Courses in English
Course Description

Department 10 Business Administration
Course title Digital Process Management
Hours per week (SWS) 4
Number of ECTS credits 5
Course objective
After successful participation in this module, students will be able to explain, apply and examine the basics, success factors, principles and methods of effective business process management in business situations. They independently model, analyse and question business processes in a business context using the methods and instruments they have learned. The students can discuss the problems to be dealt with in smaller project groups, especially in the exercise units. By attending this module, the students recognize the challenges and interdependencies of business process management.

Prerequisites None

Recommended reading

Teaching methods
• Models and methods of analysis (research and analysis models):
  o Modelling languages
  o Activity-Based Costing (evaluation of key figures and rating)
• Quantitative empirical methods (comparative - statistical, mathematical method, data analysis):
  o Quantitative process analysis
  o Process simulation
• Qualitative interpretative methods (expert interviews, surveys, standardised surveys):
  o Interviews (significance of customer/business processes on business success)
  o Case Studies
  o Lessons
  o Case studies
  o Workshop
  o Group work

Assessment methods
Language of instruction English
Name of lecturer Prof. Dr.-Ing. Holger Günzel
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Link

Course content  • Introduction: What are processes/business processes, what role do business processes play in order to sustainably increase the competitiveness of companies?
• Business process recording and analysis,
• Business process modelling with eEPK and BPMN,
• Business process optimization and control,
• Business Process and Workflow Management

Remarks