

Sales & Consulting II (W3WI_SC302)

FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	SEMESTER	LANGUAGE
W3WI_SC302	2nd academic year	1	Fall Term	English

FORMS OF TEACHING USED

Lecture, seminar, exercise, business game/simulation, case study

FORMS OF EXAMINATION USED

EXAMINATION PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Portfolio	See examination regulations	yes

WORKLOAD AND ECTS CREDITS

TOTAL WORKLOAD (IN H)	OF WHICH ATTENDANCE TIME (IN H)	OF WHICH SELF-STUDY (IN H)	ECTS CREDIT POINTS
150	55	95	5

QUALIFICATION OBJECTIVES AND COMPETENCIES

PROFESSIONAL COMPETENCE

Students understand management accounting as a market- and decision-oriented tool in the context of the sales and consulting process. Students understand business contexts in a simulated practical context.

METHODOLOGICAL COMPETENCE

Students will be able to demonstrate how a typical, business-oriented consulting assignment can be carried out systematically and which in-depth accounting methods can be used.

Typical organizational and management problems that arise can be analyzed and solved.

PERSONAL AND SOCIAL COMPETENCE

Students can develop problems and solutions in management accounting with specialist representatives and potential clients and present them convincingly.

OVERARCHING COMPETENCE

Students are able to apply their knowledge to extended, practice-oriented issues, develop solutions to problems independently and work independently on overarching tasks in the sales and consulting environment.

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Management Accounting	28	48
Short and long-term optimization of the production program - Make or buy decisions - Standard costing - Activity-based costing - Target costing		
Integrated case study S&C	27	47
Defining and pursuing goals and strategies in a dynamic competitive environment Production program decisions - Decision-making in the team - Dealing with complex decisions under uncertainty - Efficient visualization and communication Consulting and sales services		

SPECIAL FEATURES

-

PREREQUISITES

-

LITERATURE

- Biech,E.: The Business of Consulting: The Basics and Beyond, San Francisco: Pfeiffer
- Seifert, J.W.: Visualize. Present. Moderating; Offenbach: GABAL-Verlag GmbH