

Corporate Planning and Control

Module Code: BPUE-01_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Jonathan Black-Branch (Corporate Planning and Control)

Contributing Courses to Module

- Corporate Planning and Control (BPUE01-01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of planning, budgeting and control
- Planning and control system
- Strategic planning and control
- Operational planning and control
- Budgeting
- Case Study

Learning Outcomes**Corporate Planning and Control**

On successful completion, students will be able to

- understand the connection between planning and control at the strategic and operational level of a company,
- understand the strategic and operational planning process and make necessary decisions,
- apply and critically evaluate basic approaches, instruments and methods of planning in the strategic and operational planning process,
- evaluate different types and approaches to budgeting,
- merge planning results into a financial model of a company.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Planning & Controlling

Links to other Study Programs of the University

All Bachelor Programs in the Business & Management field

Corporate Planning and Control

Course Code: BPUE01-01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Planning and control are central elements for the management of a company. The students learn about the connection between planning and control at the strategic and operational level of a company and the role of budgeting. They learn how the planning and control system of a company can be designed in terms of structure and process and what the benefits and limitations of planning and control are. Students will learn about the procedure of strategic and operational planning and control. They will also learn to apply basic approaches, instruments and methods and to critically observe processes. In the context of operational planning and control, special attention is paid to the tasks and principles of budgeting and their implementation. In the context of a case study, the consolidation of various planning results into a financial model of a company is demonstrated.

Course Outcomes

On successful completion, students will be able to

- understand the connection between planning and control at the strategic and operational level of a company,
- understand the strategic and operational planning process and make necessary decisions,
- apply and critically evaluate basic approaches, instruments and methods of planning in the strategic and operational planning process,
- evaluate different types and approaches to budgeting,
- merge planning results into a financial model of a company.

Contents

1. Basics of planning, budgeting and control
 - 1.1 Relationship and functions of planning and control
 - 1.2 Systematization of characteristics of planning and classification subsumption of budgeting
 - 1.3 Systematization of control characteristics

2. Planning and control system
 - 2.1 General structure
 - 2.2 Planning and control bodies
 - 2.3 Planning and control process
 - 2.4 Limits and benefits
3. Strategic planning and control
 - 3.1 Fundamentals and process of strategic planning and control
 - 3.2 Strategic Analysis
 - 3.3 Strategy evaluation and selection
 - 3.4 Strategy implementation
4. Operational planning and control - basics
 - 4.1 Basics and process of operationalve planning and control
 - 4.2 Functional planning areas
 - 4.3 Formal target planning
5. Operational planning and control - Budgeting
 - 5.1 Tasks and principles of budgeting
 - 5.2 Budgeting system
 - 5.3 Newer budgeting approaches
6. Case Study
 - 6.1 Introduction
 - 6.2 Data collection and assumptions
 - 6.3 Modeling

Literature**Compulsory Reading****Further Reading**

- Argenti, J. (2018). Corporate planning: A practical guide. Routledge.
- Merchant, K., & Van der Stede, W. A. (2017). Management control systems (4th ed.). Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
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Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
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<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides