

Only the german version of the module description as part of the study regulations is legally binding.

Module name	Business administration specialization
Module number	INF-25-Ma-NVE-BWL
Responsible lecturer	Dean of Studies for Business and Economics studiendekan.ww@mailbox.tu-dresden.de
Qualification objectives	Students know the most important fundamentals and principles of sustainable corporate management and marketing. They are able to define terms in marketing and sustainable management and are able to apply selected theories and approaches to practical issues and real companies.
Content	Contents of the module are basic theories, approaches, concepts of marketing and marketing strategies as well as informational basics, in particular consumer behavior and market research, basics of sustainable corporate management in relation to the three dimensions of economy, ecology and social issues/society, concepts for implementing sustainable development in companies and methods of sustainability assessment.
Teaching and learning methods	The module comprises lectures of 3 SWS and self-study. The language of instruction for the lectures is German.
Prerequisites for participation	In the Diplom degree program in Computer Science and in the Master's degree program in Computer Science, the competencies to be acquired in the module INF-25-Ma-NGR-BWL Business Administration Basics are a prerequisite.
Applicability	The module is a compulsory module of the non-informatics supplement Business Administration here in the Diplom degree program in Computer Science. In the Master's degree program in Computer Science, the module is a compulsory elective module in the open track supplement, which must be selected in accordance with the appendix page 2 to the examination regulations. The module can only be chosen in combination with the module INF-25-Ma-NGR-BWL Betriebswirtschaftslehre Grundlagen in the Master's degree program in Computer Science. The module cannot be selected in the Master's degree program in Computer Science if this module or a module with essentially the same content from a degree program with which the admission requirements according to § 3 of the study regulations have already been fulfilled. The module fulfills the prerequisites for the modules listed under prerequisites for participation.
Requirements for earning credit points	The credit points are earned if the module examination is passed. The module examination consists of a complex course of 16.5 hours. The examination language is German.
Credit points and grades	6 credit points can be earned through the module. The module grade corresponds to the grade of the examination.

Module frequency	The module is offered every summer semester.
Workload	The total workload is 180 hours.
Module duration	The module comprises one semester.