Ostbayerische Technische Hochschule
Amberg-Weiden

Course Catalogue

Ukrainian-German Teaching Week

30 September – 7 October 2023

Digital Technology and Management

Department of Industrial Engineering and Healthcare

DILLUGIS

The project is implementing with the support of the DAAD as the part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative funded by the Federal Ministry of Education and Research (FMBF)

Table of contents

Innovation and Technology Lifecycle Management

Natalia Skorobogatova,
Ph.D. in Economics, As. Professor, Department of International Economics, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute".
Author of over 250 scientific and practical publications in the field of economics, management and innovations. Team member in international projects "NTNU-KPI Collaboration within Industry 4.0 Education" (Norwegian University of Science and Technology and National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"); Sub-grant Agreement between the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" and the Project Consortium Boosting digital innovation in Europe (BOWI) – "BOWI Widening Call for Developing Hubs"; teaching experience for foreign students at WSB University (Poland), Norwegian University of Science and Technology (Norway), Igor Sikorsky KPI (Ukraine); researcher at World Data Centre for Geoinformatics and Sustainable Development and others.

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	8 days	30 September – 7 October	60

Module Convenor	Professor / Lecturer
As. Prof. Dr. Natalia Skorobogatova	As. Prof. Dr. Natalia Skorobogatova

Prerequisites

Students must know the basics of economics, management
Formal application/registration via the DILLUGIS website until August 15th 2023: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/#ukrainian-german-teaching-week

Usability	Teaching Methods	Workload
This course may be taken instead of the semester-long course with the same title. The module is part of the module group Digital Technology of the Digital Technology and Management Bachelor's degree program.	Lecture; group discussion; presentation. Hybrid format	Contact time: 60 h Self-study: 60 h Module work preparation: 30 h Total effort: 150 h

Learning Outcomes

Understanding innovation and innovative technologies, identifying the stages of the innovation life cycle, the ecosystem approach to the creation and implementation of innovative technologies, methods for assessing the life cycle of technology, building a product value chain based on the principles of the circular economy, assessing and managing the product life cycle in the context of sustainable development, attracting investment in innovation and technology based on a balanced assessment.

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

Professional Skills:

- Students can critically evaluate information about innovations and technologies and predict their life cycle.
- Apply innovation management methods to improve the effectiveness of management decisions from the perspective of potential stakeholders.
- Evaluate a product's value chain in relation to achieving sustainable development goals.
- Design the product life cycle according to the circular economy principles.
- Make an integrated assessment of the investment attractiveness of innovative technology based on a multi-criteria assessment methodology.

Methodological Skills:

- Students can conduct independent research and gather relevant quantitative and qualitative characteristics of projects from a variety of sources.
- They can analyse technical, economic, social, and environmental data using appropriate statistical and computational methods.
- They can improve sustainable technology life-cycle chains in accordance with global principles of sustainable development.

Personal Skills (Social Competence and Self-competence):

- Students can collaborate effectively in teams, taking into account different points of view and contributing constructively to group decisions.
- Students can adapt to new challenges and changing environments with resilience and flexibility in problem solving.

Course Content

The course provides a comprehensive study of the management system of the life cycle of innovations and technologies, including basic approaches to determining the stages and components of the life cycle based on the principles of a circular economy; assessing the added value of the product created, taking into account the principles of sustainable development; determining the effectiveness of the technology for all stakeholders at the micro, mega, macro and international levels. The course will also study methods for the comprehensive assessment of innovative technologies in order to attract investment, taking into account the balance between economic, social, environmental and innovative aspects. The analysis of practical cases will make it possible to consolidate the theoretical knowledge acquired and to improve

practical experience in the search and analysis of the necessary data, teamwork in the development of management decisions.

Teaching Material / Reading

The required textbooks for the course are

1. The Management of Technological Innovation. Strategy and Practice / M. Dodgson, D. Gann, A. Salter, Oxford University Press, 2008.
2. Beck D. F. Technology Development Life Cycle Processes. Sandia National Laboratories, 2013.
3. Trott P. Innovation Management and New Product Development. 6th ed., Pearson Education Limited, 2017.
4. Schilling M.A. Strategic management of technological innovation. 4th ed., New York University, 2013.
5. Dhingra T., Damodaran A., Tripathi R., Kumar V. Strategic Management of Technology and Innovation. UPES, 2018.

Internationality (content-related)

This course is a part of the DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) project and implemented with the support of the DAAD as the part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative funded by the Federal Ministry of Education and Research (FMBF)

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	Details will be provided in the beginning of the teaching week	In these types of 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.

Management of Startup-projects

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

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	8 days	30 September – 7 October	60

Module Convenor	Professor / Lecturer
As. Prof. PhD. Kateryna Kopishynska	As. Prof. PhD. Kateryna Kopishynska

Prerequisites*

Formal application/registration via the DILLUGIS website until August 15th 2023: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/#ukrainian-german-teaching-week

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

Usability	Teaching Methods	Workload
This module is one option for the Basic Elective „Ukrainian-German teaching week" in the Bachelor degree program Digital Technology and Management	Lecture; instruction seminars; practical exercise Hybrid format	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:

- Acquire knowledge and skills for the implementation and managing of a startup project, including development of a startup idea, business planning, marketing, attracting investment, scaling and strategizing;
- Develop socio-economic projects and a system of integrated actions for their implementation, taking into account their goals, expected socio-economic consequences, risks, legislative, resource and other constraints;
- Evaluate the results of their own work, demonstrate leadership skills and ability to manage staff and work in a team;
- Make effective decisions under uncertain conditions and requirements that require the application of new approaches, methods and tools of socio-economic research;
- Identify and critically assess the state and trends of socio-economic development, form and analyze models of economic systems and processes;

Course Content

This course provides students with knowledge on the specifics of development and project management in the field of innovative products, starting from the idea and ending with a project ready for commercialization, taking into account the characteristics of the specific market and consumers.

Teaching Material / Reading

— Ries, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Currency, 2011. 336 p..

— Guillebeau, Chris. The $100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future. Currency, 2012, 304 p.

— Blank S. Dorf B. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. Transl. from English Moscow: Alpina Publisher, 2013. 616 p.

— Blank S. Four Steps to Enlightenment: Strategies for Creating Successful Startups. Transl. from English Moscow: Alpina Publisher, 2014. 368 p.

— Brown T. Design thinking in business. From developing new products to designing business models. Transl. from Engl. Moscow: Mann, Ivanov and Ferber, 2013. 256 p.

— Pigneur Y. Osterwalder A. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series). John Wiley and Sons, 2010. 288 p.

Internationality (content-related)

This course is a part of the DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) project and implemented with the support of the DAAD as the part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative funded by the Federal Ministry of Education and Research (FMBF)

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 in the beginning of the teaching week	With this practical work, all of the above-mentioned competencies are tested.

Financial Management and Sustainable Finances

Nadiia Shmygol,
Doctor of science, professor, Management Department National University «Zaporizhzhia Polytechnic», Warsaw University of Technology.
Author of over 250 scientific and practical publications in the field of economics and management: Since March 2019 Head of south region department of project UNIDO Resource Efficient and Cleaner Production Centre, team member in projects: "Circular Economy and New Growth Opportunities" component within the framework of the "European Union for Environment" (EU4Environment) Action for Eastern Partnership countries, Global Eco-Industrial Parks Programme (GEIPP) is implemented by UNIDO in countries with transition economies, Greening Economies in the Eastern Neighbourhood (EaP GREEN), Involvement of a Public Asset in Municipal Planning" and others.

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
		Elective	2

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	8 days	30 September – 7 October	60

Module Convenor	Professor / Lecturer
Prof. Dr. Nadiia Shmygol	Prof. Dr. Nadiia Shmygol

Prerequisites

Students must know higher mathematics, the basics of accounting
Formal application/registration via the DILLUGIS website until August 15th 2023: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/#ukrainian-german-teaching-week

Usability	Teaching Methods	Workload
This module is one option for the Basic Elective „Ukrainian-German teaching week" in the Bachelor degree program Digital Technology and Management	Lecture; group discussion; presentation; lab work. Hybrid format	Contact time: 60 h Self-study: 60 h Module work preparation: 30 h Total effort: 150 h

Learning Outcomes

Understanding globalization and financial challenges, analysing financial crises, studying the foreign exchange market and international capital markets, integrating sustainability into international finance, and evaluating foreign investment projects.

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

Professional Skills:

- Students are capable of critically evaluating financial information and making informed decisions in financial management.
- They can apply financial analysis techniques and tools to solve complex problems in real-world scenarios.
- Students are capable of evaluating the impact of businesses and financial institutions on sustainability goals and recommending responsible practices.
- They can identify sustainable investment opportunities and integrate sustainability criteria into financial decision-making processes.

Methodological Skills:

- Students can conduct independent research and gather relevant financial data from diverse sources.
- They can analyze financial data using appropriate statistical and computational methods.
- They can develop sustainable financial strategies and plans that align with global sustainability frameworks

Personal Skills (Social Competence and Self-competence):

- Students can collaborate effectively in diverse teams, respecting different perspectives and contributing constructively to group dynamics.
- Students can adapt to new challenges and changing environments, displaying resilience and flexibility in their approach to problem-solving

Course Content

The course provides comprehensive study of financial management, including core principles of organizational financial management, budgeting, financial statement analysis, investment planning, and risk management. Next, it introduces students to the concept of sustainable finances, covering the integration of ESG (Environmental, Social, Governance) criteria into financial decisions, sustainable investments, and the roles of financial institutions in supporting sustainable development. Lastly, the course explores eco-industrial parks, analyzing their role in sustainable development, benefits for businesses and society, and financial strategies aimed at stimulating the establishment and growth of such parks.

Teaching Material / Reading

The required textbooks for the course are

1. "International Financial Management", 8th Edition, by C.S. Eun and B.G. Resnik, McGraw Hill, 2017.
2. Bekaert, Geert. International financial management / Geert Bekaert, Robert J. Hodrick.—2nd ed., 2012
3. Schoenmaker, Dirk and Willem Schramade (2019), Principles of Sustainable Finance, Oxford University Press, Oxford

Internationality (content-related)

This course is a part of the DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) project and implemented with the support of the DAAD as the part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative funded by the Federal Ministry of Education and Research (FMBF)

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	Details will be provided in the beginning of the teaching week	In these types of 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.

Embedded systems as the basis of IoT infrastructure

Anzhelika Parkhomenko, PhD, Associate Professor of Software Tools Department of National University Zaporizhzhia Polytechnic, Ukraine. Lecturer in the disciplines "Engineering of Embedded Systems", "Technologies and systems of virtual and remote engineering", "Cyberphysical systems", "CAD/CAM/CAE systems". Supervisor of postgraduate students in Computer science. Expert of International Educational Projects TEMPUS/ERASMUS+ (2009-2023). She has experience teaching international students at the Madrid Polytechnic University (Spain), Technical University Ilmenau (Germany) and KU Leuven (Belgium).

Olga Gladkova, PhD, Associate Professor of Software Tools Department of National University Zaporizhzhia Polytechnic, Ukraine. Lecturer in the disciplines "Engineering of Embedded Systems", "Algorithmization and programming" and "Java test automation". Expert of International Educational Projects ERASMUS+ (2013-2023). She has experience teaching international students at Thomas More University of Applied Sciences (Belgium).

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
		Elective	2

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	8 days	30 September – 7 October	60

Module Convenor	Professor / Lecturer
As. Prof. Anzhelika Parkhomenko	As. Prof. Olga Gladkova

Prerequisites

Students must know physics, higher mathematics, the basics of algorithmization and programming, object-oriented programming.
Formal application/registration via the DILLUGIS website until August 15th 2023: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/#ukrainian-german-teaching-week

Usability	Teaching Methods	Workload
This module is one option for the Basic Elective „Ukrainian-German teaching week" in the Bachelor degree program Digital Technology and Management. It may also be taken as replacement for the IoT Technology module of the module group Digital Technology in the Bachelors`degree program Digital Technology and Management or "Embedded Systems" in the bachelor degree program Wirtschsftaingenieurwesen. The usability in other courses of study must be checked in each individual case.	Lecture; group discussion; presentation; lab work. Online format	Contact time: 60 h Self-study: 60 h Module work preparation: 30 h Total effort: 150 h

Learning Outcomes

Formation of a set of competencies that will allow future spesialists to implement the Internet of Things (IoT) infrastructure based on embedded systems (ES) using modern online simulators, integrated development environments and IoT services.

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

Professional Skills:

- Student can identify hardware and software needed to develop ES and can make a basic design as applied to IoT sensors and embedded controllers.
- Student understands what constitutes IoT design solution and can explain the component parts of an IoT network and its connections.
- Student can explain how data is managed in an IoT network and can analyze protocols and determine best fit for different IoT applications.
- Student recognizes and can name IoT services and cloud platforms.

Methodological Skills:

- Student can brainstorm about IoT ideas within specific areas of expertise.
- Student can compare and select the tools for developing ES and IoT solutions based on them, including using remote and virtual environments.

Personal Skills (Social Competence and Self-competence):

- Student can 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 the Embedded systems (ES) and Internet of Things (IoT) technologies and explains why ESs are the basis of IoT infrastructure. Students will gain the vocabulary needed to navigate the complex landscape of IoT technologies and learn how, when and where IoT technologies can create value and improve business performance. The basics of creating a design solution for IoT will be considered: the architecture of the IoT network; software and hardware of the ES; technologies and data transfer protocols for IoT; IoT services and cloud platforms. Main topics of lectures include: Modern approaches to IoT systems design based on online engineering tools; Embedded systems as the basis of IoT infrastructure; Engineering of software/hardware platforms for human applications; Cloud and wireless technologies for running IoT applications. Laboratory works are aimed at creating and studying a prototypes of the IoT systems using online simulators and IoT services.

Teaching Material / Reading

1. Krogh, E. (2020) An Introduction to the Internet of Things, ISBN: 978-87-403-3224-7, bookboon.com/en
2. Modern technologies for biomedical systems prototyping [Text] / [A. Parkhomenko, O.Gladkova, A. Tulenkov et al.] // In: Teaching and subjects on bio-medical engineering. Approachwes and experiences from the BIOART- project. P. Arras and D. Luengo (Eds.) Acco cv, Leuven, Belgium, 2021. P. 171-185.
3. Parkhomenko, A. Engineering of software/hardware platform for Smart Building System. In: Internet of Things for Industry and Human Application. Vol. 3. Assessment and Implementation / A. Parkhomenko, V. S. Kharchenko (ed.) – Ministry of Education and Science of Ukraine, National Aerospace University KhAI, 2019, pp. 249-283
4. Parkhomenko A., Gladkova O. Engineering of software/hardware platform for Smart Building System. In: Internet of Things for Smart Building and City: Practicum / D.A. Maevsky (Ed.) – Ministry of Education and Science of Ukraine, Odessa National Polytechnic University, Zaporizhzhia National Technical University, 2019, pp. 22-69.

Internationality (content-related)

This course is a part of the DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) project and implemented with the support of the DAAD as the part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative funded by the Federal Ministry of Education and Research (FMBF)

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	Details will be provided in the beginning of the teaching week	In these types of work, all of the above-mentioned competencies are tested.

Project Management

Andrii Andreichenko, Dr. Professor of Management Department, Odessa State Agrarian University, Head of the Department of Economic, Law and Business Administration, Odessa National Economic Iniversity. Participant of the international projects Erasmus+: Integrating Dual Higher Education in Moldova and Ukraine, British council Two-Year Partnership Grant, Tempus Project ELITE
Nataliia Telichko, PhD, Associate Professor of Management Department, Odessa State Agrarian University, Ukraine.
Lecturer in the disciplines "Project Management", "Financial Management", "Time Management", "Investment Management". Participant of the international project Teaching Staff Mobility, Erasmus+ Program KA 107

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	1.3	Mandatory	2

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	8 days	30 September – 7 October	60

Module Convenor	Professor / Lecturer
Dr. Prof. Andrii Andreichenko, PhD, As. Prof. Nataliia Telichko	Dr. Prof. Andrii Andreichenko, PhD, As. Prof. Nataliia Telichko

Prerequisites

Formal application/registration via the DILLUGIS website until August 15th 2023: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/#ukrainian-german-teaching-week

Usability	Teaching Methods	Workload
This module is one option for the Basic Elective „Ukrainian-German teaching week" in the Bachelor degree program Digital Technology and Management. It may also be taken as replacement for the "Project Management and Agile Methods" module in the Bachelors`degree program Digital Technology and Management if the "Agile Methods" class, which will be held in a 2-days-block at the end of November, is also taken.	Lecture; instruction seminars; practical exercise Online format	Contact time: 50 h Self-study: 6 h Test preparation: 4 h Total effort: 60 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:

- The ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, develop and implement appropriate strategies and plans.
- Ability to create and organize effective communications in the management process.
- The ability to form leadership qualities and demonstrate them in the process of managing people.
- Ability to develop projects, manage them, show initiative and entrepreneurship.

Methodological Skills:

- Ability to conduct research at an appropriate level.
- Skills in using information and communication technologies.
- Ability to motivate people and move towards a common goal.
- Ability to generate new ideas (creativity).
- Ability to abstract thinking, analysis and synthesis.

Personal Skills (Social Competence and Self-competence):

- 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 includes an introduction to the formation of the necessary knowledge on the basics of project management in conditions of change and training in the methodology of their preparation, planning and analysis of projects, the essence and mechanism of project management, the formation of the theoretical and methodological base necessary for fluency in the practice of making optimal management decisions for the implementation of changes in the organization.

Teaching Material / Reading

- Will be specified in Moodle

Internationality (content-related)

This course is a part of the DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) project and implemented with the support of the DAAD as the part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative funded by the Federal Ministry of Education and Research (FMBF)

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 in the beginning of the teaching week	With this practical work, all of the above-mentioned competencies are tested.

Internet marketing

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
		Selective	2

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	8 days	Winter Semester, start in 2023	60

Module Convenor	Professor / Lecturer
PhD Mariia Levina-Kostiuk	PhD Mariia Levina-Kostiuk

Prerequisites

Formal application/registration via the DILLUGIS website until August 15th 2023: https://www.oth-aw.de/studium/studienangebote/studiengaenge/bachelor/digital-technology-management/dillugis-project/#ukrainian-german-teaching-week

Usability	Teaching Methods	Workload
This module is one option for the Basic Elective „Ukrainian-German teaching week" in the Bachelor degree program Digital Technology and Management.	Lecture; instruction seminars; practical exercise Online format	Contact time: 50 h Self-study: 6 h Test preparation: 4 h Total effort: 60 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:
- the economic essence of the formation of the information economy and information society;
- basic principles and approaches to the justification of marketing decisions regarding the implementation of Internet technologies;
- quality and effectiveness criteria for substantiating marketing decisions under the conditions of using Internet marketing tools;
- the technology of developing and making optimal business decisions when using Internet marketing tools;
- modern methods of marketing research using information technologies;
- theoretical aspects of Internet marketing;

Methodological Skills:
- You will learn to create a plan for the organization of an electronic store and analyze the feasibility of its implementation;
- You will be able to develop the primary Internet strategy for the development of the enterprise in modern business conditions.

Personal Skills (Social Competence and Self-competence):
- You will be able to reasonably determine the optimal forms of presentation and implementation of marketing solutions in the conditions of the formation of the information economy.

Course Content

This course provides the formation of a system of theoretical and practical knowledge regarding the main areas of development of Internet marketing, mechanisms of conducting business activities in the Internet environment.

Teaching Material / Reading

- Computer software: Office, PowerPoint, Photoshop, Canva; will be specified in Moodle

Internationality (content-related)

This course is a part of the DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) project and implemented with the support of the DAAD as the part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative funded by the Federal Ministry of Education and Research (FMBF)

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 in the beginning of the teaching week	With this practical work, all of the above-mentioned competencies are tested.