

AUSFÜLLHILFE: BEWEGEN SIE DEN MAUSZEIGER ÜBER DIE ÜBERSCHRIFTEN. AUSFÜHRICHE HINWEISE: [LEITFADEN MODULBESCHREIBUNG](#)

Integrated business planning: in theory and praxis						
Module code	Workload	Credits/CP	Semester	Frequency of module		Duration
	90 h	3	1	Summer Semester		1 Semester
1	Module	Teaching Language	Contact hours	Self-study	Class size	
	Integrated business planning: in theory and praxis	English	2 SWS / 22,5	67,5 h	15	
2	Learning outcomes After the module is successfully completed, the student is able to: <ul style="list-style-type: none"> Knowledge (1) <ul style="list-style-type: none"> • Describe the main principles of financial accounting and controlling • Explain various concept of business planning • Explain integrated planning value flow Understanding (2) <ul style="list-style-type: none"> • Classify various planning approaches • Describe planning methods • Describe planning horizons • Understand the relationships between multiple planning areas within an organisation Practice (3) <ul style="list-style-type: none"> • Evaluate key drivers in a planning process • Describe an advanced planning or reporting model Analysis (4) <ul style="list-style-type: none"> • Differentiate the benefits and restrictions of planning approaches Synthesis (5) <ul style="list-style-type: none"> • Synthesize and structure complex integrated planning models Evaluation (6) <ul style="list-style-type: none"> • Challenge a planning approach used in an organisation • Offer suggestions for approach changes in the area of planning areas and approaches • Transfer the learnings and apply to different areas and situations within an organisation 					
3	Individual component content <ul style="list-style-type: none"> • Recap Accounting and Controlling basics: Balance Sheet, P&L, Cashflow • Planning – a bit of theory (i.e. planning types, areas, ...) • Planning in action (i.e. integrated planning, establishing a plan, ...) • Planning in real life (i.e. how it is executed, stories of how to and how not to) • Variances or when actuals do not match the plan • Beyond planning – other concepts and philosophies • Special transactions in Finance, Controlling, Materials Management, Production Planning, Sales & Distribution 					

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1.3	jr	QM-Board 11.4.2012, 16.01.2013 04.06.2013/jr	04.06.2013

	<ul style="list-style-type: none"> • Concepts of logistic planning and logistic controlling • Characteristics of production processes • Sales & Operations Planning • Demand planning and various forecast models • Materials management • Material requirements planning (MRP) and extensions • Lot size and safety stock • Capacity requirements planning • Integration of Logistics and Accounting • Reporting
4	<p>Teaching methods</p> <ul style="list-style-type: none"> • Lectures • Presentations
5	<p>Prerequisites</p> <ul style="list-style-type: none"> • Basic principles Accounting and Controlling • Basic principles in Project Management
6	<p>Methods of assessment</p> <p>Presentation (individual or group)</p>
7	<p>Applicability of module</p> <p>Elective in Business Consulting Masters course</p>
8	<p>Person responsible for module/ lecturer</p> <p>Prof. Dr. Thomas Marx / Roland Fischer</p>
9	<p>Reading list (Core texts and recommended texts)</p> <ul style="list-style-type: none"> • Fischer, R.: Business Planning with SAP SEM – Integrated business planning: concepts and execution, Galileo Press 2005 • Literature on subject of integrated planning. Various articles in Harvard Business Review.

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