related)		
Multicultural participants, internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Module work (ModA)	<ul style="list-style-type: none"> Project work (team task, 60 %) and additional tasks to acquire 5 ECTS; details available from organizers 	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Social Entrepreneurship Project

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BESE	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter	<i>Approx. 5 from study program DTM, approx. 30 in total There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Marc Clerx and others	
Prerequisites*				
Formal application to Module Convenor; details available from Module Convenor.				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Lectures, guided intercultural team work		Total workload: 150h

Learning Outcomes		
<small>Learning Outcomes</small>		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
During the course, the participants develop competencies in collaborative autonomous learning, multicultural teamwork using English as a lingua franca, multi-stakeholder co-creation, design thinking, and pitching.		
Course Content		
The Social Entrepreneurship Project is a blended course that consists of an online module and an in-person intensive week of 3 erts held from End of October 2024 in Antwerp. Take on the social entrepreneurial challenge in a multidisciplinary & intercultural team. The project will be carried out in multicultural virtual and in-person project teams of 4-5 students.		
Teaching Material / Reading		
Will be provided		
Internationality (content-related)		
Multicultural participants, internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	<ul style="list-style-type: none"> Project work (team task, 60 %) Reflection paper (individual task, 40 %; 15 pages, due at the end of the German lecture period) 	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

International Short Stay

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BEST	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
tbd	English	One Semester	Depending on availability	30 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			respective professor hosting the intensive week	
Prerequisites*				
Application, organization and participation is entirely up to the participant. Whether a specific course of program is benefiting the overall learning objectives and therefore suitable for the DTM study program must be coordinated in advance / prior to participation with the module convenor.				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Acquisition and application of specific knowledge relevant to the fields of digital technology and/or management		
International team work		
Intercultural competence		
Course Content		
Depending on the type of intensive week		
The following courses might be offered (please contact module convenor): International Week @ Edutus University in Budapest from 7-12 April EASM student week in Madrid on Sportsmarketing		
Teaching Material / Reading		
Will be provided		
Internationality (content-related)		
Multicultural participants, internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	In case of 3 ECTS PROGRAM: 60% project work and presentation, 40% reflection paper (15 pages) to be handed in at the end of lecture period to j.heigl@oth-aw.de In case of 5 ECTS PROGRAM: project work and presentation Details will be provided by the respective lecturer and module convenor	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Digital Business and Information Systems: A Managerial Approach

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BEDB	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Online (vhb)	English	One Semester	Each semester	30 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Prof. Dr. Markus Westner	
Prerequisites*				
Application, organization and participation is entirely up to the participant. https://kurse.vhb.org/VHBPORTAL/kursprogramm/kursprogramm.jsp?kDetail=true&COURSEID=17130,78,1530,2 * Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Online (vhb)		150h

Learning Outcomes		
Learning Outcomes		
The course "Digital Business and Information Systems: A Managerial Approach" is designed to teach students essential aspects of business information systems from a managerial approach. Students will learn conceptual principles and practical guidelines on how to "digitize" a company and its business model. A managerial perspective is chosen which is of interdisciplinary nature and includes relevant aspects of other disciplines such as strategic management, marketing, supply chain management, operations and HR management in addition to business informatics.		
Course Content		
Course structure A. INTRODUCTION 1.Introduction to digital business 2.Opportunity analysis for digital business 3.Digital business infrastructure management 4.Key issues in the digital environment B. STRATEGY AND APPLICATION 5.Digital business strategy 6.Supply chain and demand 7.Digital marketing 8.Customer relationship management C. IMPLEMENTATION 9.Digital product and service design 10.Digital transformation management		
Teaching Material / Reading		
Will be provided		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Written exam	Details will be provided by the respective lecturer	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Future Skill

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BESP	Selective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
tbd	English	One Semester	Depending on availability	30 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			respective professor offering the soft skill module	
Prerequisites*				
<p>Application, organization and participation is entirely up to the participant. Students are recommended to check the course catalogue of vhb (https://kurse.vhb.org/VHBPOR-TAL/kursprogramm/kursprogramm.jsp). Also, participation in modules of other study programs at OTH may be possible. Whether a specific course of program is benefiting the overall learning objectives and therefore suitable for the DTM study program must be coordinated in advance with the module convenor.</p>				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
<p>After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:</p> <p>Acquisition or deepening of specific future skills and competencies not covered by a dedicated module</p>		
Course Content		
Depending on the type of class		
Teaching Material / Reading		
Will be provided		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Depending on the course chosen	Details will be provided by the respective lecturer	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

MINT Skill			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BEMS	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
tbd	English	One Semester	Depending on availability	30 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			respective professor offering the soft skill module	
Prerequisites*				
<p>Application, organization and participation is entirely up to the participant. Students are recommended to check the course catalogue of vhb (https://kurse.vhb.org/VHBPOR-TAL/kursprogramm/kursprogramm.jsp). Also, participation in modules of other study programs at OTH may be possible. Whether a specific course of program is benefiting the overall learning objectives and therefore suitable for the DTM study program must be coordinated in advance with the module convenor.</p> <p>* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.</p>				
Usability	Teaching Methods	Workload		
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.	Depending on the respective program	150h		

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Acquisition or deepening of specific MINT skills and competencies not covered by a dedicated module		
Course Content		
Depending on the type of class		
Teaching Material / Reading		
Will be provided		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*¹⁾	Type/Scope incl. Weighting *²⁾	Learning Objectives/Competencies to be Assessed
Depending on the course chosen	Details will be provided by the respective lecturer	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Green Office

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BEGO	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Partly face-to-face (optionally at Amberg-Weiden), partly online	English	One Semester	Every semester	10 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor		Professor / Lecturer		
Prof. Dr. Julia Heigl		Wolfgang Voigt / Dr. Alexander Herzner		
Prerequisites*				
high degree of self-organization and self-motivation, application with module convenor and lecturers				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Seminar-based project teaching with self-study units		Contact time: 40 h Self-study/follow-up: 80 h Exam preparation: 30 h Total time: 150 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Expertise:		
<ul style="list-style-type: none"> The students know and understand the task and function of a Green Office and are aware of the importance and necessity of sustainability measures at the university. They will learn and be able to apply knowledge of idea generation and agile project management. The students know and understand the task and function of a Green Office and are aware of the importance and necessity of sustainability measures at the university. 		
Methodological competence:		
<ul style="list-style-type: none"> Students use methods to generate ideas (including design thinking). They apply agile project management methods. 		
Personal competence (social competence and self-competence):		
<ul style="list-style-type: none"> Development and promotion of sustainable thinking and implementation of independently identified measures: Students deal with the topic of sustainability and reflect on their interaction with the environment. In addition, they network with sustainability departments at the university such as the climate protection manager or the Institute for Sustainability and Ethics. In small interdisciplinary groups, they identify approaches for implementable sustainability measures at the university. In this context, they familiarize themselves with agile project management approaches and discuss team processes in a constructive and solution-oriented manner. Students use presentation techniques 		
Course Content		
Introduction to sustainability Idea generation Project management Identification and developing of a sustainable activity at OTH Amberg-Weiden		
Teaching Material / Reading		
Peipe, S.: Crashkurs Projektmanagement, 9. Aufl., Haufe Group, München. ESDGs! MOOC: https://esdgs.erasmus.site/de/open-online-course/ Current scientific publications and studies for the topics to be worked on		
Internationality (content-related)		
The content covered is largely relevant worldwide. Parts of the lecture materials are available in English and in various languages.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Project work (Pr)	Project Work, 100 %	The above covered competencies are checked in the coursework.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Foreign Language I			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BEL1	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
tbd	English	One Semester	Depending on availability	<i>There is neither a claim to actual realization of the module nor to participation.</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			respective lecturer offering the language course	
Prerequisites*				
Neither German nor English classes may be selected as Foreign Language class. Besides this, students may choose from the catalogue of the language center. For advanced students, the language modules of the TM study program are also open. However, there is no claim to participation. In order to ensure proper fit with pre-knowledge and educational goals of the program, approval of the Head of Study Program or the deputy necessary. After that, please register directly with the language center. https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/anmeldung/				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies: https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/		
Course Content		
https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/		
Teaching Material / Reading		
https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/		
Internationality (content-related)		
https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*¹⁾	Type/Scope incl. Weighting *²⁾	Learning Objectives/Competencies to be Assessed
Depending on the course chosen	Details will be provided by the respective lecturer	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Foreign Language II			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	BEL2	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
tbd	English	One Semester	Depending on availability	<i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			respective lecturer offering the language course	
Prerequisites*				
Neither German nor English classes may be selected as Foreign Language class. Besides this, students may choose from the catalogue of the language center. For advanced students, the language modules of the TM study program are also open. However, there is no claim to participation. In order to ensure proper fit with pre-knowledge and educational goals of the program, approval of the Head of Study Program or the deputy necessary. After that, please register directly with the language center. https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/anmeldung/				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies: https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/		
Course Content		
https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/		
Teaching Material / Reading		
https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/		
Internationality (content-related)		
https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*¹⁾	Type/Scope incl. Weighting *²⁾	Learning Objectives/Competencies to be Assessed
Depending on the course chosen	Details will be provided by the respective lecturer	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Specialization Electives

- Please note that this catalogue may change each semester. There is no claim to a repeated offer of a particular module. Additional electives may be offered and outlined in the catalogue in due time. -

Students are required to complete **four Specialization Electives** (Specialization Elective 1-4, **ID 6.1-6.4** as outlined in the curriculum), **5 ECTS each, for a total of 20 ECTS**. They may choose any from the following modules with the mentioned limitations and prerequisites. However, in order to ensure proper know-how and specialization in the selected topic, we suggest selecting possibly **all four modules from only one topical field**.

Topical Field	Specialization Electives	ID	Other programs	SWS	ECTS	Rhythm	Prerequisites* / Comments
Data Science	Data Science for Engineers (Introduction to Methods and Tools)	SED1		4	5	Winter	Successful completion of Modules 1.1-1.5
	Applied Image Processing	SED2		4	5	Summer	Successful completion of Modules 1.1-1.5 and SED1
	Industrial Applications of Data Science	SED3		4	5	Summer	Successful completion of Modules 1.1-1.5 and SED1
	The R and RStudio Environment	SED4		4	5	Summer and Winter (vhb)	Coordination with head of the study program in advance
Industrial Engineering and Industry 4.0	ERP Systems and Digital Transformation	SEI2		4	5	Summer and Winter (vhb)	Coordination with head of the study program in advance
	Industry X.0 and Supply Chain Management	SEI3		4	5	Summer and Winter (vhb)	Coordination with head of the study program in advance
	Robotik (Robotics)	SEI4	WI T19 WI-D WI Q18 WI-D	4	5	Winter	German or English, to be decided by lecturer
	SAP Anwendungsentwicklung (SAP application development)	SEI5		4	5	Winter	German B2; taught in German
	Smart Factory	SEI6		4	5	Winter	German or English, to be decided by lecturer
Digital Healthcare	Gesundheitsökonomie und Krankenhausmanagement I (Health Economics and Hospital Management I)	SEH1	DHM H4	4	5	Winter	in German
	Gesundheitsökonomie und Krankenhausmanagement II (Health Economics and Hospital Management I)	SEH2	DHM H5	4	5	Summer	In German
	Gesundheitssysteme im internationalen Vergleich (Health care systems in international comparison)	SEH3	DHM VH18	4	5	Winter	in German
	E-Health/M-Health	SEH4	DHM D1	4	5	Winter	in German
Management	Applications of Blockchain in Business	SEM1		4	5	Summer and Winter (vhb)	Coordination with head of the study program in advance
	Business Model Innovation	SEM2	DHM VD11+VM12 WI-W10 WI-P+D TM-V2 TM-P	4	5	Winter	
	Digital Marketing and eCommerce	SEM6		4	5	Winter	Successful completion of Module 3.4
	International Marketing	SEM3		4	5	Summer and Winter (vhb)	Successful completion of Module 3.4; Coordination with head of the study program in advance
	People Analytics: Data Science for Human Resources Management	SEM4		4	5	Summer and Winter (vhb)	Successful completion of Modules 1.1-1.5; Coordination with head of the study program in advance
	Profiting from Ideas and Inventions: An Introduction to Intellectual Property Rights	SEM5		4	5	Summer and Winter (vhb)	Coordination with head of the study program in advance
Languages	German V (C1.1 Part 1)**	BEG5		4	5	Summer	German B2; module has not been chosen as Basic Elective
	German VI (C1.1 Part 2)**	BEG6		4	5	Winter	German B2; module has not been chosen as Basic Elective
<i>all fields</i>	Practical Project	SEPP		4	5	Summer and Winter	Coordination with the head of the study program in advance

*Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.

** The detailed description of the German courses (as well as the voluntary options for obtaining UNICert® certificates) can be found in the Module Handbook of the Language Center at <https://www.oth-aw.de/international/internationales-profil/sprachenzentrum/modulhandbuch/>.

Data Science for Engineers (Introduction to Methods and Tools)

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SED1	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter	30 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Thomas Geigenfeind			Prof. Dr. Thomas Geigenfeind	
Prerequisites*				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Specialization Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Seminaristic lecture		150h (60h contact time, 90h self-study)

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Students have an overview of the data science and machine learning domain • Students can assess what problems can be tackled with data science and machine learning • Students know the fundamentals of loading, analyzing and visualizing datasets from various sources • Students can implement simple machine learning pipelines with the most common Python libraries • Students learn to find their own solutions, develop methods for solving problems, discuss and overcome issues, and present results through supervised but independent programming exercises 		
Course Content		
<ul style="list-style-type: none"> • Fundamentals of Python programming for statistics and data science • Introduction to data analysis (ETL, data selection, visualization,...) • Selection of traditional machine learning tasks and respective algorithms, including but not limited to linear regression, classification, cluster analysis,... • Introduction to neural networks • Application of machine learning models to real-world engineering applications 		
Teaching Material / Reading		
<ul style="list-style-type: none"> • Python for Data Analysis (3rd edition), Wes McKinney, O'Reilly, 2022 • Machine Learning with PyTorch and Scikit-Learn, Sebastian Raschka, Packt, 2022 • Data Science from Scratch (2nd edition), Joel Grus, O'Reilly 2019 • Machine Learning with Python Cookbook, Chris Albon, O'Reilly, 2018 		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Multiple equally weighted programming case studies	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Applied Image Processing

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SED2	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer	30 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Thomas Geigenfeind			Prof. Dr. Thomas Geigenfeind	
Prerequisites*				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Specialization Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Seminaristic lecture		150h (60h contact time, 90h self-study)

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Students can assess what problems can be tackled with image processing and computer vision • Students know the basics of image processing with Python and OpenCV • Students can implement a collection of fundamental computer vision tasks with the most common Python libraries • Students learn to find their own solutions, develop methods for solving problems, discuss and overcome issues, and present results through supervised but independent programming exercises 		
Course Content		
<ul style="list-style-type: none"> • Fundamental concepts of image processing (channels, datastructures, colorspaces,...) • Image transformations • Image restoration/enhancement (spatial filtering, denoising, ...) • Introduction to Convolutional Neural Networks and their applications for image related tasks • Classification of image contents • Object detection • Selected real-world applications 		
Teaching Material / Reading		
<ul style="list-style-type: none"> • Hands-On Image Processing with Python, Dey Sandipan Dey, Packt, 2018 • Practical Machine Learning and Image Processing, Himanshu Singh, Apress, 2019 • OpenCV with Python By Example, Prateek Joshi, Packt, 2015 		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Multiple equally weighted programming case studies	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Industrial Applications of Data Science

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SED3	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Summer	30 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Thomas Geigenfeind			Prof. Dr. Thomas Geigenfeind	
Prerequisites*				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Specialization Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Seminaristic lecture		150h (60h contact time, 90h self-study)

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Students have an overview of the data science and machine learning domain • Students can assess what problems can be tackled with data science and machine learning • Students learn to find their own solutions, develop methods for solving problems, discuss and overcome issues through supervised but independent programming exercises • Students learn to give convincing presentations of their results 		
Course Content		
<ul style="list-style-type: none"> • Overview of data science and its significance in the industrial sector • Industry process frameworks for structuring data science related projects • Typical data sources, storage solutions and ETL pipelines • Predictive Maintenance and Quality Control • Exploratory Data Analysis case studies on assorted samples of industry problems (selection of e.g. sales data analysis, customer segmentation, portfolio analysis, supply chain optimization,...) including typical features/KPIs, relevant algorithms (e.g. for time-series analysis), report generation and result presentation 		
Teaching Material / Reading		
<ul style="list-style-type: none"> • Data Science Concepts and Techniques with Applications (2nd edition), Usman Qamar, Springer, 2023 • Data Science for Business, Foster Provost, O'Reilly, 2013 		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Multiple equally weighted programming case studies	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

The R and RStudio Environment

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SED4	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
vhb	English	One Semester	Depending on availability	Depending on availability
Module Convenor			Professor / Lecturer	
Prof. Dr. Klaus Moser (Universität Erlangen-Nürnberg)			Prof. Dr. Klaus Moser (Universität Erlangen-Nürnberg)	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Specialization Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
R is a programming language with statistical computing and data visualization functions. It has established itself as a workhorse in various branches of science due to its high modularity and package system, and the high-quality graphics it can produce with relative ease. While extremely powerful, R in itself is hard to master because its graphical interface is rudimentary. RStudio thrives to solve this problem by offering a development environment for R, with a console, syntax-highlighting editor that supports direct code execution, and tools for plotting, history, debugging and workspace management. This course offers beginners an easy, step-by-step introduction to the R and RStudio Environment with a gentle learning curve. It covers topics such as data import, basics of data handling as well as an introduction to data visualization and communication.		
Course Content		
<ol style="list-style-type: none"> 1. EXPLORATION OF THE R ECOSYSTEM 2. DATA HANDLING 3. VISUALIZATION 4. MODELING 5. COMMUNICATING THE RESULTS 		
Teaching Material / Reading		
https://kurse.vhb.org/VHBPORTAL/kursprogramm/kursprogramm.jsp?kDetail=true&COURSEID=14174,74,1456.1		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination *1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Depending on the specific module selected		The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

ERP Systems and Digital Transformation

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEI2	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
vhb	English	One Semester	Winter and Summer	Depending on availability
Module Convenor			Professor / Lecturer	
Prof. Dr. Alexander Dobhan			Prof. Dr. Alexander Dobhan	
Prerequisites*				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Specialization Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<p>The digital transformation is changing work processes and forms of organization (see VDI 2013), which means that companies need to change their competence profiles (Gerholz 2018). Studies indicate that the ability to solve problems in the environment of operational processes and the central application systems (ERP systems), the understanding of new technologies (including the use of IoT, cloud computing, and AI), and monitoring activities (e.g., analysis of the operational databases resulting from the processes; data analytics) are important (IW 2016).</p> <p>This course addresses these needs and introduces the central, operational application systems (ERP systems). After a theoretical introduction to the topic "ERP Systems" and "Business Processes", the learning environment offers participants the opportunity to deepen their knowledge of two ERP systems (Infor VISUAL ERP and Microsoft Dynamics NAV) and to consolidate the theoretical foundations through practical experience. In the subsequent case studies "IoT", "Mobile ERP", and "Data Extraction", participants are given the opportunity to delve into current key topics in the field of business digitization processes. As an integrating data hub, ERP systems are the central starting point for implementing these digital trends.</p>		
Course Content		
<p>Introduction to the field of ERP systems - LEA's DREAM: From industrialization to digitalization</p> <ul style="list-style-type: none"> • ERP basic knowledge – THEORY • ERP application - INFOR VISUAL ERP • ERP application - MICROSOFT DYNAMICS NAV • Case study: IOT • Case study: MOBILE ERP • Case Study: DATA EXTRACTION 		
Teaching Material / Reading		
See vhb		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*¹⁾	Type/Scope incl. Weighting *²⁾	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Practical elaboration in the system (50 %) and case study elaboration (50 %)	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Industry X.0 and Supply Chain Management

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEI3	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
vhb	English	One Semester	Winter and Summer	Depending on availability
Module Convenor			Professor / Lecturer	
Prof. Dr.-Ing. Evi Hartmann			Prof. Dr.-Ing. Evi Hartmann	
Prerequisites*				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<p>The aim of this course is to impart the basics of operations and supply chain management related to the industrial transformations. Starting with basics such as supply chain planning, supply chain processes, and supply chain strategies with continuous reference to digitization, the focus shifts to Industry 4.0 and the associated principles, technologies, and IT systems. Moreover, the topics sustainability and Industry 5.0 are covered.</p> <p>The course consists of ten lectures, which are enriched by guest lectures, case studies, additional readings as well as exercises and self-assessments. As the entire lecture, the readings, the additional material and the exam is in English, proficiency in German is not necessary.</p>		
Course Content		
<ol style="list-style-type: none"> 1. Theoretical foundations of operations, supply chain management, and digital transformation 2. From history to current trends and developments 3. Supply chain strategy and dynamics 4. Supply chain processes 5. Supply chain planning 6. Principles of Industry 4.0 7. Technologies in operations and supply chain management 8. IT systems in supply chains 9. Sustainable Industry 4.0 10. Industry 5.0 		
Teaching Material / Reading		
See vhb		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed
Written Exam	Written exam	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Robotik

Robotics

Zuordnung zum Curriculum <small>Classification</small>	Modul-ID <small>Module ID</small>	Art des Moduls <small>Kind of Module</small>	Umfang in ECTS-Leistungspunkte <small>Number of Credits</small>
	SEI4	Wahlpflichtmodul/Vertiefung	5

Ort <small>Location</small>	Sprache <small>Language</small>	Dauer des Moduls <small>Duration of Module</small>	Vorlesungsrhythmus <small>Frequency of Module</small>	Max. Teilnehmerzahl <small>Max. Number of Participants</small>
Weiden	Deutsch	Einsemestrig	Wird regelmäßig im Wintersemester angeboten	24
Modulverantwortliche(r) <small>Module Convenor</small>			Dozent/In <small>Professor / Lecturer</small>	
Prof. Dr. Manfred Beham			Prof. Dr. Manfred Beham	

Voraussetzungen*
Prerequisites

- Grundlegende Kenntnisse der Vektorgeometrie (Mathematik) und Grundlagen der Programmierung (Informatik I)
 - Interesse an Robotik und die Bereitschaft zur Mitarbeit an einem Projekt in der Kleingruppe
- *Hinweis: Beachten Sie auch die Voraussetzungen nach Prüfungsordnungsrecht in der jeweils gültigen SPO-Fassung.**

Verwendbarkeit <small>Availability</small>	Lehrformen <small>Teaching Methods</small>	Workload
Das Modul ist Teil der Modulgruppe „Specialization Electives“ des Bachelorstudiengangs Digital Technology and Management sowie „Technik“ in der Vertiefungsrichtung „Digitalisierung in Produktion und Logistik“ des Bachelorstudiengangs Wirtschaftsingenieurwesen. Die Verwendbarkeit in anderen Studiengängen der Hochschule ist im Einzelfall zu prüfen.	Seminaristischer Unterricht, Übungen am PC mit der Stäubli-Entwicklungsumgebung und –Simulator, Praktikum im Labor	Seminaristischer Unterricht: 30 h Übungen/Eigenstudium: 30 h Labor mit Anleitung: 30 h Projektarbeit: 60 h Gesamtaufwand: 150 h

Lernziele / Qualifikationen des Moduls

Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

Fachkompetenz:
Die Studierenden kennen den Aufbau und die Funktionsweise eines Industrieroboters. Sie können Bewegungsabläufe in verschiedenen Koordinatensystemen beschreiben und transformieren. Sie kennen die grundlegenden Konzepte der Programmierung, insbesondere die in der Robotik nötigen Elemente der Programmflusssteuerung und des Multitaskings. Sie kennen die Sicherheitsrichtlinien im Umgang mit dem Roboter und können diesen mit Hilfe des Handbediengerätes steuern.

Methodenkompetenz:
Sie können eine VAL3-Applikation in der Stäubli-Entwicklungsumgebung konzipieren, implementieren und simulieren. Dabei sind sie in der Lage, einen komplexen Vorgang im Sinne einer Top-Down-Strategie zu modularisieren. Programmierbare Steuerungen oder ein Bildverarbeitungssystem können in die Gesamtapplikation eingebunden werden.

Persönliche Kompetenz (Sozialkompetenz und Selbstkompetenz):
Teamarbeit und Selbstorganisation werden im Rahmen der Projektarbeit gefördert. Die Studierenden können grundlegende Methoden des Projektmanagements innerhalb ihres Teams anwenden. Sie müssen Ergebnisse und Zwischenergebnisse präsentieren.

Inhalte der Lehrveranstaltungen

Course Content

- Sicherheitseinweisung
- Der Roboter im Überblick
- Das Handbediengerät
- Orientierung/Koordinatensysteme/Kinematik
- VAL3 Applikation/Programmierung
- Multitasking
- Einführung in die Bildverarbeitung

Lehrmaterial / Literatur

Teaching Material / Reading

Weber, W.: Industrieroboter: Methoden der Steuerung und Regelung, München, Wien: Hanser, 2002
Stäubli: Referenzanleitung VAL3. Version 7.0, © Stäubli Faverges 2015
Beham Manfred: Vorlesungsmanuskript in englischer Sprache

Internationalität (Inhaltlich)

Internationality

Die Grundlagen der Robotik können weltweit in allen industriellen Fertigungsbereichen eingesetzt werden und sind auch auf andere Robotersysteme übertragbar. Unterrichtsmaterialien und Referenzhandbücher sind in Englisch.

Modulprüfung (ggf. Hinweis zu Multiple Choice - APO §9a)

Method of Assessment

Prüfungsform* ¹⁾	Art/Umfang inkl. Gewichtung* ²⁾	Zu prüfende Lernziele/Kompetenzen
PrA Projektarbeit	Projekt-Thema: Realisierung einer Robotersteuerung Durchführung in der Gruppe (3 – 4 Personen) Zwischenbericht 15 – 20 min. (30% Gewichtung) Schriftliche Ausarbeitung 15 – 25 Seiten (70% Gew.)	Über die Projektarbeit werden nahezu alle o.g. Kompetenzen geprüft. Insbesondere praktische Fähigkeiten und die Methodenkompetenz werden durch eine erfolgreiche Projektarbeit bewiesen.

*¹⁾ Beachten Sie dazu geltende Übersicht zu den Prüfungsformen an der OTH Amberg-Weiden

*²⁾ Bitte zusätzlich Angaben zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen

SAP-Anwendungsentwicklung für Logistik 4.0

SAP Application Development for Digital Logistics

Zuordnung zum Curriculum Classification	Modul-ID Module ID	Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkte Number of Credits
	SEI5	Wahlpflichtmodul/Vertiefung	5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Deutsch	Einsemestrig	Wird regelmäßig im Wintersemester angeboten	25
Modulverantwortliche(r) Module Convenor			Dozent/In Professor / Lecturer	
Prof. Dr.-Ing. Günter Kummetsteiner			M.A. Christoph Hammer	

Voraussetzungen*

Prerequisites

Sprachkenntnisse Deutsch Niveaustufe B2

Dieser Kurs ist gezielt auf „Nicht-Informatiker“ ausgerichtet. Die Teilnehmer(innen) sollten allerdings über folgende Kenntnisse verfügen:

- Grundkenntnisse in der Softwareentwicklung mit mind. einer Programmiersprache

***Hinweis: Beachten Sie auch die Voraussetzungen nach Prüfungsordnungsrecht in der jeweils gültigen SPO-Fassung.**

Verwendbarkeit Availability	Lehrformen Teaching Methods	Workload
Das Modul ist Teil der Modulgruppe „Specialization Electives“ des Bachelorstudiengangs Digital Technology and Management sowie Teil der Modulgruppe "Interdisziplinär" in der Vertiefung „Digitalisierung in Produktion und Logistik“ des Bachelorstudiengangs Wirtschaftsingenieurwesen. Die Verwendbarkeit in anderen Studiengängen der Hochschule ist im Einzelfall zu prüfen.	Seminaristischer Unterricht mit Übungen	Gesamtaufwand: 150 h

Lernziele / Qualifikationen des Moduls

Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

Das Ziel ist der Erwerb grundlegender Kenntnisse in Konzeption und Entwicklung moderner SAP-Anwendungen mit ABAP Objects.

Fachkompetenz:

- Die Studierenden kennen das Grundkonzept und die Syntax der Programmiersprache ABAP bzw. ABAP Objects und können diese anwenden.
- Die Studierenden kennen Besonderheiten, Beschränkungen und Möglichkeiten der Anwendungsentwicklung im ERP-System SAP.

Methodenkompetenz:

- Die Studierenden können einfache Anwendungen mit ABAP bzw. ABAP Objects selbständig entwerfen, im SAP-System implementieren und testen.
- Sie können die dazu erforderlichen Entwicklungswerkzeuge anwenden.

Persönliche Kompetenz (Sozialkompetenz und Selbstkompetenz):

- Im Rahmen der betreuten Programmierübungen lernen die Studierenden ihre erstellten Lösungen zu erläutern, deren Qualität und mögliche Lösungsalternativen zu diskutieren und die persönlich angewandte Problemlösungsstrategie kritisch zu reflektieren.

Inhalte der Lehrveranstaltungen

Course Content

Die Lehrveranstaltung bietet einen Überblick über Grundlagen und Potentiale der Programmiersprache ABAP bzw. ABAP Objects.

Als Basis werden zunächst folgende Themen behandelt:

- Navigation und Grundkonzepte in SAP ERP
- Moderne Entwicklungsumgebungen Eclipse und ABAP Workbench
- Modularisierung mit ABAP, Datentypen und DataDictionary
- Datenbankzugriffe mit SQL
- Erstellung einfacher Datenauswertungsfunktionen
- Dialogprogrammierung mit ABAP-Dynpro's
- Debuggen von ABAP-Coding
- Erweiterte objektorientierte Techniken

Um abschließend das Nutzenpotential der ABAP-Anwendungsentwicklung im betrieblichen Umfeld zu verdeutlichen, haben die Teilnehmer(innen) am Ende des Kurses die Möglichkeit z.B.

- einen ERP-Dialog aus dem SAP-Modul Logistik individuell anzupassen
- einen spezifischen Report in die SAP-Oberfläche einzubinden
- o.ä.

Zudem werden im Laufe des Kurses weitere ABAP-Anwendungen vorgestellt.

Lehrmaterial / Literatur

Teaching Material / Reading

- OTH-spezifische Schulungsunterlagen

Internationalität (Inhaltlich) Internationality		
Viele große, weltweit agierende Unternehmen setzen branchenübergreifend SAP-Software ein. Die behandelten Inhalte sind zu großen Teilen weltweit von Relevanz.		
Modulprüfung (ggf. Hinweis zu Multiple Choice - APO §9a) Method of Assessment		
Prüfungsform*1)	Art/Umfang inkl. Gewichtung*2)	Zu prüfende Lernziele/Kompetenzen
Klausur (KI)	<p>Schriftliche Prüfung; Dauer 90 Min.</p> <p>Teilnahme an der Klausur ist nur mit gültigen kursspezifischen Zugangsdaten zum SAP-System zulässig. Diese werden zu Beginn des jeweiligen Vorlesungssemesters vergeben.</p> <p>Hinweis (unabhängig von der regulären Mindestpunktzahl für das Bestehen der WPM-Prüfung): Bei regelmäßiger Teilnahme (max. 2 Fehltermine) und Erreichen von mind. 65% der Gesamtpunktzahl der Prüfung wird zusätzlich ein Zertifikat inkl. Logo der SAP UA ausgestellt. (Muster siehe ergänzende Kursbeschreibung unter https://oth-aw.de/sap-factory)</p>	Über die schriftliche Prüfung werden die grundlegenden Elemente der o.g. Kompetenzen abgeprüft.

*1) Beachten Sie dazu geltende Übersicht zu den Prüfungsformen an der OTH Amberg-Weiden

*2) Bitte zusätzlich Angaben zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen

Smart Factory

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEI6	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester, start expected 2024/25	30 <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Kris Dalm			Prof. Dr. Kris Dalm	
Prerequisites*				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Specialization Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		details to be specified in the first semester the module is taught		150h, details to be specified in the first semester the module is taught

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<p>In this module, students develop the Weiden Smart Factory by conducting several projects within the factory. Students define projects and apply the visited lectures to conduct them, e.g., Project Management, Industrial Engineering or Communication Technology.</p> <p>Projects can be (selection):</p> <ul style="list-style-type: none"> • Human-Robot-Interaction and mobile/stationary robot applications • Assembly applications and worker assistant systems • Predictive maintenance procedures • Augmented/Virtual Reality applications • Communication technology and automation applications (e.g., for training purposes) • Logistics application (e.g., AGVs, RFID, 5G) <p>Technologies and methods that can be applied (selection):</p> <ul style="list-style-type: none"> • Machine Learning algorithms (both vision and data driven) • Digital technologies (e.g., AR/VR) • Automation programming • Data mining • Human-Robot-Interaction • Software/hardware development 		
Course Content		
<ul style="list-style-type: none"> • Defining and structuring of Smart Factory applications • Project Management of defined project • Conceptual engineering (design, CAD, PCB layout, etc.) • Conduction phase (programming, assembling, etc.) • Test/validation phase 		
Teaching Material / Reading		
<ul style="list-style-type: none"> • Wengle, M., Dalm, K., Sahuji, R. (2023). Implementation of a Prototype Production Line based on concept of Industrial Digitalization in an existing Learning Factory environment. Reutlingen (13th Conference on Learning Factories - CLF 2023). Available at SSRN: https://ssrn.com/abstract=4456952 • Dalm, K. and Sahuji, R. (2021). Industrial Digitalization for Society - A Learning Factory Concept based on Four Pillars. Graz (11th Conference on Learning Factories - CLF 2021). Poster Publication. Available at SSRN: http://dx.doi.org/10.2139/ssrn.3858347 		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination ^{*1)}	Type/Scope incl. Weighting ^{*2)}	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Project Work in Groups; each group must present their project result in a written format and a final presentation	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Gesundheitsökonomie und Krankenhausmanagement I

Health Economics and Hospital Management I

Zuordnung zum Curriculum Classification	Modul-ID Module ID	Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkte Number of Credits
	SEH1	Wahlpflichtmodul	5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Deutsch	einsemestrig	WiSe	
Modulverantwortliche(r) Module Convenor			Dozent/In Professor / Lecturer	
Prof. Dr. Steffen Hamm			Prof. Dr. Steffen Hamm/ Prof. Dr. Andreas Kühnl / Herr Konrad	
Voraussetzungen* Prerequisites				
*Hinweis: Beachten Sie auch die Voraussetzungen nach Prüfungsordnungsrecht in der jeweils gültigen SPO-Fassung.				
Verwendbarkeit Availability		Lehrformen Teaching Methods		Workload
Das Modul ist Teil der Modulgruppe „Specialization Electives“ des Bachelorstudiengangs Digital Technology and Management, der Modulgruppe "Healthcare" im Bachelorstudiengang Digital Healthcare Management der Modulgruppe "Prozess- und Qualitätsmanagement" im Bachelorstudiengang Physician Assistance und Teil der Modulgruppe "Integration" im Bachelorstudiengang Medizintechnik; die hochschulweite Verwendbarkeit ist im Einzelfall zu prüfen.		Vorlesung; Seminaristischer Unterricht; Übung/Projektarbeit; Exkursion		Kontaktzeit: 60 h Eigenstudium: 90 h Gesamtaufwand: 150 h

Lernziele / Qualifikationen des Moduls

Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

- Sie sind in der Lage, wirtschaftswissenschaftliche Grundsätze anzuwenden und für das Unternehmen zu nutzen.
- Sie kennen das berufliche Umfeld der Medizintechnik und die Perspektiven des späteren Berufsfeldes.
- Sie besitzen Grundkenntnisse des deutschen Gesundheitswesens, der Gesundheitsökonomie und des Managements von Krankenhäusern.
- Sie haben einen Überblick über aktuelle Entwicklungen und Trends im Gesundheitswesen und der Gesundheitspolitik.
- Die Studierenden sind in der Lage, selbständig Informationen zu beschaffen, zu verarbeiten, zu strukturieren und zu präsentieren.
- Sie arbeiten kooperativ und kommunizieren effektiv im Team zusammen, um Aufgabenstellungen gemeinsam zu lösen.
- Sie können die Auswirkungen von Entscheidungen auf das Betriebsgeschehen einschätzen und bewerten.

Inhalte der Lehrveranstaltungen

Course Content

- Entwicklung, Grundprinzipien und Strukturen des deutschen Gesundheitssystems;
 - Einführung in die Gesundheitsökonomie;
 - Aspekte der Gesundheitspolitik und Trends;
 - Grundlagen der Betriebswirtschaft und deren Funktionsbereiche, insbesondere im Kontext des Krankenhaus Managements;
 - Vergütungs- und Abrechnungssysteme (DRG, GOÄ, EBM),
 - Struktur des deutschen Gesundheitssystems,
- Planspiel und Exkursionen geben Einblicke in die Betriebsführung eines Krankenhauses und die Organisation und Prozesse des Krankenhausmanagements inkl. Controlling.

Lehrmaterial / Literatur

Teaching Material / Reading

Referenzwerke:

- Simon, Michael: Das Gesundheitssystem in Deutschland, Huber Verlag 3. Auflage
- Grethler Anja: Fachkunde für Kaufleute im Gesundheitswesen, Thieme Verlag 2. Auflage
- Debatin, Jörg F., Ekkernkamp, Axel, Schulte, Barbara (Hrsg.) Krankenhausmanagement: Strategien, Konzepte, Methoden, Medizinisch Wissenschaftliche Verlagsgesellschaft
- Wöhe, G.: Einführung in die Allgemeine Betriebswirtschaftslehre

Weiterführende Literatur:

Wernitz Martin, Pelz, Jörg: Gesundheitsökonomie und das deutsche Gesundheitswesen, Kohlhammer Verlag

Internationalität (Inhaltlich)

Internationality

Modulprüfung (ggf. Hinweis zu Multiple Choice - APO §9a)

Method of Assessment

Prüfungsform ^{*1)}	Art/Umfang inkl. Gewichtung ^{*2)}	Zu prüfende Lernziele/Kompetenzen
Klausur	Schriftliche Schlussklausur, Dauer 90 Minuten Fragestellungen auf einfachem fachlichem Niveau können auch über multiple choice Methode geprüft werden.	Über die Klausur werden nahezu die gesamten Lerninhalte und Kompetenzprofile abgeprüft.

*1) Beachten Sie dazu geltende Übersicht zu den Prüfungsformen an der OTH Amberg-Weiden

*2) Bitte zusätzlich Angaben zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen

Gesundheitsökonomie und Krankenhausmanagement II

Health Economics and Hospital Management II

Zuordnung zum Curriculum Classification	Modul-ID Module ID	Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkte Number of Credits
	SEH2	Pflichtmodul	5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Deutsch	1 Semester	SoSe	30
Modulverantwortliche(r) Module Convenor			Dozent/In Professor / Lecturer	
Prof. Dr. Steffen Hamm			Prof. Dr. Steffen Hamm/ Prof. Dr. Andreas Kühnl	

Voraussetzungen*
Prerequisites

***Hinweis: Beachten Sie auch die Voraussetzungen nach Prüfungsordnungsrecht in der jeweils gültigen SPO-Fassung.**

Verwendbarkeit Availability	Lehrformen Teaching Methods	Workload
Das Modul ist Teil der Modulgruppe „Specialization Electives“ des Bachelorstudiengangs Digital Technology and Management, der Modulgruppe "Healthcare" im Bachelorstudiengang Digital Healthcare Management der Modulgruppe "Prozess- und Qualitätsmanagement" im Bachelorstudiengang Physician Assistance; die hochschulweite Verwendbarkeit ist im Einzelfall zu prüfen.	Seminaristischer Unterricht mit Übungen	Kontaktzeit: 60 h Selbststudium: 60 h Prüfungsvorbereitung: 30 h

Lernziele / Qualifikationen des Moduls

Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

Studierende...

- sind in der Lage, gesundheitspolitische Konzeptionen zu verstehen und zu bewerten
- können die Gesundheitsversorgung ökonomisch bewerten und das Problem der Allokation und Distribution verstehen
- können Struktur- und Anreizmechanismen des Gesundheitssystems erläutern und ökonomisch bewerten
- sind in der Lage, selbständig Informationen zu beschaffen, zu verarbeiten, zu strukturieren und zu präsentieren.
- arbeiten kooperativ und kommunizieren effektiv im Team zusammen, um Aufgabenstellungen gemeinsam zu lösen.

Inhalte der Lehrveranstaltungen

Course Content

- Markt und Wettbewerb im Gesundheitswesen
- Akteure der Gesundheitsversorgung und -politik
- Vertiefung der Strukturen des deutschen Gesundheitssystems
- Vertiefung ausgewählter gesundheitsökonomischer Bereiche
- Qualitäts- und Risikomanagement im Gesundheitswesen
- Finanzierung von Gesundheitssystemen

Planspiel und Exkursionen geben Einblicke in die Aufgaben und Prozesse der Akteure der Gesundheitsversorgung und -politik.

Lehrmaterial / Literatur

Teaching Material / Reading

- Leiner, Florian; Gaus, Wilhelm: Medizinische Dokumentation: Grundlagen einer qualitätsgesicherten integrierten Krankenversorgung Lehrbuch und Leitfaden, Schattauer Verlag
- Vetter, Ulrich; Hoffmann, Lutz: Leistungsmanagement im Krankenhaus: G-DRGs: Schritt für Schritt erfolgreich: Planen - Gestalten - Steuern: Schritt Für Schritt Erfolgreich: Planen - Gestalten – Steuern, Springer Verlag
- Breyer, Friedrich/Zweifel, Peter: Gesundheitsökonomik, Springer Verlag

Internationalität (Inhaltlich)

Internationality

Modulprüfung (ggf. Hinweis zu Multiple Choice - APO §9a)

Method of Assessment

Prüfungsform*1)	Art/Umfang inkl. Gewichtung*2)	Zu prüfende Lernziele/Kompetenzen
Klausur	Schriftliche Schlussklausur, Dauer 90 Minuten Fragestellungen auf einfachem fachlichem Niveau können auch über multiple choice Methode geprüft werden.	Über die Klausur werden nahezu die gesamten Lerninhalte und Kompetenzprofile abgeprüft.

*1) Beachten Sie dazu geltende Übersicht zu den Prüfungsformen an der OTH Amberg-Weiden

*2) Bitte zusätzlich Angaben zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen

Gesundheitssysteme im internationalen Vergleich

International Healthcare Systems

Zuordnung zum Curriculum Classification	Modul-ID Module ID	Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkte Number of Credits
	SEH3	Vertiefungsmodul	5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden und/oder online	Deutsch	einsemestrig	Wird jährlich angeboten	x
Modulverantwortliche(r) Module Convenor			Dozent/In Professor / Lecturer	
Prof. Dr. Steffen Hamm			Prof. Dr. Dr. Stefanie Steinhauser	
Voraussetzungen* Prerequisites				
*Hinweis: Beachten Sie auch die Voraussetzungen nach Prüfungsordnungsrecht in der jeweils gültigen SPO-Fassung.				
Verwendbarkeit Availability		Lehrformen Teaching Methods		Workload
Das Modul ist Teil der Modulgruppe „Specialization Electives“ des Bachelorstudiengangs Digital Technology and Management, der Modulgruppe "Vertiefung Healthcare" im Bachelorstudiengang Digital Healthcare Management; die hochschulweite Verwendbarkeit ist im Einzelfall zu prüfen.		Seminaristischer Unterricht		Kontaktzeit: 60 h Selbststudium/Nachbereitung: 60 h Prüfungsvorbereitung: 30 h Gesamtaufwand: 150 h

Lernziele / Qualifikationen des Moduls

Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

Die Studierenden...

- können die Strukturen und typischen Merkmale ausgewählter Gesundheitssysteme erläutern und beurteilen
- kennen die Akteure und Interessen der deutschen Gesundheitspolitik und können Gesundheitsreformen als Auseinandersetzungen um Interessen deuten
- kennen grundlegenden Ausprägungen von Gesundheitssystemen, insb. die Finanzierungsalternativen, aber auch die Interdependenzen zwischen Leistungserbringern, Kostenträgern und Patienten bzw. Versicherten
- haben Kenntnis von Performancekriterien, mit Hilfe derer sie auch Outcome-orientierte Vergleiche zwischen einzelnen Systemen vornehmen können.
- ordnen selbstständig das deutsche Gesundheitssystem im internationalen Vergleich ein

Inhalte der Lehrveranstaltungen

Course Content

- Typisierungen/Vergleiche von Gesundheitssystemen
- Akteure und Interessen der deutschen Gesundheitspolitik
- Gesundheitssystemvergleich: z. B. England, USA, Niederlande, etc. inkl. Systemprägenden Attributen
- Europäische Gesundheitspolitik

Lehrmaterial / Literatur

Teaching Material / Reading

- OECD 2003 Health at a Glance
- European observatory on Health Care Systems: www.observatory.dk
- Health Policy Monitor: www.healthpolicymonitor.org
- Rosenbrock\Gerlinger: Gesundheitspolitik. Bern 2005
- Wasem/Matusiewicz/Staudt, Medizinmanagement, Berlin 2013

Internationalität (Inhaltlich)

Internationality

Modulprüfung (ggf. Hinweis zu Multiple Choice - APO §9a)

Method of Assessment

Prüfungsform*1)	Art/Umfang inkl. Gewichtung*2)	Zu prüfende Lernziele/Kompetenzen
Klausur	Schriftliche Schlussklausur, Dauer 90 Minuten Fragestellungen auf einfachem fachlichem Niveau können auch über multiple choice Methode geprüft werden.	Über die Klausur werden nahezu die gesamten Lerninhalte und Kompetenzprofile abgeprüft.

*1) Beachten Sie dazu geltende Übersicht zu den Prüfungsformen an der OTH Amberg-Weiden

*2) Bitte zusätzlich Angaben zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen

E-Health und M-Health

E-Health and M-Health

Zuordnung zum Curriculum Classification	Modul-ID Module ID	Art des Moduls Kind of Module	Umfang in ECTS-Leistungspunkte Number of Credits
	SEH4	Pflichtmodul	5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Deutsch	1 Semester	WiSe	30
Modulverantwortliche(r) Module Convenor			Dozent/In Professor / Lecturer	
Prof. Dr. Steffen Hamm			Prof. Dr. Steffen Hamm/Lehrbeauftragte(r)	

Voraussetzungen*

Prerequisites

***Hinweis: Beachten Sie auch die Voraussetzungen nach Prüfungsordnungsrecht in der jeweils gültigen SPO-Fassung.**

Verwendbarkeit Availability	Lehrformen Teaching Methods	Workload
Das Modul ist Teil der Modulgruppe „Specialization Electives“ des Bachelorstudiengangs Digital Technology and Management, der Modulgruppe "Digital" im Bachelorstudiengang Digital Healthcare Management sowie Teil der Modulgruppe "System- und Methodenkompetenz" im Bachelorstudiengang Physician Assistance; die hochschulweite Verwendbarkeit ist im Einzelfall zu prüfen.	Seminaristischer Unterricht mit Übungen	Kontaktzeit: 60 h Selbststudium: 60 h Prüfungsvorbereitung: 30 h

Lernziele / Qualifikationen des Moduls

Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

- Wissen um Digitalisierung von Prozessen im Gesundheitswesen
- Kenntnis rechtlicher Rahmenbedingungen
- Überblick über Krankenhausinformationssysteme, Praxisverwaltungssysteme
- Wissen über die Möglichkeiten der Telemedizin
- Elektronische Gesundheitsakte
- elektronisch gestütztes Krankheits- und Wissensmanagement
- Ferndiagnosen und Ferntherapie
- Gesundheitsportale
- Krankheitsprävention, Vitaldatenüberwachung, Wearables (Activity-Tracker)

Inhalte der Lehrveranstaltungen

Course Content

- Digitalisierung von Prozessen im Gesundheitswesen
- Rechtliche Rahmenbedingungen
- Krankenhausinformationssysteme, Praxisverwaltungssysteme
- Telemedizin
- Elektronische Gesundheitsakte
- elektronisch gestütztes Krankheits- und Wissensmanagement
- Ferndiagnosen und Ferntherapie
- Gesundheitsportale
- Krankheitsprävention, Vitaldatenüberwachung, Wearables (Activity-Tracker)

Lehrmaterial / Literatur

Teaching Material / Reading

- Trill, Roland; Bartmann, Franz-Joseph; Breitschwerdt, Rüdiger: Praxisbuch eHealth: Von der Idee zur Umsetzung, Kolhammer Verlag
- Matusiewicz, David; Pittelkau, Christian; Elmer, Arno: Die Digitale Transformation im Gesundheitswesen: Transformation, Innovation, Disruption, MWV Medizinisch Wissenschaftliche Verlagsgesellschaft
- Andelfinger, Volker P.; Hänisch, Trill: eHealth: Wie Smartphones, Apps und Wearables die Gesundheitsversorgung verändern werden, Springer Verlag
- Jorzig, Alexandra; Sarangi, Frank: Digitalisierung im Gesundheitswesen: Ein kompakter Streifzug durch Recht, Technik und Ethik, Springer Verlag (erscheint 2020)

Internationalität (Inhaltlich)

Internationality

Modulprüfung (ggf. Hinweis zu Multiple Choice - APO §9a) Method of Assessment		
Prüfungsform^{*1)}	Art/Umfang inkl. Gewichtung^{*2)}	Zu prüfende Lernziele/Kompetenzen
Klausur	Schriftliche Schlussklausur, Dauer 90 Minuten Fragestellungen auf einfachem fachlichem Niveau können auch über multiple choice Methode geprüft werden.	Über die Klausur werden nahezu die gesamten Lerninhalte und Kompetenzprofile abgeprüft.

*1) Beachten Sie dazu geltende Übersicht zu den Prüfungsformen an der OTH Amberg-Weiden

*2) Bitte zusätzlich Angaben zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen

Blockchain Applications for Business

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEM1	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
vhb	English	One Semester	Depending on availability	Depending on availability
Module Convenor			Professor / Lecturer	
Prof. Dr. Björn Ivens (vhb, Otto-Friedrich-Universität Bamberg)			Prof. Dr. Björn Ivens (vhb, Otto-Friedrich-Universität Bamberg)	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Online vhb course		150h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

In order to account for the increasing importance of blockchain technology in business practice and in order to get students ready for this new wave of innovation, we created this course, entitled "Blockchain Applications for Business". In a nutshell, by taking this course, students can acquire a holistic understanding of basic blockchain fundamentals and gain comprehensive insights into the potential of blockchain technology in a multitude of business use cases. That said, this course will help students understand current developments in blockchain from many diverse perspectives and lay a solid foundation to further explore the blockchain topic.

Course Content

1. Foundations of Blockchain Technology and Applications
 - 1.1 Introduction to Blockchain Technology
 - 1.2 Tech Basics of Blockchain Technology
 - 1.3 Exploring the Bitcoin Whitepaper
 - 1.4 Hands-on Tutorial: Smart Contracts on Ethereum
2. The Value Proposition of Blockchain Technology
 - 2.1 Strengths and Weaknesses of Blockchain Technology
 - 2.2 Identifying Business Opportunities in the Blockchain Space
3. Blockchain Use Cases in Different Business Areas
 - 3.1 Use Cases of Blockchain: Introduction & Marketing
 - 3.2 Use Cases of Blockchain: Finance Industry
 - 3.3 Use Cases of Blockchain: Automotive Industry
 - 3.4 Use Cases of Blockchain: Supply Chains & IoT
 - 3.5 Use Cases of Blockchain: Vocational Education Training
4. A Differentiated Perspective on Blockchain: Legal, Societal, and Ecological Aspects of Blockchain

Teaching Material / Reading

<https://kurse.vhb.org/VHBPORTAL/kursprogramm/kursprogramm.jsp?kDetail=true&COURSEID=14042,74,1403,1>

Internationality (content-related)

internationally relevant topics

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Written exam		The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*¹⁾ Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*²⁾ Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Business Model Innovation

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEM2	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Each winter semester	Depending on availability
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Prof. Dr. Julia Heigl	
Prerequisites*				
None				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
The module is part of the module group <i>Specialization Electives</i> of the Digital Technology and Management Bachelor's degree program. It is also used as Elective in the DHM, TM and WI programs.		Guided project work		Contact time/coaching: 60 h Self-study and project work: 90 h Total workload: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

Professional Skills:

- Students analyze current and expected environment, industry, and company specifics, particularly with regard to the effects of digitization (and other megatrends).
- Students will analyze customer needs and develop new value propositions.
- Students will analyze, develop and evaluate business models, including revenue model and necessary architecture (resources, activities, partnerships).

Methodological Skills:

- The students apply common methods of business model development, requirements and needs analysis as well as innovation approaches for the further development of the business model in a concrete (practical) project. They use personas, business model canvas and other templates.
- Students recognize intercultural and interdisciplinary challenges in teamwork and adapt their working methods accordingly.
- The students use digital cooperation and communication tools.

Personal Skills (Social Competence and Self-competence):

- Students will be able to cooperatively plan and execute a team project on time, working effectively and thoughtfully, especially in a heterogeneous, interdisciplinary, and international team, and if necessary, leading the team.
- Students will be able to communicate results effectively and express complex information concisely and comprehensively, both orally and in writing.

Course Content

Global megatrends such as digitization have a radical impact on what and how companies create benefits for customers (value proposition innovation), how these benefits are delivered (architectural innovations) and how companies earn money (revenue model innovations). Therefore, existing business models must be deliberately changed in the sense of a business model innovation or others must be created from scratch. In contrast to product or process innovations, business model innovations thus directly address a company's business model. Not only are customer needs better satisfied, but the basic structures and competitive rules of the industry are also called into question.

As part of the module, students work on an international project in teams with students from other universities on a current, real-life practical issue in which a new platform business model (virtualtraveller.com) is to be scrutinized and made more attractive for both end users (young travelers) and advertisers (including FinnAir, Samsung, but also small local providers).

The task will be worked on in defined sub-steps, supported by teaching units on the following topics:

- Working with the Business Model Canvas: analysis, development and evaluation of an own business model.
- Impact of digitalization and other megatrends on business models and organizations
- Platform business
- Basics of the design thinking process
- Understanding user groups and their needs, requirements and problems (developing persona)
- Working with a 360° camera, shooting your own film
- Brainstorming and creativity techniques
- Evaluating market potential and revenue model
- Business models in practice

Teaching Material / Reading

Kim, W. C./Mauborgne, R.: How to create uncontested market space and make the competition irrelevant. Harvard Business Review, 4. Jahrgang (2005), Nr. 13, 1-2.
Osterwalder, A./Pigneur, Y.: Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons, 2010.
Robier, J.: UX Redefined. Winning and Keeping Customers with Enhanced Usability and User Experience, Springer 2016.

Internationality (content-related)

The project takes place in cooperation with the universities Haaga-Helia University of Applied Sciences, Helsinki/Finland and Thomas More Hogeschool, Geel/Belgium.

Teams are international and must communicate in English.

The accompanying lectures will also be held in English.

The practical question dealt with is of international relevance.

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination^{*1)}	Type/Scope incl. Weighting^{*2)}	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Project work (written + oral) in groups of approx. 6 students each (2 from Weiden, 4 from Finland and/or Belgium) on a business question presented at the beginning of the semester in several phases, which are presented at the project kickoff and are to be worked on successively. Each student has to contribute individually to the common task. The overall results are to be submitted in the form of a pitch video (English) as well as a written summary (approx. 15 pages per German group of 2, language English or German), weighting 50/50.	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Digital Marketing and eCommerce

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	3.4	Mandatory	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	One Semester	Winter Semester, but: Due to a change in the SPO, the module will not be offered in winter 2024/25. If your current study plan provides for the module in the 3rd/4th standard semester, you are strongly recommended to switch to the new SPO. Please follow the steps communicated to you by email and via the notice board. In case of doubt, please urgently contact the programme director Prof. Dr. Julia Heigl, j.heigl@oth-aw.de.	60

Module Convenor	Professor / Lecturer
Prof. Dr. Julia Heigl	Prof. Dr. Julia Heigl

Prerequisites*

None

* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.

Usability	Teaching Methods	Workload
This module is part of the module group <i>Management</i> in the Digital Technology and Management bachelor program. Compatibility with other programs of the university is to be examined individually.	Lecture, seminar with exercises, guest lecture, project work, practical applications using software	Contact time: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

- Describe and critically discuss the impact of digitalization on marketing and sales.
- Explain the theoretical foundations, essential terms, concepts and tools of digital marketing.
- Analyze the changing information and purchasing behaviour of B2B decision-makers.
- Plan and implement digital marketing campaigns and measure their performance.
- Describe the digital marketing channels which are relevant for B2B companies, to discuss them critically and to apply them to real-world cases.
- Identify, describe and apply use cases for artificial intelligence in marketing automation.
- Apply content of this module in state-of-the-art software tools to practical problems.

Course Content

- The impact of digitalization on marketing and sales - strategy, marketing mix, operations.
- Foundations of digital marketing.
- Planning digital marketing campaigns.
- Customer Journey Mapping.
- Digital marketing channels and instruments - fundamentals, applications, tools and performance measurement: e.g. corporate website design; search engine marketing (SEO / SEA); influencer marketing; social media marketing; B2B e-commerce; affiliate marketing; programmatic advertising; marketing automation and email marketing.
- Application of artificial intelligence in marketing

Teaching Material / Reading

- Chaffey, D./Ellis-Chadwick, F. (2019): Digital marketing, 7th ed., Pearson, Harlow, England ; New York.
- Artun, Ö./Levin, D. (2015): Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data. John Wiley & Sons, Inc, Hoboken, NJ, USA.
- Kingsnorth, S. (2019): Digital Marketing Strategy: An Integrated Approach to Online Marketing, 2nd ed., Kogan Page.
- Waite, K./Vega, R.P. (2018): The Essentials of Digital Marketing, Global Management Series. Goodfellow Publishers, Limited.
- Miller, M. (2012): B2B Digital Marketing: Using the Web to Market Directly to Businesses, Que Biz-Tech. Pearson Education.
- Chaffey, D./Smith, P. (2017): Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. Taylor&Francis.

Internationality (content-related)

The course content is internationally and universally relevant and applicable. Companies from around the world will serve as example for case studies and practical examples.

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Project Work in Groups Development of a digital marketing concept for a fictive or real-life company	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

International Marketing

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEM3	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
vhb	English	One Semester	Depending on availability	Depending on availability
Module Convenor			Professor / Lecturer	
Prof. Dr. Dirk Holtbrügge (vhb, Friedrich-Alexander-Universität Erlangen-Nürnberg)			Prof. Dr. Dirk Holtbrügge (vhb, Friedrich-Alexander-Universität Erlangen-Nürnberg)	
Prerequisites*				
Successful completion of Digital Marketing and eCommerce				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes

Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:

The participants acquire detailed expertise in the field of international marketing. Effective international marketing is increasingly important for companies due to rising international connectivity between countries and companies, and companies' need to grow by selling their products and services globally. They can understand, explain, reflect, and apply the theories, concepts, and terminology of the field and are familiar with empirical studies in the field of international marketing. The participants understand the challenges of international marketing and can independently develop solutions for problems to questions of standardization and differentiation in an international context, of international market entry, and of the design of the marketing mix in an international context. They also understand these aspects with regard to different industries (B2B, B2C) and different countries. Special attention is paid to the transfer of theoretical contents to practical examples. Therefore, different country and company case studies are included in the form of video interviews. The participants are provided with interesting insights into the international marketing activities of several international companies headquartered in the Nürnberg Metropolitan Area.

Course Content

Foundations
 Challenges and Opportunities of International Marketing Methods
 International Market Research
 Strategies
 International Market Entry Strategies
 Standardization vs. Differentiation of International Marketing Policies: International Marketing Mix
 International Product Policy
 International Price Policy
 International Placement Policy
 International Promotion Policy

Teaching Material / Reading

<https://kurse.vhb.org/VHBPORTAL/kursprogramm/kursprogramm.jsp?kDetail=true&COURSEID=14039,74,1407,1>

Internationality (content-related)

internationally relevant topics

Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)

Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Seminar paper, for details please see vhb	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

People Analytics: Data Science for Human Resources Management

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEM4	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
vhb	English	One Semester	Winter and Summer	Depending on availability
Module Convenor			Professor / Lecturer	
Prof. Dr. Sven Laumer			Prof. Dr. Sven Laumer	
Prerequisites*				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
<p>The course provides a detailed overview of essential concepts, processes and technologies of data-driven control of human resources management (HRM). In addition to directly employee-related topics, it also deals with the support of the overall corporate strategy in terms of human resources. In addition to the basics of HRM, the lecture will primarily deal with the contents of statistical data analysis using a continuous case study in the areas of sourcing, acquisition, onboarding, performance, fluctuation and well-being analysis. In this context, the observance of legal and ethical framework conditions plays an overriding role in the application of algorithms and technologies with personal data. The aim of these applications is to work out interrelationships, to identify and evaluate patterns and complex interrelationships of effects, and to predict developments.</p> <p>In a final project work, various questions from the application areas of people analytics are examined and practically processed. The focus is on independently conducting analyses, interpreting results and deriving recommendations for action.</p>		
Course Content		
Part A: 1. Data-driven HRM 2. Fundamentals of Data Science 3. Ethical Consideration of People Analytics Part B: 4. Personnel Planning Analytics 5. Sourcing and Acquisition Analytics 6. Onboarding and Performance Analytics 7. Well-Being Analytics 8. Turnover Analytics		
Teaching Material / Reading		
See vhb		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Project work / Seminar paper	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Profiting from Ideas and Inventions: An Introduction to Intellectual Property Rights

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEM5	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
vhb	English	One Semester	Winter and Summer	Depending on availability
Module Convenor			Professor / Lecturer	
Prof. Dr. Markus Beckmann (provisional)			Prof. Dr. Markus Beckmann (provisional)	
Prerequisites*				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<p>This course targets students who would like to learn how to pursue their ideas and inventions successfully. To profit from ideas and inventions, intellectual assets, which are typically protected by intellectual property such as patents, copyrights, trademarks, and trade secrets, are critical. In fact, these intellectual property rights often constitute the largest proportion of total corporate wealth. Not only in technology and innovation management, intellectual property rights guide individuals and firms over the lifecycles of their offerings and beyond. However, many decision-makers fail to manage these assets proactively. Moreover, knowing, understanding, and applying intellectual property is not limited to firms but crucial for individuals, non-governmental organizations, and administrative agencies. Entrepreneurs, artists, and other creative minds may benefit substantially from dealing with this topic, especially in navigating challenges from digitalization. Focusing on the fundamental basics, this introductory course provides an overview of the different types of intellectual property and portrays their historic background. Theory and central key concepts alternate with case examples from practice. Besides insights into the application of intellectual property rights within the business context, thematic excursions will dive into areas of entrepreneurship, emerging markets, and the digital economy.</p>		
Course Content		
<ol style="list-style-type: none"> 1. General Information 2. IP Basics 3. History and Origins 4. Copyrights and Designs 5. Patents & Co. 6. Trademarks 7. Case Study 8. IPR and the Business Life 9. New Trends in IPR 10. Group Assignment 		
Teaching Material / Reading		
See vhb		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination ^{*1)}	Type/Scope incl. Weighting ^{*2)}	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Oral examination (group presentation) and hand in written assignment	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Practical Project			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	SEPP	Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
tbd	English	One Semester	Depending on availability	30 <i>There is neither a claim to actual realization of the module nor to participation.</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			respective professor overseeing the project	
Prerequisites*				
Participation must be coordinated in advance with the person responsible for the module. Please check AVIS-Module in Moodle for available projects. * Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group <i>Basic Electives</i> in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to be checked individually.		Depending on the respective program		150h

Learning Outcomes		
<small>Learning Outcomes</small>		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
Acquisition and application of specific knowledge to a practical problem in the fields of digital technology and/or management		
Course Content		
Depending on the type of project		
Teaching Material / Reading		
Will be provided		
Internationality (content-related)		
internationally relevant topics		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*¹⁾	Type/Scope incl. Weighting *²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Details will be provided by the respective lecturer	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Practical Phase

Internship				
Classification	Module ID	Kind of Module	Number of Credits (ECTS)	
	7.1	Mandatory	25	
Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Location of the company / organization	Determined by place and company of the practical phase	One Semester	Offered each semester	
Module Convenor		Professor / Lecturer		
Prof. Dr. Julia Heigl				
Prerequisites*				
Successful completion of all modules of study section 1 and German level B2.2 * Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability	Teaching Methods	Workload		
Applicability in the further course of studies: Successful completion of the internship semester is a prerequisite for registration for the bachelor's thesis. University-wide applicability: The usability in other study programs must be checked in each individual case.	Pactical phase	Effort for internship: Duration 20 weeks in the company with a working time usual in the company for full-time work.		
Learning Outcomes				
Learning Outcomes After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:				
<ul style="list-style-type: none"> Students have gained insight into a company's value creation processes through independent work in planning, organisation or control tasks or participation in projects. Students have applied and reflected on knowledge, methods and procedures which have been taught in the theoretic studies. 				
Course Content				
- Independent work on projects and problems, the topics of which are closely related to the completed studies or represent a valuable addition. - Application and deepening of knowledge, methods and procedures already gained, which are taught and conveyed in the theoretic studies.				
Teaching Material / Reading				
<ul style="list-style-type: none"> Guideline for the practical study semester for the Bachelor's degree programmes of the Faculty of Industrial Engineering and Health Training plan for the practical semester in the Bachelor's degree programmes of the Faculty of Industrial Engineering and Health Documents available at: https://www.oth-aw.de/myoth/studiengangsdokumente				
Internationality (content-related)				
Students who have acquired their university entrance qualification outside Germany are recommended to complete the internship in Germany, ideally in a company with an international orientation. German students are recommended to complete the internship in a non-German speaking country.				
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)				
Form of Examination*1)	Type/Scope incl. Weighting *2)	Learning Objectives/Competencies to be Assessed		
Internship report	Internship report with the rating "passed" (the report is reviewed by the supervisors of the internship).	The internship report is used to assess the overall learning content and competency profiles.		

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.

Bachelor Thesis

Bachelor Thesis			
Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	8.1	Mandatory	10

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Not location-bound	English or German	Refer to SER	According to study progress	1
Module Convenor		Professor / Lecturer		
Exam committee chair		First and second supervisor or first reviewer		
Prerequisites*				
Cf. Program and Examination Regulations, General Examination Regulations. Furthermore, the guidelines of the Faculty of Industrial Engineering and Healthcare "Wissenschaftliches Arbeiten: Preparation of a Thesis" must be observed. The current version is available on the OTH_Homepage under myOTH.				
* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
Bachelor Thesis in the study program Digital Technology and Management. The usability in other study programs must be checked in each individual case.		Bachelor Thesis		300 h

Learning Outcomes		
Learning Outcomes		
After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> Independent methodical elaboration of a practice-relevant, definable (sub-)project in a study programme-related environment and written documentation in the form of a scientific paper. 		
Course Content		
Depending on the task		
Teaching Material / Reading		
Own research		
Internationality (content-related)		
choice of an internationally relevant topic and/or company		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination* ¹⁾	Type/Scope incl. Weighting * ²⁾	Learning Objectives/Competencies to be Assessed
Bachelor Thesis	The final thesis is to be written after individual consultation with the first examiner. Regulations for processing are contained in the study program and examination regulations as well as in the general examination regulations. The guidelines of the Faculty of Industrial Engineering and Healthcare "Scientific work: Preparation of a Thesis" must be observed. The current version is provided on the OTH homepage under myOTH.	Depending on the specific task, the above-mentioned competencies are tested via the bachelor thesis.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.