

## Modulbeschreibung

Module no./code	IMA_5.5.1
Module title	Corporate Performance Management
Courses in the module, if applicable	
Content	<ul style="list-style-type: none"> <li>• Basics Performance Management</li> <li>• Economic Value Added (EVA) Concepts</li> <li>• Balanced Scorecard (BSC) Case: Development of a BSC for a company</li> <li>• Dashboards: Visualization of Key Performance Indicators Case: Visualization of the Key Performance Indicators of a balanced Scorecard</li> <li>• Corporate Planning and Budgeting Processes</li> <li>• Process Performance Management</li> </ul>
Learning outcomes	<p>The course aims to give students a deeper experience in developing and implementing Corporate Performance Management in the automotive industry.</p> <p>At the end of the course, students can:</p> <ul style="list-style-type: none"> <li>• Develop and apply economic value added concepts for companies</li> <li>• Design a strategy map for companies</li> <li>• Derive and specify key performance indicators from corporate strategy</li> <li>• Design a corporate planning and budgeting process</li> <li>• Calculate and assess state-of-the-art financial key figures</li> <li>• Design a corporate management cockpit</li> <li>• Visualize key performance indicators for a corporate management cockpit and financial reporting</li> </ul>
Semester (or trimester)	5th Semester
Duration	1 Semester
Frequency	Each Semester
ECTS credits	5 ECTS Credits
Workload	<ul style="list-style-type: none"> <li>• Total: 150 h</li> <li>• Participation in courses: 45 h</li> <li>• Self-study: 105 h</li> </ul>
Type of module (compulsory, optional, etc.)	Elective module, depends on students selection
Applicability of the module	Business studies
Prerequisites for participation	Recommended courses:

	<ul style="list-style-type: none"> <li>• Betriebswirtschaftliche Grundlagen der Automobilwirtschaft</li> <li>• Finanzwesen und Controlling</li> <li>• Projektmanagement</li> <li>• Geschäftsprozessmanagement</li> </ul>
Person responsible for module	Prof. Dr. Klaus Lang
Name of teacher	Prof. Dr. Klaus Lang Herr Rainer Schwöbel
Language of instruction	English/German
Type of examination / requirement for receiving credits	Written exam, 90 min.
Weighting in overall examination grade	2,4%
Teaching and learning methods	<ul style="list-style-type: none"> <li>• Lecture / presentation and case studies</li> <li>• Specific lecture notes via data projector/PowerPoint</li> <li>• Interactively developed content via whiteboard/visualizer</li> <li>• Exercises on company case studies (by participants as pre-requisite for admission to the final exam)</li> <li>• Case studies and readings provided on the university's e-learning platform</li> </ul>
Special features (online component, visits to companies, guest lectures, etc.)	
Reading list (required reading / additional recommended reading)	<p>Mandatory:</p> <ul style="list-style-type: none"> <li>• No mandatory literature</li> </ul> <p>Recommended:</p> <ul style="list-style-type: none"> <li>• Fitzroy, P., et al., Strategic Management, 2012</li> <li>• Hungenberg, H., Strategisches Management in Unternehmen: Ziele - Prozesse - Verfahren, 2012</li> <li>• Ehrmann, H., Unternehmensplanung, Kiehl-Verlag, 2007</li> <li>• Tufte, E., The visual Display of quantitative Information, 2001</li> </ul>