### Module: Corporate Management and Performance Management

<table>
<thead>
<tr>
<th><strong>Person responsible:</strong></th>
<th>Prof. Dr. Klaus Lang</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lecturers:</strong></td>
<td>Prof. Dr. Klaus Lang/see current university calendar</td>
</tr>
<tr>
<td><strong>Language:</strong></td>
<td>German/English</td>
</tr>
<tr>
<td><strong>Semester:</strong></td>
<td>6th subject-related semester</td>
</tr>
<tr>
<td><strong>Teaching form:</strong></td>
<td>Classes with interactive teaching, integrated practice</td>
</tr>
<tr>
<td><strong>No. of hours:</strong></td>
<td>4 contact hours</td>
</tr>
<tr>
<td><strong>Module value:</strong></td>
<td>2.4 %</td>
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<tr>
<td></td>
<td>ECTS-Credits:</td>
</tr>
<tr>
<td><strong>Number of participants:</strong></td>
<td>70 students</td>
</tr>
<tr>
<td><strong>Duration:</strong></td>
<td>one semester</td>
</tr>
<tr>
<td><strong>Frequency:</strong></td>
<td>each semester</td>
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#### Module description

The module “Corporate Management & Performance Management” is one of the 30 modules of the IMUK studies. It is relevant for the final grade.

#### Relevance for other study objectives:

Other business studies courses

#### Workload:

<table>
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<tr>
<th>Total</th>
<th>Contact time</th>
<th>Practice</th>
<th>Self-study</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 h</td>
<td>60 h</td>
<td>none</td>
<td>80 h</td>
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#### Prerequisites:

Previous experience recommended:
- marketing
- business studies

#### Learning outcomes:

General goal of the module is to impart to students knowledge of field-proven methods and expert knowledge of corporate management and enable them to apply such knowledge to company situations in practice.

The students will:
- be able to apply basics, theories and approaches of strategic management
- know and be able to avoid management errors and cognitive errors in strategic decisions in complex situations
- be able to apply the Systems theory to analysing corporate situations
- know the basics of sustainable corporate control on the basis of a balanced score card and be able to develop such a balanced score card
- model performance figures and present them graphically
- draw up management reports
- know and be able to apply value-based concepts of corporate management
- know and be able to apply basic methods of strategic analysis, strategy formulation and strategy implementation
- be able to develop business models
### Content:
- basics of strategic management
- Balanced Scorecard
- value-based corporate management
- management concepts and tools of strategic management

### Assessment:
- **Exam:** Exam, 90 minutes  
  **Assessment:** Presentation

### Media and teaching material:
- **Media:**  
  - board  
  - projector/PowerPoint
- **Teaching material:**  
  - specific lecture notes

### Literature:
- **Course material:**
- **Recommended:**
  Newspaper articles/essays about specific topics

### Document version, date:
- Version 1.1  
  01.04.2012  
- **Created by:** Prof. Dr. Klaus Lang