

# Programmspezifische Regelungen

Diploma of Advanced Studies (DAS)  
“Business Development and  
Innovation Manger:in”

KompetenzCampus – Weiterbildung und Lebenslanges Lernen

## **Programmspezifische Regelungen Diploma of Advanced Studies „Business Development and Innovation Manager:in“ des KompetenzCampus der Frankfurt University of Applied Sciences vom <12.07.2023>**

Die nachfolgenden Programmspezifischen Regelungen entsprechen den Allgemeinen Regelungen für hochschulzertifizierte Weiterbildungsmaßnahmen der Frankfurt University of Applied Sciences, am 15.12.2021 vom Senat beschlossen und am 25.01.2022 vom Präsidium der Frankfurt University of Applied Sciences genehmigt nach § 43 Abs. 5 des Hessischen Hochschulgesetzes (HHG) vom 14. Dezember 2021, veröffentlicht auf der Internetseite der Amtlichen Mitteilungen der Frankfurt University of Applied Sciences.

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## **§1 Gegenstand, Inhalt und Format**

Der KompetenzCampus, Abteilung für Weiterbildung und Lebenslanges Lernen an der Frankfurt University of Applied Sciences bietet kostenpflichtige hochschulzertifizierte Weiterbildungsmodule an, die mit ECTS-Punkten (Credit Points) versehen sind. Das Entgelt richtet sich § 3, Absatz 5 der Allgemeinen Regelungen für hochschulzertifizierte Weiterbildungsmaßnahmen der Frankfurt University of Applied Sciences.

Das Angebot umfasst folgendes Format:

Diploma of Advanced Studies, 30 ECTS-Punkte (Credit Points).

## **§ 2 Ausbildungsziel und Abschlussbezeichnung**

- (1) Das Qualifikationsziel der einzelnen Weiterbildungsmodule ergibt sich aus den jeweiligen Modulbeschreibungen gemäß Anlage 1.
- (2) Die Module werden auf dem Qualifikationsniveau des zweiten Studienzyklus (Master-Ebene) angeboten.
- (3) Das Qualifikationsziel des Zertifikatskurses „Diploma of Advanced Studies „Business Development and Innovation Manager:in“ ist eine vertiefende Ausbildung im Bereich Business Development und Innovation Management. Hier stehen insbesondere die Themen Business Development, Corporate Sustainable Management und Business Unit Development sowie Digital Business and Applied Artificial Intelligence, Innovation Management und Intra-/Entrepreneurship Competence im Vordergrund.
- (4) Das Zertifikat mit der Abschlussbezeichnung „Diploma of Advanced Studies – Business Development and Innovation Manager:in“ mit 30 ECTS-Punkten wird vergeben, wenn alle sechs Weiterbildungsmodule des Zertifikats mit Prüfung erfolgreich absolviert wurden. Das Zertifikat enthält eine Beschreibung des Programms sowie eine Übersicht über die nachgewiesenen Leistungen in den Modulen.

## **§ 3 Zugangsvoraussetzungen**

Zu den hochschulzertifizierten Weiterbildungsangeboten können diejenigen zugelassen werden, die über einen ersten Hochschulabschluss verfügen sowie diejenigen, die die für die Teilnahme erforderliche Eignung im Beruf oder auf andere Weise erworben haben.

## **§ 4 Aufnahmeverfahren**

- (1) Die Aufnahme in die Weiterbildungsmodule und die Zertifikatskurse richtet sich nach den verfügbaren Plätzen. Ein Anspruch auf Aufnahme besteht nicht.
- (2) Die Aufnahme in die Weiterbildungsmodule und Zertifikatskurse erfolgt nur, wenn das Entgelt entrichtet wurde.

## **§ 5 Module und Leistungsnachweise**

- (1) Die einzelnen Weiterbildungsmodule haben einen Umfang von 5 ECTS-Punkten (Credit Points). Dabei umfasst ein ECTS-Punkt (Credit Point) einen Arbeitsaufwand von 25 Stunden.

- (2) Das Programm des „Diploma of Advanced Studies“ hat einen Umfang von 30 ECTS-Punkten (Credit Points).
- (3) Die Lernergebnisse und Inhalte der Module, die ECTS-Punkte (Credit Points), die Arbeitslast und die Art und Dauer der jeweiligen Prüfungen und Leistungsnachweise ergeben sich aus den Modulbeschreibungen (Anlage 1). Die Häufigkeit des Angebots ergibt sich aus der Nachfrage zum jeweiligen Modul.
- (4) Für die Anrechnung der Weiterbildungsmodule gilt § 16 der Allgemeinen Regelungen für hochschulzertifizierte Weiterbildungsmaßnahmen.

### **§ 6 Prüfungsausschuss**

Der KompetenzCampus richtet gemäß § 17 der Allgemeinen Regelungen für hochschulzertifizierte Weiterbildungsmaßnahmen einen Prüfungsausschuss ein, dem mindestens drei Mitglieder und höchstens fünf angehören. Diese werden für die Dauer von bis zu 3 Jahren gewählt.

### **§ 7 Meldung und Zulassung zu Prüfungsleistungen**

Der Prüfungsausschuss legt die Prüfenden, die Termine, den Anmeldezeitraum sowie den Rücknahmetermin für Meldungen zu Prüfungsleistungen der Module fest.

### **§ 8 Inkrafttreten**

Diese Programmspezifischen Regelungen treten am 12.07.2023 in Kraft. Sie werden auf der Website des KompetenzCampus veröffentlicht.

Frankfurt am Main, 12.07.2023

Prof. Dr. Oliver Schocke  
Präsident

## Anlage 1: Modulbeschreibungen

(vorbehaltlich positiver Akkreditierung)

### Modul 1: Digital Business and Applied Artificial Intelligence

Module title	Digital Business and Applied Artificial Intelligence
Module number	1
Study programme	DAS Business Development and Innovation Manager:in
Module usability	MBA Sustainable Business Development; CAS Innovation Manager:in
ECTS-Credit Points (CP) / Workload (h)	5 CP /125 h
Recommended previous knowledge	The module is based on the knowledge and competences from the following modules: - Module 3: Innovation Management
Prerequisites for participation in the module and the module examination	None
Prerequisites for the acquisition of credit points: a. preliminary examination	a. None
b. Module examination	b. Written examination (120 minutes)
Learning outcomes and skills	<p>After completing the module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the fundamentals of digital business in terms of digital business model innovations, data-driven business models, and smart products and services.</li> <li>• Discuss emerging digital technologies as drivers of digital business and enablers of sustainable business model innovation.</li> <li>• Evaluate selected emerging digital technologies, their potential business implications and the challenges of organizational adoption.</li> <li>• Reflect on the need for and areas of action in the digital transformation of businesses and public organizations as well as their societal impact.</li> <li>• Discuss synergies between digitalization and sustainability and the potentials für a joint consideration (twin transformation).</li> <li>• Provide informed assessments on digital development for their professional context.</li> <li>• Explain to others and break down the complexity of what impact digitization developments can have on companies and the society in large.</li> <li>• Critically incorporate the current state of research and analyze and explain current research findings as well as to critically question and interpret them.</li> <li>• Select suitable methods and concrete ways of operationalizing research results and to justify them when applying them in their professional context.</li> </ul>
Module contents	Digital Business and Applied Artificial Intelligence
Module teaching methods	Interactive classroom lecture
Module language	English
Module coordination	Prof. Dr. Nils Urbach

## Modul 2: Innovation Management

Module title	Innovation Management
Module number	2
Study programme	DAS Business Development and Innovation Manager:in
Module usability	MBA Sustainable Business Development; CAS Innovation Manager:in
ECTS-Credit Points (CP) / Workload (h)	5 CP / 125 h
Recommended previous knowledge	None
Prerequisites for participation in the module and the module examination	None
Prerequisites for the acquisition of credit points:	a. None
a. preliminary examination	
b. Module examination	b. Written examination (120 minutes)
Learning outcomes and skills	<p>Upon successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand and explain innovation management from a general strategic management perspective (C-level view).</li> <li>• Discuss the operational view of innovation and product managers.</li> <li>• Turn ideas into new products and design innovation processes and routines within the operations.</li> <li>• Base the design of corporate innovation strategies on a thorough analysis of the industrial setting.</li> <li>• Reflect on sustainable innovation strategies and efforts.</li> <li>• Analyze and understand the overall industrial settings and frameworks.</li> <li>• Discuss insights from innovation economics on the dynamics of diffusion and network effects.</li> <li>• Manage concrete innovation projects and to turn innovative ideas into products and sustainable business models.</li> <li>• Introduce instruments and tools for product development.</li> <li>• Design processes and management systems to stimulate and analyse concrete innovation efforts within the organization.</li> <li>• Critically incorporate the current state of research and analyse and explain current research findings and are able to critically question and interpret them.</li> <li>• Select suitable methods and concrete ways of operationalizing research results and also justify them when applying them in their professional context.</li> <li>• Understand the perspective of sustainable innovation management and are able to consider the environmental and social dimensions of the production and use of goods and services.</li> <li>• Manage the environmental and social impacts of their goods and services and to translate them into their technology and innovation strategies, moving 'beyond compliance'.</li> </ul>
Module contents	Innovation Management
Module teaching methods	Lecture with inputs, group-based case study work, discussions, videos and podcasts
Module language	English
Module coordination	Prof. Dr. Cord Siemon

### Modul 3: Intra-/Entrepreneurship Competence

Module title	Intra-/Entrepreneurship Competence
Module number	3
Study programme	DAS Business Development and Innovation Manager:in
Module usability	MBA Sustainable Business Development; CAS Innovation Manager:in
ECTS-Credit Points (CP) / Workload (h)	5 CP / 125 h
Recommended previous knowledge	None
Prerequisites for participation in the module and the module examination	None
Prerequisites for the acquisition of credit points:	a. None
a. preliminary examination	
b. Module examination	b. Project work (submission period 8 weeks) with presentation (at least 10, at most 20 minutes)
Learning outcomes and skills	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• Discuss entrepreneurship and intrapreneurship from different perspectives.</li> <li>• Justify the relevance of entrepreneurial competencies in dealing with uncertainty and complexity.</li> <li>• Discuss and clarify the meaning of sustainability in the context of entre-/intrapreneurial thinking and actions</li> <li>• Discuss characteristics of sustainability-driven entrepreneurs and types of sustainability-oriented entrepreneurship</li> <li>• Critically assess and reflect on the potential and impact of entrepreneurial undertakings.</li> <li>• Understand and evaluate how different corporate structures affect entrepreneurial behavior.</li> <li>• Use methods and concepts that enable corporate innovation spirit.</li> <li>• Select the right tools and methods of entrepreneurial self-management /development.</li> <li>• Critically incorporate current state of the art research and analyze and explain current research findings and critically question and interpret them.</li> <li>• Select suitable methods and concrete ways of operationalizing research results and justify them when applying them in their professional context.</li> <li>• Develop and apply appropriate and systemic solution proposals for their field of activity.</li> <li>• Reflect on and actively develop their role in their respective professional contexts and develop a professional self-image that contemplates sustainable, future-oriented and responsible business development and is prepared to respond to the ongoing economic and ecological challenges that have already begun to impact this sector so profoundly.</li> </ul>
Module contents	Intra-/Entrepreneurship Competence
Module teaching methods	Seminar with Miro-board, group discussions, case study, exercises, individual reflection, problem based learning
Module language	English
Module coordination	Prof. Dr. Cord Siemon

## Modul 4: Business Unit Development

Module title	Business Development Management
Module number	4
Study programme	DAS Business Development and Innovation Manager:in
Module usability	MBA Sustainable Business Development; CAS Business Development Manager:in
ECTS-Credit Points (CP) / Workload (h)	5 CP / 125 h
Recommended previous knowledge	None
Prerequisites for participation in the module and the module examination	None
Prerequisites for the acquisition of credit points: a. preliminary examination	a. None
b. Module examination	b. Written examination (120 minutes)
Learning outcomes and skills	<p>Students will gain an understanding of “Business Development” by</p> <ul style="list-style-type: none"> <li>• Analyzing and understanding the changes in the meaning and perception of “business development” in the past and the increased requirements, also in terms of “sustainability” in the future.</li> <li>• Developing a deep understanding of the scope and content as well as a definition of business development.</li> <li>• Differentiating “Business Development” from other management tasks, such as strategy development or sales planning.</li> <li>• Recognizing their own importance as drivers and implementers of change and confidently accept this task.</li> <li>• Designing alternative organizational models and assess interfaces to other functions</li> <li>• Deepening their knowledge and understanding how to advance business development strategies in changing markets by expanding existing market access, new products, services, sales approaches or development of new business models.</li> <li>• Working out detailed components and methods of “Business Development” and understanding the business development process.</li> <li>• Differentiating between the “business model” and the “business plan”.</li> <li>• Learning techniques of structured business model development and applying them to concrete examples.</li> <li>• Internalizing the essential components of a business plan.</li> <li>• Discussing and learning what it takes to be a good business developer.</li> <li>• Understanding the basics of change management.</li> <li>• Understanding the importance of cooperating with other areas in order to be successful and implement change.</li> <li>• Learning how the success of business development can be measured and monitored.</li> </ul> <p>Students strengthen their generic competencies by:</p> <ul style="list-style-type: none"> <li>• Being encouraged to think methodically and interconnectedly when dealing with interdisciplinary issues related to business development projects.</li> <li>• Using their structured problem-solving skills and sharpening their problem awareness.</li> <li>• Working collaboratively in teams.</li> <li>• Inserting their conflict management and change management skills.</li> <li>• Applying techniques for gathering information, analysis and drawing conclusions.</li> </ul>

Module contents	Business Development Management
Module teaching methods	Seminar
Module language	English
Module coordination	Prof. Dr. Johannes Ohmer

## Modul 5: Corporate Sustainability Management

Module title	Corporate Sustainability Management
Module number	5
Study programme	DAS Business Development and Innovation Manager:in
Module usability	MBA Sustainable Business Development; CAS Business Development Manager:in
ECTS-Credit Points (CP) / Workload (h)	5 CP / 125 h
Recommended previous knowledge	None
Prerequisites for participation in the module and the module examination	None
Prerequisites for the acquisition of credit points: a. preliminary examination	a. None
b. Module examination	b. Presentation (at least 5, at most 10 minutes) with written assignment with individual reflection (submission period 8 weeks)
Learning outcomes and skills	<p>Students are able to:</p> <ul style="list-style-type: none"> <li>• Explain the historical and theoretical basics of sustainability.</li> <li>• Review Sustainability/Sustainable Entrepreneurship, Social Entrepreneurship, Eco Entrepreneurship in a corporate context (“Intrapreneurship”) and consistent with outline of Modul 3.</li> <li>• Raising awareness of the importance of sustainable aspects for the successful process of ideation, modelling and business planning (social entrepreneurship / green entrepreneurship).</li> <li>• Clarification of the concept of sustainability and its multidimensionality (ESG) in the context of technological and ecological developments of the environment.</li> <li>• Reflect the importance of sustainability for modern entrepreneurship and corporate management as well as the impact of corporate behavior on sustainability.</li> <li>• Discuss major sustainability management concepts, models, measurement tools and control mechanisms, and are able to transfer them to specific business requirements.</li> <li>• Read, understand and critically analyze CSR reports.</li> <li>• Design corporate sustainability opportunities according to a company’s specific positioning, product or market.</li> <li>• Differentiate sustainable and social entrepreneurship from sustainability management.</li> <li>• Critically evaluate different concepts also in the context of growth and general business development.</li> <li>• Distinguish the role of sustainability in a company and set-up a sustainability process.</li> <li>• Know and apply sustainability communication tools.</li> <li>• Develop and apply appropriate and systemic solution proposals for their field of activity.</li> <li>• Reflect on and actively develop their role in the respective professional contexts and develop a professional self-image that considers sustainable, future-oriented and responsible business development to be crucial to responding to the ongoing economic and ecological challenges that are taking place within this field.</li> </ul>

Module contents	Corporate Sustainability Management
Module teaching methods	Lecture/seminar, group sessions, best practices, discussions
Module language	English
Module coordination	Prof. Dr. Johannes Ohmer

## Modul 6: Business Development Management

Module title	Business Unit Development including Mergers and Acquisitions
Module number	6
Study programme	DAS Business Development and Innovation Manager:in
Module usability	MBA Sustainable Business Development; CAS Business Development Manager:in
ECTS-Credit Points (CP) / Workload (h)	5 CP / 125 h
Recommended previous knowledge	None
Prerequisites for participation in the module and the module examination	None
Prerequisites for the acquisition of credit points:	a. None
a. preliminary examination	
b. Module examination	b. Written examination (120 minutes)
Learning outcomes and skills	<ul style="list-style-type: none"> <li>• Upon successful completion of this module, students will be able to:</li> <li>• Classify state of the art sustainable business development know how, methods and concepts.</li> <li>• Implement processes of sustainable business development on the Corporate and SBU level.</li> <li>• Explain the interdependencies and complex relationships between corporate business development, SBU business development and CSR goals (Corporate Social Responsibility goals).</li> <li>• Apply the most important business development tools and business development concepts for business development on the corporate level and especially on the SBU level.</li> <li>• Develop new sustainable business opportunities, business areas and business models for SBUs.</li> <li>• Evaluate opportunities, risks, strengths and weaknesses of new sustainable business areas.</li> <li>• Reflect the typical challenges, implementation problems and organisational complexities of Corporate and SBU business development, especially in relation to CSR goals (Corporate Social Responsibility goals)</li> <li>• Design and implement business development strategies for existing and new SBUs.</li> <li>• Implement the international and intercultural roll-out of new business opportunities, business areas and business models.</li> <li>• Explain and interpret the growing importance of M&amp;A in international business development.</li> <li>• Manage and apply the major M&amp;A instruments.</li> <li>• Critically reflect sustainability, diversity and circular economy issues in business development and M and A deals.</li> <li>• Develop and apply systemic complex thinking as well as solutions for innovative sustainable business models.</li> <li>• Elaborate und discuss solutions for complex and sustainable systems and corresponding business models in a team.</li> </ul>
Module contents	Business Unit Development including Mergers and Acquisitions
Module teaching methods	Seminar with teaching as well as group-based solution-findings and presentation of in-class

	case studies
Module language	English
Module coordination	Prof. Dr. Tino Michalski