## Pflichtmodule

cba535 - Grundlagen der Betriebswirtschaftslehre

<table>
<thead>
<tr>
<th>Module label</th>
<th>Grundlagen der Betriebswirtschaftslehre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba535</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
</tbody>
</table>

### Applicability of the module
- Business Administration (extra-occupational) (Bachelor) > Pflichtmodule

### Responsible persons

### Prerequisites

### Skills to be acquired in this module

### Module contents

### Recommended reading

### Links

### Language of instruction | German
### Duration (semesters) | 1 Semester

### Module frequency

### Module capacity | unlimited

### Module level

### Type of module

### Teaching/Learning method

### Previous knowledge

### Examination

## Examination times

<table>
<thead>
<tr>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>ET</td>
</tr>
</tbody>
</table>

### Type of course

| Seminar |

### SWS

<table>
<thead>
<tr>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
</tr>
</tbody>
</table>

### On-site workload

| 0 h |
### Module Information

#### Module Information

<table>
<thead>
<tr>
<th>Module label</th>
<th>Grundlagen der Volkswirtschaftslehre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba540</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
</tbody>
</table>

#### Applicability of the module

- Business Administration (extra-occupational) (Bachelor) > Pflichtmodule

#### Responsible persons

#### Prerequisites

#### Skills to be acquired in this module

#### Module contents

#### Recommended reading

#### Links

#### Language of instruction

- German

#### Duration (semesters)

- 1 Semester

#### Module frequency

- unlimited

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Final exam of module

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td></td>
<td>ET</td>
</tr>
</tbody>
</table>

#### Type of course

- Seminar

#### SWS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>--</th>
</tr>
</thead>
</table>

#### On-site workload

- 0 h
### cba545 - Accounting und Controlling

<table>
<thead>
<tr>
<th>Module label</th>
<th>Accounting und Controlling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba545</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>• Business Administration (extra-occupational) (Bachelor) &gt; Pflichtmodule</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>Type of examination</td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>--</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
### cba550 - Marketing

<table>
<thead>
<tr>
<th>Module label</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba550</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Pflichtmodule</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
<td>Final exam of module</td>
<td></td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>--</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
### cba555 - Finanzmanagement

<table>
<thead>
<tr>
<th>Module label</th>
<th>Finanzmanagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba555</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>• Business Administration (extra-occupational) (Bachelor) &gt; Pflichtmodule</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Examination times</td>
<td></td>
</tr>
<tr>
<td>Type of examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
<td></td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>--</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
### cba560 - Organisation und Personal

<table>
<thead>
<tr>
<th>Module label</th>
<th>Organisation und Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba560</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
</tbody>
</table>

#### Applicability of the module
- Business Administration (extra-occupational) (Bachelor) > Pflichtmodule

#### Responsible persons

#### Prerequisites

#### Skills to be acquired in this module

#### Module contents

#### Recommended reading

#### Links

#### Language of instruction
- German

#### Duration (semesters)
- 1 Semester

#### Module frequency
- unlimited

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination

<table>
<thead>
<tr>
<th>Final exam of module</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>ET</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Type of course
- Seminar

#### SWS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>On-site workload</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>0 h</td>
</tr>
</tbody>
</table>

#### Examination times

- ET
# cba565 - Wirtschaftsprivatrecht

<table>
<thead>
<tr>
<th>Module label</th>
<th>Wirtschaftsprivatrecht</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba565</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td></td>
</tr>
</tbody>
</table>

## Responsible persons

## Prerequisites

## Skills to be acquired in this module

## Module contents

## Recommended reading

## Links

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
</tbody>
</table>

## Module frequency

<table>
<thead>
<tr>
<th>Module capacity</th>
<th>unlimited</th>
</tr>
</thead>
</table>

## Module level

## Type of module

## Teaching/Learning method

## Previous knowledge

## Examination

<table>
<thead>
<tr>
<th>Final exam of module</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>ET</td>
</tr>
</tbody>
</table>

## Type of course

<table>
<thead>
<tr>
<th>SWS</th>
<th>Frequency</th>
<th>On-site workload</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>0 h</td>
</tr>
</tbody>
</table>
### cba570 - Statistik und empirische Forschungsmethoden

<table>
<thead>
<tr>
<th>Module label</th>
<th>Statistik und empirische Forschungsmethoden</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba570</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>• Business Administration (extra-occupational) (Bachelor) &gt; Pflichtmodule</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
<td>Final exam of module</td>
<td></td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>--</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
### cba575 - Wissenschaftliches Arbeiten

<table>
<thead>
<tr>
<th>Module label</th>
<th>Wissenschaftliches Arbeiten</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba575</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>● Business Administration (extra-occupational) (Bachelor) &gt; Pflichtmodule</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Examination times</td>
<td></td>
</tr>
<tr>
<td>Type of examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
<td></td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>--</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>

Language of instruction: German

Duration (semesters): 1 Semester

Module frequency: unlimited

Type of course: Seminar

SWS

Frequency: --

On-site workload: 0 h
### cba580 - Projektmanagement in der Praxis

<table>
<thead>
<tr>
<th>Module label</th>
<th>Projektmanagement in der Praxis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba580</td>
</tr>
<tr>
<td>Credit points</td>
<td>15.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>450 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Pflichtmodule</td>
</tr>
</tbody>
</table>

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

**Language of instruction**  
German

**Duration (semesters)**  
1 Semester

**Module frequency**

**Module capacity**  
unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**

**Final exam of module**

**Type of course**

**Seminar**

**SWS**

**Frequency**

**On-site workload**

0 h
## Innovation und Nachhaltigkeit

cba655 - Innovationsmanagement

<table>
<thead>
<tr>
<th>Module label</th>
<th>Innovationsmanagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba655</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
</tbody>
</table>

**Applicability of the module**

- Business Administration (extra-occupational) (Bachelor) > Innovation und Nachhaltigkeit

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
</tbody>
</table>

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>Seminar</td>
<td>G</td>
</tr>
</tbody>
</table>

**Type of course**

**SWS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>SWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SoSe oder WiSe</td>
<td></td>
</tr>
</tbody>
</table>

**On-site workload**

| 0 h |
### Entrepreneurship

<table>
<thead>
<tr>
<th>Module label</th>
<th>Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba660</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
</tbody>
</table>

**Applicability of the module**
- Business Administration (extra-occupational) (Bachelor) > Innovation und Nachhaltigkeit

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

**Language of instruction** | German
**Duration (semesters)**    | 1 Semester

**Module frequency**

**Module capacity** | unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**

**Final exam of module**

**Type of course** | Seminar

**SWS**

**Frequency** | SoSe oder WiSe

**On-site workload** | 0 h
### cba665 - Nachhaltigkeitsmanagement

<table>
<thead>
<tr>
<th>Module label</th>
<th>Nachhaltigkeitsmanagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba665</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Innovation und Nachhaltigkeit</td>
</tr>
</tbody>
</table>

#### Responsible persons

#### Prerequisites

#### Skills to be acquired in this module

#### Module contents

#### Recommended reading

#### Links

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
</tbody>
</table>

#### Module frequency

| Module capacity | unlimited |

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td></td>
<td>G</td>
</tr>
</tbody>
</table>

| Type of course | Seminar |

<table>
<thead>
<tr>
<th>SWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>On-site workload</td>
</tr>
</tbody>
</table>
## Personal und Leadership

cba705 - Führung und Kommunikation

<table>
<thead>
<tr>
<th>Module label</th>
<th>Führung und Kommunikation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba705</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>- Business Administration (extra-occupational) (Bachelor) &gt; Personal und Leadership</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Examination times</td>
<td></td>
</tr>
<tr>
<td>Type of examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
<td>G</td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>SoSe oder WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
# Recruiting und Employer Branding (cba710)

<table>
<thead>
<tr>
<th>Module label</th>
<th>Recruiting und Employer Branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba710</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Personal und Leadership</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Examination times</td>
<td></td>
</tr>
<tr>
<td>Type of examination</td>
<td>G</td>
</tr>
<tr>
<td>Final exam of module</td>
<td></td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>SoSe oder WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
### cba715 - Personalentwicklung und Talentmanagement

<table>
<thead>
<tr>
<th>Module label</th>
<th>Personalentwicklung und Talentmanagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba715</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Personal und Leadership</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
<td></td>
</tr>
<tr>
<td>Examination times</td>
<td>G</td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>SoSe oder WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
**cba730 - Selected Aspects of Economics Sciences**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Selected Aspects of Economics Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba730</td>
</tr>
<tr>
<td>Credit points</td>
<td>8.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>240 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>• Business Administration (extra-occupational) (Bachelor) &gt; Personal und Leadership</td>
</tr>
</tbody>
</table>

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
</tbody>
</table>

**Examination**

<table>
<thead>
<tr>
<th>Final exam of module</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>KL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Type of course**

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Seminar</th>
</tr>
</thead>
</table>

**SWS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>SoSe oder WiSe</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>KL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Type of course**

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Seminar</th>
</tr>
</thead>
</table>

**SWS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>SoSe oder WiSe</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
Digital Business Management

cba755 - Digitalisierung im Unternehmen

<table>
<thead>
<tr>
<th>Module label</th>
<th>Digitalisierung im Unternehmen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba755</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Digital Business Management</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Examination times</td>
<td></td>
</tr>
<tr>
<td>Type of examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
<td></td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>SoSe oder WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
### cba760 - Intelligentes Datenmanagement

<table>
<thead>
<tr>
<th>Module label</th>
<th>Intelligentes Datenmanagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba760</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>• Business Administration (extra-occupational) (Bachelor) &gt; Digital Business Management</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
<td></td>
</tr>
<tr>
<td>Examination times</td>
<td></td>
</tr>
<tr>
<td>Type of examination</td>
<td>G</td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>SoSe oder WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>

---
### cba765 - Digitale Geschäftsmodelle

<table>
<thead>
<tr>
<th>Module label</th>
<th>Digitale Geschäftsmodelle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba765</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Digital Business Management</td>
</tr>
</tbody>
</table>

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

**Language of instruction** | German |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
</tbody>
</table>

**Module frequency**

**Module capacity** | unlimited |

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**

<table>
<thead>
<tr>
<th>Final exam of module</th>
<th>Type of course</th>
</tr>
</thead>
<tbody>
<tr>
<td>G</td>
<td>Seminar</td>
</tr>
</tbody>
</table>

**SWS**

**Frequency** | SoSe oder WiSe |

**On-site workload** | 0 h |
## Marketing

cba805 - Dienstleistungsmarketing

<table>
<thead>
<tr>
<th>Module label</th>
<th>Dienstleistungsmarketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba805</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
</tbody>
</table>

**Applicability of the module**
- Business Administration (extra-occupational) (Bachelor) > Marketing

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td></td>
<td>G</td>
</tr>
</tbody>
</table>

**Type of course**
- Seminar

**SWS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>SoSe oder WiSe</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>


### cba810 - Strategisches Marketing

<table>
<thead>
<tr>
<th></th>
<th>Strategisches Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module label</strong></td>
<td>Strategisches Marketing</td>
</tr>
<tr>
<td><strong>Module abbreviation</strong></td>
<td>cba810</td>
</tr>
<tr>
<td><strong>Credit points</strong></td>
<td>10.0 KP</td>
</tr>
<tr>
<td><strong>Workload</strong></td>
<td>300 h</td>
</tr>
<tr>
<td><strong>Applicability of the module</strong></td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Marketing</td>
</tr>
<tr>
<td><strong>Responsible persons</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Prerequisites</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Skills to be acquired in this module</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Module contents</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Recommended reading</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Links</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Language of instruction</strong></td>
<td>German</td>
</tr>
<tr>
<td><strong>Duration (semesters)</strong></td>
<td>1 Semester</td>
</tr>
<tr>
<td><strong>Module frequency</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Module capacity</strong></td>
<td>unlimited</td>
</tr>
<tr>
<td><strong>Module level</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Type of module</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Teaching/Learning method</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Previous knowledge</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Examination</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Examination times</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Type of examination</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Final exam of module</strong></td>
<td>G</td>
</tr>
<tr>
<td><strong>Type of course</strong></td>
<td>Seminar</td>
</tr>
<tr>
<td><strong>SWS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>SoSe oder WiSe</td>
</tr>
<tr>
<td><strong>On-site workload</strong></td>
<td>0 h</td>
</tr>
</tbody>
</table>
### cba815 - Online-Marketing

<table>
<thead>
<tr>
<th>Module label</th>
<th>Online-Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba815</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Marketing</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
</tbody>
</table>

#### Previous knowledge

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td></td>
<td>G</td>
</tr>
</tbody>
</table>

#### Type of course

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Seminar</th>
</tr>
</thead>
</table>

#### SWS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>SoSe oder WiSe</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
Sport und Wirtschaft

cba855 - Sportmanagement

<table>
<thead>
<tr>
<th>Module label</th>
<th>Sportmanagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba855</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
</tbody>
</table>

**Applicability of the module**
- Business Administration (extra-occupational) (Bachelor) > Sport und Wirtschaft

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
</tbody>
</table>

**Examination**

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td></td>
<td>G</td>
</tr>
</tbody>
</table>

**Type of course**

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Seminar</th>
</tr>
</thead>
</table>

**SWS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>On-site workload</th>
</tr>
</thead>
<tbody>
<tr>
<td>SoSe oder WiSe</td>
<td>0 h</td>
</tr>
</tbody>
</table>

24 / 27
### cba860 - Sportmarketing und -sponsoring

<table>
<thead>
<tr>
<th>Module label</th>
<th>Sportmarketing und -sponsoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>cba860</td>
</tr>
<tr>
<td>Credit points</td>
<td>10.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>300 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Business Administration (extra-occupational) (Bachelor) &gt; Sport und Wirtschaft</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
<td></td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
<td>G</td>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>SoSe oder WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>0 h</td>
</tr>
</tbody>
</table>
### Module Information

**Module label**: Nationales und internationales Sport- und Verbandsrecht  
**Module abbreviation**: cba865  
**Credit points**: 10.0 KP  
**Workload**: 300 h  
**Applicability of the module**  
- Business Administration (extra-occupational) (Bachelor) > Sport und Wirtschaft

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

**Language of instruction**: German  
**Duration (semesters)**: 1 Semester  
**Module frequency**

**Module capacity**: unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**  
**Examination times**  
**Type of examination**  
**Final exam of module**: G

**Type of course**: Seminar

**SWS**

**Frequency**: SoSe oder WiSe

**On-site workload**: 0 h