

Max Mustermann • Musterstraße 17 • 12345 Musterstadt

Chair for Entrepreneurship and Family Business  
Frau Prof. Dr. Petra Moog  
Unteres Schloß 3  
D - 57072 Siegen

14.05.2018

### Learning Agreement

Sehr geehrte Frau Prof. Moog,

hiermit sende ich Ihnen meine Unterlagen für ein Auslandssemester in XXX mit der Bitte um Prüfung / Unterschrift zu. Bitte entnehmen Sie der nachfolgenden Tabelle, mit welchen Kursen im Ausland ich die jeweiligen Module der Universität Siegen ersetzen möchte:

<b>Kurse an der Universität Siegen</b>	<b>ECTS</b>	<b>Dafür anzurechnende Kurse an der Gasteinrichtung</b>	<b>ECTS</b>
Entscheidungsmanagement	9	Management Information Systems	6
Marketing-Management	9	Marketing management	6
Zum Füllen der fehlenden ECTS	-	Value Based Management and Entrepreneurial Risks at SME's	6
	<b>18</b>		<b>18</b>

Mit freundlichen Grüßen

Max Mustermann

Anlagen:

1. Learning Agreement
2. Leistungsübersicht
3. Modulübersicht Studiengang in Siegen
4. Course Beschreibung Gasteinrichtung
5. Modulbeschreibung Uni Siegen

Student	Last name(s)	First name(s)	Date of birth	Nationality <sup>1</sup>	Sex [M/F]	Study cycle <sup>2</sup>	Field of education <sup>3</sup>
	Mustermann	Max	16.07.1999	German	Male	Master	0413: Management and administration (04.4 - 345)
Sending Institution	Name	Faculty/Department	Erasmus code <sup>4</sup>	Address	Country	Contact person name <sup>5</sup> ; email; phone	
	Universität Siegen	3 International Student Affairs	D Siegen01	Adolf-Reichwein-Str. 2, 57068 Siegen	Germany	Mrs. Prof. Dr. Petra Moog, <a href="mailto:p.moog@uni-siegen.de">p.moog@uni-siegen.de</a> , +49 271 / 740 - 3012 Mrs. Madita Steffens <a href="mailto:madita.steffens@zv.uni-siegen.de">madita.steffens@zv.uni-siegen.de</a> , +49 (0)271/740-3909	
Receiving Institution	Name	Faculty/ Department	Erasmus code	Address	Country	Contact person name; email; phone	
	Comenius University in Bratislava	Faculty of Management	SK BRATISL02	Comenius University in Bratislava Faculty of Management Odbojárov 10 P.O.BOX 95 820 05 BRATISLAVA 25	Slovak Republic	Administrative contact: Maria Muster E-Mail: <a href="mailto:Maria.Muster@fm.uniba.sk">Maria.Muster@fm.uniba.sk</a> Tel: 00421 2 50 117 438	

### I. Before the mobility

<i>Study Programme at the Receiving Institution</i>				
Planned period of the mobility: from <b>09/18 to 02/19</b> <i>Minimum of 15 ECTS credits per semester</i>				
<b>Table A</b> Before the mobility	Component <sup>6</sup> code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue <sup>7</sup> )	Semester	Number of ECTS credits (or equivalent) <sup>8</sup> to be awarded by the Receiving Institution upon successful completion
	FM.KIS/030A M/16	Management Information Systems	Autumn term 18/19	6
	FM.KMk/016 AM/16	Marketing management	Autumn term 18/19	6
	FM.KSP/046A M/17	Value Based Management and Entrepreneurial Risks at SME's	Autumn term 18/19	6
				<b>Total: 18</b>
	Web link to the course catalogue at the Receiving Institution describing the learning outcomes: <a href="https://www.fm.uniba.sk/en/international-relations/erasmus-programme/courses/winter/">https://www.fm.uniba.sk/en/international-relations/erasmus-programme/courses/winter/</a>			
The level of language competence <sup>9</sup> in English that the student already has or agrees to acquire by the start of the study period is: A1 <input type="checkbox"/> A2 <input type="checkbox"/> B1 <input type="checkbox"/> B2 <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> Native speaker <input type="checkbox"/>				

<i>Recognition at the Sending Institution</i>				
<b>Table B</b> Before the mobility	Component code (if any)	Component title at the Sending Institution (as indicated in the course catalogue)	Semester	Number of ECTS credits (or equivalent) to be recognised by the Sending Institution
	MS-SME-M3	Entscheidungsmanagement	Autumn term 18/19	9
	MS-SME-M7	Marketing-Management	Autumn term 18/19	9
				<b>Total: 18</b>
	Provisions applying if the student does not complete successfully some educational components: <a href="https://www.wiwi.uni-siegen.de/pruefungsamt/downloads/pruefungsordnungen/sme-msc_(2012)_po.pdf">https://www.wiwi.uni-siegen.de/pruefungsamt/downloads/pruefungsordnungen/sme-msc_(2012)_po.pdf</a>			
<input type="checkbox"/> Recognition not desired <input type="checkbox"/> Recognition not possible				

### Commitment

By signing this document, the student, the Sending Institution and the Receiving Institution confirm that they approve the Learning Agreement and that they will comply with all the arrangements agreed by all parties. Sending and Receiving Institutions undertake to apply all the principles of the Erasmus Charter for Higher Education relating to mobility for studies (or the principles agreed in the Inter-Institutional Agreement for institutions located in Partner Countries). The Sending Institution and the student should also commit to what is set out in the Erasmus+ grant agreement. The Receiving Institution confirms that the educational components listed in Table A are in line with its course catalogue and should be available to the student. The Sending Institution commits to recognise all the credits gained at the Receiving Institution for the successfully completed educational components and to count them towards the student's degree as described in Table B. Any exceptions to this rule are documented in an annex of this Learning Agreement and agreed by all parties. The student and the Receiving Institution will communicate to the Sending Institution any problems or changes regarding the study programme, responsible persons and/or study period.

Commitment	Name	Email	Position	Date	Signature
Student	Mustermann, Max	max.mustermann@student.uni-siegen.de	Student		
Responsible person <sup>10</sup> at the Sending Institution	Prof. Dr. Moog, Petra	p.moog@uni-siegen.de	departmental coordinator		
Responsible person at the Receiving Institution <sup>11</sup>	Prof. Dr. Michael Beispiel	michal.beispiel@uniba.sk	Vice Dean for international Relations		

## II. During the Mobility

### Exceptional changes to Table A

to be approved by e-mail or signature by the student, the responsible persons in the Sending Institution and Receiving Institution!  
*Minimum of 15 ECTS credits per semester*

**Table A2**  
During the mobility

Component code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue)	Deleted component [tick if applicable]	Added component [tick if applicable]	Reason for change <sup>12</sup>	Number of ECTS credits (or equivalent)
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		

### Exceptional changes to Table B (only if changes to Table A affect Table B)

to be approved by e-mail or signature by the student and the responsible person in the Sending Institution!

**Table B2**  
During the mobility

Component code (if any)	Component title at the Sending Institution (as indicated in the course catalogue)	Deleted component [tick if applicable]	Added component [tick if applicable]	Number of ECTS credits (or equivalent)
		<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	

Commitment	Name	Email	Position	Date	Signature
Student			Student		
Responsible person at the Sending Institution					
Responsible person at the Receiving Institution					

**A confirming email can replace the signature.**

### III. After the Mobility

#### Transcript of Records at the Receiving Institution

Start and end dates of the study period: from day/month/year to day/month/year  
*Minimum of 15 ECTS credits per semester*

Table C After the mobility	Component code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue)	Was the component successfully completed by the student? [Yes/No]	Number of ECTS credits (or equivalent)	Grades received at the Receiving Institution	
	<b>Total:</b>					

Commitment	Name	Email	Position	Date	Signature and Stamp
Responsible person at the Receiving Institution					

#### Transcript of Records and Recognition at the Sending Institution

Start and end dates of the study period: from day/month/year to day/month/year

Table D After the mobility	Component code (if any)	Title of recognised component at the Sending Institution (as indicated in the course catalogue)	Number of ECTS credits (or equivalent) recognised	Grades registered at the Sending Institution (if applicable)	
	<b>Total:</b>				

Commitment	Name	Email	Position	Date	Signature and Stamp
Responsible person at the Sending Institution					

<sup>1</sup> **Nationality:** country to which the person belongs administratively and that issues the ID card and/or passport.

<sup>2</sup> **Study cycle:** Bachelor or equivalent first cycle (EQF level 6) / Master or equivalent second cycle (EQF level 7) / Doctorate or equivalent third cycle (EQF level 8).

<sup>3</sup> **Field of education:** The [ISCED-F 2013 search tool](http://ec.europa.eu/education/tools/isced-f_en.htm) available at [http://ec.europa.eu/education/tools/isced-f\\_en.htm](http://ec.europa.eu/education/tools/isced-f_en.htm) should be used to find the ISCED 2013 detailed field of education and training that is closest to the subject of the degree to be awarded to the student by the Sending Institution.

<sup>4</sup> **Erasmus code:** a unique identifier that every higher education institution that has been awarded with the Erasmus Charter for Higher Education (ECHE) receives. It is only applicable to higher education institutions located in Programme Countries.

<sup>5</sup> **Contact person:** person who provides a link for administrative information and who, depending on the structure of the higher education institution, may be the departmental coordinator or works at the international relations office or equivalent body within the institution.

<sup>6</sup> An "**educational component**" is a self-contained and formal structured learning experience that features learning outcomes, credits and forms of assessment. Examples of educational components are: a course, module, seminar, laboratory work, practical work, preparation/research for a thesis, mobility window or free electives.

<sup>7</sup> **Course catalogue:** detailed, user-friendly and up-to-date information on the institution's learning environment that should be available to students before the mobility period and throughout their studies to enable them to make the right choices and use their time most efficiently. The information concerns, for example, the qualifications offered, the learning, teaching and assessment procedures, the level of programmes, the individual educational components and the learning resources. The Course Catalogue should include the names of people to contact, with information about how, when and where to contact them.

<sup>8</sup> **ECTS credits (or equivalent):** in countries where the "ECTS" system is not in place, in particular for institutions located in Partner Countries not participating in the Bologna process, "ECTS" needs to be replaced in the relevant tables by the name of the equivalent system that is used, and a web link to an explanation to the system should be added.

<sup>9</sup> **Level of language competence:** a description of the European Language Levels (CEFR) is available at: <https://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr>

<sup>10</sup> **Responsible person at the Sending Institution:** an academic who has the authority to approve the Learning Agreement, to exceptionally amend it when it is needed, as well as to guarantee full recognition of such programme on behalf of the responsible academic body. The name and email of the Responsible person must be filled in only in case it differs from that of the Contact person mentioned at the top of the document.

<sup>11</sup> **Responsible person at the Receiving Institution:** the name and email of the Responsible person must be filled in only in case it differs from that of the Contact person mentioned at the top of the document.

<sup>12</sup> **Reasons for exceptional changes to study programme abroad (choose an item number from the table below):**

<i>Reasons for deleting a component</i>	<i>Reason for adding a component</i>
1. Previously selected educational component is not available at the Receiving Institution	5. Substituting a deleted component
2. Component is in a different language than previously specified in the course catalogue	6. Extending the mobility period
3. Timetable conflict	7. Other (please specify)
4. Other (please specify)	

# Leistungsübersicht

<b>Name</b>	Herr Max Mustermann
<b>Geburtsdatum und -ort</b>	16.07.1999
<b>Matrikelnummer</b>	XXXXXX
<b>Hochschule</b>	Universität Siegen
<b>Abschluss</b>	Master of Science (M.Sc.) Studium nach der Prüfungsordnung für den Master-Studiengang "Entrepreneurship and SME Management" der Universität Siegen
<b>vom Studienfach</b>	XX.Monat Jahr Entrepreneurship and SME Management
<b>Akademischer Grad</b>	Master of Science (M.Sc.)
<b>Ausstellungsdatum</b>	28. Mai 2018
<b>Leistungspunkte</b>	48

Die Masterprüfung ist noch nicht endgültig nicht bestanden.

PrNr	Prüfungstext / Prüfer	Semester	Datum	Verm.	Vers.	Status	LP	Note
<b>8999</b>	<b>Module Entrepreneurship and SME</b>						<b>48</b>	
<b>10</b>	<b>Methodische und mathematische Grundlagen</b>					<b>BE</b>		
95966	Fallstudien/Projektarbeit Methodische und mathematische Grundlagen Univ.-Prof. Dr. Petra Moog				1	BE		
MS-CRM-M1-P	Advanced Mathematics for Business and Economics Dr. Marco Oesting				1	BE		
<b>20</b>	<b>Recht und Verträge</b>					<b>BE</b>		
95945	Modulabschlussklausur Recht und Verträge Univ.-Prof. Dr. Peter Krebs				1	BE		
<b>50</b>	<b>Organizational Evolution and Turnaround</b>					<b>BE</b>		
95928	Modulabschlussklausur Organizational Evolution and Turnaround Univ.-Prof. Dr. Arndt Werner				1	BE		
<b>80</b>	<b>Personalmanagement und Organisation im Mittelstand</b>					<b>BE</b>		
95947	Modulabschlussklausur Personalmanagement und Organisation im Mittelstand Univ.-Prof. Dr. Gustav Bergmann				1	BE		

Legende	ANE Anerkennung	AT Abmel. gült. Attest	ERG Erg. Prüfung	ES in engl. Sprache	FBE Freivers. bei Bestehen	FGS 2 NB-Leistung in 1 Sem.
Verm.	FNB Freivers. nicht best.	FVB Freivers. Notenverb.	KM keine Matrikelnr.	MEB Mündl. Erg. Prüfung	NAT nicht anerk. Attest	NE nicht erschienen
Status	NO notenrelevant	UBE Anerk. ohne Note	KOM Kompensation			
	BE bestanden	NB nicht bestanden	EN endgültig nicht bestanden			

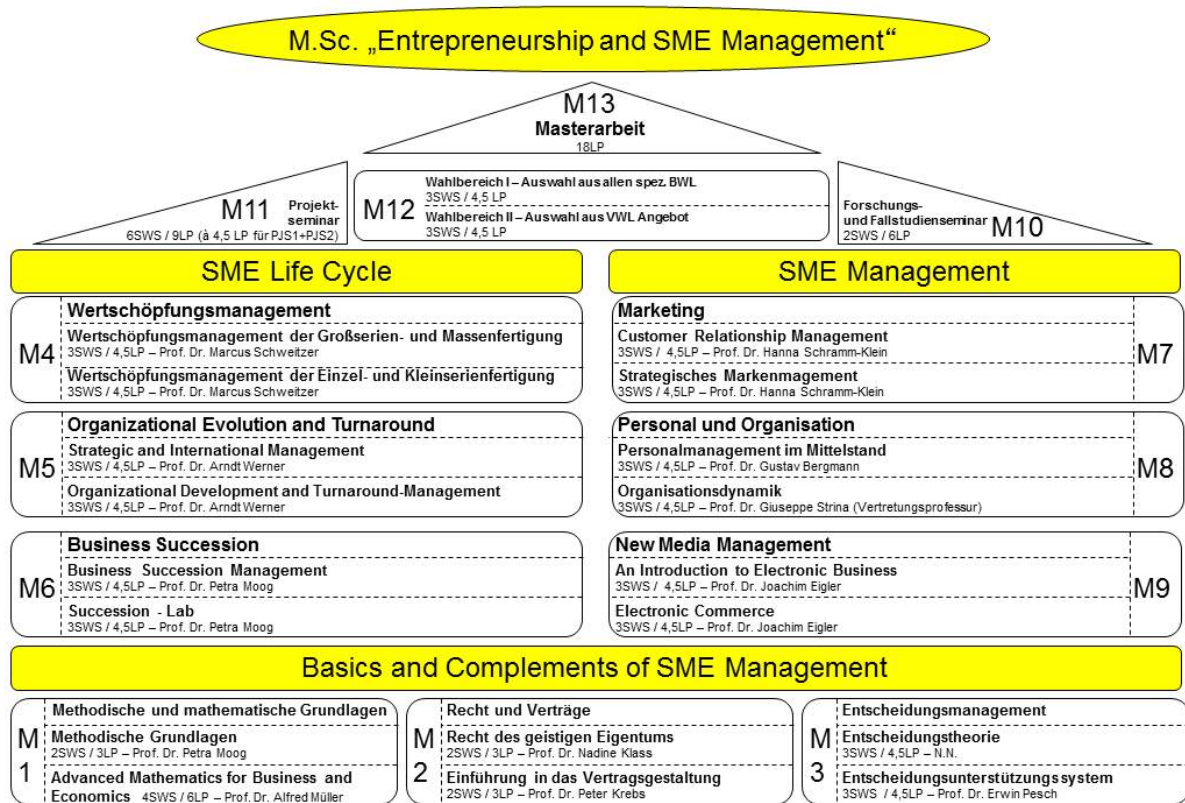
Leistungsübersicht, Herr Max Mustermann, Matrikelnummer: XXXXXX

PrNr	Prüfungstext / Prüfer	Semester	Datum	Verm.	Vers.	Status	LP	Note
<b>90</b>	<b>New Media Management</b>					<b>BE</b>		
95923	Modulabschlussklausur Management neuer Medien Univ.-Prof. Dr. Joachim Eigler				1	BE		
<b>100</b>	<b>Forschungs- und Fallstudienseminar</b>					<b>BE</b>		
95836	Seminarprüfung Forschungs- und Fallstudienseminar KMU Univ.-Prof. Dr. Arndt Werner				1	BE		

Legende	ANE Anerkennung	AT Abmel. gült. Attest	ERG Erg. Prüfung	ES in engl. Sprache	FBE Freivers. bei Bestehen	FGS 2 NB-Leistung in 1 Sem.
Verm.	FNB Freivers. nicht best.	FVB Freivers. Notenverb.	KM keine Matrikelnr.	MEB Mündl. Erg. Prüfung	NAT nicht anerk. Attest	NE nicht erschienen
Status	NO notenrelevant	UBE Anerk. ohne Note	KOM Kompensation	EN endgültig nicht bestanden		
	BE bestanden	NB nicht bestanden				

# Überblick über alle Module im Studiengang und deren Modulbezeichnungen

(Studienverlaufsplan oder Grafik)





## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KIS/030AM/16	<b>Course title:</b> Management Information Systems
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b>	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b> FM.KIS/003AB/16 - Databases	
<b>Recommended prerequisites:</b> <b>EXPECTED KNOWLEDGE THE STUDENT IS REQUIRED TO HAVE</b> Familiarity with the basic hardware and software components of a computer and an ability to use the computer for word processing and e-mail are required. <b>VISUAL AIDS</b> Students should use PowerPoint presentations tools. For the project data flow diagrams they should use Visio and also if they wish MindManager software.	
<b>Course requirements:</b> <b>COURSE REQUIREMENTS</b> Students are required to prepare for each class by: <ul style="list-style-type: none"> <li>• reading the recommended literature;</li> <li>• verifying their understanding by doing the multiple choice tests available for the recommended literature;</li> <li>• preparing themselves for group and class discussion of the case problems assigned and about their project work;</li> </ul> <b>MISSED CLASSES, PARTICIPATION AND THEIR EFFECTS ON YOUR GRADE</b> I know that absences are sometimes unavoidable due to sickness, business travel etc. However, we have only a few hours of class time, so my policy dictates that each class-hour missed without pre-arrangement make-up work will cost you percent, i.e. you will lose 1 point of your grade for each class-hour missed unless you arrange make-up work with me beforehand. Furthermore, my policy on attendance stipulates that any student missing more hours of classes will not be able to make the grade in the given semester. Although you will not be able to make up completely for any absence, since you will have missed all discussion and interaction in the class itself, you can nevertheless make up for some of the loss by completing various assignments. I therefore urge you to contact me in advance if you are forced to miss a class and arrange how you can make up for the absence. Failure to do so will result in an unexcused absence. Normally the make-up assignment will involve submitting by e-mail, not later than 2 weeks after the absence, written answers to: <ul style="list-style-type: none"> <li>• a list of questions related to missed lectures</li> <li>• Case Problems assigned for the missed class and any other assignments for that class</li> </ul>	

Your grade for Participation will be based on how well you involve and express yourself in the class. Your grade for Case Problems will be based on how well you involve and express yourself in the class and group discussion of these case studies.

#### FINAL GRADES

Midterm exam papers will be given at the second half of the semester. Semester projects can be presented not later than end of examination period of the semester.

#### COURSE FORMAT

The general format of each class will be:

- review of assigned reading and discussion
- lectures interspersed with group and class discussion of relevant case studies
- class review of term projects

#### CASE STUDIES

Case Studies, labelled Case Problems, are described at the end of each chapter of the text. Students should analyze those listed in the schedule and be prepared to discuss them. Students may be asked to present the results of their analysis.

#### TERM PROJECT

1 Each student is required, as a member of a team of not more than four or five, to identify and then analyze a non-trivial, unresolved problem or opportunity which has the potential to be solved or improved by a computerized information system.

2 The problem/opportunity may exist in a business with which the students are familiar, or in Society at large. An example in these days of electronic commerce could be the design of a web site. Another might be a sales reporting system for the local grocer. Of course, the most important example is the development of information system

3 The team should prepare a term paper in the form of a consulting report to top management recommending how to solve the problem or take advantage of the opportunity. Apart from an analysis of the problem/opportunity, the report should include an outline design of the proposed solution, illustrating necessary hardware and software components, as well as a proposal on how the system is to be developed.

4 The report should be not less than 7 pages typed single spaced per person in the team and should be handed in by the last Class (the end of the semester). Late submissions will be penalized.

5 You are also required to summarize your results in a twenty minute group presentation. You will earn extra marks for doing an executive summary of not more than one page and providing copies of it to your fellow students at the time of your class presentation.

6 As this course is about information systems in a business orientation, you should put emphasis on managerial and business issues rather than technical aspects; although systems and data analysis should be carried out using the modelling tools you will learn during the course. It is very important that you include references to the sources of your data, in order that I can verify these.

7 The 40% of the course grade assigned to the Term Project will be graded according to the following criteria, i.e. how well you have:

- i defined the problem or opportunity and determined the user requirements for solving the problem or exploiting the opportunity
- ii analyzed the current situation, the problem/opportunity and the users' requirements
- iii considered alternative solutions, examined the technical, economic and organizational feasibility of each and selected the most appropriate
- iv illustrated how the chosen solution will work [i.e. how the system's hardware, software, data, people components will interact]
- v identified and designed in outline the databases and processes involved in the system
- vi identified input and output screens, forms and reports and specified the purpose of each

vii identified and planned any hardware and software procurement needed by the system and scheduled the system's subsequent development and implementation

Specific deliverables to be included in the semester paper are as follows:

SYSTEM PHASE PROJECT DELIVERABLES % of GRADE

PROBLEM STUDY PROBLEM DEFINITION

o BACKGROUND SITUATION DESCRIPTION

o PROBLEMS, OPPORTUNITIES & DIRECTIVES

o RECOMMENDATIONS FOR IMPROVEMENT 5%

FEASIBILITY STUDY FEASIBILITY REPORT

o CURRENT SYSTEM DESCRIPTION

o NEW USER/SYSTEM REQUIREMENTS

o IDENTIFICATION OF ALTERNATIVE SOLUTIONS

o ANALYSIS OF EACH ALTERNATIVE SOLUTION

o S/W, H/W & P/W RESOURCES NEEDED

o TECHNICAL FEASIBILITY

o ECONOMIC FEASIBILITY

o ORGANIZATIONAL FEASIBILITY

o OPERATION FEASIBILITY

o RECOMMENDATIONS 10%

SYSTEMS ANALYSIS SYSTEM PROPOSAL

o SYSTEM ENVIRONMENT DIAGRAM (a sketch of the following :)

o HARDWARE COMPONENTS

o SOFTWARE COMPONENTS

o PEOPLE COMPONENTS

o COMMUNICATIONS COMPONENTS

o LOGICAL DATA MODEL

o ENTITY RELATIONSHIP DIAGRAM

o TABLE DATA STRUCTURES

o LOGICAL PROCESS MODEL

o CONTEXT DIAGRAM

o 1ST LEVEL DATA FLOW DIAGRAM

o USER INTERFACES

o LIST OF PROPOSED INPUT FORMS/SCREENS, INCL. DESCRIPTION OF PURPOSE OF EACH

o PROPOSED PROCUREMENT PLAN

o PROPOSED DEVELOPMENT SCHEDULE 15%

8 All the above must be written in electronic form and, of course, if you prefer in printed version, too. You are not expected to implement any part of the system, although in some parts, e.g. design of screens, it may well be easier to draft them on the computer.

9 It is necessary to get my agreement of your choice of term project by the first quarter of the semester (from the beginning of the semester), at which time you should submit a brief description of the problem you are attempting to solve and what likely solutions you are considering.

10 A brief progress report should be made to the class in the middle of the semester classes, when each team should report:

- what has been achieved so far
- what major problems have been encountered
- what schedule of activities is planned for the rest of the course

Although the term project as described above may seem large, it is entirely manageable, especially as you will be learning all you need to know during the course. And since you will be developing a real information system it can also be extremely rewarding.

Scale of assessment (preliminary/final): Grading % of grade  
Mid-Term Exam 40  
Term Project 40  
Class Presentation of Term Project and Discussion 20  
Course grade: A is 91-100%, B is 81-90%, C is 73-80, D is 66-72, E is 61-65, and F is  $\leq 60$ .

**Learning outcomes:**

The course concentrates on analysis and development of information systems in business organizations. This course will develop the framework for an information system and explore how systems that support the business functions of the organization are integrated and aid the manager with decision-making responsibilities within the operational, tactical, and strategic hierarchy of the company. Underlying the examination of various types of organizational information systems will be an exploration of emerging technologies that drive these systems. This course provides the student with the knowledge and skills necessary to understand and use information technology effectively and shows how information technology provides organizations with a strategic competitive advantage.

**Class syllabus:**

SCHEDULE

Lecture 1 MANAGING INFORMATION SYSTEMS

Lecture 2 SYSTEMS THEORY

Lecture 3 SYSTEM DEVELOPMENT LIFE CYCLE

Lecture 4 THE IMPACT OF INFORMATION TECHNOLOGY ON BUSINESS, E-BUSINESS

Lecture 5 CLOUD COMPUTING

Lecture 6 DATABASES, DATA MINING, DATA and BUSINESS ANALYTICS

Lecture 7 NETWORKS & DATA COMMUNICATIONS

MID-TERM EXAM

Lecture 8 SERVICE ORIENTED ARCHITECTURE, E-SERVICE MANAGEMENT

Lecture 9 INFORMATION SYSTEMS FOR DECISION SUPPORT, INFORMATION TECHNOLOGY ISSUES FOR MANAGEMENT

Lecture 10 EXPERT SYSTEMS, ARTIFICIAL INTELLIGENCE & NEURAL NETWORKS

Lecture 11 INFORMATION SYSTEMS FOR THE ENTERPRISE, BUSINESS INTELLIGENCE

Lecture 12 SECURITY & ETHICAL CHALLENGES

FINAL EXAM

**Recommended literature:**

To be able to benefit fully from each class, it is really very important to read the scheduled chapters and prepare the assigned Case Problems before class. We will cover a great deal of material in the course and even if you are knowledgeable about Business Information Systems, you will be wasting your time and money, as well as your chances of a good grade, if you do not read the text.

TEXT USED

James A. O'Brien, Northern Arizona University, George M. Marakas, University of Kansas: Management Information Systems, 10/e, ISBN: 0073376817, Copyright year: 2011, [http://highered.mcgraw-hill.com/sites/0073376817/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073376817/information_center_view0/)

Ken Laudon, Jane Laudon: Management Information Systems, 12th Edition, ISBN-10: 0-13-214285-6, ISBN-13: 978-0-13-214285-4, Published by Prentice Hall, © 2012, Pub. Date: Jan 4, 2011, <http://www.pearsonhighered.com/laudon/>

Natalia Kryvinska, Michal Greguš: SOA and its Business Value in Requirements, Features, Practices and Methodologies, Univerzita Komenského v Bratislave, 2014, ISBN 978-80223-3764-9

Michal Greguš, Natalia Kryvinska: Service Orientation of Enterprises – Aspects, Dimensions, Technologies, Bratislava: Comenius University, 2015. ISBN: 978-80-223-3978-0

**Other REFERENCES**

Kathy Schwalbe: Information Technology Project Management, Course Technology, Fifth edition, 2008, ISBN 978-0324665215

FACULTY SHAREPOINT ("STUDY MATERIALS"):

<https://fmuniba.sharepoint.com/materialy/SitePages/Domov.aspx>

MIS4 folder:

<https://fmuniba.sharepoint.com/materialy/MIS%204%20ronk/Forms/AllItems.aspx>

**Languages necessary to complete the course:**

English language

**Notes:**

**STATEMENT OF COURSE OBJECTIVES**

- a) To assist the student in understanding the issues and problems facing the manager or business user of computer-based information systems, and what solutions are available.
- b) To enable the student to learn how to make intelligent decisions about computer based information systems, and as a user, to attain their effective application.
- c) To prepare the student for participation as a user or a manager in the development of business information system.
- d) To assist the student in appreciating the problems of management in attempting to direct and control corporate information technology.

**Past grade distribution**

Total number of evaluated students: 15

A	ABS	B	C	D	E	FX
46,67	0,0	53,33	0,0	0,0	0,0	0,0


**Lecturers:**

**Last change:** 13.10.2017

**Approved by:**

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KMk/016AM/16	<b>Course title:</b> Marketing management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 2 / 2 <b>per level/semester:</b> 28 / 28 <b>Form of the course:</b>	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b>	
<b>Educational level:</b>	
<b>Prerequisites:</b>	
<b>Course requirements:</b> in-class case studies 30 percent/ final exam 70 percent For the grade A, at least 91 points are needed, for B at least 81 points, for C at least 73 points, for D at least 66 points, for E at least 60 points. If a student receives less than 60 points, he will fail and will get Fx evaluation.	
<b>Learning outcomes:</b> Marketing Management prepares students to become effective managers overseeing global marketing activities in an increasingly competitive environment. Relevant to all business majors, the course encourages students to learn how marketing managers work across business functions for effective corporate performance on a global basis and achievement of overall corporate goals.	
<b>Class syllabus:</b> 1 The need for reform of marketing management at the threshold of the third millennium. 2 The concept of rational marketing management. 3 Sustainable marketing and sustainable consumption. 4 Position of the customer in the concept of rational marketing management. 5 Performance evaluation of marketing in the organization. 6 Marketing metrics used for assessing the efficiency and effectiveness of marketing activities. 7 What has changed in the product strategy of enterprises under the influence of the concept of rational and sustainable marketing management? 8 What has changed in the pricing strategy of enterprises under the influence of the rational concept of marketing management? Role played by the price of sustainable approaches Marketers? 9 Selected attributes of the distribution strategy of sustainable approaches in marketing. 10 Selected attributes of marketing communication approaches in sustainable marketing.	
<b>Recommended literature:</b> • Philip Kotler, Kevin Keller: Marketing Management Plus 2014 Mymarketinglab with Pearson Etext -- Access Card Package, 2014, ISBN 0133764044 • Masaaki (Mike) Kotabe, Kristiaan Helsen: Global Marketing Management, 6th Edition, 2014, ISBN 1118808215	
<b>Languages necessary to complete the course:</b>	

English
<b>Notes:</b>
<b>Past grade distribution</b> Total number of evaluated students: 13
Hodnotenie predmetu sa zobrazí až v prípade zaradenia predmetu do nejakého študijného plánu.
<b>Lecturers:</b> 
<b>Last change:</b> 06.07.2017
<b>Approved by:</b>



**COURSE DESCRIPTION**

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Management	
<b>Course ID:</b> FM.KSP/046AM/17	<b>Course title:</b> Value Based Management and Entrepreneurial Risks at SME's
<b>Educational activities:</b> lecture/seminar, 2/2 hours per week, 28/28 hours per semester	
<b>Number of credits:</b> 6	
<b>Recommended semester:</b> 3., winter semester	
<b>Educational level:</b> master	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Project (80%), exam (20%). The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points.	
<b>Learning outcomes:</b> The main goal is to provide theoretical knowledge, the latest trends and practical experiences from the value based management in SME 's so that students would be able to practice strategic management of the intrinsic value of the company, to identify its key drivers and key areas of focus for the potential company value creation improvement in the future. In addition to that they will learn about key entrepreneurial risks which are important to be considered in value based management approach. Course both extend knowledge from the Strategic Management and combine them with knowledge from the Finance in line with the current best practices. Main focus is on explanation of concrete methodology/model of intrinsic value calculation and identification of the key value drivers both from historical and strategic perspectives. During course the Valuation xls. based toolkit is used for practical demonstration of valuation methodology implementation and for own project development. In addition to that special focus is also put on „soft facts“ of value creation – company values and principles and their impact on value creation/destroying as we are witnessing at current crisis period.	
<b>Brief syllabus:</b>	
<ol style="list-style-type: none"> <li>1. Introduction <ul style="list-style-type: none"> <li>- Key terms/concept of the value-based management</li> </ul> </li> <li>2. Value-based management and strategic management in SME <ul style="list-style-type: none"> <li>- Historical development of the value-based management inside of the strategic management</li> <li>- New trends in the value-based management – following the results of BCG and McKinsey research</li> <li>- VBM specifics in SME's</li> </ul> </li> <li>3. Key building blocks of the value-based management (top level) <ul style="list-style-type: none"> <li>- Set up strategic goals/targets for sustainable value growth</li> <li>- Analysis: financial analysis, strategic analysis, qualitative analysis</li> <li>- Impact of intellectual capital on value creation</li> <li>- WACC (Weighted Average Cost of Capital)</li> <li>- Strategic scenarios development and company options creation</li> <li>- Measurement of strategic options impacts on intrinsic value of company through corporate valuation model - formulation of inputs and analysis of results for each analysed option.</li> <li>- Final decision on strategy/strategic option that is relevant from VBM perspectives and stated strategic goals/targets</li> </ul> </li> <li>4. Intellectual capital and its impact on value creation</li> <li>5. Risk and its impact on company value</li> </ol>	



- Risk categorization in financial and non-financial institutions
  - Strategic risk and value-based management
6. Strategic corporate value management under downturn
- Short-term „survival“ strategy (time buying)
  - Restructuring
  - Sustainable competitive advantage as a longer-term strategy (behavioristic, social, reproductive, evolution)
  - Flexibility, adaptability to the new conditions
7. Sustainability as a new phenomenon in value-based management

**Recommended literature:**

Mandatory:

- [1] PILKOVÁ, A. *Value Based Management in SME's – Lecturing Notes*. FM UK, 2017.
- [2] SMITH, J. K., SMITH, R. R. L., BLISS, R. T. *Entrepreneurial Finance. Strategy Valuation & Deal Structure*. Stanford Economics and Finance, 2011.
- [3] COPELAND, T., KOLLER, T., MURRIN, T. *Valuation: Measuring & Managing the Value of companies*. John Willey & Sons, 2005.
- [4] KROL, F. *Value based management in SME's*. Arbeitspapier 1-9; 2007
- [5] HENSCHEL, T. *Risk management practices of SME's*. Erich Schmidt Verlag, 2007.
- [6] AMEELS, A., BRUGGEMAN, W., SCHEIPERS, G. *Value-Based Management control processes to create value through integration a literature review*. Vlerick Leuven Gent Management School, 2002.

Recommended:

- [1] BRIGHAM, E. F., DAVES, P. R. *Intermediate Financial Management*. 10th edition. South-Western Cengage-Learning, 2010.
- [2] Articles and research papers distributed during the course.

**Languages necessary to complete the course:** English

**Notes:**

**Lecturers:** [REDACTED]

**Last change:** 06.06.2017

**Approved by:** [REDACTED]

<b>M7: Marketing-Management</b>					
<b>Kennnummer</b>	<b>Workload</b>	<b>Credits</b>	<b>Studien-semester</b>	<b>Häufigkeit des Angebots</b>	<b>Dauer</b>
MS-SME-M7	270 h	9 LP	1. Semester	Jährlich	1 Semester
<b>1</b>	<b>Lehrveranstaltungen</b>		<b>Kontaktzeit</b>	<b>Selbststudium</b>	<b>geplante Gruppengröße</b>
	1. Vorlesung: Customer Relationship Management		2 SWS / 30 h	60 h	40 Studierende
	2. Vorlesung: Strategisches Markenmanagement mit integrierter Übung		2 SWS / 30 h	60 h	40 Studierende
	3. Übung zu 1		1 SWS / 15 h	30 h	40 Studierende
	4. Übung zu 2		1 SWS / 15 h	30 h	40 Studierende
<b>2</b>	<b>Lernergebnisse (learning outcomes) / Kompetenzen</b>				
	<p>Die Studierenden sollen Besonderheiten des Strategischen Marketing und des Relationship Management erkennen, insbesondere die Bedeutung langfristiger Kundenbeziehungen und der Immaterialität von Gütern und Dienstleistungen und ihres Verkaufs an Unternehmen. Sie sollen Kenntnisse und Fähigkeiten erwerben, die situativ zur systematischen Analyse und Gestaltung von Marketing-Entscheidungen von Unternehmen in diesen Anwendungsbereichen erforderlich sind, und spezifische Gestaltungsmethoden und -instrumente erlernen, die Unternehmen in diesem Zusammenhang einsetzen können. Zudem sollen Kenntnisse und Fähigkeiten zur systematischen Analyse und Gestaltung der Distributionskanäle und der Marketinglogistik erworben werden. Hierzu erlernen die Studierenden die Grundlagen von Wertschöpfungsketten und Wertkettenstrukturen sowohl im Industriegütersektor als auch in der Konsumgüterwirtschaft, ferner Konzepte, Methoden und Instrumente des Strategischen Markenmanagements.</p> <p>(Fachkompetenz und fachbezogene Methodenkompetenz)</p>				
<b>3</b>	<b>Inhalte</b>				
	<p><u>Customer Relationship Management:</u></p> <ul style="list-style-type: none"> <li>• Paradigmenwechsel im Marketing vom Transaktions- zum Beziehungsmarketing;</li> <li>• Kundenzufriedenheit und ihre Messung;</li> <li>• Kundenloyalität: Typen und Bildung;</li> <li>• Konzepte des Kundenwertes und des Kundenlebenszyklus;</li> <li>• Instrumente des CRM;</li> <li>• Sektorale Besonderheiten des CRM;</li> <li>• Besonderheiten von KMU.</li> </ul> <p><u>Strategisches Markenmanagement:</u></p> <ul style="list-style-type: none"> <li>• Strategische Aspekte des Markenmanagements;</li> <li>• Definition, Charakterisierung und Funktionen von Marken;</li> <li>• Markenwahrnehmung, Markenbeurteilung und Markenspeicherung;</li> <li>• Markenportfolios und Markenhierarchien;</li> <li>• Gestaltung von Markenstrategien;</li> <li>• Kommunikationsstrategien im Rahmen der Markenpolitik;</li> <li>• Aspekte der internationalen Markenführung;</li> <li>• Aspekte der Markenführung von KMU;</li> </ul>				

	<ul style="list-style-type: none"> <li>• Ansätze des Markenwertes und seiner Messung.</li> </ul>
<b>4</b>	<b>Lehrformen</b> Vorlesungen, Übungen
<b>5</b>	<b>Teilnahmevoraussetzungen</b> -
<b>6</b>	<b>Prüfungsformen</b> Modulabschlussklausur (60 Minuten)
<b>7</b>	<b>Voraussetzungen für die Vergabe von Leistungspunkten</b> Bestandene Modulabschlussprüfung
<b>8</b>	<b>Verwendung des Moduls</b> (in anderen Studiengängen)
<b>9</b>	<b>Stellenwert der Note für die Endnote</b> Anteilig gemäß Credits (9/120)
<b>10</b>	<b>Modulbeauftragte / hauptamtlich Lehrende</b> Prof. Dr. Hanna Schramm-Klein
<b>11</b>	<b>Sonstige Informationen</b> Literatur (jeweils in der aktuellen Auflage): <ul style="list-style-type: none"> <li>• Bruhn, Relationship Marketing – Das Management von Kundenbeziehungen;</li> <li>• Bruhn/Homburg, Handbuch Kundenbindungsmanagement. Strategien und Instrumente für ein erfolgreiches CRM;</li> <li>• Esch, Strategie und Technik der Markenführung;</li> <li>• Florack/Scarabis/Primosch, Psychologie der Markenführung;</li> <li>• Grönroos, Service Management and Marketing. A Customer Relationship Management Approach;</li> <li>• Hertel/Zentes/Schramm-Klein, Supply-Chain-Management und Warenwirtschaftssysteme im Handel;</li> <li>• Keller/ Aperia/Georgson, Strategic Brand Management: A European Perspective;</li> <li>• Kapferer, The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term;</li> <li>• Zeithaml/Bitner/Gremler, Services Marketing. Integrating Customer Focus Across the Firm;</li> <li>• Zentes/Morschett/Schramm-Klein, Strategic Retail Management.</li> </ul>

<b>M3: Entscheidungsmanagement</b>					
<b>Kennnummer</b>	<b>Workload</b>	<b>Credits</b>	<b>Studien-semester</b>	<b>Häufigkeit des Angebots</b>	<b>Dauer</b>
MS-SME-M3	270 h	9 LP	3. Semester	Jährlich	1 Semester
1	<b>Lehrveranstaltungen</b>		<b>Kontaktzeit</b>	<b>Selbststudium</b>	<b>geplante Gruppengröße</b>
	1. Vorlesung: Entscheidungstheorie,		2 SWS / 30 h	60 h	40 Studierende
	2. Vorlesung: Entscheidungsunterstützungssysteme		2 SWS / 30 h	60 h	40 Studierende
	3. Übung zu 1		1 SWS / 15 h	30 h	40 Studierende
	4. Übung zu 2		1 SWS / 15 h	30 h	40 Studierende
2	<b>Lernergebnisse (learning outcomes) / Kompetenzen</b> Die Studierenden können das betriebliche Entscheidungsverhalten systematisch analysieren und gestalten. Sie kennen die Bestimmungsfaktoren einer begründeten Entscheidungsfindung und können zwischen den unterschiedlichen Entscheidungssituationen differenzieren. Da die Aufbereitung und Verarbeitung dieser Informationen zunehmend computergestützt erfolgt, können sie diese mit Hilfe gängiger Entscheidungsunterstützungssysteme erarbeiten. (Fachkompetenz und fachbezogene Methodenkompetenz)				
3	<b>Inhalte</b> <u>Entscheidungstheorie</u> <ul style="list-style-type: none"> <li>• Entscheidungen und Entscheidungsmodelle in der Betriebswirtschaftslehre;</li> <li>• Das Grundmodell der betriebswirtschaftlichen Entscheidungstheorie;</li> <li>• Entscheidungsfindung im Rahmen der Sicherheits-, Ungewissheits- und Risikosituation.</li> </ul> <u>Entscheidungsunterstützungssysteme</u> <ul style="list-style-type: none"> <li>• Modellierung und Komplexität;</li> <li>• Lineare Optimierung;</li> <li>• Kombinatorische Optimierung;</li> <li>• Constraint Programming;</li> <li>• Metaheuristiken;</li> <li>• Simulation.</li> </ul>				
4	<b>Lehrformen</b> Vorlesungen, Übungen				
5	<b>Teilnahmevoraussetzungen</b> -				
6	<b>Prüfungsformen</b> Modulabschlussklausur (90 Minuten)				
7	<b>Voraussetzungen für die Vergabe von Leistungspunkten</b> Bestandene Modulabschlussprüfung				
8	<b>Verwendung des Moduls (in anderen Studiengängen)</b> Wahlpflichtmodul im Master CRM und AAT				
9	<b>Stellenwert der Note für die Endnote:</b> Anteilig gemäß Credits (9/120)				

<b>10</b>	<b>Modulbeauftragte / hauptamtlich Lehrende</b> Pesch / Briskorn, Pesch
<b>11</b>	<b>Sonstige Informationen</b> Literatur (jeweils in der aktuellen Auflage): <ul style="list-style-type: none"><li>• Domschke/Drexl: Einführung in Operations Research;</li><li>• Eisenführ/Weber: Rationales Entscheiden;</li><li>• Laux: Entscheidungstheorie;</li><li>• Williams: Model Building in Mathematical Programming.</li></ul>