



1	1.1 Module name (German / English) Quantitative Management Methods & Value Chain Management	1.2 Short name (optional) QMM & VCM	1.3 Module-Code (HIS-POS)
2	2.1 Frequency of Offer: Offer in <input type="checkbox"/> each SoSe, <input checked="" type="checkbox"/> each WiSe,	2.2 Duration: <input checked="" type="checkbox"/> 1 Semester <input type="checkbox"/> 2 Semester	
3	3.1 Offer for the following study programmes	3.2 Mandatory, Elective	3.3 Recommended semester
	Master International Marketing and Sales	Man	1/2

4 Workload				Workload total	
	Lectures/ Form	Contact time	hours per semester per form of instruction/state d form	Workload	Credits
contact time (e.g. lecture, exercise, internship, seminar lessons, project/ group work, case study, business game, credited tutorial) (further lines possible)	Seminar lessons	4	60	180	6
	Amounts	Amounts contact time	Amounts contact time in hours		
self-study (e.g. tutorial, preparation / follow-up, Exam preparation, preparation of homework, Search)	Self-study		120	180	6
	Amounts		Amounts self-study in hour		

55.1 Learning outcomes

General Method Expertise

- Graduates have the ability to apply the acquired specialist knowledge to practical problems.
- Graduates can critically reflect for which problems and under which conditions which subject-specific methods and systems can be used.
- Graduates can present their results in a targeted manner.

Professional Expertise Quantitative Management Methods

- Graduates can classify Quantitative Management Standard Software Tools and critically evaluate their uses.
- Graduates can apply empirical research methods.
- Graduates can use and evaluate forecasting models to optimize decision-making
- Graduates can use multivariate analysis techniques to solve business problems
- Graduates can discuss digital business models

Professional Expertise International Value Chain Management

- Graduates can explain challenges in international corporate networks and the relationship between strategy, business process management and project management.
- Graduates can apply methods and tools of (international) transport network planning, evaluate their effectiveness and efficiency in terms of cost, time, quality and emissions.
- Graduates are able to evaluate logistics variables in the field of transport, handling and storage.

- Graduates can understand and plan international business processes (especially distribution processes) in (and between companies) and continually measure and optimize performance based on metrics.

Contents

Quantitative Management Methods

- Introduction to Quantitative Analyses
- Empirical research methods
- Segmentation methods
- Multiple forecasting models
- Digital business models

International Value Chain Management

The lecture "International Value Chain Management" conveys practice-relevant knowledge about the planning, control and control of international corporate networks. The lecture focuses on the methods, techniques and systems of international project management and business process management.

1. Introduction Logistics and Supply Chain Management
2. Transportation Network Planning
3. Warehouse Structure and Inventories
4. Case study International Transport Chain
5. International Distribution Planning and eCommerce
6. Case study Distribution Planning

6 Participation Requirement

Content: Basic knowledge of univariate and multivariate statistics and market research, basics of project management and business process management

7 7.1 Requirements for the award of credit points

Passed module exam

7.2 Examination Form

(e.g. exam, oral examination, essay/paper, presentation, portfolio; length of examination in minutes)

50% Assignment (QMM) / 50% Project with Presentation

7.3 Requirements for admission to the examination

7.4 Importance of the mark for total mark

5% (6 CP of 120 CP)

*Die Prüfungsordnungen der Studiengänge finden Sie in den Amtlichen Bekanntmachungen der FH Münster unter dem folgenden Link https://www.fh-muenster.de/hochschule/aktuelles/amtliche_bekanntmachungen/index.php?p=2,7.

8 8.1 Lecture Language

German English Another, namely:

8.2 Module Supervisor:

Prof. Dr. Reiner Kurzhals

8.3 Lecturer

Prof. Dr. Reiner Kurzhals

Prof. Dr. Michael Dircksen

8.4 Maximum number of participants

8.5 Supplementary information (optional)

Recommended reading:

Quantitative Management Methods

Reiner Kurzhals, Wiley-Schnellkurs Statistik, 2015, Wiley Verlag

Peter Zöfel: Statistik für Wirtschaftswissenschaftler, 2003, Pearson Studium

Backhaus u.a.: Multivariate Analysemethoden, 15. Auflage, 2018, Springer Verlag

International Value Chain Management

Bach, Norbert; Brehm, Carsten; Buchholz, Wolfgang; Petry, Thorsten (2012): Wertschöpfungsorientierte Organisation. Architekturen - Prozesse - Strukturen. Wiesbaden: Imprint Gabler Verlag.

Chopra, Sunil; Meindl, Peter (2016): Supply chain management. Strategy, planning, and operation. Sixth edition, global edition. Boston, Columbus, Indianapolis, New York, San Francisco, Amsterdam, Cape Town, Dubai, London, Madrid, Milan, Munich, Paris, Montréal, Toronto, Delhi, Mexico City, São Paulo, Sydney, Hong Kong, Seoul, Singapore, Taipei, Tokyo: Pearson (Always learning).

Gudehus, Timm (2004): Logistik. Grundlagen - Strategien - Anwendungen. 2., aktualisierte und erw. Aufl. Berlin: Springer (Engineering online library).

Lambert, Douglas M.; Burduroglu, Renan (2000): Measuring and Selling the Value of Logistics. In: Int Jnl Logistics Management 11 (1), S. 1–18. DOI: 10.1108/09574090010806038.

Ohno, Taiichi (2014): Toyota production system. Beyond large-scale production. London: CRC Press.

Oeldorf, Gerhard; Olfert, Klaus (2004): Materialwirtschaft. 11., verb. und aktualisierte Aufl. Ludwigshafen (Rhein): Kiehl (Kompendium der praktischen Betriebswirtschaft).

Parasuraman, A.; Zeithaml, Valarie A.; Berry, Leonard L. (1985): A Conceptual Model of Service Quality and Its Implications for Future Research. In: Journal of Marketing 49 (4), S. 41. DOI: 10.2307/1251430.

Pfohl, Hans-Christian (2010): Logistiksysteme. Betriebswirtschaftliche Grundlagen. 8., neu bearb. und aktualisierte Aufl. Berlin: Springer. Online verfügbar unter <http://site.ebrary.com/lib/alltitles/docDetail.action?docID=10355135>.

Porter, Michael E. (2010): Wettbewerbsvorteile. Spitzenleistungen erreichen und behaupten = (Competitive Advantages). 7. Aufl. Frankfurt/Main: Campus-Verl. (Campus Strategie). Online verfügbar unter http://ebooks.ciando.com/book/index.cfm/bok_id/46496;B:CIANDO.

Rushton, A.; Croucher, P.; Baker, P. (2006): The handbook of logistics and distribution management. 3. ed. London: Kogan Page.

Schulte, Christof (2013): Logistik. Wege zur Optimierung der Supply Chain. 6. Aufl. München: Franz Vahlen (Vahlens Handbücher der Wirtschafts- und Sozialwissenschaften).

Thonemann, Ulrich (2005): Operations Management. München u.a.: Pearson (Wi Wirtschaft).