

Learning Unit: IMM06 – Cost & Yield Management

Semester	Frequency	Duration	Type	ECTS points	Student workload
3	Semesterly	1 Sem.	Mandatory	6	150 hours, comprising contact hours: 6 h self study: 144 h

Prerequisites for participation	Utility	Examination type and duration (Prerequisite for transferral of ECTS)	Teaching and learning methods	Unit coordinator
-	M.Sc. IMM	Course achievement (Studienleistung): computer test; Examination (Prüfungsleistung): project report	Course book, self study, discussion in bulletin board	Prof. Dr. Peter Wengelowski

Learning objectives

Upon completion of this learning unit, students are able to ...

- recognise and appraise general conditions for commercial success.
- devise goals and strategies in an area of conflict between economy and ecology.
- assess the instruments of cost accounting, investment analysis, product costing and marginal costing.
- solve problems in uncertain situations and solve ambiguities.
- analyse and apply managerial methods for an inter-disciplinary context.
- arrive at decisions within a team by using computer-based planning models.
- evaluate corporate strategies and prepare for Annual Meetings.
- develop team leadership skills and put into practice constructed models of corporation.

Unit contents

- Basic economic functions
- Planning and establishing economic, social and ecological goals by means of the computer simulation software “TOPSIM – General Manager” (Research & Development, Marketing & Distribution, Procurement & Production, Finance & Accounting, Personnel, Economic and Ecological Conditions)
- Economic and ecological conditions
- Annual report

Lectures

Lecturer(s)	Name of learning unit	Weekly lessons
Sebastian Gerken	Cost & Yield Management	-