

Module Catalogue



Bachelor in International Business Winter Semester 2018/2019

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Updated: September 2018



Table of Contents

1. Module: Business Mathematics	1
2. Module: Foundations of Business Administration	3
3. Module: Financial Accounting	4
4. Module: Cost Accounting	5
5. Module: Statistics	6
6. Module: Informatics	7
7. Module: Business Law	8
8. Module: Basic Study Techniques	9
8.1 Course: Presentation and Communication Techniques	9
8.2 Course: Scientific Methods and Research	10
9. Module: Business Language I	12
9.1 Course: Business Language Ia (English – for non-native English speakers)	12
9.2 Course: Business Language Ib (English – for non-native English speakers)	13
10. Module: Business Language II	15
10.1 Course: Business Language IIa (French, Italian & Spanish; German for international students)	15
10.2 Course: Business Language IIb (French, Italian & Spanish; German for international students)	16
11. Module: Study Abroad	17
11.1 Course: Intercultural Communication	17
11.2 Courses: Business Electives Abroad.....	18
11.3 Courses: General Electives Abroad.....	18
12. Module: Internship	19
12.1 Internship (outside of Germany)	19
12.2 Course: Internship Seminar	20
13. Module: Economics I	21
14. Module: Economics II	22
15. Module: Operations and Environmental Management	23
15.1 Course: Operations Management	23
15.2 Course: Environmental Management in Business.....	24
16. Module: Marketing	25
17. Module: Personnel Management	26
18. Module: Finance, Investment and Capital Budgeting	27

19. Module: International Business Law	28
20. Module: International Business Administration I	29
20.1 Course: International Financial Management	29
20.2 Course: International Accounting and Taxation	30
21. Module: International Business Administration II	31
21.1 Course: International Pricing Strategies	31
21.2 Course: Case Studies in International Business	32
22. Module: Focus Electives I	34
23. Module: Focus Electives II	35
Career Focus – Finance	36
Focus Elective 1: Corporate Finance.....	36
Focus Elective 2: Finanzen I	37
Career Focus – Human Resources Management	39
Focus Elective 1: Personalmanagement mit Fallstudien	39
Focus Elective 2: Personalwirtschaft und -praxis	40
Career Focus – International Economics	41
Focus Elective 1: Energy and Development.....	41
Focus Elective 2: Principles in International Economics	43
Career Focus – Marketing	44
Focus Elective 1: Business Model Generation	44
Focus Elective 2: Consumer Behavior	45
Focus Elective 3: International Sales and Purchasing	46
Focus Elective 4: Customer Experience Management	48
Focus Elective 4a: Relationship Management	48
Focus Elective 4b: Strategic Brand Management	49
Career Focus – Operations Management/ Logistics	51
Focus Elective 1: Distribution und Supply Chain Management	51
Focus Elective 2: Einkauf und Supply Management	53
Focus Elective 3: Produktionsplanung und -steuerung	55
General Electives (without focus).....	57
General Elective: Innovation Management	57
General Elective 2: International Business Negotiations.....	58
General Elective 3: Außenwirtschaft	59
General Elective 3a: Exportmanagement	59
General Elective 3b: Zollrecht und Handelspolitik.....	60
General Elective 4: Area Studies/Cross Cultural Management – Australasia – South Africa	63

General Elective 5: Business Intelligence Applications.....	65
General Elective 6: Internationalization through Mergers & Acquisitions.....	66
General Elective 7: Agile Transformation: Focus Design Thinking.....	68
24. Module: Management	69
24.1 Course: Strategic Management	69
24.2 Course: International Management with Cases	70
25. Module: Project Work.....	72
26. Module: Bachelor's Thesis	73
26.1: Bachelor Thesis.....	73
26.2 Course: Bachelor Seminar	74

1. Module: Business Mathematics

Module number	1 – Basic Module
Lecturer	Prof. Dr. Felix Streitferdt
Semester	1
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Written exam (90 min.)
Prerequisites	None
Qualification targets	<ul style="list-style-type: none"> ■ Knowledge of basic calculus rules ■ Ability to deal with matrices and to execute basic operations with matrices like adding, subtracting and multiplication of matrices ■ Competence to solve systems of linear equations ■ Ability formulate a linear optimization problem out of a given situation and to find the solution to this problem using the graphical method or the simplex algorithm ■ Knowledge of functions and what is a derivation of a function ■ Competence to calculate the derivative of a function with one variable and partial derivatives of functions with more than one variable ■ Ability to find the extreme points of a function with one or more variables ■ Knowing how to find the extreme point of a function under a constraint using the Lagrange method ■ Being able to calculate integrals ■ Financial calculus: Compounding, discounting, present value, final value ■ Annuity calculation ■ English competence in the terminology of the subject
Module Content	<ul style="list-style-type: none"> ■ Basics: Summation and product sign, Powers, roots, and logarithms, Equations and inequalities ■ Linear Algebra: Matrices and operations with matrices, solving linear equation systems, the Gauss algorithm, solvability of linear equation systems ■ Linear Optimization: Linear optimization problems, graphic solution to a linear optimization problem, the simplex algorithm ■ Functions: Important function types, linear functions, exponential functions, logarithmic functions, derivatives, derivatives of functions with one variable, derivatives of functions with multiple variables ■ Extreme values of functions: Extreme values of functions with one variable, extreme values of functions with two variables, extreme values of functions with constraints ■ Integral calculus: Interpretation of the integral as number and area, calculation of an integral

	<ul style="list-style-type: none">■ Financial Mathematics: Interest calculation, interest calculation for periods of less than one year, calculation of compound interest, present value and final value, annuity calculation
Teaching and learning method	Lecture (plus tutorial)
Literature (Excerpt)	<ul style="list-style-type: none">■ Sydsaeter, K. / Hammond, P. / Strom, A. (2016): Essential Mathematics for Economic Analysis, 5th Edition, Pearson.■ Chiang, A.C. / Wainwright, K. (2005): Fundamental Methods of Mathematical Economics, 4th Edition, McGraw-Hill.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none">■ 45 hrs. Lecture time■ 5 hrs. Lecture preparation: Literature study■ 40 hrs. Self-study/Home-work■ 25 hrs. Group work/Tutorials■ 35 hrs. Exam preparation Total workload: 150 hours/ 5 ECTS

2. Module: Foundations of Business Administration

Module number	2 – Basic Module
Lecturer	Prof. Dr. Naiming Wei
Semester	1
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Written exam (90 min.) [90%] and presentation or written assignments [10%]. Both parts have to be passed successfully in the same semester.
Prerequisites	None
Qualification targets	Understanding fundamental business administration concepts in order to assess the internal and external company environment. Ability to apply theory into practice using topical business themes. English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Basics of economy (Demand & supply, principles of market economy, types of economic systems) ■ Basics of business (what is business, major performance indicators) ■ Constitutional business decisions (legal forms, location selection, co-operation between companies, liquidation of companies) ■ Normative manag. (mission&vision, business ethics and CSR) ■ Strategic and operative management ■ Organisational structure ■ Human resource management and leadership ■ Sales and marketing ■ Operations (R&D, production, quality, purchasing, logistics) ■ Finance and controlling
Teaching and learning method	Lecture, Exercise, Case study and group work/presentation
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Griffin, R.J./ Ebert, R.W. (2006) Business, 8th Edition, Pearson ■ Wöhe/Döring (2010) Einführung in die allgemeine Betriebswirtschaftslehre, 24. Auflage, Gabler Verlag <p><u>For further reading/alternative:</u></p> <ul style="list-style-type: none"> ■ Kotler, P & Keller, K, (2011) Marketing Management, 14th edition, Pearson ■ Hungenberg H.: Strategisches Management in Unternehmen (2012), 7. Auflage, Gabler Verlag
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 25 hrs. Lecture preparation: Literature study ■ 20 hrs. Self-study/Home-work ■ 20 hrs. Group work/Tutorials ■ 40 hrs. Exam preparations <p>Total workload: 150 hours/ 5 ECTS</p>

3. Module: Financial Accounting

Module number	3 – Basic Module
Lecturer	Prof. Dr. German Figlin
Semester	1
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Written exam (90 min.)
Prerequisites	None
Qualification targets	Techniques of book keeping. Understanding the annual report. Establishing and analysing an annual report. English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Concept and ideas behind financial accounting ■ Techniques of book keeping ■ Establishing and valuing of the positions in an annual report (balance sheet, profit & loss account, cash flow) ■ Balance sheet analysis
Teaching and learning method	Lecture and group work
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Kieso/Weigandt/Kimmel: Financial Accounting, Wiley
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 18 hrs. Lecture preparation: Literature study ■ 37 hrs. Self-study/Home-work ■ 9 hrs. Group work/Tutorials ■ 8 hrs. Presentations ■ 33 hrs. Exam preparations Total workload: 150 hours/ 5 ECTS

4. Module: Cost Accounting

Module number	4 – Basic Module
Lecturer	Prof. Dr. Michael Maier
Semester	2
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Type of Examination	Written exam (90 min.)
Prerequisites	Recommended course: financial Accounting (balance sheet, income statement, accounting equation, record journal entries).
Qualification targets	<ul style="list-style-type: none"> ■ Understand why managerial accounting is important ■ Classifying costs ■ Prepare an income statement ■ Calculate and use job order costs and process costs ■ Apply cost-volume-profit analysis to make business decisions ■ Prepare master budgets and flexible budgets ■ Compute standard cost variances <p>English competence in the terminology of the subject.</p>
Module Content	<ul style="list-style-type: none"> ■ Introduction to managerial accounting ■ Job order costing ■ Process costing ■ Cost-volume-profit analysis ■ Master budgets ■ Flexible budgets and standard costing
Teaching and learning method	Lecture and group work
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Miller-Nobles; Mattison; Matsumara: Horngren's Accounting – The Managerial Chapters, 11th Edition, Boston. ■ Datar; Rajan: Horngren's Cost Accounting – A Managerial Emphasis, 16th Edition, London.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 21 hrs. Lecture preparation: Literature study ■ 28 hrs. Self-study/Home-work ■ 14 hrs. Group work/Tutorials ■ 42 hrs. Exam preparations <p>Total workload: 150 hours/ 5 ECTS</p>

5. Module: Statistics

Module number	5 – Basic Module
Lecturer	Prof. Dr. Roland Zimmermann
Semester	2
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Type of Examination	Written exam (90 min.)
Prerequisites	None
Qualification targets	To know basic concepts and techniques of statistical analysis and to be able to apply it to business and economic problems. English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Data collection and processing, frequency tables, charts, calculation and interpretation of averages and measure of dispersion ■ Indices; simple regression and correlation and analysis ■ Time series analysis and forecasting techniques ■ Sampling and sampling distributions, confidence intervals, required sample size, test of mean and proportion, type I and type II errors, chi-square tests: goodness of fit and independence test
Teaching and learning method	Lecture, tutorials and group work
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Paul Newbold: Statistics for Business and Economics ■ James T. McClave et al.: Statistics for Business and Economics ■ Wonnacott: Introductory Statistics for Business and Economics ■ W. Feller: An Introduction to Probability Theory and its Applications Volume I and II
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 15 hrs. Lecture preparation: Literature study ■ 60 hrs. Self-study/Home-work ■ 39 hrs. Exam preparations Total workload: 150 hours/ 5 ECTS

6. Module: Informatics

Module number	6 – Basic Module
Lecturer	Prof. Dr. Roland Zimmermann
Semester	2
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Type of Examination	Written exam (90 min.)
Prerequisites	None
Qualification targets	<p>Knowledge of the foundations of Business Information Systems like</p> <ul style="list-style-type: none"> ■ Computer and operating systems ■ Networks and mobile computing ■ Data representation and data management ■ Information systems and electronic business ■ Modelling and development methods <p>Knowledge of common software tools to perform typical tasks of a student and business professional, like</p> <ul style="list-style-type: none"> ■ Preparing presentations ■ Writing and formatting large papers ■ Calculating business figures ■ Organizing and analysing data ■ Securing electronic communication <p>English competence in the terminology of the subject.</p>
Module Content	<p>Information Technology and Information Systems:</p> <ul style="list-style-type: none"> ■ Computer and operating systems ■ Networks and mobile computing ■ Data representation and data management ■ Information systems and electronic business ■ Modelling and development methods <p>Software tools:</p> <ul style="list-style-type: none"> ■ Microsoft Office (Word, Excel, Powerpoint, Access) ■ ARIS Express ■ JavaScript Editor (Notepad++) ■ Cryptophane
Teaching and learning method	Lecture, Blended Learning, Exercises
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Kroenke, David M., Using MIS, Pearson, 6th Edition (2013).
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 36 hrs. Lecture preparation: Literature study ■ 50 hrs. Self-study/Home-work ■ 20 hrs. Exam preparations <p>Total workload: 150 hours/ 5 ECTS</p>

7. Module: Business Law

Module number	7 – Basic Module
Lecturer	Prof. Dr. jur. Renate Isabel Schüller
Semester	2
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Type of Examination	Written exam (90 min.)
Prerequisites	None
Qualification targets	<p>The student should learn how to set up and structure a legal contract. The fundamental knowledge of constructing a contract regardless of the type (employment contract etc.) should be conveyed. The legal obstacles to the effective conclusion of the contract must be recognized. The special consumer protection remedies should be learned. In addition to the placement of concrete legal action, it is a key objective of this module, that students can grasp complex issues and problem-oriented arguments to find a solution. The aim is further to improve the linguistic skills by improving the legal argumentation.</p> <p>English competence in the terminology of the subject.</p>
Module Content	<ul style="list-style-type: none"> ■ Essentials of the general field of civil code, contract law and property law with special emphasis on the conclusion of contracts, revocation and rescission of contracts, representation and irregular performance (especially delay of delivery and warranty in case of damaged items) ■ Essentials of the commercial code with special emphasis on representation of merchants
Teaching and learning method	Interactive lecture and case studies, a tutorial with 2 SWS is offered as well
Literature (Excerpt)	<ul style="list-style-type: none"> ■ An approx. 80 page script is available on the university's intranet (with special remarks to further readings).
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 19 hrs. Lecture preparation: Literature study ■ 24 hrs. Self-study/Home-work ■ 42 hrs. Group work/ Tutorials ■ 20 hrs. Exam preparations <p>Total workload: 150 hours/ 5 ECTS</p>

8. Module: Basic Study Techniques

Module number	8 – Basic Module
Course(s) in the module	<ul style="list-style-type: none"> ■ Presentation and Communication Techniques ■ Scientific Methods and Research
Semester	1
Credit points	5
Total Workload	150 hours
Module Type	Compulsory
Type of Examination	<p>In total 100 points:</p> <ul style="list-style-type: none"> ■ Presentation and Communication Techniques: Presentation of about 10 min. (30 points of total grade – a minimum of 20 points is required for passing this course) ■ Scientific Methods and Research: 2 written assignments -> essay plan and Academic Essay (70 points of total grade – a minimum of 35 points is required for passing this course) <p>Both courses of the module have to be taken and passed in the same semester.</p> <p>Grade will be shown on transcript of records, but is not included in calculating the grade point average (GPA); Class attendance is mandatory</p>

8.1 Course: Presentation and Communication Techniques

Lecturer	Mrs. Megan Nash
Total Workload	75 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Prerequisites	None
Qualification targets	<p>This IB course will focus on academic and formal business presentation skills. Including: developing, designing and presenting research, writing and editing media (powerpoint etc.) to support their ideas, constructing clear and appropriate content delivery for effective presentations. Students will perform one formal presentation based on research completed in tandem with their research course. This course is intended to provide students with formal presentation skills, techniques and exposure to professional presentation approach and design.</p> <p>English competence in the terminology of the subject.</p>
Module Content	<p>General information about communication models, communication in teamwork and miscommunication. Framework of rhetoric devices and rhetoric triangle. Guidelines for an effective presentation design and logical structure of presentation. Developing an individual presentation style based on personal</p>

	strengths and of appropriate verbal and nonverbal communication. Improving self-awareness, increasing confidence and decreasing insecurity and nervousness; rules of feedback.
Teaching and learning method	Seminar with focus on presentations and communication techniques
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Tuhovsky, Ian (2015): Communication Skills Training: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking ■ Ledden, Emma (2017): The Presentation Book, How to create it, Shape it and deliver it, second edition, Edinburgh ■ Duarte, Nancy (2012): HBR Guide to Persuasive Presentations (HBR Guide Series), Harvard Business Press
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Seminar time ■ 5 hrs. Seminar preparation: Literature study ■ 7 hrs. Self-study/ Home-work ■ 28 hrs. Group works/ Tutorials ■ 12 hrs. Presentations Total workload: 75 hours

8.2 Course: Scientific Methods and Research

Lecturer	Prof. Dr. Helen Rogers
Total Workload	75 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Prerequisites	None
Qualification targets	<p>The goal for the students is for them to practice writing a proper academic paper and learn how to structure and research arguments scientifically, using theory to support the thesis. The methodology used is that of guided learning by doing. The doing is writing two assignments based on the theory being taught in the parallel course 'Foundations of Business Administration'. The imported theory will be used by the student as an explanation and logic support.</p> <p>English competence in the terminology of the subject.</p>
Module Content	<p>The time up to the first assignment is taken up with general information on writing a short essay paper. Topics covered here fall under the writing process including: foundations, avoiding plagiarism, from titles to outlines, reading and note taking. The follow-on main stage prepares the student for a complete academic paper and the contents include: title, table of contents, executive summary, introduction, literature review, use of theory, methodology, results, discussion, the conclusion and appendix. The Harvard method of referencing is adopted.</p>
Teaching and learning method	Lecture, in-class and homework assignments and group work.
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Bailey/ Stephen/Routledge: Academic Writing: A Handbook for International Students, 2nd Edition, (2009). ■ Murray, N./Beglar, D.: Inside Track: Writing dissertations & theses, Pearson (2009)

	<ul style="list-style-type: none">■ Turabian, K.: A Manual for Writers of term papers, theses and dissertations, University of Chicago Press, any edition is OK.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none">■ 20 hrs. Seminar time■ 18 hrs. Seminar preparation: Literature study■ 32 hrs. Self-study/ Home-work■ 5 hrs. Group works/ Tutorials Total workload: 75 hours

9. Module: Business Language I

Module number	9 – Basic Module
Course(s) in the module	<ul style="list-style-type: none"> ■ Business Language Ia ■ Business language Ib
Semester	1 and 2
Credit points	4+4
Total Workload	240 hours
Module Type	Compulsory
Type of Examination	1 Written exam each (90 min.) – Class attendance mandatory;

9.1 Course: Business Language Ia (English – for non-native English speakers)

Lecturer	Mrs. Anne Maria Vizethum, Mrs. Megan Nash
Semester	1
Total Workload	120 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Prerequisites	Advanced knowledge in English, at least B2-level
Qualification targets	Giving an effective presentation, writing job applications, developing communication and writing skills while becoming more fluent and confident in using the language of business.
Module Content	<p>Mrs Nash: This IB course will introduce students to various formats of public speaking/ group communication. Including: organizing and structuring information, audience appropriate language and content, physical and vocal delivery skills. Students will give several short presentations or talks demonstrating knowledge and mastery of communication techniques and effective methods of content delivery to a group. This course is intended to provide students with general presentation and group communication skills to support their security and comfort in presenting in front of an audience while gaining mastery of language and improving verbal and non-verbal skills.</p> <p>Mrs Vizethum: This two–semester course has been specifically designed and developed for students in higher education and focuses on core areas in business and economics. Specialist business language is covered through reading and listening activities with ample opportunity to use the new language in writing assignments, discussions, role plays and case studies.</p>

Teaching and learning method	Instruction, presentations and group work
Literature (Excerpt)	<p>Mrs Nash: Handout material available online over the on-campus intranet or as a pdf directly from Mrs Nash</p> <p>Mrs Vizethum:</p> <ul style="list-style-type: none"> ■ Market Leader (Upper Intermediate) David Cotton / David Falvey ■ Market Leader Business English Course Book ISBN 1-405-81338-5 ■ Market Leader English Practice File ISBN 1-4058-1340-7
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 15 hrs. Self-study/ Home-work ■ 20 hrs. Group works/ Tutorials ■ 20 hrs. Presentations ■ 20 hrs. Exam preparation <p>Total workload: 120 hours</p>

9.2 Course: Business Language Ib (English – for non-native English speakers)

Lecturer	Mrs. Anne Maria Vizethum, Mrs Megan Nash
Semester	2
Total Workload	120 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Prerequisites	Advanced knowledge in English, at least B2-level
Qualification targets	Giving an effective presentation, writing job applications, developing communication and writing skills while becoming more fluent and confident in using the language of business.
Module Content	<p>Mrs Nash: This IB course will introduce students to various formats of public speaking/ group communication. Including: organizing and structuring information, audience appropriate language and content, physical and vocal delivery skills. Students will give several short presentations or talks demonstrating knowledge and mastery of communication techniques and effective methods of content delivery to a group.</p> <p>Mrs Vizethum: This two–semester course has been specifically designed and developed for students in higher education and focuses on core areas in business and economics. Specialist business language is covered through reading and listening activities with ample opportunity to use the new language in writing assignments, discussions, role plays and case studies.</p>
Teaching and learning method	Instruction, presentations and group work
Literature (Excerpt)	<p>Mrs Nash: Handout material available online over the on-campus intranet or as a pdf directly from Mrs Nash</p> <p>Mrs Vizethum:</p> <ul style="list-style-type: none"> ■ Market Leader (Upper Intermediate) David Cotton / David Falvey ■ Market Leader Business English Course Book ISBN 1-405-81338-5 ■ Market Leader English Practice File ISBN 1-4058-1340-7

Workload in full hours (= 60 minutes)

- 45 hrs. Lecture time
 - 15 hrs. Self-study/ Home-work
 - 20 hrs. Group works/ Tutorials
 - 20 hrs. Presentations
 - 20 hrs. Exam preparation
- Total workload: 120 hours
-

10. Module: Business Language II

Module number	10 – Basic Module
Course(s) in the module	<ul style="list-style-type: none"> ■ Business Language IIa ■ Business language IIb
Semester	2 and 3
Credit points	4+4
Total Workload	240 hours
Module Type	Compulsory
Type of Examination	For both courses: Written exam (90 min.) [75%] and presentation (10 min, including handwritten presentation paper) [25%]. Both assessments have to be passed successfully in the same semester.

10.1 Course: Business Language IIa (French, Italian & Spanish; German for international students)

Lecturer	Different teachers
Semester	2
Total Workload	120 hours
Duration	One semester
Language and frequency	Winter semester (in French, Italian, Spanish, German) ☒ Summer semester (in French, Italian, Spanish, German) ☒
Prerequisites	Intermediate knowledge, at least A2 level
Qualification targets	Laying the foundation for business and trade correspondence within the target group. Oral presentations and conversations in the target language. Presentations and conversational techniques.
Module Content	Various situations in a business environment and daily life. Listening, reading, speaking, and writing. Solidifying A2 grammar as well as new grammar. Vocabulary.
Teaching and learning method	Lecture, group and individual work
Literature (Excerpt)	Depends on chosen language.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 15 hrs. Self-study/ Home-work ■ 20 hrs. Group works/ Tutorials ■ 20 hrs. Presentations ■ 20 hrs. Exam preparation Total workload: 120 hours

10.2 Course: Business Language IIb (French, Italian & Spanish; German for international students)

Lecturer	Different teachers
Semester	3
Total Workload	120 hours
Duration	One semester
Language and frequency	Winter semester (in French, Italian, Spanish, German) ☒ Summer semester (in French, Italian, Spanish, German) ☒
Prerequisites	Successful completion of <u>French B1, Italian B1, Spanish B1 or German B1</u>
Qualification targets	Enhancement of knowledge in business and trade terminology in the areas of sales, finance, advertising, and economics. Business or trade transactions in written and oral form.
Module Content	Various situations in a business environment and daily life. Listening, reading, speaking and writing. Solidifying B1 grammar as well as new grammar. Vocabulary.
Teaching and learning method	Lecture, group and individual work
Literature (Excerpt)	Depends on chosen language.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 15 hrs. Self-study/ Home-work ■ 20 hrs. Group works/ Tutorials ■ 20 hrs. Presentations ■ 20 hrs. Exam preparation Total workload: 120 hours

11. Module: Study Abroad

Module number	11
Course(s) in the module	<ul style="list-style-type: none"> ■ Intercultural Communication ■ Business Electives Abroad – to be attended at partner university ■ General Electives Abroad – to be attended at partner university
Semester	2 and 5
Credit points	3+21+4
Total Workload	330 hours
Module Type	Compulsory
Type of Examination	<ul style="list-style-type: none"> ■ Intercultural Communication: Examination (90 min.) ■ Business and General Electives Abroad: Written/oral exams, presentations and assignments – Grades will be shown on transcript of records, but are not included in calculating the grade point average (GPA).

11.1 Course: Intercultural Communication

Lecturer	Mr. Wolfgang Jockusch
Semester	2
Total Workload	90 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Prerequisites	None
Qualification targets	To become familiar with the notions of culture, culture studies, multicultural communication as well as practical problems that may arise resulting from contact between people having differing cultural backgrounds. Getting comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English. English competence in the terminology of the subject.
Module Content	Readings on and discussion of important topics in intercultural communication: defining culture; motivation for intercultural studies; objective vs. subjective culture; other important components of culture; practical applications of intercultural studies
Teaching and learning method	Seminar with active student participation
Literature (Excerpt)	Lecture notes with recommended literature
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 67 hrs. Lecture Preparation: Literature Study Total workload: 90 hours

11.2 Courses: Business Electives Abroad

Lecturer	Determined by partner university abroad
Semester	5
Total Workload	180 hours
Duration	One semester
Language and frequency	Once in the degree program
Prerequisites	At least 60 ECTS in total must have been earned (SPO section 10)
Qualification targets	Courses to be selected have to be in the field of business or economics in order to enhance and strengthen the basis which was laid at home university; the students will be exposed to another system of studying.
Module Content	Determined by partner university abroad.
Teaching and learning method	Lectures, case studies, presentations and group projects.
Literature (Excerpt)	Determined by partner university abroad.

11.3 Courses: General Electives Abroad

Lecturer	Determined by partner university abroad
Semester	5
Total Workload	60 hours
Duration	One semester
Language and frequency	Once in the degree program
Prerequisites	At least 60 ECTS in total must have been earned (SPO section 10)
Qualification targets	Selected can be any academic course which is not business and/or economics-related as to gain knowledge beyond the business context; Typically chosen courses: cultural studies, social issues, geography, languages.
Module Content	Determined by partner university abroad.
Teaching and learning method	Lectures, case studies, presentations and group projects.
Literature (Excerpt)	Determined by partner university abroad.

12. Module: Internship

Module number	12
Course(s) in the module	<ul style="list-style-type: none"> ■ Internship ■ Internship Seminar
Semester	4 and 6
Credit points	29+1
Total Workload	900 hours
Module Type	Compulsory
Type of Examination	<ul style="list-style-type: none"> ■ Internship: Internship report, graded on a pass/fail scale ■ Internship Seminar: Applied group assignment (incl. presentation) based on your experiences; graded on a pass/fail scale. Attendance mandatory.

12.1 Internship (outside of Germany)

Lecturer	Prof. Dr. Naiming Wei
Semester	4
Total Workload	870 hours
Duration	One semester or at least 20 weeks
Language and frequency	Winter semester <input checked="" type="checkbox"/> Summer semester <input checked="" type="checkbox"/>
Prerequisites	At least 60 ECTS in total must have been earned (SPO section 10)
Qualification targets	Students should <ul style="list-style-type: none"> ■ Be able to apply the contents of lectures in the context of the given business situation ■ Recognize business structures and be able to make use of these for their own work ■ Carry out and report on projects of which they are in charge ■ Work independently in a team ■ Recognize their own aptitude and skills as to take them into account later when choosing a suitable job
Module Content	<ul style="list-style-type: none"> ■ The internship should bring students closer to the job functions of organisations and companies which are operating in an international setting. ■ It should provide an opportunity to apply the knowledge and skills learnt so far in the program and to evaluate the experiences they gain in their practical work. ■ After a corresponding introduction, students should carry out their task independently on their own or in a group with expert guidance. The practical experiences acquired should provide a better understanding and help students complete their studies.

Literature (Excerpt)	Not applicable
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 67 hrs. Lecture Preparation: Literature Study Total workload: 90 hours

12.2 Course: Internship Seminar

Lecturer	Prof. Dr. Naiming Wei
Semester	6
Total Workload	30 hours
Duration	One semester
Language and frequency	Winter semester <input checked="" type="checkbox"/> Summer semester <input checked="" type="checkbox"/>
Prerequisites	After completion of internship
Qualification targets	Students can report and reflect upon their experiences they made during their internship and study abroad.
Module Content	The internship seminar can only be chosen after completion of the internship. Students are to organize a day workshop in which their experiences in search for an internship, during the internship, lessons learned, and experiences during their study abroad term are communicated to junior students.
Teaching and learning method	Presentations
Literature (Excerpt)	Not applicable

13. Module: Economics I

Module number	13 – Advanced Module
Course(s) in the module	Macroeconomics
Lecturer	Prof. Dr. Robert Jäckle, Mr. Jens Stephani
Semester	3
Credit points	8
Total Workload	240 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Written exam (90 min.) [75% of total grade] and written exam during the term [25% of total grade]
Prerequisites	None
Qualification targets	To understand the macroeconomic frame conditions in which companies act. To know basic concepts and techniques of macroeconomic analysis and to be able to apply it to business and economic problems. To understand basic issues of macroeconomic policies. English competence in the terminology of the subject.
Module Content	Intermediate course in Macroeconomics: Macroeconomic accounting; the business cycle, money and inflation, unemployment, economic policies under different exchange rate arrangements, Phillips-Curve analysis, demand vs. supply side policies, problems of demand side policies, determinants of economic growth. The theoretical analysis is consistently applied to real world cases.
Teaching and learning method	Interactive lecture and case studies, a tutorial with 2 SWS is offered as well
Literature (Excerpt)	■ An approx. 80 page script is available on the university's intranet (with special remarks to further readings).
Workload in full hours (= 60 minutes)	■ 68 hrs. Lecture time ■ 90 hrs. Self-study/Home-work ■ 17 hrs. Group work/ Tutorials ■ 65 hrs. Exam preparations Total workload: 240 hours/ 8 ECTS

14. Module: Economics II

Module number	14 – Advanced Module
Course(s) in the module	Microeconomics
Lecturer	Prof. Dr. Stefan Bege
Semester	2
Credit points	8
Total Workload	240 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Type of Examination	Written exam (90 min.) [75% of total grade] and written exam during the term [25% of total grade]
Prerequisites	None
Qualification targets	To understand the economy as a complex, self-organizing system. To know basic concepts and techniques of microeconomic analysis and to be able to apply it to business and economic problems. To understand basic issues of economic and environmental policy. English competence in the terminology of the subject.
Module Content	Introductory course into Microeconomics: The economy as a complex, self-organizing system, economic theory of human behavior, theory of the firm and market structure, implications of different market structures, game theory and strategic decision making, economic analysis of the state and economic policy, externalities and national and international environmental policy issues.
Teaching and learning method	Lecture and case studies
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Pindyck, Robert S./Daniel L. Rubinfeld: Microeconomics ■ Robert Frank: Microeconomics and Behaviour ■ David Besanko and Ronald R. Braeutigam: Microeconomics. An integrated approach ■ Roger Perman et al: Natural Resource and Environmental Economics
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 68 hrs. Lecture time ■ 15 hrs. Lecture preparation: Literature study ■ 72 hrs. Self-study/Home-work ■ 20 hrs. Group work/ Tutorials ■ 15 hrs. Presentations ■ 50 hrs. Exam preparations Total workload: 240 hours/ 8 ECTS

15. Module: Operations and Environmental Management

Module number	15 – Advanced Module
Course(s) in the module	<ul style="list-style-type: none"> ■ Operations Management ■ Environmental Management in Business
Semester	3
Credit points	5
Total Workload	150 hours
Module Type	Compulsory
Type of Examination	2 written exams (45 min each) [50 % of total grade each]

15.1 Course: Operations Management

Lecturer	Prof. Dr. Heiko Wrobel
Total Workload	75 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Prerequisites	Knowledge of mathematics and statistics for business
Qualification targets	Knowledge of the organization of operations of firms, relevant methods in planning and execution of operations systems, measures of efficiency, basics of supply chain management. English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Manufacturing procedures and types of organisation; unit lists and use of components; Product research and development, production innovation; standardisation, value analysis; the essence of quality ■ Purchasing, acceptance of goods, organisation of stock; warehousing, supplying, manufacturing, dispatch (organisational integration); evaluation of suppliers. ■ Planning of inventory, purchasing and stock; operations and materials control. ■ Stockholding strategies, ratios, demand forecast. ■ Time systems; concept of capacity; production planning/Controlling; job planning. ■ Purchasing, production logistics; waste disposal management; assistance by data processing.
Teaching and learning method	Seminar with active student participation
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Krajewski/Ritzman "Operations Management" ■ Heizer/Render "Principles of Operations Management"
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 10 hrs. Lecture Preparation: Literature Study ■ 10 hrs. Self-study/ Home-work ■ 18 hrs. Group work/ Tutorials ■ 14 hrs. Exam preparation Total workload: 75 hours

15.2 Course: Environmental Management in Business

Lecturer	Prof. Dr. Frank Ebinger
Total Workload	75 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Prerequisites	None
Qualification targets	To recognize environmental issues as part of the management tasks, to attain knowledge on the prevailing problems and possible solution patterns in environmental management and to know important instruments (management systems, life-cycle analysis, reporting schemes). English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Private and public accountability ■ Long-term view of environmental management versus short term view of shareholder interest. ■ Environmental management and environmental policy ■ Present and future environmental regulations influencing management decisions ■ Environmental management in the global context and value chains ■ Solutions and limitations to private environmental management
Teaching and learning method	Lecture, presentation and discussion
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Michael V. Russo: Environmental Management: Readings and Cases, 2. ed., Los Angeles, SAGE, 2009. ■ Stefan Schaltegger, Roger Burritt and Holger Petersen: An introduction to corporate environmental management: striving for sustainability, Sheffield, Greenleaf Publ., 2003. ■ Additional literature will be distributed in class
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 7 hrs. Lecture Preparation: Literature Study ■ 14 hrs. Self-study/ Home-work ■ 17 hrs. Presentations ■ 14 hrs. Exam preparation Total workload: 75 hours

16. Module: Marketing

Module number	16 – Advanced Module
Lecturer	Prof. Dr. Margo Bienert, Prof. Dr. Alexander Hahn
Semester	3
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Type of Examination	Written exam (90 min.), one short compulsory non-graded presentation of a given topic has to be prepared by each student (sign up in class at the beginning of semester)
Prerequisites	None
Qualification targets	Understanding Principles of international Marketing as well as concepts and practical usability. Develop the ability to compare concepts and instruments depending on the situation. Ability to apply the theory to the real world challenges in Marketing. English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Defining Marketing ■ Marketing Strategies ■ Market Segmentation ■ Market Research and Forecasting ■ Consumer Markets ■ Business Markets & Customer Relationship Management ■ Product Management ■ Brand Management ■ Mass Communication ■ Distribution Management ■ Service Management and Pricing
Teaching and learning method	Lecture, presentation and group work, guest lecture
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Script and handouts, plus current articles ■ Kotler/Keller: Marketing Management, 14th edition, 2011 ■ Meffert/Burmann/Kirchgeorg: Marketing, 12th edition, 2015 ■ Johnson/Scholes/Whittington: Exploring Corporate Strategy, 6th edition, 2005 ■ Berekoven/Eckert/Ellenrieder: Marktforschung, 12th edition, 2012
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 25 hrs. Lecture preparation: Literature study ■ 25 hrs. Self-study/Home-work ■ 15 hrs. Group work/ Tutorials ■ 20 hrs. Presentations ■ 20 hrs. Exam preparations <p>Total workload: 150 hours/ 5 ECTS</p>

17. Module: Personnel Management

Module number	17 – Advanced Module
Lecturer	Prof. Dr. Laila Hofmann, Mrs. Helena Stepanow
Semester	3
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Type of Examination	Written exam (90 min.) [50% of total grade] and assignment [50% of total grade]
Prerequisites	None
Qualification targets	<p>Human Resource Management can be viewed either as a support function in the organization, to provide assistance to line employees, or as a function of every manager's job to effectively manage employees. The participants broaden their knowledge of both roles.</p> <p>They'll be able to:</p> <ul style="list-style-type: none"> ■ Position HRM in the value chain of an organization ■ Analyse the value added by HRM ■ Decide on the effectiveness of different HRM tools, e.g. recruitment and selection methods ■ Design training and development settings ■ Reflect the role of HRM within change processes <p>The students have the opportunity to check theoretical concepts by working on "real world" case studies.</p> <p>English competence in the terminology of the subject.</p>
Module Content	<ul style="list-style-type: none"> ■ An Introduction to Human Resource Management ■ Strategic HRM and International HRM ■ Recruitment and Selection ■ Training and Development ■ Performance Management
Teaching and learning method	Lectures, group work, case studies, project work
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Mondy, R.W.: Human Resource Management
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 17 hrs. Lecture preparation: Literature study ■ 37 hrs. Self-study/Home-work ■ 12 hrs. Group work/ Tutorials ■ 10 hrs. Presentations ■ 29 hrs. Exam preparations <p>Total workload: 150 hours/ 5 ECTS</p>

18. Module: Finance, Investment and Capital Budgeting

Module number	18 – Advanced Module
Lecturer	Prof. Dr. (em.) Günter Eckstein
Semester	3
Credit points	5
Total Workload	150 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Type of Examination	Written exam (90 min.)
Prerequisites	None
Qualification targets	Provides an overview on Financial Management, Financial Systems; Financial Concepts incl. Time Value of Money, Risk and Return Valuation; Long-term Investment Decisions incl. Capital Budgeting and Cash Flow, Capital Budgeting Techniques and Long-term Financial Decisions, Short-term financial Decisions, Leverage and Capital Structure, Getting comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English. English competence in the terminology of the subject
Module Content	Liquidity, financial balance, organization of internal finance management, payment transactions, instruments of financial management (financial ratios, plans and controls). Types of financing, relevant markets for financial management, financial substitutes, credit rating. Practising capital budgeting, project analysis, cashflow estimation, balance sheet analysis, financial regulations, new developments in the field of finance, corporate financial policy. Types of investment, problems of uncertainty, investment analysis based on ROI, NPV, IRR, annuity.
Teaching and learning method	Lecture and exercises
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Gitman, Lawrence J.; Zutter, Chad J.: Principles of Managerial Finance ■ Brealey, Richard A.; Myers, Stewart C.; Marcus, Alan J.: Fundamentals of Corporate Finance
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 52 hrs. Lecture time ■ 38 hrs. Lecture preparation: Literature study ■ 35 hrs. Self-study/Home-work ■ 25 hrs. Exam preparations Total workload: 150 hours/ 5 ECTS

19. Module: International Business Law

Module number	19 – Advanced Module
Lecturer	Prof. Dr. Alexander Brigola
Semester	6
Credit points	6
Total Workload	180 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Type of Examination	Written exam (90 min.)
Prerequisites	Successful completion of lecture in “Business Law”
Qualification targets	<ul style="list-style-type: none"> ■ Knowledge of the development of European integration at the beginning of the 21st century ■ Understanding the functions of EU institutions ■ Understanding the relations between EU law & national law ■ Knowledge, and application of fundamental freedoms of the EU (applicability, scope of protection, level of justification) <p>English competence in the terminology of the subject.</p>
Module Content	<ul style="list-style-type: none"> ■ Introduction: European Union and European communities ■ Institutions & scope of community powers ■ Relationship between EC law and national law ■ Principle of state liability ■ <u>Fundamental freedoms within the EC:</u> <ul style="list-style-type: none"> • Free movement of goods (Art. 28 ff. TFEU), • Free movement of services (Art. 56 ff. TFEU), • Freedom of establishment (Art. 49 ff. TFEU), • Principles of non-discrimination and proportionality • Fundamental rights of the Union • WTO Law and EU Law ■ <u>Court of Justice/ General Court:</u> <ul style="list-style-type: none"> • Enforcement Actions, Art. 258 ff. TFEU; • Preliminary Rulings, Art. 267 TFEU; • Review of Legality, Art. 263 TFEU; • Damage Action, Art. 268 TFEU
Teaching and learning method	Lecture, case studies, interpretation and structural analysis of the treaties, revision units (questions & answers)
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Text of the EU-Treaty and of the TFEU-Treaty ■ Brigola: European Law ■ Craig/de Búrca: EU Law, Text, Cases and Materials ■ Horspool/Humphreys: European Union Law ■ Cuthbert, Mike: European Community Law ■ Emmert, Frank: European Union Law - Cases
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 35 hrs. Lecture preparation: Literature study ■ 50 hrs. Self-study/Home-work ■ 50 hrs. Exam preparations <p>Total workload: 180 hours/ 6 ECTS</p>

20. Module: International Business Administration I

Module number	20 – Advanced Module
Course(s) in the module	<ul style="list-style-type: none"> ■ International Financial Management ■ International Accounting and Taxation
Semester	6
Credit points	7
Total Workload	210 hours
Module Type	Compulsory
Type of Examination	2 written exams (45 min each) [50 % of total grade each] Both courses of the module have to be taken and passed in the same semester.

20.1 Course: International Financial Management

Lecturer	Prof. Dr. Felix Streitferdt
Total Workload	105 hours
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Prerequisites	Successful completion of the course “Finance, Investment & Capital Budgeting”
Qualification targets	<ul style="list-style-type: none"> ■ Knowledge of the international financial and economic environment. ■ Knowledge of risks occurring in international trade and finance and knowledge as well as application of mitigation and hedging instruments. ■ Ability to understand the financial aspects of international business and develop their own financing strategies. <p>English competence in the terminology of the subject.</p>
Module Content	<ul style="list-style-type: none"> ■ International Business Economics: International Financial architecture, balance of payments, exchange rate prediction, PPP, IRP ■ International Business/finance part: <ul style="list-style-type: none"> • Hedging exchange rate risks by various instruments (forward, money market hedge), options). • Business and country risk: cash management in international corporations, international capital budgeting. ■ Case studies on currency hedging.
Teaching and learning method	Lecture and case studies
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Eun, C./ Resnick, B.G. International Financial Management, McGraw Hill (latest edition) ■ Jeff Madura, Roland Fox, International Financial Management, Cengage Learning Emea (latest edition)

	<ul style="list-style-type: none"> ■ Bekaert, J./Hodrick, R.J. International Financial Management, Pearson (latest edition)
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 27 hrs. Lecture time ■ 20 hrs. Lecture Preparation: Literature Study ■ 10 hrs. Self-study/ Home-work ■ 30 hrs. Group work/ Tutorials ■ 18 hrs. Exam preparation <p>Total workload: 105 hours</p>

20.2 Course: International Accounting and Taxation

Lecturer	Prof. Dr. Gerald Preißler
Total Workload	105 hours
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Prerequisites	Successful completion of the course "Financial Accounting"
Qualification targets	Establishing, understanding and interpreting of Financial Statements based on IFRS, understanding of concepts of current and deferred taxes. English competence in the terminology of the subject.
Module Content	International Financial Reporting Standards Basics. Important recognition and measurement rules. Structure of Statement of Financial Position, Statement of Comprehensive Income and Statement of Cash Flows, implications of various business transactions on Financial Statements, subject-specific international terminologies.
Teaching and learning method	Lecture and group work
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Picker, Ruth/Clark/Kerry: Applying IFRS Standards, fourth edition, Wiley, actual edition.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 18 hrs. Lecture Preparation: Literature Study ■ 27 hrs. Self-study/ Home-work ■ 6 hrs. Group work/ Tutorials ■ 15 hrs. Presentations ■ 16 hrs. Exam preparation <p>Total workload: 105 hours</p>

21. Module: International Business Administration II

Module number	21 – Advanced Module
Course(s) in the module	<ul style="list-style-type: none"> ■ International Pricing Strategies ■ Case Studies in International Business
Semester	6 and 7
Credit points	7
Total Workload	210 hours
Module Type	Compulsory
Type of Examination	<ul style="list-style-type: none"> ■ International Pricing Strategies: exam (90 min.) [60% of total grade] and group presentation [40% of total grade]. Both assessments have to be passed successfully in the same semester ■ Case Studies in International Business: Written assignment (4.000 words) will be graded plus presentation (10 min.) has to be successfully passed. Course participation is mandatory. Potential excursions/guest lectures/offsite can be made mandatory to join or requested to be compensated by an additional assignment which will be determined during the lecture each semester! <p style="text-align: right;">Both courses of the module have to be taken and passed in the same semester.</p>

21.1 Course: International Pricing Strategies

Lecturer	Prof. Dr. Gabriele Brambach
Semester	6
Total Workload	105 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Prerequisites	Advanced knowledge in Marketing
Qualification targets	To get familiar with basic knowledge in International Pricing Strategies. English competence in the terminology of the subject.
Module Content	Pricing process of a company, including details concerning price strategy / positioning, initial (value) pricing and price maintenance as well as the key challenges of setting prices internationally, Case studies, real world examples, current topics and exercises with simulated situations in the area of price management.
Teaching and learning method	Lecture and group work with case studies
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Nagle, Thomas T. / Holden, Reed K. (2002): The Strategy and Tactics of Pricing, 3rd Edition, Prentice Hall.

	<ul style="list-style-type: none"> ■ Smith, Tim (2012): Pricing Strategy, South Western Cengage Learning. ■ Plus: Current newspapers and specific journals
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 20 hrs. Lecture Preparation: Literature Study ■ 20 hrs. Self-study/ Home-work ■ 10 hrs. Group work/ Tutorials ■ 15 hrs. Exam preparation <p>Total workload: 105 hours</p>

21.2 Course: Case Studies in International Business

Lecturer	Prof. Dr. Kai-Uwe Wellner/ Prof. Dr. Naiming Wei/ Prof. Dr. Helen Rogers
Semester	7
Total Workload	105 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Prerequisites	None
Qualification targets	<ul style="list-style-type: none"> ■ By the end of the course the student will have been equipped with the tools, routines and procedures in successfully preparing a case study and will have come to appreciate the main factors necessary to be considered when analysing cases. ■ Additionally, ways of making recommendations based on the analysis will be explored. ■ The cases will provide a link between theory learned and the reality of the industry. ■ The English requirement of the course will prepare the student for an international position in industry and allow a deepening of their English language written skills. <p>English competence in the terminology of the subject.</p>
Module Content	<ul style="list-style-type: none"> ■ Case selection, case writing, case analysis, case recommendations ■ Scientific writing including referencing ■ The case for assessment should cover some international business topic (see below) and be based on a concrete firm as opposed to academic theme. ■ <u>Topics for theory and analysis:</u> <ul style="list-style-type: none"> • Organizing and organizational structure • HRM, Finance • Culture, Ethics • M&A, International Strategy development • Analysing and international target environment • Globalization and regional trading blocks
Teaching and learning method	Lecture and group work
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Thomson & Baden-Fuller (2010), <i>Basic Strategy in Context</i>, Wiley: Oxford. ■ Mauffette- Leenders, Erskine and Leenders (2007) <i>Learning with Cases, 4th edition</i>. ■ Current newspapers and specific journals.

Workload in full hours (= 60 minutes)

- 23 hrs. Lecture time
 - 43 hrs. Lecture Preparation: Literature Study
 - 11 hrs. Self-study/ Home-work
 - 6 hrs. Group work/ Tutorials
 - 22 hrs. Presentations
- Total workload: 105 hours
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22. Module: Focus Electives I

Module number	22 – Advanced Module
Course(s) in the module	Courses can be chosen from a variety of business/economic fields, e.g. Finance, International Economics, Marketing
Lecturer	Depending on the course(s) chosen
Semester	6
Credit points	7
Total Workload	210 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Depending on the course(s) chosen
Type of Examination	Depending on the course(s) chosen
Prerequisites	Depending on the course(s) chosen
Qualification targets	The student is free to choose from a variety of courses according to his/her future career focus. He/she is given the opportunity to specialize in a certain field.
Module Content	The student has the opportunity to choose either one course with 4 contact hours per week or two courses with 2 contact hours per week each. The course contents depend on the course(s) chosen.
Teaching and learning method	Lecture, case studies, group assignments, presentations
Literature (Excerpt)	Depending on the course(s) chosen

23. Module: Focus Electives II

Module number	23 – Advanced Module
Course(s) in the module	Courses can be chosen from a variety of business/economic fields, e.g. Finance, International Economics, Marketing
Lecturer	Depending on the course(s) chosen
Semester	7
Credit points	7
Total Workload	210 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Depending on the course(s) chosen
Type of Examination	Depending on the course(s) chosen
Prerequisites	Depending on the course(s) chosen
Qualification targets	The student is free to choose from a variety of courses according to his/her future career focus. He/she is given the opportunity to specialize in a certain field.
Module Content	The student has the opportunity to choose either one course with 4 contact hours per week or two courses with 2 contact hours per week each. The course contents depend on the course(s) chosen.
Teaching and learning method	Lecture, case studies, group assignments, presentations
Literature (Excerpt)	Depending on the course(s) chosen

Career Focus – Finance

Focus Elective 1: Corporate Finance

Module number	22 or 23
Lecturer	Prof. Dr. Felix Streitferdt
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Type of Examination	Written exam (90 min)
Prerequisites	Solid knowledge in capital investment, budgeting and mathematics
Qualification targets	The students should be able to analyze the financing policy of a corporation and assess its contribution to the value of the firm. English competence in the terminology of the subject.
Module Content	The course covers the question what is the best way to finance a corporation. The students are introduced to different financing instruments and the question how to choose between them on a perfect capital market without and with taxes. The students learn the concept of risk sharing between the investors. Furthermore, the students learn how to correctly calculate the cost of capital of a company and of its investors.
Teaching and learning method	Lecture, case studies
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Berk/DeMarzo: Corporate Finance, 2011 ■ Brealy/Myers/Allen: Principles of Corporate Finance, 2011 ■ Hillier/ Ross/Westerfield/Jaffe/Jordan: Corporate Finance, 2010
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 29 hrs. Lecture preparation: Literature study ■ 53 hrs. Self-study/Home-work ■ 23 hrs. Group work/Tutorials ■ 60 hrs. Exam preparation Total workload: 210 hrs/ 7 ECTS

Career Focus – Finance

Focus Elective 2: Finanzen I

Module number	22 or 23
Lecturer	Prof. Dr. Matthias Fischer
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in German) ☒ Summer semester (in German) ☒
Type of Examination	Written exam (90 min)
Prerequisites	Completion of all basic modules
Qualification targets	<p>Aufbauend auf den Grund- bzw. Fachmodulen besitzen Studierende nach erfolgreicher Absolvierung der Schwerpunktmodule einen vertieften Kenntnisstand des Sachgebiets sowie einschlägiger Fachliteratur und verfügen zudem über Kenntnisse aktueller Forschungen des Schwerpunkts und setzen sich mit diesen kritisch auseinander.</p> <p>Im Laufe der Veranstaltung erlernen die Studierenden Methoden, um Fragen der Unternehmensfinanzierung und des Bankmanagements zu analysieren. Damit werden Studierende in die Lage versetzt, das Themengebiet Corporate Finance und das Themengebiet des Bankmanagements in ausgewählten Bereichen zu verstehen und zu beurteilen.</p> <p>Die Studierenden können:</p> <ul style="list-style-type: none"> ■ Methoden der Aktien-/Bond-/Unternehmensbewertung anwenden, Aktienbewertungen erklären, Cashflows quantifizieren auf Basis von Present Values mit der Diskontierung von Annuitäten und ewigen Renten. ■ Unternehmen hinsichtlich ihrer Eigenkapital- und Fremdfinanzierung analysieren; Unternehmen mit Börsenmultiplikatoren zu vergleichen. ■ Methoden der Unternehmensfinanzierung und Steuerung beurteilen, die Performance von M&A-Transaktionen bewerten und zwischen erfolgreichen und nicht erfolgreichen M&A-Transaktionen zu unterscheiden. ■ Methoden zur wertorientierten Unternehmenssteuerung für Banken und Unternehmen entwickeln, EVA-Konzepte zuordnen und die Konsequenzen für den Unternehmenswert ableiten, RAROC und andere Steuerungskonzepte kritisch zu vergleichen und deren Stärken und Schwächen zu bewerten. <p>Nach erfolgreichem Abschluss der Veranstaltung können Studierende selbständig Investitionsalternativen des Unternehmens mit DCF-Methoden überprüfen und die Konsequenzen von Me-</p>

	thoden der wertorientierten Unternehmenssteuerung bei Banken bewerten, um daraus Optionen für das unternehmerische Handeln in Unternehmen und Banken zu generieren.
Module Content	<ul style="list-style-type: none"> ■ Grundlegende Konzepte der Investitionsbewertung und NPV-Rechnung, Bewertung von Aktien und Bonds ■ DCF, Multiples, NAV-Verfahren, Berechnung der Kapitalkosten und Portfoliotheorie ■ Konzepte der Eigenkapital- und Fremdkapitalfinanzierung ■ Bewertung von Finanzunternehmen und wertorientierte Unternehmensführung bei Banken und Versicherungen ■ M&A und Shareholder Value, Bewertung von M&A-Transaktionen, M&A-Prozess ■ Herausforderungen bei Investitionen und Finanzierung am Beispiel von aktuellen Themen wie z.B. Fintechs
Teaching and learning method	Seminar, Übung
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Brealey/ Myers / Allen: Principles of Corporate Finance ■ Bruner: Cases in Finance, Managing for Corporate Value Creation ■ Bruns, C./ Steiner, M.: Wertpapiermanagement ■ Fischer M.: Handbuch Wertmanagement in Banken und Versicherungen
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 48 hrs. Lecture time ■ 34 hrs. Lecture preparation: Literature study ■ 34 hrs. Self-study/Home-work ■ 30 hrs. Group work/Tutorials ■ 30 hrs. Presentations ■ 34 hrs. Exam preparation <p>Total workload: 210 hrs/ 7 ECTS</p>

Career Focus – Human Resources Management

Focus Elective 1: Personalmanagement mit Fallstudien

Module number	22 or 23
Lecturer	Prof. Dr. Raphael Verstege, Mrs. Sabine Brunner
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in German) ☒ Summer semester (in German) ☒
Type of Examination	Projektarbeit inkl. Präsentation [50%] und Klausur (60 min) [50%]
Prerequisites	Completion of all basic modules
Qualification targets	Die Teilnehmer sind in der Lage, in ausgewählten personalwirtschaftlichen Bereichen Problemlösungen auf der Basis vertiefter Fachkenntnisse zu entwickeln. Vorhandene Skills und soziale Kompetenzen werden ausgebaut und qualifiziert angewendet. Den Studierenden ist die Bedeutung einer strategisch ausgerichteten Personalarbeit für den Unternehmenserfolg bewusst.
Module Content	<ul style="list-style-type: none"> ■ Handlungsfelder moderner Personalarbeit ■ Verhaltenswissenschaftliche Grundlagen des Personalmanagements ■ Aktuelle personalpolitische Trends ■ Anwendung moderner Instrumente der Personalarbeit ■ Rolle der Personalarbeit in der Unternehmenspraxis ■ Training der kommunikativen Kompetenz
Teaching and learning method	Seminar (Vortragsdiskussion, Gruppenarbeit, Fallstudien und -simulationen, Moderation, Gruppenfeedback, Studierendenpräsentationen)
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Holtbrügge, D. (2013). Personalmanagement. 5. Aufl., Springer ■ Schneider, H.: Mensch und Arbeit. 11. Aufl., Düsseldorf 2008 ■ Berthel, B. / Becker, F.: Personalmanagement. 10. Aufl., Stuttgart 2013 ■ Schneider, H. / Fritz, S. / Zander, E.: Erfolgs- und Kapitalbeteiligung der Mitarbeiter. 6. Aufl., Düsseldorf 2007
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 48 hrs. Lecture time ■ 18 hrs. Lecture preparation: Literature study ■ 32 hrs. Self-study/Home-work ■ 42 hrs. Group work/Tutorials ■ 32 hrs. Presentations ■ 38 hrs. Exam preparation Total workload: 210 hrs/ 7 ECTS

Career Focus – Human Resources Management

Focus Elective 2: Personalwirtschaft und -praxis

Module number	22 or 23
Lecturer	Prof. Dr. Karl-Heinz Krüger
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in German) ☒ Summer semester (in German) ☒
Type of Examination	Klausur (60 min.) und Referat Gewichtung: Klausur (60%), Referat (40%) – beide Teile müssen einzeln mit mindestens 4,0 bestanden werden
Prerequisites	Completion of all basic modules
Qualification targets	Die Teilnehmer/innen sollen in der Lage sein: <ul style="list-style-type: none"> ■ Personalpolitische Konzepte zu entwickeln ■ Personalwirtschaftliche Werkzeuge, Instrumente und Methoden auf konkrete bzw. komplexe Problemstellungen der betrieblichen Praxis anzuwenden ■ Im Rahmen von Fallstudien personalwirtschaftliche Schlüsselqualifikationen zu entwickeln
Module Content	<ul style="list-style-type: none"> ■ Methoden und Instrumente der Personalbeschaffung (Suche und Personalauswahl) unter Berücksichtigung zeitgemäßer Kommunikations- und Informationstechnologien (E-Recruiting) ■ Einstellung und Einarbeitung neuer Mitarbeiter ■ Aktuelle Entwicklungen sowie zeitgemäße Konzepte und Instrumente zur Personalwirtschaft (z.B. Arbeitszeitgestaltung, Personaldienstleistungen, Personalfreisetzung) ■ Formen und Instrumente zeitgemäßer Personalorganisation ■ Personalwirtschaftliche Basisprozesse in der Personalpraxis, insb. Nutzung SAP ERP HCM (Mit Übung im PC-Labor)
Teaching and learning method	Seminar
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Jung, H.: Personalwirtschaft, Oldenbourg Verlag München 2008 ■ Jung, H.: Arbeits- und Übungsbuch Personalwirtschaft, Oldenbourg Verl. München 2008
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 48 hrs. Lecture time ■ 48 hrs. Lecture preparation: Literature study ■ 48 hrs. Self-study/Home-work ■ 66 hrs. Exam preparation Total workload: 210 hrs/ 7 ECTS

Career Focus – International Economics

Focus Elective 1: Energy and Development

Module number	22 or 23
Lecturer	Prof. Dr. Georgeta Auktor, Mr. Leonardo Nibbi
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English, but German basic knowledge required) <input checked="" type="checkbox"/> Summer semester (in English, but German basic knowledge required) <input type="checkbox"/>
Type of Examination	Written exam (90 min) [66 % of total grade] and presentation [34 % of total grade]
Prerequisites	None
Qualification targets	To learn about the principles of the energy sector and development economics; To understand the linkages between energy and development; These linkages will be shown on a local, regional, national and global level; English competence in the terminology of the subject.
Module Content	We will cover the following content: Introduction to development studies and how the energy sector is linked to it, global energy trends, different technologies for energy supply with a special focus on renewable energies, analysis of energy demand issues, the relation between energy, poverty and gender, rural energy issues, energy and international trade, the World's energy security, global environmental repercussions and energy policy ramifications; Special focus is given on the situation and future development of China and India (political, economic and demographic context, overview of the energy sector, demand and supply projections). Topics can vary according to the background of the students and their interest.
Teaching and learning method	Lecture, group projects, case studies
Literature (Excerpt)	<ul style="list-style-type: none"> ■ World Energy Outlooks of the International Energy Agency(IEA), Paris (There is a new edition each year); Further, on the webpage of the IEA are several chapters about energy and development: http://www.worldenergyoutlook.org/development.asp ■ Energia: <i>Energy policies for the poor and women</i>, Volume 12, Issue 1, July 2009 (available on m-drive). ■ Eitel, Birgit: <i>Die wirtschaftspolitische Förderung der Verbreitung von Kleinwasserkraftanlagen durch dezentrale Akteure in Entwicklungsändern</i>, Aachen, 2001.

Workload in full hours (= 60 minutes)

- 46 hrs. Lecture time
 - 30 hrs. Lecture preparation: Literature study
 - 50 hrs. Self-study/Home-work
 - 40 hrs. Presentations
 - 44 hrs. Exam preparation
- Total workload: 210 hrs/ 7 ECTS
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Focus Elective 2: Principles in International Economics

Module number	22 or 23
Lecturer	Prof. Dr. Georgeta Auktor
Semester	6 or 7
Credit points	5
Total Workload	150
Module type	Elective
Duration	One semester
Language and frequency	Winter semester <input type="checkbox"/> Summer semester <input checked="" type="checkbox"/>
Type of Examination	Written exam (90 min) [67 % of total grade] and presentation (15 minutes) [33 % of total grade]
Prerequisites	None
Qualification targets	To understand the development of traditional and modern trade theory in the historical context; To understand the objectives and effects of trade policy measures; To learn how the international financial system works; Getting comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.
Module Content	We will cover the following content: Introduction in international trade theory in an historical context (Mercantilists, classical theory and modern trade theories), international trade policy (e.g. effects of taxes and subsidies, nontariff trade barriers, modern arguments related to protection), the forms and effects of economic integration (EU, NAFTA, Mercosur) and an introduction in exchange rates and the international financial system. In this context we will also discuss case studies and current developments in international economics.
Teaching and learning method	Lecture, case studies, presentations and group work
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Krugman, P.R., M. Obstfeld, & M.J. Melitz (2015). International Economics: Theory and Policy. 10th Edition. Pearson ■ Salvatore, D. (2010). Introduction to International Economics. John Wiley & Sons, Inc. ■ Samuelson, P.A., & W.D. Nordhaus (2010). Economics. 19th Edition. McGraw Hill.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 30 hrs. Lecture preparation: Literature study ■ 25 hrs. Self-study/Home-work ■ 20 hrs. Presentations ■ 30 hrs. Exam preparation Total workload: 150 hrs/ 5 ECTS

Career Focus – Marketing

Focus Elective 1: Business Model Generation

Module number	22 or 23
Lecturer	Prof. Dr. Margo Bienert
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Mid-term (50%) and presentation (50%)
Prerequisites	None
Qualification targets	Understanding of one possible approach of business model generation and innovation around nine building blocks – understand their interdependence, their possible basis for actions and innovation.
Module Content	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> ■ Canvas of customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structure ■ Unbundled businesses: a) customer relations, b) product innovation, c) infrastructure or cost focus – co-exist or are unbundled ■ Long Tail Business Models (possibly Freemium as a business model) ■ Customer Insights (6 Question poster) ■ Idea generation for businesses ■ Blue Ocean Strategies (eliminate, reduce, raise, create)
Teaching and learning method	<p>Introductory lectures, group works classroom discussions and homework;</p> <p>Project work and case studies (as suitable) will be applied throughout the class to further access and understanding;</p> <p>Note: the workshop days are mandatory and a requirement for participation and a grade.</p>
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Business Model Generation by Osterwalder, Alexander and Pigneur, Yves
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 46 hrs. Lecture time ■ 24 hrs. Lecture preparation: Literature study ■ 28 hrs. Self-study/Home-work ■ 50 hrs. Group work/Tutorials ■ 60 hrs. Exam preparation <p>Total workload: 210 hrs/ 7 ECTS</p>

Career Focus – Marketing

Focus Elective 2: Consumer Behavior

Module number	22 or 23
Lecturer	Prof. Dr. Helen Rogers
Semester	6 or 7
Credit points	3.5
Total Workload	105
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Written exam (90 min.) [70 %] and small group presentation (20 min.) [30 %]. Both assessments have to be passed successfully in the same semester
Prerequisites	None
Qualification targets	Understand what is meant by consumer behavior and different types of consumers; learn about consumer motivations, especially how reasonability reflects responses to product and marketing messages; provide insights into the role of reference groups and family influences on consumer behavior. English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Introduction to the core concepts of consumer behaviour ■ Consumer motivation and personality ■ Consumer perception and learning ■ Reference groups and family influences ■ Diffusion of innovations
Teaching and learning method	Lectures, learning by doing, presentations, class discussions
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Schiffman, L. and Kanul, L. (2002) <i>Consumer Behaviour</i> ■ Solomon M. (2009) <i>Consumer Behaviour: Buying, Having and Being</i>
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 15 hrs. Lecture preparation: Literature study ■ 20 hrs. Self-study/Home-work ■ 10 hrs. Group work/Tutorials ■ 25 hrs. Presentations ■ 12 hrs. Exam preparation Total workload: 105 hrs/ 3.5 ECTS

Career Focus – Marketing

Focus Elective 3: International Sales and Purchasing

Module number	22 or 23
Lecturer	Prof. Dr. Naiming Wei
Semester	6 or 7
Credit points	3.5
Total Workload	105
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Type of Examination	Written exam (90 min.) [90%] plus presentations or written assignments [10%]. Both parts have to be passed successfully in the same semester
Prerequisites	None
Qualification targets	<p>This lecture provides the students a solid and practical oriented knowledge base about international sales and purchasing. In particular the students should reach following learning objectives:</p> <ul style="list-style-type: none"> ■ Understand the recent development of the world economy and the driving factors in the global business environment ■ Understand the key factors influencing the strategic orientation and operational activities of international firms ■ Understand the internationalization process of the companies and the particular challenges associated ■ Assessment of appropriate market entry and market development strategies in international markets ■ Assessment of appropriate marketing tools and their targeted inclusion in the international markets ■ Understand the strategic sourcing process and assessment of different global sourcing options <p>English competence in the terminology of the subject.</p>
Module Content	<ul style="list-style-type: none"> ■ Major national economies of the world ■ World trade and international trade organizations ■ Direct foreign investment ■ Global business environment ■ Market entry strategy – non-equity options ■ Global sourcing ■ International supplier management
Teaching and learning method	Lecture, case studies and group works
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Script and handouts, plus current articles from Management Magazines ■ M. Kutschker / S. Schmid (2010), Internationales Management 7. Auflage, Oldenbourg ■ Helen Deresky (2011), International Management – Managing cross borders and cultures 7. Edition, Pearson Inc.

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- Daniel W. Baack / Eric G. Harris / Donald E. Baack, International Marketing, SAGE Publication, 2013
 - Kate Gillespie / Jean-Pierre Jeannet / H. David Hennessey, Global Marketing 2. Edition, Houghton Mifflin Co. 2007
 - K. Backhaus / M. Voeth (2010), Internationales Marketing, 6. Auflage, Schäffer-Poeschel
 - F. Sollish / J. Semanik (2011), Strategic Global Sourcing – Best Practice, Wiley & Sons Inc.
 - H. Hartmann (2009), Modernes Einkaufsmanagement – Global Sourcing, Methodenkompetenz, Risikomanagement, Deutscher Betriebswirte Verlag
 - W. Krokowski / E. Sander (2008), Global Sourcing und Qualitätsmanagement, Deutscher Betriebswirte Verlag
 - W. Hug / J. Weber (2011), Werttreiber Einkauf – Wertehebel im Einkauf als Controlling-aufgabe, Wiley VCH Verlag

Workload in full hours (= 60 minutes)

- 23 hrs. Lecture time
 - 15 hrs. Lecture preparation: Literature study
 - 20 hrs. Self-study/Home-work
 - 10 hrs. Group work/Tutorials
 - 25 hrs. Presentations
 - 12 hrs. Exam preparation
- Total workload: 105 hrs/ 3.5 ECTS
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Career Focus – Marketing

Focus Elective 4: Customer Experience Management

Module number	22 or 23
Course(s) in the module	<ul style="list-style-type: none"> ■ Relationship Marketing ■ Strategic Brand Management
Semester	6 or 7
Credit points	7
Total Workload	210 hours
Module Type	Elective
Type of Examination	<ul style="list-style-type: none"> ■ Relationship Marketing: exam (45 min.) [70 % of total grade] and group presentation [30% of total grade]. Both assessments have to be passed successfully in the same semester. ■ Strategic Brand Management: exam (45 min.) [70 % of total grade] and group presentation [30% of total grade]. Both assessments have to be passed successfully in the same semester. <p>Both courses of the module have to be taken and passed in the same semester. The written exam is one exam (90 min.) covering both courses.</p>

Focus Elective 4a: Relationship Management

Lecturer	Prof. Dr. Gabriele Brambach
Semester	6 or 7
Total Workload	105 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Prerequisites	Foundations of Marketing
Qualification targets	<p>Understanding and managing customer relations are at the core of creating customer-orientation and thus the base competitive advantage and thus economic success of each company. Therefore, Relationship Marketing aims to enhance the market- and customer-driven corporate management approach (rather than replacing traditional marketing). Relationship Marketing centers (positive) customer experiences and deals with the corresponding fundamental thought processes, such as the customer life cycle, the success chain management with the pre-economic parameters like customer retention (and therefore customer loyalty) and customer satisfaction among others. And, it develops a special understanding of operational tools in Marketing for managing customer experiences and relations.</p>

	Based on the fundamental knowledge in Marketing (module Marketing) students gain an in-depth knowledge of customer relationship management and know how to analyze, evaluate and create long term customer relationships for a company, based in positive customer experiences.
Module Content	<ul style="list-style-type: none"> ■ Core concept of customer orientation and relevance of creating (long term) customer relations ■ Concept of customer loyalty and instruments for customer retention (especially customer experience management, communication management and complaint management) ■ Methods to understand, measure and increase customer satisfaction ■ Customer value measurements and management ■ Data/ IT systems to facilitate relationship marketing
Teaching and learning method	Lecture and group work with case studies
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Bruhn, M.: Relationship Marketing: Management of Customer Relations: Management of Customer Relationships (latest edition) ■ Latest and specific articles from journals, as announced in class.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 20 hrs. Lecture time ■ 20 hrs. Lecture Preparation: Literature Study ■ 20 hrs. Self-study/ Home-work ■ 20 hrs. Group work/ Tutorials ■ 4 hrs. Presentations ■ 21 hrs. Exam preparation <p>Total workload: 105 hours</p>

Focus Elective 4b: Strategic Brand Management

Lecturer	Prof. Dr. Alexander Hahn
Semester	6 or 7
Total Workload	105 hours
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Prerequisites	Foundations of Marketing
Qualification targets	<p>Human-Brand interactions are at the core of creating customer-based brand equity. Therefore, brands are among the most valuable intangible assets for firms – however, successful branding is both art and science and posits a considerable challenge. Brand management consists of strategic and tactical elements. For value-oriented brand management, the theoretical foundation of brand equity guides managers for designing and assessing strategies and tactics for their brands. Moreover, the concept of brand equity provides managers with tools for crafting marketing programs and activities.</p> <p>After this course, participants should understand the value and key concepts of brand management - especially brand equity - in order to prepare and evaluate brand strategies and tactics. Participants will understand the concept of segmenting, targeting and positioning brands to specific customer personas. They</p>

	<p>will learn how to design brand-oriented content strategy and management. Moreover, participants will be able to implement and assess marketing programs and instruments across channels. This course should be useful for careers in most functions, as branding has multiple touch points with each corporate department (e.g. R&D, product design, marketing, sales, operations, legal, finance, and accounting). It will be especially useful for careers in marketing, sales, general management, advertising, consulting, and – especially – for entrepreneurs.</p>
Module Content	<ul style="list-style-type: none"> ■ Customer-based brand equity and brand positioning ■ Brand Resonance and the Brand Value Chain ■ Choosing Brand Elements to Build Brand Equity ■ Conversational Commerce – the future of digital human-brand interactions [ChatBot Prototyping Session] ■ Brand Content Strategy, Channels and Media: Designing Marketing Programs to Build Brand Equity ■ Integrating Digital and Physical Marketing Communications to Build Brand Equity
Teaching and learning method	Lecture and group work with case studies
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Aaker, J. (1997).: Dimensions of brand personality, <i>Journal of Marketing Research</i>, 34(3), 347-356 ■ Keller, K.: <i>Strategic Brand Management: Global Edition</i> (latest edition) ■ Plus latest and specific articles from journals, as announced in class.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 20 hrs. Lecture time ■ 10 hrs. Lecture Preparation: Literature Study ■ 10 hrs. Self-study/ Home-work ■ 40 hrs. Group work/ Tutorials ■ 4 hrs. Presentations ■ 21 hrs. Exam preparation <p>Total workload: 105 hours</p>

Career Focus – Operations Management/ Logistics

Focus Elective 1: Distribution und Supply Chain Management

Module number	22 or 23
Lecturer	Prof. Dr. Christoph Tripp
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in German) ☒ Summer semester (in German) ☒
Type of Examination	Written exam (90 min.)
Prerequisites	Completion of all basic modules
Qualification targets	Im Laufe der Veranstaltung erlernen die Studierenden Kenntnisse über die Aufgaben, Besonderheiten, Herausforderungen und Erfolgsfaktoren von Distributionssystemen in Industrie, Handel und Dienstleistungswirtschaft. Sie erlernen Fähigkeiten zum strukturierten Vorgehen bei der Auswahl, Bewertung und Anwendung relevanter Lösungsansätze in der Distributionslogistik.

Die Studierenden können:

- Die Auswirkungen von Megatrends auf logistische Netzwerke ableiten und bewerten
 - Die Potenziale und Grenzen von Supply Chain Management aus Theorie und Praxis verbinden und bewerten,
 - Unterschiedliche Netzwerktypen in der Logistik und die wesentlichen Designprinzipien logistischer Netzwerke zusammenstellen und bewerten,
 - Lieferservices und deren Bedeutung in logistischen Netzwerken zuordnen und bewerten,
 - Grundlegende Transportmuster in der Distribution konzipieren und bewerten,
 - Die wesentlichen Komponenten der Netzkonfiguration in der Distribution sammeln und bewerten
 - Die kosten- und servicebezogenen Effekte von mehr- und einstufigen Distributionssystemen der Industrie zuordnen und bewerten
 - Die kosten- und servicebezogenen Effekte in Produktionsnetzwerken zuordnen und bewerten,
 - Die potenzielle und Grenzen des Zentrallagerkonzeptes in der Handels-Distribution verbinden und bewerten,
 - Das Konzept der Selbstabholung in der Handels-Distribution reflektieren und bewerten,
 - Die Besonderheiten von Dienstleisternetzen erkennen und bewerten,
 - Unterschiedliche Grundmodelle der Konfiguration von Dienstleisternetzen entwerfen und bewerten,
 - Die Netzwerke des Sammelgutverkehrs und des Paketgeschäftes reflektieren und bewerten.
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	Nach erfolgreichem Abschluss der Veranstaltung können Studierende selbständig Fallaufgaben aus der Distributionslogistik analysieren, deren Konsequenzen schlussfolgern, auf Basis der vermittelten Methoden, bewerten, um daraus Lösungsansätze für die betriebliche Praxis abzuleiten.
Module Content	<ul style="list-style-type: none"> ■ Grundlagen logistischer Netzwerke (Megatrends und ihre Auswirkungen auf logistische Netzwerke, Begriff und Aufgaben der Logistik, Bedeutung und Designprinzipien logistischer Netzwerke, Serviceanforderungen logistischer Netzwerke) ■ Industrielle Distributionssysteme (Grundlagen der Warendistribution, Mehrstufige und einstufige Distributionssysteme, Produktionsnetzwerke) ■ Versorgungssysteme des Handels (Das Zentrallagerkonzept als handelslogistisches Basismodell, Cross-Docking als bestandslose Belieferungsform, Selbstabholung im Handel) ■ Dienstleisternetze (Einordnung und Besonderheiten von Dienstleisternetzen, Grundmodelle der Netzkonfiguration, Netzwerke des Sammelgutverkehrs und des KEP-Geschäftes)
Teaching and learning method	Seminaristischer Unterricht, Case Studies, Exkursionen, Gastvorträge
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Alicke, K. (2005): Planung und Betrieb von Logistiknetzwerken: Unternehmensübergreifendes Supply Chain Management ■ Bretzke, W.-R. (2010): Logistische Netzwerke; 2. Auflage ■ Hertel, J. / Zentes, J. / Schramm-Klein, H. (2011): Supply Chain Management und Warenwirtschaftssysteme im Handel; 2. Aufl.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 48 hrs. Lecture time ■ 42 hrs. Lecture preparation: Literature study ■ 60 hrs. Self-study/Home-work ■ 60 hrs. Exam preparation <p>Total workload: 210 hrs/ 7 ECTS</p>

Career Focus – Operations Management/Logistics

Focus Elective 2: Einkauf und Supply Management

Module number	22 or 23
Lecturer	Prof. Dr. Gerhard Heß
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in German) ☒ Summer semester (in German) ☒
Type of Examination	Written exam (90 min.)
Prerequisites	Completion of all basic modules
Qualification targets	<p>Die Studierenden werden mit den Konzepten, Entscheidungsmethoden und Prozessen im strategischen Einkauf und der Beschaffungslogistik von Industrie- und Dienstleistungsunternehmen sowie im Handel vertraut gemacht. Sie lernen praktische Problemsituationen zu analysieren und zur Problemlösung geeignete Methoden und Prozesse zu identifizieren und anzuwenden.</p> <p>Die Studierenden können</p> <ul style="list-style-type: none"> ■ Die Wertbeitragsziele des Einkaufs und der Beschaffungslogistik systematisch ableiten und bewerten, ■ Nachhaltigkeit und Compliance im Supply Management erklären und bewerten ■ Die Aufgaben im strategischen Einkauf strukturieren und erklären ■ Umfassend die Hebel innerhalb der Materialgruppenstrategie, insbesondere Lieferantenbeziehung, Global Sourcing, Lieferantenzahl, System und Modular Sourcing, Bündelungskonzepte, Preis- und Prozessorientierte Hebel, erklären und bewerten ■ Situationspezifisch ein Konzept zur Lieferantenbewertung entwickeln, ■ Konzepte der Lieferantenfreigabe, Lieferantenklassifizierung und der Lieferantenstrategie erklären und bewerten, ■ Prozessschritte und Methoden im Ausschreibungsprozess und in der Lieferantenauswahl erklären und bewerten ■ Ansätze des e-Procurement erklären und bewerten, ■ Beschaffungslogistische Konzepte der Direktanlieferung erklären und bewerten ■ Wesentliche Kennzahlen und Methoden im Einkaufscontrolling erklären und bewerten. <p>Nach erfolgreichem Abschluss der Veranstaltung können Studierende selbständig Fallaufgaben aus zum strategischen Einkauf und zur Beschaffungslogistik analysieren, deren Konse-</p>

	<p>quenzen analytisch, auf Basis der vermittelten Methoden, bewerten, um daraus Lösungsansätze für die betriebliche Praxis abzuleiten.</p>
Module Content	<ul style="list-style-type: none"> ■ Einführung und grundlegende Begriffe ■ Grundkonzept zur Entwicklung des strategischen Einkaufs ■ Formulierung von Materialgruppenstrategien ■ Sourcing- Strategie mit Lieferantenpartnerschaft, Beschaffungs-region, Netzwerkkonzepte und Lieferantenzahl ■ Lieferantenmanagement mit Lieferantenbewertung, Lieferantenklassifizierung und Lieferantenstrategie ■ Ausgewählte Methoden im Sourcing-Prozess, insbesondere komplexe Preisvergleiche ■ Beschaffungslogistische Konzepte ■ Einkaufscontrolling
Teaching and learning method	Seminar
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Appelfeller, W.: Bucholz, W.: Supplier Relationship Management ■ Arnold, U., Kasulke, G. (Hrsg.): Praxishandbuch innovativer Beschaffung ■ Heß, G.: Supply-Strategien in Einkauf und Beschaffung ■ Koppelman, U.: Beschaffungsmarketing ■ Large, R.: Strategisches Beschaffungsmanagement
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 48 hrs. Lecture time ■ 42 hrs. Lecture preparation: Literature study ■ 60 hrs. Self-study/Home-work ■ 60 hrs. Exam preparation <p>Total workload: 210 hrs/ 7 ECTS</p>

Career Focus – Operations Management/Logistics

Focus Elective 3: Produktionsplanung und -steuerung

Module number	22 or 23
Lecturer	Prof. Dr. Ralf Bogdanski
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in German) ☒ Summer semester (in German) ☒
Type of Examination	Written exam (90 min.)
Prerequisites	Completion of all basic modules plus 'Operations Management'
Qualification targets	Die Studierenden werden mit den Konzepten, Entscheidungsmethoden und Strukturen der Planung und Steuerung von Wertschöpfungsprozessen in Industrieunternehmen vertraut gemacht, mit dem Schwerpunkt der diskreten Fertigung. Sie lernen praktische Problemsituationen zu analysieren und zur Problemlösung geeignete Methoden und Prozesse zu identifizieren und anzuwenden.
Module Content	<ul style="list-style-type: none"> ■ Einordnung der PPS in die Sachgebiete der Logistik, Gemeinsamkeiten und Unterschiede zum SCM ■ Der Bullwhip-Effekt: Ursachen, Folgen und Vermeidung ■ Kennenlernen der zeitlichen Planungshorizonte sowie der MRP2-Philosophie als integriertem Planungsansatz von Material-, Informations- und Wertefluss ■ Vertiefung der einzelnen Schritte der Sukzessiveplanung ■ Betriebswirtschaftliche und technische Grunddaten, IT als Erfolgsfaktor ■ Vorstellung ausgewählter Verfahren der Produktionssteuerung
Teaching and learning method	Seminar
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Glaser/ Geiger/ Rhode: PPS. Grundlagen-Konzepte- Anwendungen, Wiesbaden, ISBN 3-409-23906-5 ■ Schneider/ Buzacott / Rücker: Operative Produktionsplanung und -steuerung, München Wien 2005 ■ Zäpfel, G.: Produktionswirtschaft. Operatives Produktionsmanagement, Berlin New York 1982 ■ Wight O. W.: Manufacturing Resource Planning: MRP II, Essex Junction 1984, ISBN 0-939246-03-1 ■ Gerhard, K. / Teufel, T.: SAP R/3 prozeßorientiert anwenden, Addison-Wesley, ISBN 3-8273-1258-2 ■ Kurbel, K.: Produktionsplanung und -steuerung, 5.Aufl. München/Wien 2003 ■ Schneeweiß, Ch.: Einführung in die Produktionswirtschaft, 8.Aufl. Berlin u.a. 2002
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 48 hrs. Lecture time ■ 42 hrs. Lecture preparation: Literature study ■ 60 hrs. Self-study/Home-work

- 60 hrs. Exam preparation

Total workload: 210 hrs/ 7 ECTS

General Electives (without focus)

General Elective: Innovation Management

Module number	22 or 23
Lecturer	Prof. Dr. Frank Ebinger
Semester	6 or 7
Credit points	3.5
Total Workload	105
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Type of Examination	Assignment (30% of total grade), presentation (70% of total grade), group discussion
Prerequisites	None
Qualification targets	Innovation as concept of development, level of innovations, classifying various types of innovation, understanding the need of innovation, concepts of innovation management in companies, fundamental concepts fostering innovation in companies, innovation process schemes, specific areas of innovations as system solutions (e.g. base of the pyramid, Social Entrepreneurship) English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Lecture and group discussion to provide all important information regarding innovation (types, concepts, strategies, tools) (12SWS) ■ Group presentation (30min) of 2 students presenting either a top ranked innovative company or a specific innovation case, analysing WHY this company/case is innovative, analysing the level, type and outreach of the presented approach). Group discussion afterwards. ■ Each student has to write an assignment about each presentation, evaluating the presentation itself, and if the tools/contents/ processes used to answer the innovative question have been appropriate including fundamental explanation.
Teaching and learning method	Lecture, group projects, group discussion
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Robert Burgelman: Strategic Management of Technology and Innovation, McGraw-Hill Higher Education; 5th edition, 2008 ■ Pervaiz K. Ahmed: Innovation Management; Context, Strategies, Systems and Processes, Prentice Hall, 2010 ■ Additional literature will be distributed in class
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 15 hrs. Lecture preparation: Literature study ■ 25 hrs. Self-study/Home-work ■ 10 hrs. Group work/ Tutorials ■ 32 hrs. Presentations Total workload: 105 hrs/ 3.5 ECTS

General Electives (without focus)

General Elective 2: International Business Negotiations

Module number	22 or 23
Lecturer	Prof. Dr. Helen Rogers
Semester	6 or 7
Credit points	3.5
Total Workload	105
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Group coursework during class (50%), individual report of 2,500 words (50%). Owing to interactive nature, course attendance is mandatory!
Prerequisites	None
Qualification targets	Understanding what is meant by negotiations in a business context; learn negotiation strategies and approaches; practice how to negotiate using cases and exercises with an emphasis on international and cross-cultural environments. English competence in the terminology of the subject.
Module Content	The course covers the following topics: <ul style="list-style-type: none"> ■ Why we negotiate ■ Frameworks of negotiation theory ■ The effects of culture in a global negotiation environment ■ The role of preparation ■ Online negotiations ■ Mediation and arbitration ■ Real time negotiation ■ Lessons learned/reflection on achieved outcomes
Teaching and learning method	Lectures, role plays, group presentations, class discussions
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Fells, R. (2012) Effective Negotiation, 2nd Edition, Cambridge. ■ Fisher, R. and Ury, W., (1991). Getting to Yes: Negotiating Agreements without Giving In, Huchison ■ Ghauri, P. and Usunier, J.C., (2003). International Business Negotiations, 2nd Edition: Pergamon
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 15 hrs. Lecture preparation: Literature study ■ 20 hrs. Self-study/Home-work ■ 10 hrs. Group work/ Tutorials ■ 25 hrs. Presentations ■ 12 hrs. Exam preparation Total workload: 105 hrs/ 3.5 ECTS

General Electives (without focus)

General Elective 3: Außenwirtschaft

Module number	22 or 23
Course(s) in the module	<ul style="list-style-type: none"> ■ Exportmanagement ■ Zollrecht und Handelspolitik in der EU
Semester	6 and 7
Credit points	7
Total Workload	210 hours
Module Type	Elective
Type of Examination	Klausur (je 45 min)

General Elective 3a: Exportmanagement

Lecturer	Mrs. Bettina Reschel-Reithmeier
Semester	6 or 7
Total Workload	105 hours
Duration	One semester
Language and frequency	Winter semester (in German) <input checked="" type="checkbox"/> Summer semester (in German) <input checked="" type="checkbox"/>
Prerequisites	None
Qualification targets	<p>Im Laufe der Veranstaltung erlernen die Studierenden die grundlegenden Kenntnisse und Methoden, um Außenhandelsgeschäfte praxisgerecht ausführen zu können. Sie werden in die Lage versetzt, den Einsatz unterschiedlicher Verkehrsmittel zu beurteilen, Frachtverträge abzuwickeln und Transportrisiken abzuwägen und abzusichern.</p> <p>Die Studierenden können:</p> <ul style="list-style-type: none"> ■ Verkehrsverträge abschließen und in ihrer rechtlichen Bedeutung unterscheiden ■ Den Einsatz von Verkehrsmitteln abwägen und beurteilen ■ Insbesondere See- und Luftfrachtgeschäfte abwickeln ■ Die rechtliche Bedeutung von Frachtdokumenten erkennen und beurteilen ■ Transportrisiken erkennen und Möglichkeiten für deren Absicherung entwickeln ■ Internationale Liefer- und Zahlungsbedingungen unterscheiden und sachgerecht anwenden ■ Zahlungsrisiken bei Außenhandelsgeschäften absichern ■ Ausfuhr- und Einfuhrverfahren anwenden ■ Einfuhrabgaben in Abhängigkeit von verschiedenen Lieferbedingungen berechnen

	Nach Abschluss der Veranstaltung können die Studierenden selbstständig Außenhandelsgeschäfte, insbesondere See- und Luftfrachtgeschäfte abwickeln, Risiken bei Außenhandelsgeschäften erkennen und absichern, um internationale Verträge bestmöglich entwickeln und bewerten zu können.
Module Content	<ul style="list-style-type: none"> ■ Überblick über den Verkehrsträgereinsatz bei der Abwicklung von Export- und Importgeschäften ■ Abwicklung von Seefrachtgeschäften (u.a. Seefrachtvertrag, Rechtliche Grundlagen, Konnossement) ■ Abwicklung von Luftfrachtgeschäften (u.a. Luftfrachtvertrag, Rechtliche Grundlagen, AirwayBill) ■ Schadensabwicklung im Luftfrachtverkehr ■ Möglichkeiten zur Absicherung des Transportrisikos ■ Abwicklung einer Consolidation ■ Liefer- und Zahlungsbedingungen im Außenhandel ■ Zahlungssicherung mittels Akkreditiv <ul style="list-style-type: none"> ■ Vorgehensweise bei der Ein- und Ausfuhr von Waren im Überblick ■ Überblick über das Ausfuhr- und Einfuhrverfahren bei Außenhandelsgeschäften mit Drittländern ■ Berechnung von Einfuhrabgaben in Abhängigkeit von den vereinbarten Lieferbedingungen
Teaching and learning method	Seminar
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Brandenburg u.a.: Güterverkehr Spedition -Logistik, Bildungsverlag Eins ■ Incoterms 2010, ICC Deutschland, Köln ■ Hofmann/Reschel- Reithmeier/Sackmann: Spedition und Logistik, Heft 3, Europa-Verlag ■ Schöffski, O./v. d. Schulenburg, J.-M.: Gesundheitsökonomische Evaluationen, Berlin - Heidelberg – New York 2000
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 24 hrs. Lecture time ■ 15 hrs. Lecture Preparation: Literature Study ■ 15 hrs. Self-study/ Home-work ■ 25 hrs. Group work/ Tutorials ■ 26 hrs. Exam preparation <p>Total workload: 105 hours</p>

General Elective 3b: Zollrecht und Handelspolitik

Lecturer	Frank Brunner, Wolfgang Herdegen
Semester	6 or 7
Total Workload	105 hours
Duration	One semester
Language and frequency	Winter semester (in German) <input checked="" type="checkbox"/> Summer semester (in German) <input checked="" type="checkbox"/>
Prerequisites	None
Qualification targets	Im Rahmen der Veranstaltung erlernen die Studierenden Kenntnisse des Europäischen Zollrechts und der Handelspolitik der EU beim Import und Export. Sie werden damit in die Lage versetzt, Import- und Exportvorgänge sach- und regelgerecht vorzubereiten, zu überwachen und ggf. an veränderten Rahmenbedingungen anpassen zu können.

Die Studierenden können insbesondere:

- Die verschiedenen Rechtsgebiete beim Import und Export von Waren benennen und deren Bedeutung erläutern,
- Die Unterschiede zwischen Warenverkehren innerhalb von Zollunionen und innerhalb von Freihandelszonen erklären,
- In Fallstudien zwischen verschiedenen Zollverfahren differenzieren und diese sachgerecht auswählen,
- Importrisiken abschätzen und anhand unterschiedlicher Vertragsbedingungen Importkalkulationen berechnen,
- Die Bedeutung des Authorized Economic Operators (AEO) national und international differenziert bewerten,
- Die zollrechtliche Exportabwicklung erklären und die verschiedenen Gestaltungsmöglichkeiten beurteilen,
- Die Bandbreite der internationalen, europäischen und nationalen Exportkontrollmaßnahmen erklären,
- Zwischen unterschiedlichen Ursprüngen differenzieren und präferenzrechtliche Entscheidungen bei veränderten Einkaufs- oder Produktionsabläufen begründen.

Nach Abschluss der Veranstaltung können die Studierenden die mit der Globalisierung verbundenen Risiken und Chancen sowie Wettbewerbsvorteile im internationalen Handel anhand spezifischer Fallkonstellationen rechtlich analysieren und abschätzen, um betriebswirtschaftliche Gestaltungsmöglichkeiten daraus zu entwerfen und die bestmögliche Lösung entwickeln.

Gleichermaßen können sie rechtliche Grenzen im Außenhandel erkennen und damit behördliche Sanktionen vermeiden.

Module Content

- Internationales Zollvertragsrecht (WTO, WCO, ECE)
- Zollrechtliche Grundbegriffe (Zollrechter Status, Zollunion, Freihandelszone)
- Sicherheitsinitiative der EU beim Im- und Export
- Importabwicklung und Verzollung bei der Einfuhr
- Wirtschaftliche Bedeutung der verschiedenen Zollverfahren (z.B. Veredelungen und Zolllager)
- Status und Vorteile des Authorized Economic Operator (AEO)
- Elektronische Zollabwicklung (ATLAS, NCTS, AES/ECS, AIS/ICS)
- Internationale Zolldokumente (Carnet TIR, Carnet A.T.A.)
- Exportabwicklung - Ausfuhr, Wiederausfuhr und passive Veredelung (inkl. vereinfachte Zollanmeldungen)
- Handelspolitische Maßnahmen - Exportkontrolle (internationale Exportregime, Embargos, Rüstungsgüter, Dual-Use-Waren, Terrorismusbekämpfung)
- Warenursprung und Präferenzen als Wettbewerbsvorteil (Ursprungszeugnisse, EUR.1, EUR-MED, A.TR., Ursprungserklärungen auf der Rechnung; Status des ermächtigten Ausführers, Lieferantenerklärungen)
- Der Zolltarif der EU als Kalkulationsinstrument - Elektronischer Zolltarif (EZT-Online)
- Umsatzsteuer im Binnenmarkt und Intrahandelsstatistik (IN-TRASTAT)
- Betriebsorganisation - Internal Compliance Program (ICP)

Teaching and learning method

Seminar

Literature (Excerpt)

- Witte/Wolfgang: Lehrbuch des Zollrechts der Europäischen Union, Verlag nwb Herne
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	<ul style="list-style-type: none">■ John/ von der Burg/Schnägelberger: 100 Antworten auf typische Fragen im Exportgeschäft, Bundesanzeiger Verlag Köln■ www.zoll.de und www.bafa.de
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none">■ 24 hrs. Lecture time■ 22 hrs. Lecture Preparation: Literature Study■ 35 hrs. Self-study/ Home-work■ 24 hrs. Exam preparation Total workload: 105 hours

 General Electives (without focus)

General Elective 4: Area Studies/Cross Cultural Management – Australasia – South Africa

Module number	22 or 23
Lecturer	Prof. Dr. Kai-Uwe Wellner
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Only in winter semester 2018/19 (in English)
Type of Examination	Written exam (90 min.) [50%] and written assignment and/or presentation [50%] Potential excursions/guest lectures/offsite can be made mandatory to join or requested to be compensated by an additional assignment which will be determined during the lecture each semester!
Prerequisites	None
Qualification targets	<p>The course will equip students with a solid knowledge base about the recent political and economic development in Australia, ASEAN and South Africa. One of the focus areas will be the treatment of the changing role of this region in the world economy during the globalization process in the last 2-3 decades. Another focus area is to gain insight into different intercultural aspects by doing business with different cultures. Practical case studies and group discussions will help the students to apply the learned knowledge in the future business practice in context with Australia, ASEAN and South Africa.</p> <p>On successful completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> ■ Understand the historical background and the current political and economic system of these regions ■ Understand the international positioning of these regions in a globalized business environment ■ Assess country specific opportunities and risks for international companies by doing business within these regions ■ Free Trade Areas: ASEAN, SADC, AUSTRALIA/EU ■ To work or conduct business with people from these regions and internationally ■ Wellner/Ritter Geographical Scheme
Module Content	<ul style="list-style-type: none"> ■ Introduction and historical background of the country ■ Modern ASEAN/SADC – the current political and economic system ■ International positioning of these economies in a globalised world trade ■ Focus on EU-ASEAN/Australia/SADC economic relationship ■ Competitive uniqueness of these regions

	<ul style="list-style-type: none">■ How international companies work in Australia/South Africa/ASEAN■ Communicating and negotiating■ Geographical analysis of economical regions■ Strategy and Theory for managing cultural differences
Teaching and learning method	Lecture, group works, presentations
Literature (Excerpt)	<ul style="list-style-type: none">■ Current articles/cases, will be announced during lecture■ M. Kutschker / S. Schmid (2010), Internationales Management 7. Auflage, Oldenbourg
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none">■ 30 hrs. Lecture time■ 50 hrs. Lecture preparation: Literature study■ 40 hrs. Self-study/Home-work■ 50 hrs. Group work/ Tutorials■ 20 hrs. Presentations■ 20 hrs. Exam preparation Total workload: 210 hrs/ 7 ECTS

General Electives (without focus)

General Elective 5: Business Intelligence Applications

Module number	22 or 23
Lecturer	Prof. Dr. Roland Zimmermann
Semester	6 or 7
Credit points	3.5
Total Workload	105
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Presentation (40%) and group report (60%)
Prerequisites	Completion of the courses Business Statistics and Informatics
Qualification targets	<p>This course presents an introduction to the concept of Business Intelligence (BI) which offers analytical insights into business processes. During the course details on methods, architectures and technologies related to topics such as Data Warehousing, Big Data Analytics and Information Design are discussed. The agenda consists of theoretical as well as practical sessions. Students will learn to apply BI theory using state-of-the-art Business Intelligence software (e.g. Microsoft's Power BI and related products). By the end of the course, students will be able to analyze and evaluate data sets with a BI software, create analytical applications that adhere to information design principles and present these in an engaging interactive style.</p> <p>English competence in the terminology of the subject.</p>
Module Content	Topics we will focus on include KPI design, Data Warehouse architectures, ETL (extract, transform load) processes, interactive report creation, and information design principles.
Teaching and learning method	Lectures, small group work, presentations
Literature (Excerpt)	Literature on DWH architectures such as Inmon, W.H. Building the Data Warehouse or Kimball, R. and M. Ross. The Data Warehouse Toolkit: The Complete Guide to Dimensional Modeling. Books on Information design from Edward Tufte, Stephen Few and others, tutorials on Power BI are available online.
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 20 hrs. Lecture time ■ 15 hrs. Lecture preparation: Literature study ■ 25 hrs. Self-study/Home-work ■ 30 hrs. Group work/ Tutorials ■ 15 hrs. Presentations <p>Total workload: 105 hrs/ 3.5 ECTS</p>

General Electives (without focus)

General Elective 6: Internationalization through Mergers & Acquisitions

Module number	22 or 23
Lecturer	Prof. Dr. Kai-Uwe Wellner
Semester	6 or 7
Credit points	7
Total Workload	210
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
Type of Examination	Written exam (90 min.) [100%] or written assignment or presentation [100%] Potential excursions/guest lectures/offsite can be made mandatory to join or requested to be compensated by an additional assignment which will be determined during the lecture each semester!
Prerequisites	None
Qualification targets	<p>The course will equip students with a solid knowledge base about the globalization through M&A. Students will evaluate and discuss cases on M&A. One of the focus areas will be the treatment of the changing role of international M&A in the world economy during the globalization process in the last 2-3 decades. Another focus area is to gain insight into different chances and risks and how to overcome these aspects of an M&A. Practical case studies and group discussions will help the students to apply the learned knowledge in the future business practice in context with M&A and Due Diligence and Evaluation of M&A targets and organising M&A's.</p> <p>On successful completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> ■ Understand the reasons for M&A ■ Different steps of co-operations ■ Understand the international positioning through M&A ■ Assess specific opportunities and risks for international companies by doing business through M&A ■ Due Diligence ■ Evaluation of companies ■ Synergies through Merger ■ To work or conduct M&A's with people/process/customer ■ Wellner M&A Scheme
Module Content	<ul style="list-style-type: none"> ■ I. Mergers & Acquisitions foundations: ■ Strategic considerations, international markets ■ Reasons for corporation acquisitions ■ Current market situation ■ Case study: Daimler Chrysler ■ II. Acquisition process approach: ■ Reasons for success/failure of M&A ■ Case study M&A: Helvetia National Suisse Insurance ■ III. 13:00 – 14:30 Overview Due Diligence:

	<ul style="list-style-type: none"> ■ Risks, chances and use of M&A ■ Overview Due Diligence ■ Schedule, process and types of Due Diligence ■ Data room ■ Financial business valuation ■ III. 15:00 – 16:00 New ways of Due Diligence ■ Criticism towards the classical M&A process ■ Soft facts of Due Diligence ■ Solutions for problems during the acquisition process ■ IV. Cases
Teaching and learning method	Lectures, group work, presentations
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Current articles/cases/books, will be announced during lecture ■ Wolfgang Becker und Patrick Ulrich: Mergers & Acquisitions im Mittelstand: Best Practices für den Akquisitionserfolg (Management und Controlling im Mittelstand) 2016 ■ Gerhard Picot: Handbuch Mergers & Acquisitions: Planung – Durchführung – Integration 2012 ■ Andrew Sherman: Mergers & Acquisitions from A to Z, 2018
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 30 hrs. Lecture time ■ 50 hrs. Lecture preparation: Literature study ■ 40 hrs. Self-study/Home-work ■ 50 hrs. Group work/ Tutorials ■ 20 hrs. Presentations ■ 20 hrs. Exam preparation <p>Total workload: 210 hrs/ 7 ECTS</p>

General Electives (without focus)

General Elective 7: Agile Transformation: Focus Design Thinking

Module number	22 or 23
Lecturer	Mr. Sebastian Gräber, Mr. Clemens Eckstein
Semester	6 or 7
Credit points	3.5
Total Workload	105
Module type	Elective
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Type of Examination	Presentation
Prerequisites	None
Qualification targets	Understand the why, how and what of agile and experience “Design Thinking” as a method to create customer centric innovations in a complex world.
Module Content	<ol style="list-style-type: none"> 1. What’s behind the buzzword “agile”? <ul style="list-style-type: none"> • Purpose & area of application • Learnings from the agile transformation at Consorsbank (BNP Paribas) 2. Understand Design Thinking <ul style="list-style-type: none"> • Overview • History • Scope/ Why • Understand the 3 principles & 6 phases of Design Thinking 3. Practical Exercise: Apply & Experience Design Thinking <ul style="list-style-type: none"> • From exploration to testing – “design think” your solution • Define the business model (Method Business Model Canvas) • Present your prototypes and pitch your business case
Teaching and learning method	Lecture & Workshop
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Michael Lewrick, Patrick Link: The Design Thinking Playbook ■ Schimedgen et Al.: Parts without a whole (Free Study)
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 18 hrs. Lecture time ■ 23 hrs. Lecture preparation: Literature study ■ 24 hrs. Self-study/Home-work ■ 30 hrs. Group work/ Tutorials ■ 10 hrs. Presentations <p>Total workload: 105 hrs/ 3.5 ECTS</p>

24. Module: Management

Module number	24 – Advanced Module
Course(s) in the module	<ul style="list-style-type: none"> ■ Strategic Management ■ International Management with Cases
Semester	6 and 7
Credit points	7
Total Workload	210 hours
Module Type	Compulsory
Type of Examination	<ul style="list-style-type: none"> ■ Strategic Management: written exam (60 min.) [75% of total grade] plus presentation [25% of total grade]. Both assessments have to be passed successfully in the same semester. Potential excursions/guest lectures/offsite can be made mandatory to join or requested to be compensated by an additional assignment which will be determined during the lecture each semester! ■ International Management with Cases: written exam (60 min.) <p>Both courses of the module have to be taken and passed in the same semester.</p>

24.1 Course: Strategic Management

Lecturer	Prof. Dr. Naiming Wei
Semester	7
Total Workload	120 hours
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Prerequisites	After successful completion of the course “Foundations of Business Administration”
Qualification targets	<p>This is an advanced course aimed at bachelor students in their semesters 4-7. The course builds on, and extends, concepts experienced in “Foundations of Business Administration”. The four pillars of general management (planning, organizing, leading and controlling) will be revisited. Links will be introduced from these four pillars to strategic choices and made apparent through cases.</p> <ul style="list-style-type: none"> ■ By the end of the course the student will have grasped how to develop a strategy. This development process uses an integrated planning and control system. The system affects and steers an organization, both at the strategic and operative levels. ■ Additionally, the student will have gained knowledge of how strategy is formulated in the opposite way to the planning

	<p>approach of the point above. Here strategy will be seen as a craft arising out of incremental experiments.</p> <ul style="list-style-type: none"> ■ The course will reach its culmination when the student grasps the logic involved in the learning organization, the currently accepted most modern form of management. <p>English competence in the terminology of the subject.</p>
Module Content	<ul style="list-style-type: none"> ■ What is Strategic Management –definition and basics ■ Why Strategic Management - conceptual framework ■ Normative, strategic and operative management ■ Strategic analysis external view ■ Strategic analysis internal view ■ Strategic formulation at business level ■ Strategic formulation at corporate level ■ Strategic implementation ■ System and structure in context to strategic management ■ Selected specific strategic topics (innovation, internationalization...)
Teaching and learning method	Lecture, presentations, guest lectures
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Script and handouts, plus current articles as well as current Management Magazines ■ Johnson, G. /Scholes, K./Whittington, R.: Exploring Corporate Strategy, Text & Cases, 7th edition, Pearson / Prentice Hall ■ Hungenberg, G. /Scholes, K./Whittington, R.: Exploring Corporate Strategy, Text & Cases, 7th edition, Pearson / Prentice Hall ■ Müller-Stewens, G./ Lechner, Ch.: Strategisches Management, 4. Auflage, 2011, Schäffer-Poeschel Verlag Stuttgart ■ Grant, R.M.: Contemporary Strategy Analysis, 7th edition, Blackwell Publishing ■ Steinmann, H. / Schreyögg, G. / Koch, J.: Management, 7. Auflage, Gabler Verlag Wiesbaden
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 10 hrs. Lecture Preparation: Literature Study ■ 15 hrs. Self-study/ Home-work ■ 25 hrs. Presentations ■ 25 hrs. Exam preparation <p>Total workload: 120 hours</p>

24.2 Course: International Management with Cases

Lecturer	Prof. Dr. Helen Rogers
Semester	7
Total Workload	90 hours
Duration	One semester
Language and frequency	Winter semester (in English) ☒ Summer semester (in English) ☒
Prerequisites	None
Qualification targets	The course will equip the student to master the core principles that underlie the operations of multinational corporations (MNC) trading throughout our increasingly interdependent and interconnected world. By the use of cases, students will be able to evaluate aspects of managing international businesses and identify adequate solutions to typical international business

	problems. The wide reaching effects of globalization will be investigated via practical cases.
	English competence in the terminology of the subject.
Module Content	<ul style="list-style-type: none"> ■ Management in the MNC, globalization, differing environments, transnational strategy and economic integration. ■ A basis for assessing the beneficial or the opposite effects of MNC countries on developing economies. ■ Additionally the topics of ethics and culture will emphasize the human element in the international management.
Teaching and learning method	Lecture and group work
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Hill, C. International Business ■ Daniels, J.D. et al.: <i>International Business</i>
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 23 hrs. Lecture time ■ 12 hrs. Lecture Preparation: Literature Study ■ 15 hrs. Self-study/ Home-work ■ 10 hrs. Group work/ Tutorials ■ 20 hrs. Presentations ■ 10 hrs. Exam preparation <p>Total workload: 90 hours</p>

25. Module: Project Work

Module number	25 – Advanced Module
Lecturer	Prof. Dr. Birgit Eitel, Prof. Dr. Werner Fees, Prof. Dr. Helen Rogers, Prof. Dr. Naiming Wei, Prof. Dr. Kai-Uwe Wellner
Semester	6
Credit points	6
Total Workload	180 hours
Module type	Compulsory
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Type of Examination	Presentation (30-45 min.) [40%] and written assignment (report) [60%] – Attendance and participation in presentation/field trip is mandatory
Prerequisites	Basic knowledge of German language as some presentations can be made in German.
Qualification targets	Ability to apply theoretical knowledge to a business idea, a real project or a business plan. Learning and improving teamwork. English competence in the terminology of the subject.
Module Content	Students must develop and carry out an independent project/entrepreneurship. This project can consist of a business plan, an event or an applied research project. Project details will be given by lecturer at the beginning of the course.
Teaching and learning method	Group work, team work and coaching of the group by the lecturer, presentations of ideas, draft and final report. Guest lectures, Field Trip etc. Some guest presentations can be in German.
Literature (Excerpt)	<ul style="list-style-type: none"> ■ Evans, V. (2011) Essential Guide to Writing a Business Plan, London: Financial Times ■ Stutely, R. (2006) The Definitive Business Plan, London: Prentice Hall
Workload in full hours (= 60 minutes)	<ul style="list-style-type: none"> ■ 45 hrs. Lecture time ■ 30 hrs. Lecture preparation: Literature study ■ 20 hrs. Self-study/Home-work ■ 50 hrs. Group work/ Tutorials ■ 35 hrs. Presentations Total workload: 180 hrs/ 6 ECTS

26. Module: Bachelor's Thesis

Module number	26 – Advanced Module
Course(s) in the module	<ul style="list-style-type: none"> ■ Bachelor Thesis ■ Bachelor Seminar
Semester	7
Credit points	12+1
Total Workload	360 hours
Module Type	Compulsory
Type of Examination	<ul style="list-style-type: none"> ■ Bachelor Thesis: Thesis ■ Bachelor Seminar: Presentation; graded on a pass/fail scale – Attendance mandatory

26.1: Bachelor Thesis

Lecturer	All professors of the IB degree program
Semester	7
Total Workload	360 hours
Duration	One semester (max. 5 months)
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Prerequisites	At least 140 ECTS and completion of internship (practical part)
Mode of presentation	Written, two copies plus CD
Qualification targets	<p>Managing a larger scale topic (at least 40-50 pages) on a scientific and conceptual level.</p> <ul style="list-style-type: none"> ■ Further specialization in the student's chosen focus area ■ Management of extensive literature and internet searches as well as proper handling of secondary data ■ Utilizing previously acquired knowledge <p>The thesis should show that the student is able to work independently on a problem from the subject areas of the degree program using academic methods. The problem should be systematically presented and developed, if possible solutions provided. Independent research is expected to show how to relate and apply current academic understanding to a practical or academic issue.</p>
Module Content	<ul style="list-style-type: none"> ■ Dealing with an academic subject ■ Compiling a thesis
Teaching and learning method	Not applicable
Literature (Excerpt)	Literature depends on topic chosen. However it should be a combination of standard literature and current scientific papers.

26.2 Course: Bachelor Seminar

Lecturer	Professor who supervises the thesis
Semester	7
Total Workload	30 hours
Duration	One semester
Language and frequency	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
Prerequisites	During compilation of thesis
Qualification targets	Students should present and defend the thesis in a logical manner while critically evaluating own achievements.
Module Content	Individual assistance of student as well as group meetings.
Teaching and learning method	Presenting and defending one's thesis, discussions
Literature (Excerpt)	Not applicable
