

CERTIFICATE

This is to confirm that

Natalia Karpenko

participated in the course

Business Process Management

of the DILLUGIS 23 project

(Digital Labs & Lectures for Ukrainian, German & International Students)

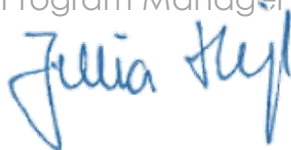
of the Eastern Bavarian Technical University Amberg-Weiden

taught in English, worth **5 ECTS**

in summer semester of 2023 educational year

Weiden the 01.08.2023

Program Manager



Prof. Dr. Julia Heigl

Lecturer



Prof. Dr. Matthias Lederer
Ostbayerische Technische Hochschule
Amberg-Weiden
Hetzenrichter Weg 15
92637 Weiden

Prof. Dr. Matthias Lederer

Attachment to the certificate

«Business Process Management»

Course content:

- Fundamentals of business process management, process modelling, process optimization and process execution
- Business Process Modelling with different modelling techniques (e.g., EPC, BPMN)
- Methods of process design, process optimization
- Usage of current BPM tools
- Structure, sub-processes and activities of operational, production-related business processes
- Dissemination and functionality of operational planning systems as actors of a business process
- Relevant data types and sources for software-supported business processes
- Types of integration in the context of software-supported business processes

Examination: Module Work

Lecturer: Prof. Dr. Matthias Lederer

Number of credits (in ECTS): 5

Language: English

Students have acquired the following professional, methodological and personal skills and competencies:

Professional and Methodological Skills:

- Define and describe important terms and concepts in the field of business processes.
- Use methods of business process modelling.
- Recognize possibilities for the optimization of business processes and plan their realization.
- Execute the most important software-based core business processes of a company.
- Capture the context and the integration of the most important production-related data, functions and documents in business.
- Identify, collect, assess and transfer relevant and necessary data for the software-supported execution of real business processes.

Personal Skills (Social Competence and Self-competence):

- The students approach their own projects in an open and structured way.
- They are familiar with intervention techniques in organisations and are able to use them.
- They are able to work and communicate cooperatively as a team in order to solve a problem in the field of process management in a joint discussion.
- And they can independently expand and deepen the acquired knowledge and competences.

CERTIFICATE

This is to confirm that

Natalia Karpenko

participated in the course

Product Management

of the DILLUGIS 23 project

(Digital Labs & Lectures for Ukrainian, German & International Students)

of the Eastern Bavarian Technical University Amberg-Weiden

taught in English, worth **5 ECTS**

in summer semester of 2023 educational year

Weiden the 24.07.2023

Program Manager



Prof. Dr. Julia Heigl

Lecturer



Dr. Manuel Stich

Attachment to the certificate

«Product Management»

Course content:

- Definition of the role of product management with its tasks and objectives.
- Integration of product management into different product development models and its interfaces to other roles and areas in the company.
- Requirements and market analysis and ways to generate new product ideas.
- Product portfolio management development and derivation of an appropriate product development strategy and product roadmap.
- Influence in the product marketing mix and establishment of marketing strategies.
- Participation and influence in the product development process and product life cycle.
- Product launch opportunities and subsequent control.
- Digital business transformation and its influence on product management.
- Different characteristics and lifestyles of product management in the enterprise: Startup vs. SME vs. corporation.

Examination: Module Work

Lecturer: Dr. Manuel Stich

Number of credits (in ECTS): 5

Language: English

Students have acquired the following professional, methodological and personal skills and competencies:

Professional Skills:

- Students have knowledge of how product management fits into a modern, lean and agile corporate structure and are familiar with the interfaces to other areas and roles in the company.
- The students learn how to analyse and evaluate suitable markets for product launches. In addition, the students know possibilities for the collection of customer requirements in the area of requirements analysis.
- The students know possible product strategies and can apply them practically.
- The students know the gates and phases of the product development cycle from the product manager's point of view and know his task and influence in the entire product life cycle.

Methodological Skills. Students learn methods for:

- for idea generation and evaluation for new products.
- for market analysis and generation of a product launch strategy.
- for identifying, structuring and prioritizing customer requirements.
- and know its role and influence throughout the product life cycle.

Personal Skills (Social Competence and Self-competence):

- Team-oriented processing of examples and case studies in the field of product management.
- Communication and presentation of results from individual and group work.