

Information “Controlling und Informationssysteme“

WS 2019 / SoSe 2020

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Ich freue mich auf Ihre Teilnahme!

Business Process Management, Controlling & Digitale Transformation

1. Theory: Agile Management, Bitcoins, Business Process Management, Enterprise Architecture Management, Data Science, digitale Transformation and sales controlling
2. Project 1: Workshop and student projects about Data Science / managerial accounting in collaboration with Corporate Planning AG
3. Project 2: Conducting a research project



Corporate Planning 
Premium Partner

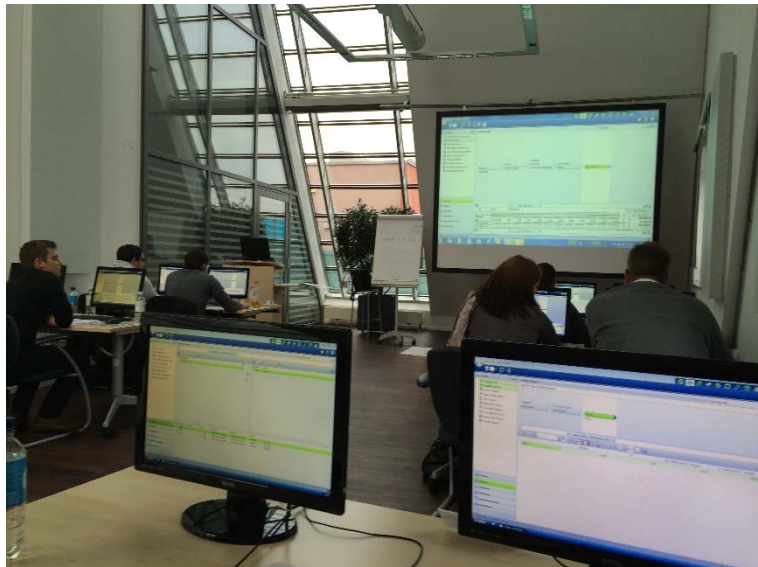
Projectpartner

SDZeCOM, Corporate Planning AG,
SmartPLS, Universitäten Osaka,
Poznan und Rostock

- Certificate ! -

Events

1. Corporate Planning AG in Hamburg 11/19
2. 9. Transfertag – 21.11 !



Schedule

Period	Methodology	Results
1. Half of Semester	Theory, Workshop Corporate Planner (3 CP)	Insights in BPM, Controlling, Data Science, Digital Transformation
2. Half of Semester	Project 1: Corporate Planner (single or in small groups, 3 CP) Project 2: Research	Deeper insights in (Sales) Controlling based on Data Analytics tools. Basics and theoretical insights in Data Science based on empirical research
1. Half of Semester	Project 2: Research	Experience with scientific projects, optional publication on a high international standard
2. Half of Semester	Follow-up of the project, seminar paper or Bachelor Thesis (with a company, alone or in small groups, 12 CP)	Deeper experience in conducting a project and writing a scientific paper

Objectives

- Insights in current approaches like Business Process Management, (Sales) Controlling, Digital Transformation and Enterprise Architecture Management
- Working with appropriate content, methods and information systems (tools)
- Application of the approaches in case studies and research projects
- Review of current publications and data sources to investigate current topics

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