

## Module Catalogue



## Bachelor in International Business Summer Semester 2025

Technische Hochschule Nürnberg Georg Simon Ohm  
Bahnhofstraße 87, D-90402 Nürnberg  
Phone: +49-(0)911-5880-2888  
ib-bachelor-ib@th-nuernberg.de  
[www.th-nuernberg.de/ib](http://www.th-nuernberg.de/ib)

Updated: 24 February 2025

## Table of Contents

<b>1. Module: Business Mathematics.....</b>	<b>1</b>
<b>2. Module: Foundations of Business Administration .....</b>	<b>3</b>
<b>3. Module: Financial Accounting .....</b>	<b>5</b>
<b>4. Module: Cost Accounting .....</b>	<b>7</b>
<b>5. Module: Statistics.....</b>	<b>8</b>
<b>6. Module: Informatics .....</b>	<b>10</b>
<b>7. Module: Business Law.....</b>	<b>12</b>
<b>8. Module: Basic Study Techniques .....</b>	<b>14</b>
8.1 Course: Presentation and Communication Techniques .....	14
8.2 Course: Scientific Methods and Research .....	15
<b>9. Module: Business Language I .....</b>	<b>17</b>
9.1 Course: Business Language Ia (English – for non-native English speakers) .....	17
9.2 Course: Business Language Ib (English – for non-native English speakers).....	18
<b>10. Module: Business Language II.....</b>	<b>20</b>
10.1 Course: Business Language IIa (French & Spanish; German for international students) .....	20
10.2 Course: Business Language IIb (French & Spanish; German for international students) .....	21
10.3 Course: Intercultural Communication .....	22
<b>11. Module: Study Abroad .....</b>	<b>23</b>
11.1 Courses: Business Electives Abroad.....	23
11.2 Courses: General Electives Abroad.....	23
<b>12. Module: Internship .....</b>	<b>25</b>
12.1 Internship .....	25
12.2 Course: Internship Seminar .....	26
<b>13. Module: Economics I.....</b>	<b>27</b>
<b>14. Module: Economics II.....</b>	<b>29</b>
<b>15. Module: Operations and Environmental Management.....</b>	<b>31</b>
15.1 Course: Operations Management .....	31
15.2 Course: Environmental Management in Business.....	32
<b>16. Module: Marketing.....</b>	<b>34</b>
<b>17. Module: Personnel Management .....</b>	<b>36</b>
<b>18. Module: Finance, Investment and Capital Budgeting.....</b>	<b>38</b>

<b>19. Module: International Business Law .....</b>	<b>40</b>
<b>20. Module: International Business Administration I .....</b>	<b>42</b>
20.1 Course: International Financial Management .....	42
20.2 Course: International Accounting and Taxation .....	43
<b>21. Module: International Business Administration II .....</b>	<b>45</b>
21.1 Course: International Business Ethics.....	45
21.2 Course: Case Studies in International Business .....	46
<b>22. Module: Focus Electives I .....</b>	<b>48</b>
<b>23. Module: Focus Electives II .....</b>	<b>49</b>
<b>Career Focus – Digital Business .....</b>	<b>50</b>
Focus Elective 1: Business Intelligence Applications .....	50
Focus Elective 2: Digital Industry Services: Business Models, Marketing and Sales.....	52
Focus Elective 3: Future Trends in International Business .....	54
Focus Elective 4: Management Challenges in the Global Digital Economy .....	56
<b>Career Focus – Finance .....</b>	<b>58</b>
Focus Elective 1: Corporate Finance.....	58
Focus Elective 2: Finanzen I .....	60
<b>Career Focus – Human Resources Management .....</b>	<b>62</b>
Focus Elective 1: Handlungsfelder des Personalmanagements .....	62
Focus Elective 2: Angewandte Personalführung und -entwicklung .....	64
<b>Career Focus – International Economics .....</b>	<b>66</b>
Focus Elective 1: Energy and Development.....	66
Focus Elective 2: Principles of International Economics.....	68
Focus Elective 3: The Economics of Global Environmental Challenges .....	70
<b>Career Focus – Marketing .....</b>	<b>72</b>
Focus Elective 1: Customer Experience Management .....	72
Focus Elective 2: International Pricing and Consumer Behavior .....	76
Focus Elective 3: Design Thinking .....	79
Focus Elective 4: Lean Startup .....	81
<b>Career Focus – Operations Management/ Logistics .....</b>	<b>83</b>
Focus Elective 1: Distribution und Supply Chain Management .....	83
Focus Elective 2: Einkauf und Supply Management .....	86
Focus Elective 3: Enterprise Resource Planning .....	88
<b>Career Focus – Sustainability .....</b>	<b>90</b>
Focus Elective 1: Sustainable Transition Management – Innovation and New Business Models .....	90
Focus Elective 2: Sustainable Business Management – Challenges, .....	92

---

Regulation and Approaches.....	92
Focus Elective 3: Nachhaltige Wirtschaftspolitik (Sustainable Public Policy) .....	94
<b>General Electives (without focus).....</b>	<b>96</b>
General Elective 1: Außenwirtschaft II – World Trade and Global Markets.....	96
General Elective 2: Area Study – Doing Business in China.....	98
General Elective 3: Internationalization through Mergers & Acquisitions.....	100
General Elective 4: Logistics and Supply Chain Management .....	102
<b>24. Module: Management .....</b>	<b>104</b>
24.1 Course: Strategic Management .....	104
24.2 Course: International Management with Cases .....	106
<b>25. Module: Project Work.....</b>	<b>108</b>
<b>26. Module: Bachelor's Thesis .....</b>	<b>110</b>
26.1: Bachelor Thesis.....	110
26.2 Course: Bachelor Seminar .....	111

## 1. Module: Business Mathematics

<b>Module number</b>	1 – Basic Module
<b>Lecturer</b>	Prof. Dr. Felix Streitferdt
<b>Integration in curriculum</b>	Semester 1
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.), 100%
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students can formulate mathematically economic problems out of the subjects mentioned below and analyse them</li> <li>■ Students can select the appropriate technique for solving mathematical problems out of the subjects mentioned below</li> <li>■ Students are able to solve mathematical problems applying standard calculus</li> <li>■ Students can interpret their results and explain them to others</li> <li>■ Students are able to organise and to process data for mathematical analysis</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ <b>Basics:</b> Summation and product sign, powers, roots, and logarithms, Equations and inequalities</li> <li>■ <b>Linear Algebra:</b> Matrices and operations with matrices, solving linear equation systems, the Gauss algorithm, solvability of linear equation system</li> <li>■ <b>Linear Optimization:</b> Linear optimization problems, graphic solution to a linear optimization problem, the simplex algorithm</li> <li>■ <b>Functions:</b> Important function types, linear functions, exponential functions, logarithmic functions, derivatives, derivatives of functions with one variable, derivatives of functions with multiple variables</li> <li>■ <b>Extreme values of functions:</b> Extreme values of functions with one variable, extreme values of functions with two variables, extreme values of functions with constraints using the Lagrange approach</li> <li>■ <b>Integral calculus:</b> Interpretation of the integral as number and area, calculation of an integral</li> <li>■ <b>Financial Mathematics:</b> Interest calculation, interest calculation for periods of less than one year, calculation of compound interest, present value and final value, annuity calculation</li> </ul>

<b>Teaching and learning method</b>	Just in time teaching (flipped class room), tutorial, exercise sheets.
<b>Module compatibility</b>	Including useful interfaces with all modules that use mathematical tools for analysing economic problems.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Sydsaeter, K. and Hammond, P. (2016) Essential Mathematics for Economic Analysis, Pearson.</li> <li>■ Chiang, A.C. and Wainwright, K. (2005) Fundamental Methods of Mathematical Economics, McGraw Hill.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 24 hrs. Preparations of classes, mandatory reading</li> <li>■ 12 hrs. Post processing of the lecture</li> <li>■ 24 hrs. Tutorials</li> <li>■ 42 hrs. Preparation for exam</li> </ul> <p>Total workload: 150 hours/ 5 ECTS</p>

## 2. Module: Foundations of Business Administration

<b>Module number</b>	2 – Basic Module
<b>Lecturer</b>	Prof. Dr. Naiming Wei, Prof. Dr. Kai-Uwe Wellner
<b>Integration in curriculum</b>	Semester 1
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.) [90%] and group presentation (15 minutes) [10%]. Both parts have to be passed successfully in the same semester.
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>This is an introduction course for bachelor students in the first semester. The course provides the first-year-students with an overall understanding and a comprehensive overview about the most relevant subjects of Business Administration.</p> <p>After successfully completion of this course, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Understand the basic market mechanism in a free social market economy environment</li> <li>■ Knowledge about the basic principles of a business organisation, as well as the different approaches regarding the overriding purposes of doing business</li> <li>■ Explain relevant constitutional issues from the foundation to liquidation of a company</li> <li>■ Outline company general management processes, including normative, strategic and operative management</li> <li>■ Gaining insights into major core business functions such as sales &amp; marketing, R&amp;D and operations, as well as supporting functions like HR-management and finance/controlling</li> <li>■ Ability to gain a deeper understanding into a specific business issue by self-directed research / self-study from the basic principles learned in the class</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>

<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Basics of an economy (demand &amp; supply, principles of market economy, types of economic systems)</li> <li>■ Basics of business (what is business, major performance indicators)</li> <li>■ Constitutional business decisions (legal forms, location selection, co-operation between companies, liquidation of companies)</li> <li>■ Normative management (mission &amp; vision, business ethics and CSR)</li> <li>■ Strategic and operative management</li> <li>■ Organisational structure</li> <li>■ Human resource management and leadership</li> <li>■ Sales and marketing</li> <li>■ Operations (R&amp;D, production, quality, purchasing, logistics)</li> <li>■ Finance and controlling</li> </ul>
<b>Teaching and learning method</b>	Lecture, Exercise, Case study and group work/presentation
<b>Module compatibility</b>	Interfaces to all upcoming lectures in the following semesters including Economics, Strategic Management, Marketing, Operations Management, Supply Chain Management, HR-Management and Finance, etc.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Griffin, R.J. &amp; Ebert, R.W. (2006) Business, Pearson.</li> <li>■ Wöhe, G. and Döring, U. (2010) Einführung in die allgemeine Betriebswirtschaftslehre, Gabler Verlag</li> </ul> <p><u>Further reading/alternatives:</u></p> <ul style="list-style-type: none"> <li>■ Kotler, P &amp; Keller, K, (2011) Marketing Management, Pearson.</li> <li>■ Hungenberg H. (2012), Strategisches Management in Unternehmen, Gabler Verlag</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 25 hrs. Lecture preparation: Literature study</li> <li>■ 20 hrs. Self-study/Homework</li> <li>■ 20 hrs. Group work/Tutorials</li> <li>■ 40 hrs. Exam preparations</li> </ul> <p>Total workload: 150 hours/ 5 ECTS</p>



### 3. Module: Financial Accounting

<b>Module number</b>	3 – Basic Module
<b>Lecturer</b>	Prof. Dr. Michael Maier
<b>Integration in curriculum</b>	Semester 1
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.) 100%
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After successful completion of this module, students will be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Understand why accounting in general and financial accounting in particular are important</li> <li>■ Record business transactions and understand their impact on the accounting equation</li> <li>■ Understand concepts and principles of accrual basis accounting</li> <li>■ Prepare different financial statements (balance sheet, income statement, statement of cash flows)</li> <li>■ Record merchandise operations and inventory</li> <li>■ Record receivables, plant assets, natural resources, intangibles and current liabilities</li> <li>■ Understand principles of financial statement analysis</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Accounting and the business environment</li> <li>■ Recording business transactions</li> <li>■ The adjusting process</li> <li>■ Completing the accounting cycle</li> <li>■ Merchandising operations and inventory</li> <li>■ Receivables</li> <li>■ Plant assets, natural resources, and intangibles</li> <li>■ Current and long-term liabilities</li> <li>■ Financial statement analysis</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, class room discussions, case studies, exercise sheets
<b>Module compatibility</b>	Including useful interfaces with Cost Accounting, Finance, Investment and Capital Budgeting, Bachelor Thesis (if written about an accounting / a controlling topic subject)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Miller-Nobles, T., Mattison, B. and Matsumara, E. (2015) Horngren's Accounting – The Managerial Chapters, Pearson.</li> </ul>

---

**Workload in full hours (= 60 minutes)**

- 45 hrs. Lecture time
  - 18 hrs. Lecture preparation: Literature study
  - 37 hrs. Self-study/Homework
  - 9 hrs. Group work/Tutorials
  - 8 hrs. Presentations
  - 33 hrs. Exam preparations
- Total workload: 150 hours/ 5 ECTS
-

## 4. Module: Cost Accounting

<b>Module number</b>	4 – Basic Module
<b>Lecturer</b>	Prof. Dr. Michael Maier
<b>Integration in curriculum</b>	Semester 2
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Method of examination and grading procedure</b>	Written exam (90 min.) 100%
<b>Prerequisites</b>	Recommended course: Financial Accounting (balance sheet, income statement, accounting equation, record journal entries)
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students will be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Understand why managerial accounting is important</li> <li>■ Classifying costs</li> <li>■ Prepare an income statement</li> <li>■ Calculate and use job order costs and process costs</li> <li>■ Apply cost-volume-profit analysis to make business decisions</li> <li>■ Prepare master budgets and flexible budgets</li> <li>■ Compute standard cost variances</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Introduction to managerial accounting</li> <li>■ Job order costing</li> <li>■ Process costing</li> <li>■ Cost-volume-profit analysis</li> <li>■ Master budgets</li> <li>■ Flexible budgets and standard costing</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, class room discussions, case studies, exercise sheets
<b>Module compatibility</b>	Including useful interfaces with Financial Accounting, Finance, Investment and Capital Budgeting, Bachelor Thesis (if written about an accounting / a controlling topic subject)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Miller-Nobles, T., Mattison, B. and Matsumara, E. (2015) Horngren's Accounting – The Managerial Chapters, Pearson.</li> <li>■ Datar, S. and Rajan, M. (2018) Horngren's Cost Accounting – A Managerial Emphasis, Pearson.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 21 hrs. Lecture preparation: Literature study</li> <li>■ 28 hrs. Self-study/Homework</li> <li>■ 14 hrs. Group work/Tutorials</li> <li>■ 42 hrs. Exam preparations</li> </ul> <p>Total workload: 150 hours/ 5 ECTS</p>

## 5. Module: Statistics

<b>Module number</b>	5 – Basic Module
<b>Lecturer</b>	Mr. Axel Kabisch
<b>Integration in curriculum</b>	Semester 2
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.) 100%
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After successful completion of this module, students will be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Understanding and explaining the basic concepts and techniques of statistical analysis (descriptive, probability, inference).</li> <li>■ Gaining comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> <li>■ Applying statistical knowledge to business and economic problems through identification of analytical questions and selection of appropriate statistical methods.</li> <li>■ Evaluating and interpreting results of statistical calculations.</li> <li>■ Generating statistical hypotheses and conducting tests including evaluation of test results.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Data collection and processing, frequency tables, charts, calculation and interpretation of averages and measures of dispersion</li> <li>■ Indices; simple regression and correlation analysis</li> <li>■ Time series analysis and forecasting techniques</li> <li>■ Probability theory and probability calculations</li> <li>■ Sampling and sampling distributions, confidence intervals, required sample size, test of mean and proportion, type I and type II errors</li> </ul>
<b>Teaching and learning method</b>	Lecture, tutorials and group work
<b>Module compatibility</b>	This module benefits from knowledge gained in Business Mathematics.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Newbold, P. (1995) Statistics for Business and Economics, Prentice-Hall.</li> <li>■ McClave, J. T., Benson, P. G. and Sincich, T. (2014) Statistics for Business and Economics, Pearson.</li> <li>■ Wonnacott, T. H. and Wonnacott, R. J. (1990) Introductory Statistics for Business and Economics, Wiley.</li> <li>■ Feller, W. (2008) An Introduction to Probability Theory and its - Applications Volume I and II, Wiley.</li> </ul>

---

**Workload in full hours (= 60 minutes)**

- 45 hrs. Lecture time
  - 15 hrs. Lecture preparation: Literature study
  - 60 hrs. Self-study/Homework
  - 39 hrs. Exam preparations
- Total workload: 150 hours/ 5 ECTS
-

## 6. Module: Informatics

<b>Module number</b>	6 – Basic Module
<b>Lecturer</b>	Prof. Dr. Bahlinger, Prof. Dr. Zimmermann, Prof. Dr. Mammen
<b>Integration in curriculum</b>	Semester 1 or 2
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑ (Every semester, will be taught in groups)
<b>Method of examination and grading procedure</b>	Written exam (90 min.) 100%
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Students learn methods to analyse important topics and fields of action in the context of digitalisation and digital transformation. This enables students to understand and assess the potentials, challenges and risks of digital transformation for companies when creating information systems.</p> <p>Students can:</p> <ul style="list-style-type: none"> <li>■ differentiate and explain different views on the topic of digital transformation and information system implementation</li> <li>■ explain and categorise technologies in the context of digital transformation</li> <li>■ distinguish, explain and classify the most important operational information systems at operational, tactical and strategic level, as well as basic and cross-sectional systems</li> <li>■ explain and categorise integrated information systems at both internal and inter-company levels</li> <li>■ develop data models and create queries to retrieve data from databases</li> <li>■ understand, explain and apply basic principles of programming with the help of a programming language</li> <li>■ understand, explain and design business processes and transfer qualitative activity descriptions (text-based) into digitalized process models, with the help of a dedicated software</li> <li>■ recognise the need for data security and compare different approaches for secure data encryption</li> <li>■ use software tools to perform typical tasks of a student and business professional: <ul style="list-style-type: none"> <li>▪ developing spreadsheet calculation schemes and calculating business figures</li> <li>▪ preparing business presentations</li> <li>▪ writing and formatting large papers</li> <li>▪ building relational databases</li> </ul> </li> <li>■ acquire comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>

	Following successful completion of the course, students will be able to independently examine the main opportunities, risks and implications of selected topics and fields of action of digital transformation for companies and evaluate their consequences in order to generate options and approaches for valuable solutions in the context of digital transformation.
<b>Module Content</b>	<p>Information Technology and Information Systems:</p> <ul style="list-style-type: none"> <li>■ Computer and operating systems</li> <li>■ Networks and mobile computing</li> <li>■ Data representation and data management</li> <li>■ Data security and data encryption</li> <li>■ Information systems and electronic business</li> <li>■ Enterprise software</li> <li>■ Modelling and development methods <ul style="list-style-type: none"> <li>▪ Data modelling</li> <li>▪ Process modelling</li> </ul> </li> <li>■ Relational Databases</li> <li>■ Building queries with SQL</li> <li>■ Basic programming principles</li> <li>■ Programming language</li> </ul> <p>Software tools:</p> <ul style="list-style-type: none"> <li>■ Microsoft Office (Word, Excel, Powerpoint, Access)</li> <li>■ ARIS Express</li> <li>■ JavaScript</li> </ul>
<b>Teaching and learning method</b>	Lecture, Blended Learning, Exercises
<b>Module compatibility</b>	Basic knowledge about information systems, especially designing and applications, is required in all fields of business administration, e.g. <i>Marketing, Personnel Management, Financial Accounting and Finance, Investment and Capital Budgeting (mandatory)</i> , electives in the field of Logistics, etc.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Kroenke, D. M. and Boyle, R. J. (2019) Using MIS, Pearson.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 36 hrs. Lecture preparation: Literature study</li> <li>■ 50 hrs. Self-study/Homework</li> <li>■ 20 hrs. Exam preparations</li> </ul> <p>Total workload: 150 hours/ 5 ECTS</p>

## 7. Module: Business Law

<b>Module number</b>	7 – Basic Module
<b>Lecturer</b>	Prof. Dr. jur. Renate Isabel Schüller
<b>Integration in curriculum</b>	Semester 1 or 2
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒ (Every semester, will be taught in groups)
<b>Method of examination and grading procedure</b>	Seminar Paper
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students will be able to demonstrate the following competencies:</p> <p>International Private Law (basics):</p> <ul style="list-style-type: none"> <li>■ Distinguishing between the four major legal systems of the world: civil law, common law, customary law and religious law.</li> <li>■ Being aware of the Conflict of Laws problems facing international corporations and recalling the main steps to determine the applicable of National Law according to the principles of International Private Law.</li> </ul> <p>German Law:</p> <ul style="list-style-type: none"> <li>■ Applying scientific legal method and reasoning</li> <li>■ Ascertaining the legal basis of a claim</li> <li>■ Examining the prerequisites of the basis of a claim</li> <li>■ Recognising and explaining subject-specific legal issues</li> <li>■ Preparing a simplified solution to legal cases</li> <li>■ Setting up and structuring a legal contract</li> <li>■ Recognising legal obstacles to the effective conclusion of contracts</li> <li>■ Explaining and applying legal remedies in an irregular performance situation such as delay of the debtor or quality defects</li> <li>■ Discussing the topics in English with correct application of subject-specific terminologies.</li> </ul>



<b>Module Content</b>	<p>The course covers the following:</p> <p>International Private Law (basics):</p> <ul style="list-style-type: none"> <li>■ Sources of Law: Legal systems of the world</li> <li>■ Basics of Private International Law (Conflict of Laws).</li> </ul> <p>German Law:</p> <ul style="list-style-type: none"> <li>■ Conclusion of contracts.</li> <li>■ Principle of Abstraction.</li> <li>■ Consumer protection</li> <li>■ Rescission of contracts.</li> <li>■ Revocation of contracts.</li> <li>■ Representation / representation of merchants.</li> <li>■ Basics of property law.</li> <li>■ Delay of delivery.</li> <li>■ Defect as to quality.</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, class room discussions, case studies, additional tutorial (2 SWS) with assignments (cases)
<b>Module compatibility</b>	Including useful interfaces with Basic Study Techniques / Scientific Method and Research (Mandatory), Operations Management (Mandatory), Personnel Management (Mandatory), International Business Law (Mandatory), Bachelor Thesis (if written about a legal topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ An approx. 80-page script is available on the university's intranet (with special remarks for further readings).</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 19 hrs. Lecture preparation: Literature study</li> <li>■ 24 hrs. Self-study/Homework</li> <li>■ 42 hrs. Group work/ Tutorials</li> <li>■ 20 hrs. Exam preparations</li> </ul> <p>Total workload: 150 hours/ 5 ECTS</p>

## 8. Module: Basic Study Techniques

<b>Module number</b>	8 – Basic Module
<b>Module coordinator</b>	Prof. Dr. Volker Bilgram
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ Presentation and Communication Techniques</li> <li>■ Scientific Methods and Research</li> </ul>
<b>Integration in curriculum</b>	Semester 1
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	<p>In total 100 points:</p> <ul style="list-style-type: none"> <li>■ <b>Presentation and Communication Techniques:</b> Presentation of about 10 min. (30 points of total grade – a minimum of 20 points is required for passing this course)</li> <li>■ <b>Scientific Methods and Research:</b> 2 written assignments: Essay plan and academic essay (70 points of total grade – a minimum of 35 points is required for passing this course)</li> </ul> <p>Both courses have to be taken and passed in the same semester. The grade will be shown on the 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

<b>Lecturer</b>	Prof. Dr. Volker Bilgram, Mrs. Franziska Altendorf, Mr. Jan Joosten
<b>Total Workload</b>	75 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<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>Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</p>

<b>Module Content</b>	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 strengths and of appropriate verbal and nonverbal communication. Improving self-awareness, increasing confidence and decreasing insecurity and nervousness; rules of feedback.
<b>Teaching and learning method</b>	Seminar with focus on presentations and communication techniques
<b>Module compatibility</b>	This module is an important foundation for Project Work, the Internship Report and Final Dissertation.
<b>Literature excerpt)</b>	<ul style="list-style-type: none"> <li>■ Tuhovsky, I. (2015) Communication Skills Training, Wendell Wadsworth.</li> <li>■ Ledden, E. (2017) The Presentation Book: How to create it, Shape it and deliver it, Pearson Business.</li> <li>■ Duarte, N. (2012) HBR Guide to Persuasive Presentations (HBR Guide Series), Harvard Business Press</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 23 hrs. Seminar time</li> <li>■ 5 hrs. Seminar preparation: Literature study</li> <li>■ 7 hrs. Self-study/ Homework</li> <li>■ 28 hrs. Group works/ Tutorials</li> <li>■ 12 hrs. Presentations</li> </ul> Total workload: 75 hours

## 8.2 Course: Scientific Methods and Research

<b>Lecturer</b>	Prof. Dr. Volker Bilgram, Mrs. Franziska Altendorf, Mr. Jan Joosten
<b>Total Workload</b>	75 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>The purpose of this course is for students to firstly gain experience in academic writing and secondly how to use academic research methods such as questionnaires and case studies. Other specific skills acquired during this course are understanding how to structure research objectives, how to approach course assignments and how to interpret and present data.</p> <p>The aim is to ensure students are prepared for their upcoming internship reports and understand what is expected for their final Bachelor Thesis.</p> <p>Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</p>

<b>Module Content</b>	<p>Topics covered include understanding the writing process, undertaking a literature review, constructing research questions, learning the value of good data visualisation, how to reference existing work, avoiding plagiarism, formulating questionnaires and designing case studies.</p> <p>The Harvard method of referencing is adopted.</p>
<b>Teaching and learning method</b>	Lectures, group work and class discussion.
<b>Module compatibility</b>	This module is an important foundation for writing reports, case studies and in particular to prepare for writing the Internship report and final dissertation.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Alvesson, M. and Sandberg, J. (2013) Constructing Research Questions, Sage.</li> <li>■ Bailey, S. (2011) Academic Writing: A Handbook for International Students, Routledge.</li> <li>■ Ghauri, P. and Gronhaug, K. (2010) Research Methods in Business Studies, FT Prentice Hall.</li> <li>■ Yin, R. (2008) Case Study Research: Design and Methods, Sage.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 20 hrs. Seminar time</li> <li>■ 18 hrs. Seminar preparation: Literature study</li> <li>■ 32 hrs. Self-study/ Homework</li> <li>■ 5 hrs. Group work/ Tutorials</li> </ul> <p>Total workload: 75 hours</p>

## 9. Module: Business Language I

<b>Module number</b>	9 – Basic Module
<b>Module coordinator</b>	Ms. Anne Vizethum, Ms. Crystal Rose-Wainstock
<b>Course(s) in the module</b>	<div>■ Business Language Ia</div> <div>■ Business language Ib</div>
<b>Integration in curriculum</b>	Semester 1 and 2
<b>Credit points</b>	4+4
<b>Total Workload</b>	260 hours
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	Written exam each (90 min.)

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

<b>Lecturer</b>	Ms. Anne Vizethum, Ms. Crystal Rose-Wainstock
<b>Semester</b>	1
<b>Total Workload</b>	123 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Prerequisites</b>	Advanced knowledge in English, at least B2-level
<b>Learning objectives and skills</b>	Giving an effective presentation, writing job applications, developing communication and writing skills while becoming more fluent and confident in using the language of business.
<b>Module Content</b>	<p><b>Ms. Vizethum:</b> This two-semester course has been carefully designed and tailored for students attending the International Business English course. It focuses on specialized business language, developed through a range of reading and listening activities, with extensive opportunities to apply the newly acquired language in group discussions and written assignments. Additionally, the course emphasizes the development of essential communication skills, such as pitching ideas, delivering engaging presentations, conducting effective meetings, and mediating conflicts, all of which will be actively practiced throughout the Winter and Summer semesters.</p> <p><b>Ms. Rose-Wainstock:</b> 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 IB students with general presentation and group communication skills to support their confidence in presenting in front of an audience while gaining</p>

	mastery of the English language and improving verbal and non-verbal skills.
<b>Teaching and learning method</b>	Instruction, presentations and group work
<b>Module compatibility</b>	Interfaces exist with almost all English-taught modules of this degree program which benefit from the business/economic terms and vocabulary taught in this module, as well as from presenting topics in English before an audience.
<b>Literature (excerpt)</b>	<b>Ms. Vizethum:</b> Business Partner C1 and materials on Moodle.  <b>Ms. Rose-Wainstock:</b> Course materials available on Moodle
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 15 hrs. Self-study/ Homework</li> <li>■ 20 hrs. Group works/ Tutorials</li> <li>■ 20 hrs. Presentations</li> <li>■ 20 hrs. Exam preparation</li> </ul> Total workload: 123 hours

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

<b>Lecturer</b>	Ms. Anne Vizethum, Ms. Crystal Rose-Wainstock
<b>Semester</b>	2
<b>Total Workload</b>	123 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Prerequisites</b>	Successful completion of English part I
<b>Learning objectives and skills</b>	Giving an effective presentation, writing job applications, developing communication and writing skills while becoming more fluent and confident in using the language of business.
<b>Module Content</b>	<p><b>Ms. Vizethum:</b> This two-semester course has been carefully designed and tailored for students attending the International Business English course. It focuses on specialized business language, developed through a range of reading and listening activities, with extensive opportunities to apply the newly acquired language in group discussions and written assignments. Additionally, the course emphasizes the development of essential communication skills, such as pitching ideas, delivering engaging presentations, conducting effective meetings, and mediating conflicts, all of which will be actively practiced throughout the Winter and Summer semesters.</p> <p><b>Ms. Rose-Wainstock:</b> This course equips students with the essential skills and strategies for effective public speaking and group communication in professional settings. Topics to be covered include working in multicultural teams, preparing and writing cover letters and CVs, handling interview questions, negotiating to reach agreements and exploring leadership and management concepts.</p>

<b>Teaching and learning method</b>	Instruction, presentations and group work
<b>Module compatibility</b>	Interfaces exist with almost all English-taught modules of this degree program which benefit from the business/economic terms and vocabulary taught in this module, as well as from presenting topics in English before an audience.
<b>Literature (excerpt)</b>	<p><b>Ms. Vizethum:</b> Business Partner C1 and materials on Moodle.</p> <p><b>Ms. Rose-Wainstock:</b> The course materials are available on Moodle.</p>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 15 hrs. Self-study/ Homework</li> <li>■ 20 hrs. Group works/ Tutorials</li> <li>■ 20 hrs. Presentations</li> <li>■ 20 hrs. Exam preparation</li> </ul> <p>Total workload: 123 hours</p>

## 10. Module: Business Language II

<b>Module number</b>	10 – Basic Module
<b>Module coordinator</b>	French: Mrs. María Baldó-Zaragozi German: Mrs. Susanne von Lennep-Reeder Spanish: Mrs. María Baldó-Zaragozi Intercultural Communication: Prof. Dr. Helen Rogers
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ Business Language IIa</li> <li>■ Business Language IIb</li> <li>■ Intercultural Communication</li> </ul>
<b>Integration in curriculum</b>	Semester 2 and 3
<b>Credit points</b>	4+4+3
<b>Total Workload</b>	330 hours
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	<ul style="list-style-type: none"> <li>■ For both Business Language II courses: Written exam (90 min.) [75%] and presentation (10 minutes, including handwritten presentation paper) [25%]. Both assessments have to be passed successfully in the same semester.</li> <li>■ Intercultural Communication: Written exam (90 min.)</li> </ul>

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

<b>Lecturer</b>	Various teachers
<b>Semester</b>	2
<b>Total Workload</b>	120 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in French, Spanish, German) ☒ Summer semester (in French, Spanish, German) ☒
<b>Prerequisites</b>	Intermediate knowledge, at least A2 level
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students can draw on their knowledge of vocabulary and grammar of the previous level.</li> <li>■ Students can understand and take part in basic business and trade correspondence within the target group.</li> <li>■ Students can develop and organize oral presentations in the target language</li> <li>■ Students can participate in conversations in the target language.</li> </ul>
<b>Module Content</b>	Various situations in a business environment and daily life. Listening, reading, speaking, and writing. Solidifying A2 grammar as well as new grammar. Vocabulary.
<b>Teaching and learning method</b>	Lecture, group and individual work



<b>Module compatibility</b>	Depending on the country chosen for the Semester Abroad (module 11) and/or Internship Semester (module 12) language studies within this module may be essential for the successful completion of the semester abroad / internship.
<b>Literature (excerpt)</b>	Depends on chosen language
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 15 hrs. Self-study/ Homework</li> <li>■ 20 hrs. Group works/ Tutorials</li> <li>■ 20 hrs. Presentations</li> <li>■ 20 hrs. Exam preparation</li> </ul> Total workload: 120 hours

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

<b>Lecturer</b>	Different teachers
<b>Semester</b>	3
<b>Total Workload</b>	120 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in French, Spanish, German) ☒ Summer semester (in French, Spanish, German) ☒
<b>Prerequisites</b>	Successful completion of <u>French B1, Spanish B1 or German B1</u>
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students can draw on their knowledge of vocabulary and grammar of the previous level.</li> <li>■ Students can utilize their enhanced knowledge of business and trade terminology in the areas of sales, finance, advertising, and economics in presentations and classroom discussions.</li> <li>■ Students can develop and organize oral presentations in the target language.</li> <li>■ Students can understand and take part in business or trade transactions in written and oral form.</li> </ul>
<b>Module Content</b>	Various situations in a business environment and daily life. Listening, reading, speaking and writing. Solidifying B1 grammar as well as new grammar. Vocabulary.
<b>Teaching and learning method</b>	Lecture, group and individual work
<b>Module compatibility</b>	Depending on the country chosen for the Semester Abroad (module 11) and/or Internship Semester (module 12) language studies within this module may be essential for the successful completion of the semester abroad / internship.
<b>Literature (excerpt)</b>	Depends on chosen language.
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 15 hrs. Self-study/ Homework</li> <li>■ 20 hrs. Group works/ Tutorials</li> <li>■ 20 hrs. Presentations</li> <li>■ 20 hrs. Exam preparation</li> </ul> Total workload: 120 hours

### 10.3 Course: Intercultural Communication

<b>Lecturer</b>	Mrs. Megan Nash
<b>Semester</b>	2
<b>Total Workload</b>	90 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Students will be able to identify the important elements of cultural differences and similarities in an international business context and learn how to communicate across cultures.</p> <p>Following completing the course, students will be able to work both independently and in small groups to discuss challenges and possible solutions associated with intercultural communication.</p> <p>Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</p>
<b>Module Content</b>	This course combines theory on culture in a managerial context and communication with learning by doing in the form of applied exercises and case studies. Each session typically contains theoretical building blocks reinforced through practical examples. Topics include: defining culture, multicultural teams, meetings and negotiations, cross cultural communication strategies and cross cultural competences.
<b>Teaching and learning method</b>	Lectures, case studies, group exercises and reflections
<b>Module compatibility</b>	As a preparation for the Internship Report, as well as International Management with Cases and associated courses.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Guirdham, M. and Guirdham, O. (2017) Communicating Across Cultures at Work, Palgrave.</li> <li>■ Hofstede, G. (2010) Cultures and organizations, McGraw-Hill.</li> <li>■ Maude, B. (2016) Managing cross-cultural communication, Palgrave.</li> <li>■ Steers, R., Nardon, L. and Sánchez-Runde, C.J. (2016) Management across cultures, Cambridge University Press.</li> <li>■ Trompenaars, F. and Hampden-Turner, C. (1997) Riding the waves of culture, Brealey Publishing.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 23 hrs. Lecture time</li> <li>■ 67 hrs. Lecture Preparation: Case studies and exercises</li> </ul> <p>Total workload: 90 hours</p>

## 11. Module: Study Abroad

<b>Module number</b>	11
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ Business Electives Abroad – to be attended at partner university</li> <li>■ General Electives Abroad – to be attended at partner university</li> </ul>
<b>Integration in curriculum</b>	Semester 5
<b>Credit points</b>	21 ECTS of business electives and 4 ECTS of general electives; if the ECTS system is not applicable: 14 weekly hours of business electives and 4 weekly hours of general electives
<b>Total Workload</b>	Not applicable
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	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 Courses: Business Electives Abroad

<b>Lecturer</b>	Determined by partner university abroad
<b>Total Workload</b>	Not applicable
<b>Duration</b>	One semester
<b>Module frequency and language</b>	One time only; language is dependent on the partner university
<b>Prerequisites</b>	At least 60 ECTS in total must have been earned
<b>Learning objectives and skills</b>	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.
<b>Module Content</b>	Determined by partner university abroad.
<b>Module compatibility</b>	International business courses
<b>Teaching and learning method</b>	Lectures, case studies, presentations and group projects.
<b>Literature (excerpt)</b>	Determined by partner university abroad.

### 11.2 Courses: General Electives Abroad

<b>Lecturer</b>	Determined by partner university abroad
<b>Total Workload</b>	Not applicable
<b>Duration</b>	One semester
<b>Module frequency and language</b>	One time only; language is dependent on the partner university.

<b>Prerequisites</b>	At least 60 ECTS in total must have been earned
<b>Learning objectives and skills</b>	Any approved academic course can be selected (incl. some outside of business and/or economics-related to provide the opportunity to gain knowledge beyond the business context). Typically chosen courses are cultural studies, social issues, geography and languages.
<b>Module Content</b>	Determined by partner university abroad.
<b>Teaching and learning method</b>	Lectures, case studies, presentations and group projects.
<b>Module compatibility</b>	-
<b>Literature (excerpt)</b>	Determined by partner university abroad.

## 12. Module: Internship

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

### 12.1 Internship

<b>Lecturer</b>	Prof. Dr. Daniel Gerhard
<b>Semester</b>	4
<b>Total Workload</b>	870 hours
<b>Duration</b>	One semester or at least 20 weeks
<b>Module frequency and language</b>	Winter semester <input checked="" type="checkbox"/> Summer semester <input checked="" type="checkbox"/>
<b>Prerequisites</b>	At least 60 ECTS in total must have been earned
<b>Learning objectives and skills</b>	<p>The internship provides students with the opportunity to apply the knowledge and skills learnt so far in the study program and to evaluate the experiences they gain in their practical work abroad.</p> <p>Following successful completion, students will be able to:</p> <ul style="list-style-type: none"> <li>■ Apply the contents of lectures in the context of the given business situation</li> <li>■ Recognise business structures and make use of these for their own work</li> <li>■ Carry out and report on projects of which they are in charge</li> <li>■ Work independently and within a team</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ The internship brings students closer to the job functions of organisations and companies that are operating in an international setting.</li> <li>■ After a short induction period, students should carry out their tasks independently or in a group with supervisory guidance. The practical experiences acquired should provide a better understanding and assist students complete their studies.</li> </ul>
<b>Module compatibility</b>	Interfaces to lectures related to the respective job functions during the internship.
<b>Literature (excerpt)</b>	Not applicable

<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 800 hrs. Internship with a total of at least 20 weeks full-time employment</li> <li>■ 50 hrs. Preparation time: applications, travel arrangements, visa, accommodations, etc.)</li> <li>■ 20 hrs. Internship report</li> </ul> <p>Total workload: 870 hours/ 29 ECTS</p>
--	---

## 12.2 Course: Internship Seminar

<b>Lecturer</b>	Prof. Dr. Daniel Gerhard
<b>Semester</b>	6
<b>Total Workload</b>	30 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester <input checked="" type="checkbox"/> Summer semester <input checked="" type="checkbox"/>
<b>Prerequisites</b>	After completion of internship
<b>Learning objectives and skills</b>	<p>The internship Seminar provides students with the opportunity to report on and to reflect upon the experiences they have gained during their internship.</p> <p>Following successful completion of this seminar, students should be able demonstrate the following:</p> <ul style="list-style-type: none"> <li>■ Describe and summarise the expertise acquired during the internship</li> <li>■ Reflect on positive as well as potential negative experiences in conversation and exchange with other students</li> <li>■ Recognise their own skills and abilities and to take them into account when choosing a suitable career</li> <li>■ Transfer their own experiences related to internship to 'junior' students</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ The internship seminar can only be taken after the completion of the internship</li> <li>■ In group meetings, students reflect and exchange their experiences in search for an internship position, highlights and downsides during the internship, lessons learned, as well as intercultural aspects during their internship abroad</li> <li>■ Students organise a one day workshop in which the findings in the group meeting are presented and communicated to other students and staff.</li> </ul>
<b>Teaching and learning method</b>	Presentation and conversation
<b>Module compatibility</b>	Interfaces to lectures related to the respective job functions during the internship.
<b>Literature (excerpt)</b>	Not applicable
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 24 hrs. Group meetings and preparation of one day workshop</li> <li>■ 6 hrs. One day workshop</li> </ul> <p>Total workload: 30 hours/ 1 ECTS</p>

### 13. Module: Economics I

<b>Module number</b>	13 – Advanced Module
<b>Course(s) in the module</b>	<b>Microeconomics</b>
<b>Lecturer</b>	Prof. Dr. Malte Sandner
<b>Integration in curriculum</b>	Semester 2
<b>Credit points</b>	8
<b>Total Workload</b>	240 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.), 100%
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Analyse the economy as a complex, self-organizing system.</li> <li>■ Determine basic concepts and techniques of microeconomic analysis and be able to apply it to business and economic problems.</li> <li>■ Explain and apply the economic theory of human behaviour, the theory of the firm and market structure.</li> <li>■ Distinguish implications of different market structures.</li> <li>■ Interpret and apply game theory and strategic decision making.</li> <li>■ Explain and utilise economic analysis of the state and economic policy.</li> <li>■ Explain and examine externalities and national and international economic policy issues.</li> <li>■ Explaining and applying subject-specific terminologies and concepts.</li> <li>■ Use correct application of subject-specific terminologies and vocabulary in English.</li> <li>■ Discussing the topics of the course in English.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>■ Why Economics at all?</li> <li>■ Microeconomics vs. Macroeconomics</li> <li>■ Positive vs. Normative Economics</li> <li>■ The cost-benefit principle</li> <li>■ The concept of opportunity costs</li> </ul> <p><b>Supply and Demand</b></p> <ul style="list-style-type: none"> <li>■ The supply curve</li> <li>■ The demand curve</li> <li>■ Substitutes and Complements</li> <li>■ The market mechanism</li> <li>■ Changes in market equilibrium</li> <li>■ Elasticities of Supply &amp; Demand</li> <li>■ Short-Run versus Long-Run Elasticities</li> <li>■ Effects of Government Interventions – Price Controls</li> </ul> <p><b>Modeling human behavior in general</b></p>

	<ul style="list-style-type: none"> <li>■ Opportunity costs and the budget constraint</li> <li>■ Individual preferences and indifference curves</li> <li>■ Choosing the optimal consumption bundle</li> <li>■ The utility function</li> <li>■ Income- and substitution effect</li> <li>■ Individual demand curve and market demand curve</li> <li>■ Individual choice under uncertainty</li> <li>■ The von-Neumann-Morgenstern expected utility function</li> <li>■ The consequences of uncertainty</li> <li>■ Let's do it together!? – The problem of collective action</li> </ul> <p><b>The theory of the firm and market structure</b></p> <ul style="list-style-type: none"> <li>■ Modeling the behavior of companies</li> <li>■ Long run cost functions and market structure</li> </ul> <p><b>The implications of different market structures</b></p> <ul style="list-style-type: none"> <li>■ Review of consumer and producer surplus</li> <li>■ Interventions under perfect competition</li> <li>■ The impact of government policies</li> <li>■ The minimum wage</li> <li>■ Price supports and production quota</li> <li>■ Import quota and tariffs</li> <li>■ The impact of a tax</li> <li>■ The impact of a subsidy</li> <li>■ Perfect competition</li> <li>■ Monopolies</li> <li>■ How markets evolve over time – from monopolies to perfect competition</li> <li>■ Monopolistic competition</li> <li>■ Oligopolies, strategic behavior and contestable markets</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, Case studies, Class room discussions
<b>Module compatibility</b>	Including useful interfaces with modules Finance, Investment and Capital Budgeting, International Business Administration, Internationalization, Bachelor Thesis (if written about a microeconomic topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Pindyck, R. S. and Rubinfeld D. L. (2009) Microeconomics, Pearson Prentice Hall.</li> <li>■ Frank, R. H. and Cartwright, E. (2013) Microeconomics and Behaviour</li> <li>■ Besanko D. and Braeutigam R. R. (2011) Microeconomics, Wiley.</li> <li>■ Perman R. et al (2011) Natural Resource and Environmental Economics, Pearson Education Limited.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 68 hrs. Lecture time</li> <li>■ 15 hrs. Lecture preparation: Literature study</li> <li>■ 72 hrs. Self-study/Homework</li> <li>■ 20 hrs. Group work/ Tutorials</li> <li>■ 15 hrs. Presentations</li> <li>■ 50 hrs. Exam preparations</li> </ul> <p>Total workload: 240 hours/ 8 ECTS</p>



## 14. Module: Economics II

<b>Module number</b>	14 – Advanced Module
<b>Course(s) in the module</b>	<b>Macroeconomics</b>
<b>Lecturer</b>	Prof. Dr. Mario Bossler
<b>Integration in curriculum</b>	Semester 3
<b>Credit points</b>	8
<b>Total Workload</b>	240 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.), 100%
<b>Prerequisites</b>	Completion of the following courses is recommended: Business Mathematics, Microeconomics
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Explaining the macroeconomic frame conditions in which companies act.</li> <li>■ Explaining and knowing the basic concepts and techniques of macroeconomic analysis and being able to apply it to business and economic problems.</li> <li>■ Understanding and interpreting basic issues of macroeconomic policies.</li> <li>■ Explaining and applying subject-specific terminologies and concepts.</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>Introductory to intermediate course in Macroeconomics:</p> <ul style="list-style-type: none"> <li>■ Macroeconomic accounting;</li> <li>■ The business cycle,</li> <li>■ Money and inflation,</li> <li>■ Unemployment,</li> <li>■ Economic policies under different exchange rate arrangements,</li> <li>■ Phillips-Curve analysis,</li> <li>■ Demand vs. supply side policies,</li> <li>■ Problems of demand side policies,</li> </ul> <p>The theoretical analysis is applied to real world cases.</p>
<b>Teaching and learning method</b>	Interactive lecture and case studies
<b>Module compatibility</b>	Principles in International Economics, Institutions in the Global Economy, Energy and Development
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Burda, M. and Wyplosz C. (2017) Macroeconomics – A European Text, Oxford University Press.</li> <li>■ Mankiw, N. G. (2013) Macroeconomics, Palgrave Macmillan.</li> </ul>

---

	<ul style="list-style-type: none"><li>■ Mankiw, N. G. and Taylor M. P. (2014) Macroeconomics European Edition, Palgrave Macmillan.</li><li>■ Blanchard O., Amighini A. and Giavazzi F. (2017) Macroeconomics A European Perspective, Pearson.</li></ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"><li>■ 68 hrs. Lecture time</li><li>■ 90 hrs. Self-study/Homework</li><li>■ 17 hrs. Group work/ Tutorials</li><li>■ 65 hrs. Exam preparations</li></ul> Total workload: 240 hours/ 8 ECTS

---

## 15. Module: Operations and Environmental Management

<b>Module number</b>	15 – Advanced Module
<b>Module coordinator</b>	Prof. Dr. Heiko Wrobel
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ Operations Management</li> <li>■ Environmental Management in Business</li> </ul>
<b>Integration in curriculum</b>	Semester 3
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	Written exam (90 min.); both courses of the module have to be taken and passed in the same semester

### 15.1 Course: Operations Management

<b>Lecturer</b>	Prof. Dr. Heiko Wrobel
<b>Total Workload</b>	75 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Prerequisites</b>	Knowledge of mathematics and statistics for business
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students can explain different manufacturing strategies and are able to select fitting strategies for different branches.</li> <li>■ Students understand the concept of process management and are able to apply basic techniques like flow charts, Ishikawa-diagrams and swim lanes.</li> <li>■ Participants can explain the theory of constraints (TOC) in the context of capacity management and apply TOC in capacity calculations.</li> <li>■ Students understand and apply quantitative (load-distance method, center of gravity) and qualitative approaches (value benefit analysis) in the context of location planning.</li> <li>■ Participants can explain and make use of basic methods in inventory management like ABC-analysis und economic order quantity.</li> <li>■ Students know relevant inputs for Material Requirements Planning (MRP) like Bill of Materials, Master Productions Schedule (MPS) and are able to calculate MRP/MPS with regard to relevant planning factors like lead time, lot size and safety stocks.</li> <li>■ Students can analyse and describe whole supply chains by using network models. They understand and can describe basic concepts of supply chains management like efficient/responsive supply chains, bullwhip effect and integrated supply chains.</li> <li>■ Participants understand basic concepts of lean management (MUDA, KAIZEN, KANBAN) and are able to calculate number of required containers in KANBAN-Systems.</li> </ul>

	<ul style="list-style-type: none"> <li>■ Acquiring comprehensive knowledge about appropriate application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Operations Strategy</li> <li>■ Process Management</li> <li>■ Planning of Capacity</li> <li>■ Location Planning</li> <li>■ Inventory Management</li> <li>■ Material Requirement Planning</li> <li>■ Master Production Scheduling</li> <li>■ Basics of Supply Chain Management</li> <li>■ Lean Systems</li> </ul>
<b>Teaching and learning method</b>	Lecture with active student participation, Case Studies
<b>Module compatibility</b>	Including useful interfaces with modules <i>Enterprise Resource Planning</i> (Focus Elective); <i>Logistics and Supply Chain Management</i> (General Elective); Preparation for a dissertation in Operations Management
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Krajewski, L. J., Ritzman, L. P. and Malhotra, M. K. (2012) <i>Operations Management. Processes and Supply Chains</i>, Pearson.</li> <li>■ Heizer, J. and Render, B. (2014) <i>Principles of Operations Management</i>, Pearson.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 23 hrs. Lecture time</li> <li>■ 10 hrs. Lecture Preparation: Literature Study</li> <li>■ 10 hrs. Self-study/ Homework</li> <li>■ 18 hrs. Group work/ Tutorials</li> <li>■ 14 hrs. Exam preparation</li> </ul> <p>Total workload: 75 hours</p>

## 15.2 Course: Environmental Management in Business

<b>Lecturer</b>	Prof. Dr. Frauke Demuth
<b>Total Workload</b>	75 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students can classify different terms used in the literature of environmental and sustainability management and Corporate Social Responsibility.</li> <li>■ Students understand the main environmental problems according to the concept of planetary boundaries</li> <li>■ Students explain how environmental issues can be integrated into Corporate Social Responsibility (CSR) or Corporate Sustainability approaches.</li> <li>■ Students make use of the knowledge on the prevailing problems and create possible strategic solutions in CSR management</li> <li>■ Students assess important sustainability instruments (management systems, life-cycle analysis, and sustainability reporting schemes).</li> </ul>

<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Terms and definitions</li> <li>■ Reconciling basic economic theories with environmental constraints of a finite planet</li> <li>■ Challenges in the field of Environmental and Sustainability Management and CSR - organizational aspects and tools</li> <li>■ Solutions and limitations of Sustainability management approaches</li> <li>■ Environmental management and environmental policy</li> <li>■ Sustainability management in the global context including international value chains</li> <li>■ CSR reporting</li> <li>■ Cases in Sustainability management</li> </ul>
<b>Teaching and learning method</b>	Lectures, case studies, Group Discussions, reading exercises
<b>Module compatibility</b>	International Business Ethics and as preparation for a dissertation in the area of environmental management and sustainability.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Rockström, J. et al. (2009): Planetary boundaries: exploring the safe operating space for humanity. Ecology and Society 14(2): 32</li> <li>■ Steffen, W. et al. (2015): Planetary boundaries: Guiding human development on a changing planet, Science 347 (6223), 1259855</li> <li>■ Jackson, T. (2009): Prosperity without Growth. Economics for a finite Planet. London: earthscan</li> <li>■ Visser, W. (2012): The Quest for Sustainable Business. An Epic Journey in Search of Corporate Responsibility. Sheffield: Greenleaf (ebook available)</li> <li>■ Additional literature will be distributed in class</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 23 hrs. Lecture time</li> <li>■ 17 hrs. Lecture Preparation: Literature Study</li> <li>■ 14 hrs. Self-study/ Homework</li> <li>■ 21 hrs. Exam preparation</li> </ul> <p>Total workload: 75 hours</p>

## 16. Module: Marketing

<b>Module number</b>	16 – Advanced Module
<b>Lecturer</b>	Prof. Dr. Margo Bienert, Mr. Robert Puchalla
<b>Integration in curriculum</b>	Semester 3
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Method of examination and grading procedure</b>	Written exam (90 min.)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Understanding principles of international Marketing as well as concepts and practical usability.</li> <li>■ Develop the ability to compare concepts and instruments depending on the situation.</li> <li>■ Ability to apply the theory to the real world challenges in Marketing.</li> <li>■ Explain the concept of “4Ps” that is central to marketing</li> <li>■ Apply to concept of STP (segment, target, position) in specific cases</li> <li>■ Explain differences between b2b and b2c markets</li> <li>■ Outline important steps in product and brand management</li> <li>■ Explain communication tools and processes</li> <li>■ Acquire comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Defining Marketing</li> <li>■ Marketing Strategies</li> <li>■ Market Segmentation</li> <li>■ Market Research and Forecasting</li> <li>■ Consumer Markets</li> <li>■ Business Markets &amp; Customer Relationship Management</li> <li>■ Product Management</li> <li>■ Brand Management</li> <li>■ Mass Communication</li> <li>■ Distribution Management</li> <li>■ E-Commerce in Marketing</li> </ul>
<b>Teaching and learning method</b>	Lecture, presentation and group work, guest lecture
<b>Module compatibility</b>	<p><i>Marketing</i> is a basic module for all Marketing focus electives as well as general electives such as <i>Business Model Generation</i>. Includes useful interfaces with Foundations in Business Administration (mandatory). Bachelor thesis, if written in the field of marketing.</p>

<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Script and handouts, plus current articles</li> <li>■ Kotler, P. and Keller, K. L. (2011) Marketing Management, Pearson Prentice Hall.</li> <li>■ Meffert, H., Burmann, C. and Kirchgeorg, M. (2015) Marketing, Springer Gabler.</li> <li>■ Johnson, G., Scholes, K. and Whittington, R. (2006) Exploring Corporate Strategy, Prentice Hall.</li> <li>■ Berekoven, L., Eckert, W. and Ellenrieder, P. (2006) Marktforschung, Gabler.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 30 hrs. Lecture preparation: Literature study</li> <li>■ 30 hrs. Self-study/Homework</li> <li>■ 20 hrs. Group work/ Tutorials</li> <li>■ 25 hrs. Exam preparations</li> </ul> <p>Total workload: 150 hours/ 5 ECTS</p>

## 17. Module: Personnel Management

<b>Module number</b>	17 – Advanced Module
<b>Lecturer</b>	Prof. Dr. Yasmin Weiß, Prof. Dr. Karin Prinzing-Hoppe
<b>Integration in curriculum</b>	Semester 3
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Method of examination and grading procedure</b>	Written exam (60 min.) [50% of total grade] and assignment [50% of total grade]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students will be able to...</p> <ul style="list-style-type: none"> <li>■ Discuss and present personnel topics using the correct English vocabulary.</li> <li>■ Explain and apply subject-specific terminologies and concepts.</li> <li>■ Analyse the value added by personnel management (PM).</li> <li>■ Recognise and explain in which process steps certain personnel management measures are used.</li> <li>■ Decide on the effectiveness of different PM tools used for recruiting &amp; selecting, training &amp; developing people.</li> <li>■ Are aware of the specific challenges of managing and leading people in an international context.</li> <li>■ Apply the feedback methodology to peer feedback in the class and in their project groups.</li> <li>■ Reflect on their personal motifs to perform in different settings.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ The role of human resource management (hrm) in business practice</li> <li>■ The hrm process</li> <li>■ Strategic aspects of hrm</li> <li>■ Selected topics of international hrm</li> <li>■ Recruitment and selection</li> <li>■ Training and development</li> <li>■ Performance Management</li> <li>■ Behavioral basics of personnel management</li> <li>■ Training of the communicative competence</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, class room discussions, group work, case studies, project work
<b>Module compatibility</b>	Career Focus <i>Human Resource Management</i> , Bachelor Thesis (if written about a Personnel Management topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Mondy, R.W. (2014) Human Resource Management, Pearson.</li> </ul>



---

**Workload in full hours (= 60 minutes)**

- 45 hrs. Lecture time
  - 30 hrs. Lecture preparation: Literature study
  - 15 hrs. Self-study/Homework
  - 30 hrs. Group work/ Project Work
  - 30 hrs. Exam preparations
- Total workload: 150 hours/ 5 ECTS
-

## 18. Module: Finance, Investment and Capital Budgeting

<b>Module number</b>	18 – Advanced Module
<b>Lecturer</b>	Prof. Dr. Felix Streitferdt
<b>Integration in curriculum</b>	Semester 3
<b>Credit points</b>	5
<b>Total Workload</b>	150 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Method of examination and grading procedure</b>	Written exam (90 min.), 100%
<b>Prerequisites</b>	Solid knowledge in business mathematics and financial accounting recommended.
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students understand present value principle.</li> <li>■ Students derive the future expected cash flow of an investment project</li> <li>■ Students can apply the net present value for analysing financing and investment decisions.</li> <li>■ Students are able to explain the problems of the internal rate of return</li> <li>■ Students are able to explain different financing instruments available for financing companies</li> <li>■ Students can calculate the value of debt and equity financing instruments</li> <li>■ Students are familiar with the organization of stock markets.</li> <li>■ Students apply basic techniques to analyse stock market prices</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Project analysis</li> <li>■ Estimating future cash flows of projects, financing instruments and companies</li> <li>■ The present value principle</li> <li>■ The internal rate of return</li> <li>■ Equity financing</li> <li>■ Designing equity</li> <li>■ Valuing equity</li> <li>■ Valuing stocks</li> <li>■ Debt financing</li> <li>■ Designing debt</li> <li>■ Valuing debt</li> </ul>
<b>Teaching and learning method</b>	Presentations from the teachers, group work on exercise sheets, case studies

<b>Module compatibility</b>	Including useful interfaces with modules <i>Corporate Finance</i> (Focus Elective), <i>Finanzen I</i> (Focus Elective), <i>International Business Administration I</i> (mandatory), <i>Internationalization through Mergers &amp; Acquisitions</i> (General Elective), Bachelor Thesis (if written about an accounting / a controlling topic subject)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Berk, J. B. and DeMarzo, P. M. (2017) <i>Corporate Finance</i>, Pearson.</li> <li>■ Brealy, R.A. , Myers, S.C and Allen, F. (2017) <i>Principles of Corporate Finance</i>, McGraw-Hill.</li> <li>■ Gitman, L.J. and Zutter, C.J. (2008) <i>Principles of Managerial Finance</i>, Pearson.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 35 hrs. Lecture time</li> <li>■ 35 hrs. Lecture preparation: Literature study</li> <li>■ 50 hrs. Self-study/Homework</li> <li>■ 30 hrs. Exam preparations</li> </ul> <p>Total workload: 150 hours/ 5 ECTS</p>

## 19. Module: International Business Law

<b>Module number</b>	19 – Advanced Module
<b>Lecturer</b>	Prof. Dr. Alexander Brigola
<b>Integration in curriculum</b>	Semester 6
<b>Credit points</b>	6
<b>Total Workload</b>	180 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Method of examination and grading procedure</b>	Written exam (90 min.)
<b>Prerequisites</b>	Recommendation: completion of lecture in <i>Business Law</i>
<b>Learning objectives and skills</b>	<p>At the end of the module, students are able ...</p> <ul style="list-style-type: none"> <li>■ to outline and to explain the development of European integration from 1950 to the present days</li> <li>■ to identify and to analyse the instruments of law-making of the EU institutions</li> <li>■ to examine the relationship between national law and Union law and to deduce the supremacy phenomenon</li> <li>■ to apply the fundamental freedoms of the EU (goods, capital, services and persons) in selected case studies</li> <li>■ to discuss the case-law of the Court of Justice within the area of the four freedoms and to develop autonomous lines of argumentation</li> <li>■ to examine the admissibility preconditions of the judicial key remedies before the Court of Justice</li> <li>■ to evaluate present issues of Union law and to develop a argumentative solution to them</li> <li>■ to use a subject-specific terminology and vocabulary of English language</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Introduction: European Communities &amp; European Union</li> <li>■ Institutions &amp; scope (instruments) of Union powers</li> <li>■ Relationship between national law &amp; EU law</li> <li>■ Principle of state liability</li> <li>■ Principle of supremacy of EU law</li> <li>■ <u>Fundamental freedoms within the EU:</u> <ul style="list-style-type: none"> <li>• Free movement of goods (Art. 28 ff. TFEU)</li> <li>• Free movement of services (Art. 56 ff. TFEU)</li> <li>• Free movement of workers (Art. 45 ff. TFEU)</li> <li>• Harmonization of laws (Art. 114 TFEU)</li> <li>• Principles of subsidiarity &amp; proportionality</li> <li>• Fundamental rights of the Union</li> <li>• WTO Law &amp; EU Law</li> </ul> </li> <li>■ <u>Court of Justice/ General Court:</u> <ul style="list-style-type: none"> <li>• Enforcement Actions, Art. 258 ff. TFEU</li> <li>• Preliminary Rulings, Art. 267 TFEU</li> <li>• Review of Legality, Art. 263 TFEU</li> <li>• Damage Actions, Art. 268 TFEU</li> </ul> </li> </ul>

<b>Teaching and learning method</b>	Lectures, case studies, interpretation and structural analysis of the Treaties and of secondary EU law, revision units (questions & answers), summaries
<b>Module compatibility</b>	Including useful interfaces with <i>International Management with Cases</i> (Mandatory), <i>Project Work</i> (Mandatory), <i>Principles in International Economics</i> (Focus Elective), <i>Bachelor Thesis</i> (if written about a legal topic of an international nature)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Blackstone's EU Treaties &amp; Legislation, ed. by N. Foster, OUP</li> <li>■ Barnard/Peers, European Union Law, OUP</li> <li>■ Brigola, European Union Law</li> <li>■ Craig/de Búrca: EU Law - Text, Cases and Materials, OUP</li> <li>■ Horspool/Humphreys/Wells-Greco: EU Law, OUP</li> <li>■ Weatherill, Cases and Materials on EU Law, OUP</li> <li>■ Homewood, EU Law Concentrate, OUP</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 35 hrs. Lecture preparation: Literature study</li> <li>■ 50 hrs. Self-study/Homework</li> <li>■ 50 hrs. Exam preparations</li> </ul> <p>Total workload: 180 hours/ 6 ECTS</p>

## 20. Module: International Business Administration I

<b>Module number</b>	20 – Advanced Module
<b>Module coordinator</b>	Prof. Dr. Felix Streitferdt
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ International Financial Management</li> <li>■ International Accounting and Taxation</li> </ul>
<b>Integration in curriculum</b>	Semester 6
<b>Credit points</b>	7
<b>Total Workload</b>	210 hours
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	<p>Written exam (total of 90 min), consisting of 45 min for International Financial Management and 45 min for International Accounting and Taxation.</p> <p>Both courses of this module have to be taken and passed in the same semester.</p>

### 20.1 Course: International Financial Management

<b>Lecturer</b>	Prof. Dr. Felix Streitferdt
<b>Total Workload</b>	105 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	<p>Winter semester (in English) ☑</p> <p>Summer semester (in English) ☑</p>
<b>Prerequisites</b>	Recommended courses: Financial Accounting, Cost Accounting, Finance, Investment & Capital Budgeting
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Interpreting exchange rate quotes and calculate cross rates.</li> <li>■ Explaining basic exchange rate derivatives like forwards, futures, currency swaps and FX-options.</li> <li>■ Calculating the fair price and the value of forwards and swaps.</li> <li>■ Recalling the main factors, which influence exchange rates.</li> <li>■ Distinguishing between the different types of exchange rate exposure.</li> <li>■ Analyzing the exchange rate risk exposure of companies and developing strategies to deal with this exposure.</li> <li>■ Being aware of the special financial problems an international corporation is facing and proposing different solutions to these problems.</li> <li>■ Explaining and applying subject-specific terminologies and concepts.</li> <li>■ Discussing the topics of the course in English.</li> </ul>

<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Foreign exchange markets.</li> <li>■ Foreign exchange derivatives: Forwards, Futures, Currency Swaps and FX-Options.</li> <li>■ Forecasting exchange rates.</li> <li>■ Transaction exposure, economic exposure and translation exposure.</li> <li>■ Managing FX exposure.</li> <li>■ International corporate finance: Cash pools with different currencies, foreign direct investments, financing on international capital markets.</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, class room discussions, case studies, exercise sheets
<b>Module compatibility</b>	Including useful interfaces with <i>Finance, Investment and Capital Budgeting</i> (Mandatory), <i>Corporate Finance</i> (Finance Elective), <i>Internationalization through Mergers &amp; Acquisitions</i> (General Elective), <i>Bachelor Thesis</i> (if written about a finance topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Eun, C. and Resnick, B. (2017) <i>International Financial Management</i>, Irwin Finance</li> <li>■ Sercu, P. (2009) <i>International Finance: Theory into Practice</i>, Princeton University Press</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 28 hrs. Lecture time</li> <li>■ 20 hrs. Lecture Preparation: Literature Study</li> <li>■ 20 hrs. Self-study/ Homework</li> <li>■ 37 hrs. Exam preparation</li> </ul> <p>Total workload: 105 hours</p>

## 20.2 Course: International Accounting and Taxation

<b>Lecturer</b>	Prof. Dr. Gerald Preißler
<b>Total Workload</b>	105 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	<p>Winter semester (in English) ☑</p> <p>Summer semester (in English) ☑</p>
<b>Prerequisites</b>	Recommended courses: Financial Accounting, Cost Accounting, Finance, Investment & Capital Budgeting
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Describing the application and the overall objectives of IFRS.</li> <li>■ Explaining and describing the main tasks and differences of external accounting / internal accounting / separate financial statements / consolidated financial statements / tax accounting.</li> <li>■ Elaborate on the basic accounting principles and concepts of IFRS accounting &amp; reporting.</li> <li>■ Understanding and interpreting the main components of IFRS financial statements.</li> <li>■ Being aware of the impact of IFRS accounting rules on value flows and KPIs.</li> <li>■ Preparing a simplified Cash Flow Statement.</li> </ul>

	<ul style="list-style-type: none"> <li>■ Understanding and elaborating on relevant IFRS accounting rules and being able to analyze and to apply these concepts on real-life cases.</li> <li>■ Describing the concepts of current and deferred income taxes.</li> <li>■ Explaining and applying subject-specific terminologies and concepts.</li> <li>■ Discussing the topics of the course in English.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Basics of International Accounting &amp; Taxation</li> <li>■ Financial Statement Presentation (IAS 1, IAS 7)</li> <li>■ Revenue from Contracts with Customers (IFRS 15)</li> <li>■ Inventories (IAS 2)</li> <li>■ Provisions and Accruals (IAS 37)</li> <li>■ Non-current assets (IAS 16, IAS 38)</li> <li>■ Leases (IFRS 16)</li> <li>■ Classification of Financial Instruments (IFRS 9)</li> <li>■ Current and Deferred Taxes (IAS 12).</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, class room discussions, case studies, exercise sheets
<b>Module compatibility</b>	Including useful interfaces with <i>Finance, Investment and Capital Budgeting</i> (Mandatory), <i>Corporate Finance</i> (Finance Elective), <i>Internationalization through Mergers &amp; Acquisitions</i> (General Elective), <i>Bachelor Thesis</i> (if written about a finance/ accounting/ controlling topic subject)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Picker, R. et al (2016) Applying IFRS Standards, Wiley.</li> <li>■ IFRS Texts</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 28 hrs. Lecture time</li> <li>■ 20 hrs. Lecture Preparation: Literature Study</li> <li>■ 20 hrs. Self-study/ Homework</li> <li>■ 37 hrs. Exam preparation</li> </ul> <p>Total workload: 105 hours</p>



## 21. Module: International Business Administration II

<b>Module number</b>	21 – Advanced Module
<b>Module coordinator</b>	Prof. Dr. Kai-Uwe Wellner
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ International Business Ethics</li> <li>■ Case Studies in International Business</li> </ul>
<b>Integration in curriculum</b>	Semester 6
<b>Credit points</b>	7
<b>Total Workload</b>	210 hours
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	<ul style="list-style-type: none"> <li>■ International Business Ethics: Written report (1,500 - 2,000 words) [50 %]</li> <li>■ Case Studies in International Business: Written group report (2,000 words) (35%) and individual presentation (15%) [50 %]</li> </ul> <p>Both courses of the module have to be taken and passed in the same semester.</p>

### 21.1 Course: International Business Ethics

<b>Lecturer</b>	Prof. Dr. Frauke Demuth
<b>Total Workload</b>	105 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑
<b>Prerequisites</b>	Recommendation: Completion of basic study modules
<b>Learning objectives and skills</b>	After successfully completing this module, the students should be able to demonstrate the following competencies: <ul style="list-style-type: none"> <li>■ Understand what business ethics are and why they are relevant</li> <li>■ Name different ethical theories underlying business ethics and explain their differences</li> <li>■ Outline basic ethical decision-making processes and apply them to real world examples</li> <li>■ Identify different stakeholder groups and the specific ethical issues relating to them</li> <li>■ Analyse and compare different tools used to implement business ethics in organisations</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	The course covers the following topics: <ul style="list-style-type: none"> <li>■ Introduction to different ethical theories relevant in the field of business ethics</li> <li>■ Overview of different ethical decision-making models</li> <li>■ Tools and management systems used to implement business ethics in practice</li> </ul>

	<ul style="list-style-type: none"> <li>■ Cases and examples of business ethics and selected stakeholder groups</li> </ul>
<b>Teaching and learning method</b>	Lectures, case studies, presentations, group discussions, reading exercises
<b>Module compatibility</b>	Including useful interfaces with <i>Foundations of Business Administration</i> and <i>Environmental Management in Business</i>
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Crane A. and Matten, D. (2010) <i>Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization</i>, Oxford Publishing.</li> <li>■ Plus: Current articles from newspapers and specific journals</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 23 hrs. Lecture time</li> <li>■ 32 hrs. Lecture Preparation: Literature Study</li> <li>■ 50 hrs. Case studies, reading exercises</li> </ul> <p>Total workload: 105 hours</p>

## 21.2 Course: Case Studies in International Business

<b>Lecturer</b>	Prof. Dr. Kai-Uwe Wellner, Prof. Dr. Monty Wynder
<b>Total Workload</b>	105 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Prerequisites</b>	Recommendation: Completion of basic study modules
<b>Learning objectives and skills</b>	<p>This course provides a link between theory learned and the reality of industry. Here, students apply the theory learned to real case examples and consulting companies to overcome international business-related problems.</p> <p>After successfully completing this module, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Understand how to apply the tools, routines and procedures in successfully preparing a case study</li> <li>■ Appreciate the main factors necessary to be considered when analysing cases.</li> <li>■ Be able to make strategic and operational recommendations based on the analysis</li> <li>■ The English language requirement of the course will prepare the students for an international position in industry and allow a deepening of their English language written skills.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Case selection, case writing, case analysis, case recommendations</li> <li>■ Scientific writing including referencing</li> <li>■ The case for assessment should cover some international business topic (see below) and be based on a specific firm as opposed to an academic theme.</li> <li>■ <u>Topics for theory and analysis:</u> <ul style="list-style-type: none"> <li>• Organizing and organizational structure</li> <li>• HRM, Finance</li> <li>• Culture, Ethics</li> <li>• M&amp;A, International Strategy development</li> <li>• Analysing and international target environment</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Globalization and regional trading blocks</li> </ul>
<b>Teaching and learning method</b>	Lecture and group work, company visits / excursions
<b>Module compatibility</b>	Including useful interfaces with all different functions in business and management (i.e. Human Resources, Accounting, Finance, Logistics, Foundations), <i>Project Work</i> , Languages and <i>Sales and Marketing Negotiations</i> (Focus Electives), <i>Business Model Generation</i> (General Elective), Bachelor Thesis (as normally an academic paper is created out of the projects)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Thomson, N. and Baden-Fuller, C. (2010), <i>Basic Strategy in Context</i>, Wiley.</li> <li>■ Mauffette- Leenders, L. A., Erskine J. A. and Leenders M. D. (2007) <i>Learning with Cases</i>, Richard Ivey School of Business.</li> <li>■ Diverse scientific articles from the lecturer</li> <li>■ Current newspapers i.e. Handelsblatt, FAZ, FT, The Economist</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 23 hrs. Lecture time</li> <li>■ 43 hrs. Lecture Preparation: Literature Study</li> <li>■ 11 hrs. Self-study/ Homework</li> <li>■ 6 hrs. Group work/ Tutorials</li> <li>■ 22 hrs. Presentations</li> </ul> <p>Total workload: 105 hours</p>

## 22. Module: Focus Electives I

<b>Module number</b>	22 – Advanced Module
<b>Course(s) in the module</b>	Courses can be chosen from a variety of business/economic fields, e.g. Finance, International Economics, Marketing
<b>Lecturer</b>	Depending on the course(s) chosen
<b>Integration in curriculum</b>	Semester 6
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Depending on the course(s) chosen
<b>Method of examination and grading procedure</b>	Depending on the course(s) chosen
<b>Prerequisites</b>	Depending on the course(s) chosen
<b>Learning objectives and skills</b>	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.
<b>Module Content</b>	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.
<b>Teaching and learning method</b>	Lecture, case studies, group assignments, presentations
<b>Module compatibility</b>	Depending on the course(s) chosen
<b>Literature (excerpt)</b>	Depending on the course(s) chosen

## 23. Module: Focus Electives II

<b>Module number</b>	23 – Advanced Module
<b>Course(s) in the module</b>	Courses can be chosen from a variety of business/economic fields, e.g. Finance, International Economics, Marketing
<b>Lecturer</b>	Depending on the course(s) chosen
<b>Integration in curriculum</b>	Semester 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Depending on the course(s) chosen
<b>Method of examination and grading procedure</b>	Depending on the course(s) chosen
<b>Prerequisites</b>	Depending on the course(s) chosen
<b>Learning objectives and skills</b>	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 specialise in a certain field.
<b>Module Content</b>	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.
<b>Teaching and learning method</b>	Lecture, case studies, group assignments, presentations
<b>Module compatibility</b>	Depending on the course(s) chosen
<b>Literature (excerpt)</b>	Depending on the course(s) chosen

## Career Focus – Digital Business

### Focus Elective 1: Business Intelligence Applications

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Roland Zimmermann
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	3.5 for students enrolled <b>before</b> WS 2020-21 3 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	105 for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written assignment (seminar paper)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After successfully completing this course, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Understanding and explaining the methods, architectures and technologies of Business Intelligence (BI) (Data Warehousing, Big Data Analytics and Information Design) and interpret their impact on business processes.</li> <li>■ Implementing BI methods using a state-of-the-art Business Intelligence software (Microsoft's Power BI).</li> <li>■ Planning and implementing an analytical application in Microsoft Power BI</li> <li>■ Analysing data sets with a BI software and interpreting the outcomes of analyses with respect to business context.</li> </ul> <p>Assessing, testing and selecting visualizations that adhere to information design principles and present these in an engaging interactive style.</p>
<b>Module Content</b>	Topics we will focus on include KPI design, Data Warehouse architectures, ETL (extract, transform load) processes, interactive report creation, and information design principles.
<b>Teaching and learning method</b>	Lectures, small group work, presentations
<b>Module compatibility</b>	This module is building upon knowledge and competencies gained in <i>Business Statistics</i> and <i>Business Informatics</i> .
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Literature on DWH architectures such as <ul style="list-style-type: none"> <li>■ Inmon, W.H. (2005) Building the Data Warehouse, Wiley.</li> <li>■ Kimball, R. and Ross, M. (2002) The Data Warehouse Toolkit: The Complete Guide to Dimensional Modeling, Wiley.</li> </ul> </li> <li>■ Books on Information Design by Edward Tufte, Stephen Few and others</li> <li>■ Tutorials on Power BI are available online.</li> </ul>

---

**Workload in full hours (= 60 minutes)**

For students enrolled **from** WS 2020-21

- 20 hrs. Lecture time
- 15 hrs. Lecture preparation: Literature study
- 20 hrs. Self-study/Homework
- 20 hrs. Group work/ Tutorials
- 15 hrs. Presentations

Total workload: 90 hrs/ 3 ECTS

For students enrolled **before** WS 2020-21: 105 hrs./ 3.5 ECTS

---

## Career Focus – Digital Business

### Focus Elective 2: Digital Industry Services: Business Models, Marketing and Sales

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Dr. Evgeny Karyakin
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 for students enrolled <b>before</b> WS 2020-21 180 for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑
<b>Method of examination and grading procedure</b>	Presentation
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Industrial Sales and Marketing in the age of Digitalization are the core of this course. Understanding and managing real company cases and understanding how to create and manage Industrial Service Organization on an international market. Therefore, students will adopt their theory on real business cases and examples from industry and will learn what is digital transformation, how it reflects on service business and what international companies are doing to keep industrial service organizations up and running. By the end of the course the student will have been equipped with the tools, routines and procedures to interact in international service organizations.</p> <p>After successfully completing this module, the students shall demonstrate the following main learning objectives and competencies:</p> <ul style="list-style-type: none"> <li>■ Understanding of marketing approach to develop industrial digital service business;</li> <li>■ Ability to apply diverse marketing service models to industry business cases;</li> <li>■ Structure and analyze real company business cases</li> <li>■ Additionally, ways of making recommendations based on the analysis will be explored;</li> <li>■ 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;</li> <li>■ Getting comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English</li> </ul>



<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Orientation Session: Course content, expectations, introduction</li> <li>■ B2B Sales &amp; Marketing</li> <li>■ The Nature of Service, Digital services</li> <li>■ Digital Industry service Sales&amp; Finance &amp; Marketing: <ul style="list-style-type: none"> <li>■ New disruptive service business models: from Freemium to Subscription</li> <li>■ IoT and Cloud based services</li> <li>■ Financing and Pricing Digital Services</li> </ul> </li> <li>■ Industry service sales: <ul style="list-style-type: none"> <li>■ Consulting service as a new way of Sales</li> <li>■ Digitalization of Sales process (based on SIEMENS experience)</li> <li>■ Social Selling (based on SIEMENS experience)</li> </ul> </li> <li>■ Best Practice Cases of Siemens Technical Sales and Marketing</li> <li>■ Guest Lecture/Case from Industry</li> </ul>
<b>Teaching and learning method</b>	Lecture and group work, company visits/excursions/cases
<b>Module compatibility</b>	Including useful interfaces with all different functions in Marketing & Sales, <i>Innovation Management</i> , <i>Project Work</i> and <i>International Business Negotiations</i> (General Elective), <i>Business Model Generation</i> (General Elective), Bachelor Thesis
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Grönroos C. Service Management and Marketing. – West Sussex, 2000.</li> <li>■ Lovelock Ch. Services Marketing, Prentice Hall, 1991</li> <li>■ Berry L. L., Parasuraman A. Marketing Services: Competing Through Quality. – New York: Free Press, 2001.</li> <li>■ Zeithaml V., Bitner M., and Gremler D. Services Marketing 6th Edition, Irwin/McGraw-Hill Publishing, 2013.</li> <li>■ Diverse scientific articles from the lecturer</li> <li>■ Current newspaper i.e. Handelsblatt, FAZ, FT, The Economist</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 40 hrs. Lecture time</li> <li>■ 30 hrs. Lecture preparation: Literature study</li> <li>■ 40 hrs. Self-study/Homework</li> <li>■ 30 hrs. Group work/Tutorials</li> <li>■ 40 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## Career Focus – Digital Business

### Focus Elective 3: Future Trends in International Business

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Helen Rogers
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Group presentation (20 minutes) [50 %] and group report [50 %]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>This course explores trends in technology and society, focusing specifically on the likely impacts of these changes on international business.</p> <p>By the end of the course, students will be better able to analyse and evaluate new international business opportunities based on current and future trends / scenarios.</p> <p>Gaining comprehensive knowledge about the appropriate application of subject-specific terminologies and vocabulary in English and applying it to assignments.</p>
<b>Module Content</b>	<p>Topics we will focus on include: business models for additive manufacturing; developments in the market for wearable devices; interconnectivity through the Internet of Things; jobs of the future.</p> <p>All of these topics will be examined through the lens of developments in the international business environment.</p>
<b>Teaching and learning method</b>	Lectures, small group work, presentations
<b>Module compatibility</b>	This course serves as good preparation for a final dissertation in an area focused on future business trends. It also helps apply the learnings from courses such as International Management with Cases.
<b>Literature (excerpt)</b>	Leading journals and websites (information in lecture 1)

---

**Workload in full hours (= 60 minutes)**

For students enrolled **from** WS 2020-21

- 60 hrs. Lecture time
- 20 hrs. Lecture preparation: Literature study
- 35 hrs. Self-study/Homework
- 30 hrs. Group work/Tutorials
- 15 hrs. Presentations
- 20 hrs. Exam preparation

Total workload: 180 hrs/ 6 ECTS

For students enrolled **before** WS 2020-21: 210 hrs/ 7 ECTS

---

## Career Focus – Digital Business

### Focus Elective 4: Management Challenges in the Global Digital Economy

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Volker Bilgram
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	3.5 for students enrolled <b>before</b> WS 2020-21 3 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	105 for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Group Presentation (20 min)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After having successfully completing this module, students will have gained the following key learning objectives and competencies:</p> <ul style="list-style-type: none"> <li>■ understand the fundamentals of the global digital economy</li> <li>■ can distinguish between different types of digital platform companies</li> <li>■ know various strategies that digital companies can implement to successfully compete</li> <li>■ are aware of theories, concepts and tools of business strategy and can apply them to real life cases</li> <li>■ are familiar with the international expansion of digital companies - understanding when to start, what sequence of markets to enter and how quickly to expand</li> </ul>
<b>Module Content</b>	<p>Over the last two decades, various companies have installed platform-like business models e.g. Würth Group (Wucato), Wer liefert was, Mercateo, SAP (SAP Cloud Platform), Siemens (MindSphere) or Flixbus and have transformed the economy at an international level. What strategies made these companies successful and how were they able to scale their business across borders? How have traditional companies changed their business models to keep pace with the new digital reality?</p> <p>These are important contemporary questions of international management that future managers need to understand in order to successfully maneuver their companies through the rough seas of the global digital economy. Hence, this course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ The rise of the global digital economy</li> <li>■ Digital Business models of companies, enabling technologies, platforms and network effects</li> <li>■ The digital transformation of traditional business</li> <li>■ The internationalization of digital companies</li> </ul>

<b>Teaching and learning method</b>	Lectures, case studies, group work, presentations, class discussions
<b>Module compatibility</b>	Including useful interfaces with all modules of the Career Focus Digital Business, good preparation for a final dissertation in a respective topic
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Banalieva, E. R., &amp; Dhanaraj, C. (2019). Internalization theory for the digital economy. <i>Journal of International Business Studies</i>, 50(8), 1372-1387.</li> <li>■ Evans, P. C., &amp; Gawer, A. (2016). The rise of the platform enterprise: a global survey. University of Surrey.</li> <li>■ Ojala, A., Evers, N., &amp; Rialp, A. (2018). Extending the international new venture phenomenon to digital platform providers: A longitudinal case study. <i>Journal of World Business</i>, 53(5), 725-739.</li> <li>■ Porter, M. E., &amp; Heppelmann, J. E. (2014). How smart, connected products are transforming competition. <i>Harvard Business Review</i>, 92(11), 64-88.</li> <li>■ Stallkamp, M., &amp; Schotter, A. P. (2021). Platforms without borders? The international strategies of digital platform firms. <i>Global Strategy Journal</i>, 11(1), 58-80.</li> <li>■ Sturgeon, T. J. (2021). Upgrading strategies for the digital economy. <i>Global Strategy Journal</i>, 11(1), 34-57.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 18 hrs. Lecture time</li> <li>■ 17 hrs. Lecture preparation: Literature study</li> <li>■ 20 hrs. Self-study/Homework</li> <li>■ 25 hrs. Group work/ Tutorials</li> <li>■ 10 hrs. Presentations</li> </ul> <p>Total workload: 90 hrs/ 3 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hrs/ 3.5 ECTS</p>

## Career Focus – Finance

### Focus Elective 1: Corporate Finance

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Felix Streitferdt
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min), 100%
<b>Prerequisites</b>	Solid knowledge in capital investment, budgeting and mathematics
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students apply the roll-back methodology for calculating present values.</li> <li>■ Students make use of the present value weighted average principle to determine the risk-adequate discount rate for a cash flow.</li> <li>■ Students can explain the basics of portfolio theory and the importance of the capital asset pricing model. They are able to interpret the formula of the CAPM</li> <li>■ Students apply the formula of the CAPM on real life problems.</li> <li>■ Students can explain the Modigliani/Miller Theorem on the irrelevancy of dividends and financing policy on perfect capital markets.</li> <li>■ Students model the future development of a company and develop an integrated budgeted balance sheet for company valuation.</li> <li>■ Student calculate the value of a company using DCF-Multiple-methods. They recommend certain methods.</li> <li>■ Students understand how financing policy influences the beta of a company and they derive an unlevered industry beta out of a peer group.</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>

<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Basic discounting</li> <li>■ Roll-back methodology</li> <li>■ Present value weighted average principle</li> <li>■ Portfolio Theory and the CAPM</li> <li>■ Application of the CAPM</li> <li>■ Corporate financing on perfect capital markets and the trade-off Theory</li> <li>■ Forecasting market developments</li> <li>■ Estimation future cash flows using budgeted balance sheets</li> <li>■ DCF valuation: APV-Method, WACC-Method, TCF-Method, Equity-Method</li> <li>■ Estimation cost of debt and unlevering betas</li> <li>■ Company valuation based on multiples: PE, EBIT, EBITDA, Sales.</li> </ul>
<b>Teaching and learning method</b>	Preparations from the teachers, group work on exercise sheets, case studies
<b>Module compatibility</b>	Including useful interfaces with modules <i>Finance</i> , <i>Investment and Capital Budgeting</i> (mandatory), <i>International Business Administration I</i> (mandatory), <i>Internationalization through Mergers &amp; Acquisitions</i> (General Elective)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Berk, J. and DeMarzo, P. (2014) <i>Corporate Finance</i>, Pearson.</li> <li>■ Brealy, R.A., Myers, S.C. and Allen, F. (2017) <i>Principles of Corporate Finance</i>, McGraw-Hill.</li> <li>■ Damodaran, A. (2012) <i>Investment Valuation</i>, Wiley.</li> <li>■ Koller, T., Goedhart, M. and Wessels, D. (2015) <i>Valuation: Measuring and Managing the Value of Companies</i>, Wiley.</li> <li>■ Penman, S.E (2012) <i>Financial Statement Analysis and Security Valuation</i>, McGraw-Hill.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 45 hrs. Contact hours</li> <li>■ 22 hrs. Preparations of classes, mandatory reading</li> <li>■ 40 hrs. Post processing of the lecture</li> <li>■ 23 hrs. Tutorials</li> <li>■ 50 hrs. Preparation for exam</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## Career Focus – Finance

### Focus Elective 2: Finanzen I

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Matthias Fischer, Prof. Dr. Norbert Schiele
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in German) <input checked="" type="checkbox"/> Summer semester (in German) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<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. 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"> <li>■ Methoden der Aktien-/Bond-/Unternehmensbewertung anwenden, Aktienbewertungen erklären, Cashflows quantifizieren auf Basis von Present Values mit der Diskontierung von Annuitäten und ewigen Renten.</li> <li>■ Unternehmen hinsichtlich ihrer Eigenkapital- und Fremdfinanzierung analysieren; Unternehmen mit Börsenmultiplikatoren zu vergleichen.</li> <li>■ Methoden der Unternehmensfinanzierung und Steuerung beurteilen, die Performance von M&amp;A-Transaktionen bewerten und zwischen erfolgreichen und nicht erfolgreichen M&amp;A-Transaktionen zu unterscheiden.</li> <li>■ 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.</li> </ul> <p>Nach erfolgreichem Abschluss der Veranstaltung können Studierende selbständig Investitionsalternativen des Unternehmens mit DCF-Methoden überprüfen und die</p>



	Konsequenzen von Methoden der wertorientierten Unternehmenssteuerung bei Banken bewerten, um daraus Optionen für das unternehmerische Handeln in Unternehmen und Banken zu generieren.
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Grundlegende Konzepte der Investitionsbewertung und NPV-Rechnung, Bewertung von Aktien und Bonds</li> <li>■ DCF, Multiples, NAV-Verfahren, Berechnung der Kapitalkosten und Portfoliotheorie</li> <li>■ Konzepte der Eigenkapital- und Fremdkapitalfinanzierung</li> <li>■ Bewertung von Finanzunternehmen und wertorientierte Unternehmensführung bei Banken und Versicherungen</li> <li>■ M&amp;A und Shareholder Value, Bewertung von M&amp;A-Transaktionen, M&amp;A-Prozess</li> <li>■ Herausforderungen bei Investitionen und Finanzierung am Beispiel von aktuellen Themen wie z.B. Fintechs.</li> </ul>
<b>Teaching and learning method</b>	Seminar, Übung
<b>Module compatibility</b>	Das Modul hat wichtige Schnittstellen zu den Modulen <i>Finance</i> , <i>Investment and Capital Budgeting</i> und <i>International Financial Management</i> (Pflichtmodule). Derzeit wird es auch im Bachelor Betriebswirtschaft angeboten und steht Austauschstudierenden unserer Partnerhochschulen offen.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Brealey, R. A., Myers, S. C. and Allen, F. (2014) Principles of Corporate Finance, McGraw-Hill Education.</li> <li>■ Bruner, R. F., Eades, K. M. and Schill, M. J. (2014) Cases in Finance: Managing for Corporate Value Creation, McGraw-Hill/Irwin.</li> <li>■ Bruns, C. and Steiner, M. (2017) Wertpapiermanagement, Schäffer-Poeschel Verlag.</li> <li>■ Fischer M. (2004) Handbuch Wertmanagement in Banken und Versicherungen, Gabler.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 48 hrs. Lecture preparation: Literature study</li> <li>■ 26 hrs. Self-study/Homework</li> <li>■ 10 hrs. Group work/Tutorials</li> <li>■ 48 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## Career Focus – Human Resources Management

### Focus Elective 1: Handlungsfelder des Personalmanagements

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Yasmin Mei-Yee Weiß
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in German) ☒ Summer semester (in German) ☒
<b>Method of examination and grading procedure</b>	Klausur (90 min.) [50 %] und Referat [50 %]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Studierende besitzen nach erfolgreicher Absolvierung der Schwerpunktmodule einen vertieften Kenntnisstand auf dem Gebiet der Personalwirtschaft sowie einschlägiger Fachliteratur und verfügen zudem über Kenntnisse aktueller Forschungen auf dem Feld der Personalwirtschaft und setzen sich mit diesen kritisch auseinander.</p> <p>Im Lauf der Veranstaltung lernen die Studierenden verschiedenen personalwirtschaftliche Instrumente kennen und können diese hinsichtlich ihrer Einsatzgebiete differenzieren und analysieren. Damit werden Studierende in die Lage versetzt, personalwirtschaftliche Entscheidungs- und Organisationsprozesse zu verstehen und zu beurteilen.</p> <p>Die Studierenden können:</p> <ul style="list-style-type: none"> <li>■ Erkennen und erklären, in welchen Prozessschritten bestimmte personalwirtschaftliche Maßnahmen zum Einsatz kommen.</li> <li>■ Verschiedene Forschungsansätze in der Personalwirtschaft analysieren und diese miteinander vergleichen, um Zusammenhänge zwischen diesen deutlich zu machen.</li> <li>■ Die strategische Einbettung der Personalwirtschaft im Managementprozess beurteilen und deren Rolle für betriebswirtschaftliche Abläufe bewerten.</li> <li>■ Auf Basis der theoretischen Kenntnisse zu den Instrumenten und der strategischen Ausrichtung der Personalwirtschaft und unter Einbezug wissenschaftlicher Grundlagen ausgewählte personalwirtschaftliche Maßnahmen konzipieren und konkrete Handlungsabläufe dazu planen.</li> </ul> <p>Nach erfolgreichem Abschluss der Veranstaltung können Studierende selbständig den Personalmanagementprozess analysieren und dessen Konsequenzen in der Praxis ableiten und zuordnen, um auf dieser Basis geeignete Maßnahmen für den Praxiseinsatz zu entwerfen und zu konzipieren.</p>

<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Handlungsfelder moderner Personalarbeit</li> <li>■ Verhaltenswissenschaftliche Grundlagen des Personalmanagements</li> <li>■ Aktuelle personalpolitische Trends</li> <li>■ Anwendung moderner Instrumente der Personalarbeit</li> <li>■ Rolle der Personalarbeit in der Unternehmenspraxis</li> <li>■ Training der kommunikativen Kompetenz</li> </ul>
<b>Teaching and learning method</b>	Seminaristischer Unterricht, Übung
<b>Module compatibility</b>	Das Fach "Handlungsfelder Personalmanagement" fokussiert sich auf aktuelle, anwendungsnahen Aufgabengebiete innerhalb des Personalmanagements mit einer besonderen Fokussierung auf die Digitale Transformation und den Arbeitsmarkt und Arbeitsplatz 4.0. Das Fach ergänzt das Teilmodul "Angewandte Personalentwicklung und -führung", indem es den übergeordneten aktuellen Kontext für diese beiden Aufgabengebiete beleuchtet. Das Fach steht sowohl IB-Studierenden als auch BW-Studierenden und Austauschstudierenden mit entsprechenden Deutschkenntnissen offen.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Holtbrügge, D. (2013). Personalmanagement, Springer.</li> <li>■ Klaus H. and Schneider, H. (2008) Mensch und Arbeit, Symposion Publishing.</li> <li>■ Berthel, J. and Becker, F. G. (2013) Personalmanagement, Schäffer-Poeschel.</li> <li>■ Schneider, H., Fritz, S. and Zander, E. (2007) Erfolgs- und Kapitalbeteiligung der Mitarbeiter, Symposion Publishing.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 54 hrs. Lecture preparation: Literature study</li> <li>■ 10 hrs. Self-study/Homework</li> <li>■ 40 hrs. Presentations</li> <li>■ 28 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## Career Focus – Human Resources Management

### Focus Elective 2: Angewandte Personalführung und -entwicklung

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Laila Hofmann, Mrs. Eva Coy
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in German) ☒ Summer semester (in German) ☒
<b>Method of examination and grading procedure</b>	Klausur (90 min.) [50 %] und Kolloquium [50 %]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Die Studierende besitzen nach erfolgreicher Absolvierung des Moduls einen vertieften Kenntnisstand zum aktuellen Stand auf dem Gebiet der Personalentwicklung und -führung sowie zur einschlägigen Fachliteratur und verfügen zudem über Kenntnisse aktueller Forschungen zur Personalentwicklung und -führung und setzen sich mit diesen kritisch auseinander.</p> <p>Im Lauf der Veranstaltung lernen die Studierenden verschiedene Ansätze zur Führung und Entwicklung von Mitarbeitern kennen und können diese hinsichtlich ihrer Einsatzgebiete differenzieren und analysieren. Damit werden Studierende in die Lage versetzt, personalwirtschaftliche Entscheidungs- und Organisationsprozesse zu verstehen und zu beurteilen.</p> <p>Die Studierenden können:</p> <ul style="list-style-type: none"> <li>■ Erkenntnisse aus der Führungs- und Motivationsforschung auf Praxisfälle anwenden (berechnen, erklären, quantifizieren)</li> <li>■ Verschiedene Führungsansätze und -theorien miteinander vergleichen und Zusammenhänge sowie Unterschiede zwischen diesen erkennen und untersuchen</li> <li>■ Unterschiedliche Ansätze in der Motivationsforschung gegenüberstellen und hinsichtlich ihrer Implikationen für die Personalentwicklung und -führung analysieren und bewerten</li> <li>■ Verschiedene Maßnahmen zur Personalentwicklung hinsichtlich ihrer motivationalen Wirkung bewerten und auf dieser Basis Entscheidungen zur Durchführung dieser Maßnahmen vorbereiten</li> <li>■ Personalentwicklungsmaßnahmen und Führungskonzepte für verschiedene Mitarbeitergruppe deren motivationalen Wirkungen zuordnen und daraus Entscheidungen zu deren praktischem Einsatz ableiten</li> </ul>

	<p>Nach erfolgreichem Abschluss der Veranstaltung können Studierende selbständig verschiedene Ansätze in der Personalführung überprüfen und deren Konsequenzen bewerten, um daraus Entscheidungen für die Praxis der Mitarbeiterführung zu generieren. Zudem sind die Studierenden in der Lage, Maßnahmen der Personalentwicklung und deren motivationale Wirkung in Verbindung zu bringen und daraus konkrete Maßnahmeplanungen für verschiedene Mitarbeitergruppen abzuleiten</p>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Führung und Verhaltensbeeinflussung</li> <li>■ Klassische und moderne Führungstheorien</li> <li>■ Motivationstheorien und -management</li> <li>■ Kommunikations- und Konfliktmanagement</li> <li>■ Ansätze der Personalentwicklung</li> <li>■ Entwicklungsmaßnahmen für verschiedene Mitarbeitergruppen</li> </ul>
<b>Teaching and learning method</b>	Seminaristischer Unterricht, Übung
<b>Module compatibility</b>	<p>Dieses Modul baut auf dem allgemeinen Pflichtmodul <i>Personnel Management</i> auf und vertieft praxisorientierte Themen zur Personalführung und -entwicklung. Berührungspunkte gibt es auch mit dem anderen Wahlpflichtmodul <i>Handlungsfelder des Personalmanagements</i> aus dem Schwerpunkt (Career Focus) Human Resource Management.</p> <p>Das Modul stammt ursprünglich aus dem Bachelor Betriebswirtschaft wurde aber auch für die Studierenden des Bachelor International Business geöffnet. Zudem können auch Austauschstudierende mit entsprechenden Deutschkenntnissen dieses Modul belegen.</p>
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Rosenstiel, Lutz (2014) Führung von Mitarbeitern: Handbuch für erfolgreiches Personalmanagement. Schäffer-Poeschel.</li> <li>■ Lehky, Maren (2011) Leadership 2.0 – Wie Führungskräfte die neuen Herausforderungen im Zeitalter von Smartphone, Burnout &amp; Co. Managen, Schäffer-Poeschel.</li> <li>■ Becker, Manfred (2003) Personalentwicklung: Bildung, Förderung und Organisationsentwicklung in Theorie und Praxis, Schäffer-Poeschel.</li> <li>■ Bröckermann, Reiner (Hrsg.) (2013) Handbuch Personalentwicklung: die Praxis der Personalbildung, Personalförderung und Arbeitsstrukturierung, Schäffer-Poeschel.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 18 hrs. Lecture preparation: Literature study</li> <li>■ 18 hrs. Self-study/Homework</li> <li>■ 42 hrs. Group Work/Tutorials</li> <li>■ 32 hrs. Presentations</li> <li>■ 22 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## Career Focus – International Economics

### Focus Elective 1: Energy and Development

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Birgit Eitel, Mr. Markus Ratzesberger
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	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"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min) [66 % of total grade] and presentation (30 min.) [34 % of total grade]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students learn about and can explain the principles of the energy sector and development economics</li> <li>■ Students understand the linkages between energy and development; These linkages will be shown on a local, regional, national and global level</li> <li>■ Students learn about and can explain different technologies to produce energy including their costs and benefits</li> <li>■ Students can explain the effects on climate change</li> <li>■ Students can apply their knowledge about energy and development in country examples</li> <li>■ Students gain a comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English</li> </ul>

<b>Module Content</b>	<p>The course will cover the following topics:</p> <ul style="list-style-type: none"> <li>■ Introduction to development studies and how the energy sector is linked to it</li> <li>■ Global energy trends</li> <li>■ Different technologies for energy supply with a special focus on renewable energies, and their integration</li> <li>■ Analysis of energy demand issues</li> <li>■ The relation between energy, poverty and gender</li> <li>■ Rural energy issues</li> <li>■ Energy and international trade</li> <li>■ The World's energy security, global environmental repercussions and energy policy ramifications</li> <li>■ Special focus on country examples of e.g. China and India (political, economic and demographic context, overview of the energy sector, demand and supply projections).</li> <li>■ The concept of Sustainability, the relationship in between Energy, Exergy and Emergy, the Life Cycle Assessment methodology</li> <li>■ The Water-Food-Energy nexus, with a particular focus on the relationship with renewable energy sources</li> <li>■ Topics can vary according to the background of the students and their interest</li> </ul>
<b>Teaching and learning method</b>	Lecture, group projects, case studies
<b>Module compatibility</b>	Including useful interfaces with modules in economics, especially principles of international economics and modules regarding sustainability and sustainable technology
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ World Energy Outlooks of the International Energy Agency (IEA), Paris (There is a new edition each year); <a href="http://www.iea.org">http://www.iea.org</a></li> <li>■ Energia: Energy policies for the poor and women, Volume 12, Issue 1, July 2009 (available on m-drive).</li> <li>■ Eitel, B. (2001) Die wirtschaftspolitische Förderung der Verbreitung von Kleinwasserkraftanlagen durch dezentrale Akteure in Entwicklungsländern.</li> <li>■ Kaltschmitt, M., Streicher, W. and Wiese, A. (2007) Renewable Energy Technology, Economics and Environment, Springer.</li> <li>■ Publications from IRENA <a href="https://www.irena.org">https://www.irena.org</a></li> <li>■ Renewable energy in the water, energy &amp; food nexus - IRENA 2015 - <a href="http://www.irena.org/Publications">www.irena.org/Publications</a></li> <li>■ Water Security (2011) The Water-Food-Energy-Climate Nexus: The World Economic Forum Water Initiative, IslandPress.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 46 hrs. Lecture time</li> <li>■ 20 hrs. Lecture preparation: Literature study</li> <li>■ 40 hrs. Self-study/Homework</li> <li>■ 30 hrs. Presentations</li> <li>■ 44 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## Career Focus – International Economics

### Focus Elective 2: Principles of International Economics

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Birgit Eitel
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min) [67 % of total grade] and presentation (15 minutes) [33 % of total grade]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students learn about and can explain the development of traditional and modern trade theory in the historical context</li> <li>■ Students learn about and can explain the objectives and effects of trade policy measures</li> <li>■ Students learn about and can explain the international financial system</li> <li>■ Students get a comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>The course will cover the following topics:</p> <ul style="list-style-type: none"> <li>■ Introduction in international trade theory in an historical context (Mercantilists, classical theory and modern trade theories)</li> <li>■ International trade policy (e.g. effects of taxes and subsidies, nontariff trade barriers, modern arguments related to protection)</li> <li>■ Forms and effects of economic integration (EU, NAFTA, Mercosur)</li> <li>■ Exchange rates and the international financial system</li> <li>■ Discussion of case studies and current developments in the field of international economics</li> </ul>
<b>Teaching and learning method</b>	Lecture, case studies, presentations and group work
<b>Module compatibility</b>	Including useful interfaces with modules in economics
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Krugman, P.R., Obstfeld, M. and Melitz, M.J. (2015) International Economics: Theory and Policy, Pearson.</li> <li>■ Salvatore, D. (2010) Introduction to International Economics, John Wiley and Sons, Inc.</li> <li>■ Samuelson, P.A., and W.D. Nordhaus (2010) Economics, McGraw Hill.</li> </ul>



---

**Workload in full hours (= 60 minutes)**

For students enrolled **from** WS 2020-21

- 45 hrs. Lecture time
  - 18 hrs. Lecture preparation: Literature study
  - 43 hrs. Self-study/Homework
  - 20 hrs. Presentations
  - 54 hrs. Exam preparation
- Total workload: 180 hrs/ 6 ECTS

For students enrolled **before** WS 2020-21: 210 hrs/ 7 ECTS

---

## Career Focus – International Economics

### Focus Elective 3: The Economics of Global Environmental Challenges

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Uwe Mummert
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.), 100%
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students understand the methods of estimating the social value of environmental resources.</li> <li>■ Students understand and apply fundamental tools and models of microeconomics to analyzing environmental questions, which involve cases where private market outcomes are not necessarily efficient (e.g., pollution, climate change).</li> <li>■ Students understand and interpret relevant graphical analyses.</li> <li>■ Students can use microeconomic tools to analyze important environmental regulatory policies. They can compare different institutional approaches to environmental policy (regulation, market based, taxes etc.).</li> <li>■ Students understand the difficulties of formulating and evaluating environmental policy.</li> <li>■ Students understand the particularities of global environmental challenges and the specific problems of responding to them</li> <li>■ Students understand and can reflect on the intertemporal trade offs in environmental issues, and the economic models used to evaluate them.</li> <li>■ Students gain a comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English</li> </ul>
<b>Module Content</b>	<p>The course will cover the following topics:</p> <ul style="list-style-type: none"> <li>■ The problem of sustainability</li> <li>■ Externalities and environmental destruction</li> <li>■ Public goods and common pool resources</li> <li>■ Policy tools for sustainability</li> <li>■ Global Climate Change and what to do about it – the discount debate in climate change mitigation</li> <li>■ Biodiversity loss and what to do about it – the Dasgupta review</li> </ul>
<b>Teaching and learning method</b>	Interactive lecture and case studies

<b>Module compatibility</b>	Including useful interfaces with modules in economics, especially principles of economics and modules regarding sustainability and sustainable technology, Bachelor Thesis (if written about a topic in environmental economics)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Bodo Storm/Carla Vogt (2. Auflage): Umweltökonomik. Eine anwendungsorientierte Einführung.</li> <li>■ Hanley, Nick (2019): Introduction to environmental economics.</li> <li>■ Kolstad, Charles D. (2011): Intermediate environmental economics.</li> <li>■ Stern, Nicholas (2006): The Economics of Climate Change.</li> <li>■ Dasgupta, Partha (2021): The Economics of Biodiversity.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>after</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 90 hrs. Lecture time</li> <li>■ 15 hrs. Lecture preparation: Literature study</li> <li>■ 15 hrs. Self-study/Homework</li> <li>■ 60 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: plus 30 hrs. Assignment (total workload: 210 hrs. / 7 ECTS)</p>

## Career Focus – Marketing

### Focus Elective 1: Customer Experience Management

<b>Module number</b>	22 or 23
<b>Module coordinator</b>	Prof. Dr. Gabriele Brambach
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ Relationship Marketing</li> <li>■ Strategic Brand Management</li> </ul>
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module Type</b>	Elective
<b>Method of examination and grading procedure</b>	<ul style="list-style-type: none"> <li>■ <b>Relationship Marketing:</b> exam (45 min.) [70 % of total grade] and group presentation (10 min.) [30% of total grade]. Both assessments have to be passed successfully in the same semester.</li> <li>■ <b>Strategic Brand Management:</b> exam (45 min.) [70 % of total grade] and group presentation (10 min.) [30% of total grade]. Both assessments have to be passed successfully in the same semester.</li> </ul> <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 1a: Relationship Management

<b>Lecturer</b>	Prof. Dr. Gabriele Brambach
<b>Total Workload</b>	105 hours for students enrolled <b>before</b> WS 2020-21 90 hours for students enrolled <b>from</b> WS 2020-21
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Prerequisites</b>	Foundations of Marketing
<b>Learning objectives and skills</b>	<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 (customer centric) approach (rather than replacing traditional marketing).</p> <p>After successfully completing this course, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Explain the fundamental thought processes, such as the customer relationship life cycle and the relationship success chain management (with special focus on</li> </ul>

	<p>customer satisfaction and loyalty), and the relevant influence factors;</p> <ul style="list-style-type: none"> <li>■ Outline specific tasks for each phase of the customer relationship lifecycle;</li> <li>■ Make use of this Relationship Marketing framework to relate possible instruments of RM to psychological and behavioral effects within the three phases of the customer relationship lifecycle;</li> <li>■ Analyse and evaluate specific customer relationship situations in order to apply this conceptual knowledge to create long term customer relationships for a (specific) company, based in positive customer experiences; and in consequence,</li> <li>■ Elaborate new operational tools for specific Relationship Marketing purposes.</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Core concept of customer orientation and relevance of creating (long term) customer relations</li> <li>■ Concept of customer acquisition and recovery</li> <li>■ Concept of customer loyalty and instruments for customer retention (especially customer experience management, communication management and complaint management)</li> <li>■ Methods to understand, measure and increase customer satisfaction</li> <li>■ Customer value measurement and management</li> <li>■ Data / IT systems to facilitate relationship marketing</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, Class room discussions, Case studies and presentations
<b>Module compatibility</b>	Including useful interfaces with Marketing (Mandatory), International Pricing and Consumer Behavior (Marketing Elective), Business Model Generation (General Elective), Bachelor Thesis (if written about a marketing topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Bruhn, M. (2003) Relationship Marketing: Management of Customer Relations, Pearson Education.</li> <li>■ Plus latest and specific articles from journals, as announced in class</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 28 hrs. Lecture time</li> <li>■ 20 hrs. Lecture Preparation: Literature Study</li> <li>■ 21 hrs. Self-study/ Homework</li> <li>■ 21 hrs. Exam preparation</li> </ul> <p>Total workload: 90 hours</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hours</p>

## Focus Elective 1b: Strategic Brand Management

<b>Lecturer</b>	Prof. Dr. Frauke Demuth
<b>Total Workload</b>	105 hours for students enrolled <b>before</b> WS 2020-21 90 hours for students enrolled <b>from</b> WS 2020-21
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Prerequisites</b>	Foundations of Marketing
<b>Learning objectives and skills</b>	<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 successfully completing this course, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Explain the value and key concepts of brand management - especially brand equity - in order to prepare and evaluate brand strategies and tactics.</li> <li>■ Apply the concept of segmenting, targeting and positioning brands to specific customer personas.</li> <li>■ Design brand-oriented content strategy and management.</li> <li>■ Implement, assess and compare marketing programs and instruments across channels</li> </ul> <p>This course should be useful for careers in most functions, as branding has multiple touch points with each corporate department (e.g. R&amp;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>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Customer-Based Brand Equity and Brand Positioning</li> <li>■ Brand Resonance and the Brand Value Chain</li> <li>■ Choosing Brand Elements to Build Brand Equity</li> <li>■ Conversational Commerce – the (?) future of digital human-brand interactions [ChatBot Prototyping Session]</li> <li>■ Brand Content Strategy, Channels and Media: Designing Marketing Programs to Build Brand Equity</li> <li>■ Integrating Digital and Physical Marketing Communications to Build Brand Equity</li> </ul>
<b>Teaching and learning method</b>	Lecture and group work with case studies
<b>Module compatibility</b>	Class room lectures, Class room discussions, Case studies and presentations

<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Aaker, J. (1997). Dimensions of brand personality, Journal of Marketing Research, 34(3), 347-356.</li> <li>■ Keller, K. L., Apéria, T. and Georgson, M. (2012) Strategic Brand Management, Global Edition.</li> <li>■ Plus latest and specific articles from journals, as announced in class.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 28 hrs. Lecture time</li> <li>■ 20 hrs. Lecture Preparation: Literature Study</li> <li>■ 21 hrs. Self-study/ Homework</li> <li>■ 21 hrs. Exam preparation</li> </ul> <p>Total workload: 90 hours</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hours</p>

## Career Focus – Marketing

### Focus Elective 2: International Pricing and Consumer Behavior

<b>Module number</b>	22 or 23
<b>Module coordinator</b>	Prof. Dr. Gabriele Brambach
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ Consumer Behavior</li> <li>■ International Pricing Strategies</li> </ul>
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module Type</b>	Elective
<b>Method of examination and grading procedure</b>	<p>Presentation (40%) and written paper (60 %) covering both courses.</p> <p>Both courses of the module have to be taken and passed in the same semester.</p>

### Focus Elective 2a: Consumer Behavior

<b>Lecturer</b>	Prof. Dr. Florian Riedmüller
<b>Total Workload</b>	105 hours for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Prerequisites</b>	Foundations of Marketing
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students shall demonstrate the following main learning objectives and competencies:</p> <ul style="list-style-type: none"> <li>■ Understand and recall the process of consumer buying decisions and behavior</li> <li>■ Explain motives, values, attitudes and other major influence factors in general and in application to specific companies and their (typical) customers</li> <li>■ Distinguish different types of consumer behaviour according to specific situations</li> <li>■ Analyse specific company situations and evaluate possible options to influence consumer behavior to the advantage of the intended result (like for example raising awareness, creating an image or changing an attitude)</li> <li>■ Build a solid base to systematically assess and describe consumer behavior in preparation of the specific application to pricing (see corresponding module) and other marketing disciplines (like strategic brand management or relationship marketing)</li> </ul>



	<ul style="list-style-type: none"> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Consumer motives and values</li> <li>■ Consumer response to marketing actions (exposure, attention, perception, learning, attitude, action, post-purchase dissonance, consumer involvement)</li> <li>■ Consumer demographics and psychographics</li> <li>■ Social and group aspects of consumer behavior</li> <li>■ Integrated approaches to consumer behavior</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, Class room discussions, Case studies and presentations (including written report)
<b>Module compatibility</b>	Including useful interfaces with Marketing (Mandatory), Customer Experience Management (Marketing Elective), Business Model Generation (General Elective), Bachelor Thesis (if written about a marketing topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Evans, M., Jamal, A. and Foxall, G. (2006): Consumer Behavior, Wiley.</li> <li>■ Plus latest and specific articles from journals, as announced in class</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 28 hrs. Lecture time</li> <li>■ 20 hrs. Lecture Preparation: Literature Study</li> <li>■ 21 hrs. Self-study/ Homework</li> <li>■ 21 hrs. Exam preparation</li> </ul> <p>Total workload: 90 hours</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hours</p>

### Focus Elective 2b: International Pricing Strategies

<b>Lecturer</b>	Prof. Dr. Gabriele Brambach
<b>Total Workload</b>	105 hours for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Prerequisites</b>	Foundations of Marketing
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students shall demonstrate the following main learning objectives and competencies:</p> <ul style="list-style-type: none"> <li>■ Understand the (international) pricing process and recall the different steps and major tasks to strategically price a product, set and maintain an initial price</li> <li>■ Explain the major influence factors of international pricing situations and classify companies according to an international pricing taxonomy</li> <li>■ Analyze specific companies situation and evaluate options to set and change prices (according to the beforehand gained knowledge on (theoretical) options</li> </ul>

	<ul style="list-style-type: none"> <li>■ Evaluate the sustainability of existing international pricing strategies (of real companies) and develop options on how to improve in future</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Fundamentals of Price Management (Pricing Process)</li> <li>■ Challenges for International Pricing Strategies</li> <li>■ Taxonomy of International Pricing Practices</li> <li>■ Price Strategy</li> <li>■ Initial Pricing</li> </ul>
<b>Teaching and learning method</b>	Class room lectures, Class room discussions, Case studies and presentations (including written report)
<b>Module compatibility</b>	Including useful interfaces with Marketing (Mandatory), Customer Experience Management (Marketing Elective), Business Model Generation (General Elective), Bachelor Thesis (if written about a marketing topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Hollensen, S. (2011) Global Marketing, Prentice Hall.</li> <li>■ Nagle, T. T. and Holden, R. K. (2002) The Strategy and Tactics of Pricing, Prentice Hall.</li> <li>■ Smith, T. (2012) Pricing Strategy, South Western Cengage Learning.</li> <li>■ Plus: Current newspapers and specific journals Plus latest and specific articles from journals, as announced in class</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 28 hrs. Lecture time</li> <li>■ 20 hrs. Lecture Preparation: Literature Study</li> <li>■ 21 hrs. Self-study/ Homework</li> <li>■ 21 hrs. Exam preparation</li> </ul> <p>Total workload: 90 hours</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hours</p>

## Career Focus – Marketing

### Focus Elective 3: Design Thinking

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Alexander Hahn
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	3.5 for students enrolled <b>before</b> WS 2020-21 3 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	105 for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑
<b>Method of examination and grading procedure</b>	Written Exam (90 min)
<b>Prerequisites</b>	Foundations of Marketing recommended
<b>Learning objectives and skills</b>	<p>Design Thinking has established itself as a fundamental method in digital marketing, innovation management and corporate entrepreneurship. Design Thinking methods and processes are taught at numerous business schools, business faculties, and d.schools worldwide as part of business education in order to provide students with a user-centered methodology that is adapted to digitalization.</p> <p>In this course, basic theories, concepts and methods of Design Thinking are taught to students. In addition, case studies and practice assignments will be selected and worked on to provide insights into design thinking approaches in different industries and functional areas.</p> <p>The students know central terms, processes, methods and tools of Design Thinking and can explain them.</p> <ul style="list-style-type: none"> <li>■ Students will be able to apply design thinking tools to concrete problems.</li> <li>■ Students will be able to compare design thinking tools based on their application knowledge in order to assess which ones are best suited for concrete problems.</li> <li>■ Students can transfer design thinking approaches to unfamiliar contexts involving interdisciplinary teams.</li> <li>■ Students will be able to use design thinking tools to understand problems in a user-centered way and develop solution ideas, prototype them, evaluate them through user feedback, and summarize the findings.</li> <li>■ Students will be able to independently implement the Design Thinking process through a Design Sprint, and present the results convincingly to stakeholders.</li> </ul> <p>Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</p>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Introduction to Design Thinking</li> </ul>

	<ul style="list-style-type: none"> <li>■ Design Thinking Theories</li> <li>■ Design Thinking Process</li> <li>■ Phase 1: Empathize</li> <li>■ Phase 2: Define</li> <li>■ Phase 3: Ideate</li> <li>■ Phase 4: Prototype</li> <li>■ Phase 5: Test</li> </ul> <p>Outlook on current developments in Design Thinking and related concepts such as Lean Startup and Open Innovation</p>
<b>Teaching and learning method</b>	Lecture and interactive work with case studies
<b>Module compatibility</b>	Including useful interfaces with Marketing (Mandatory), Electives in the field of Marketing as well as Bachelor Thesis (if written about a marketing topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Brown, T. (2008). Design Thinking. Harvard business review, 86(6), 84.</li> <li>■ Liedtka, J. (2018). Why Design Thinking Works, Harvard Business Review, 96(5), 72-79.</li> <li>■ Luchs, M. G., Swan, S., &amp; Griffin, A. (2015). Design Thinking: New product development essentials from the PDMA. John Wiley &amp; Sons.</li> <li>■ Plus latest and specific articles from journals</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 24 hrs. Lecture time</li> <li>■ 16 hrs. Lecture Preparation: Literature Study</li> <li>■ 16 hrs. Self-study/ Homework</li> <li>■ 16 hrs. Group Work</li> <li>■ 18 hrs. Exam preparation</li> </ul> <p>Total workload: 90 hours</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hours</p>

## Career Focus – Marketing

### Focus Elective 4: Lean Startup

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Alexander Hahn
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	3.5 for students enrolled <b>before</b> WS 2020-21 3 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	105 for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑
<b>Method of examination and grading procedure</b>	Written Exam (90 min)
<b>Prerequisites</b>	Foundations of Marketing recommended
<b>Learning objectives and skills</b>	<p>This course is designed to provide students with basic theories, concepts, and methods of Lean Startup.</p> <p>Lean Startup encompasses a method for developing companies and products while keeping all processes as lean as possible. The main goal is to create a successful company with as little capital as possible and not to waste time designing, but to develop a prototype as quickly as possible. The product cycle should be reduced so that changes can be reacted to quickly.</p> <p>During the course, students will learn various methods and tools of Lean Startup. Learning/qualification objectives and competencies to be taught to students include:</p> <ul style="list-style-type: none"> <li>■ Students will be familiar with key terms, processes, methods, and tools of Lean Startup and be able to explain them.</li> <li>■ The students are able to apply tools of Lean Startup to concrete problems.</li> <li>■ The students can compare tools on the basis of their acquired knowledge and evaluate which ones are best suited for concrete problems.</li> <li>■ Students will be able to transfer Lean Startup approaches to unfamiliar contexts involving interdisciplinary teams.</li> </ul> <p>Most importantly, the course serves to encourage students to consider their own startups (regardless of discipline). The course provides tools to focus on the essential issues of entrepreneurship.</p> <p>Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</p>
<b>Module Content</b>	The course begins with an overview of the basics of Lean Startup. In the introduction, the central terms are explained, the historical development is shown, and the necessity of the topic

	<p>is derived on the basis of the changed framework conditions. Thus, Lean Startup is established as a way of thinking. Based on these fundamentals, organizational and personal requirements for the implementation of successful Lean Startup processes are then introduced and deepened. Then, the Lean Startup process is explained and practiced step by step.</p> <ul style="list-style-type: none"> <li>■ 1.1 Introduction</li> <li>■ 1.2 Learning processes</li> <li>■ 1.3 Experiments</li> <li>■ 2.1 Leap</li> <li>■ 2.2 Testing</li> <li>■ 2.3 Measuring progress</li> <li>■ 2.4 Pivoting</li> <li>■ 3.1 Growing</li> <li>■ 3.2 Adapting</li> </ul>
<b>Teaching and learning method</b>	Lecture and interactive work with case studies
<b>Module compatibility</b>	Including useful interfaces with Marketing (Mandatory), Electives in the field of Marketing as well as Bachelor Thesis (if written about a marketing topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Bortolini, R. F., Nogueira Cortimiglia, M., Danilevicz, A. D. M. F., &amp; Ghezzi, A. (2021). Lean Startup: a comprehensive historical review. <i>Management decision</i>, 59(8), 1765-1783.</li> <li>■ Reis, E. (2011). <i>The lean startup</i>. New York: Crown Business, 27, 2016-2020.</li> <li>■ Shepherd, D. A., &amp; Gruber, M. (2021). The lean startup framework: Closing the academic–practitioner divide. <i>Entrepreneurship Theory and Practice</i>, 45(5), 967-998.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 24 hrs. Lecture time</li> <li>■ 16 hrs. Lecture Preparation: Literature Study</li> <li>■ 16 hrs. Self-study/ Homework</li> <li>■ 16 hrs. Group Work</li> <li>■ 18 hrs. Exam preparation</li> </ul> <p>Total workload: 90 hours</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hours</p>

## Career Focus – Operations Management/ Logistics

### Focus Elective 1: Distribution und Supply Chain Management

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Christoph Tripp
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Method of examination and grading procedure</b>	Winter semester (in German) ☒ Summer semester (in German) ☒
<b>Type of Examination</b>	Written exam (90 min.)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Aufbauend auf den erlernten Fähigkeiten in den grundlegenden Modulen besitzen Studierende nach erfolgreicher Absolvierung des Schwerpunktmoduls 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><u>Einleitung:</u></p> <p>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.</p> <p><u>Kerninhalte:</u></p> <p>Die Studierenden können</p> <ul style="list-style-type: none"> <li>■ die Auswirkungen von Megatrends auf logistische Netzwerke ableiten und bewerten,</li> <li>■ die Potenziale und Grenzen von Supply Chain Management aus Theorie und Praxis verbinden und bewerten,</li> <li>■ unterschiedliche Netzwerktypen in der Logistik und die wesentlichen Designprinzipien logistischer Netzwerke zusammenstellen und bewerten,</li> <li>■ Lieferservices und deren Bedeutung in logistischen Netzwerken zuordnen und bewerten,</li> <li>■ grundlegende Transportmuster in der Distribution konzipieren und bewerten,</li> <li>■ die wesentlichen Komponenten der Netzkonfiguration in der Distribution sammeln und bewerten</li> <li>■ die kosten- und servicebezogenen Effekte von mehr- und einstufigen Distributionssystemen der Industrie zuordnen und bewerten</li> </ul>

- die kosten- und servicebezogenen Effekte in Produktionsnetzwerken zuordnen und bewerten,
- die Potenziale und Grenzen des Zentrallagerkonzeptes in der Handels-Distribution verbinden und bewerten,
- die Potenziale und Grenzen der Cross-Docking-Abwicklung 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.

Abschluss:

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.

<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Grundlagen logistischer Netzwerke (Megatrends und ihre Auswirkungen auf logistische Netzwerke, Begriff und Aufgaben der Logistik, Bedeutung und Designprinzipien logistischer Netzwerke, Serviceanforderungen logistischer Netzwerke)</li> <li>■ Industrielle Distributionssysteme (Grundlagen der Warendistribution, mehrstufige und einstufige Distributionssysteme, Produktionsnetzwerke)</li> <li>■ Versorgungssysteme des Handels (Das Zentrallagerkonzept als handelslogistisches Basismodell, Cross-Docking als bestandslose Belieferungsform, Selbstabholung im Handel)</li> <li>■ Dienstleisternetze (Einordnung und Besonderheiten von Dienstleisternetzen, Grundmodelle der Netzkonfiguration, Netzwerke des Sammelgutverkehrs und des KEP-Geschäftes)</li> </ul>
<b>Teaching and learning method</b>	Seminaristischer Unterricht, Übung
<b>Module compatibility</b>	Das Modul baut auf dem Modul „Operations Management“ (Modul 15) auf und stellt vielfältige, tiefgreifende Bezüge zu diesem Grundlagenmodul her. Das Modul wird gleichermaßen im Bachelor BW, im Bachelor IB und im Bachelor IBT angeboten. Zudem ist es offen für Austauschstudierende von Partnerhochschulen.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Bretzke, W.-R. (2015) Logistische Netzwerke, Springer.</li> <li>■ Hertel, J., Zentes, J. and Schramm-Klein, H. (2011) Supply Chain Management und Warenwirtschaftssysteme im Handel, Springer.</li> <li>■ Tripp, C. (2019) Distributions- und Handelslogistik: Netzwerke und Strategien der Omnichannel-Distribution im Handel, Springer.</li> </ul>



---

**Workload in full hours (= 60 minutes)**

For students enrolled **from** WS 2020-21

- 48 hrs. Lecture time
- 44 hrs. Lecture preparation: Literature study
- 44 hrs. Self-study/Homework
- 44 hrs. Exam preparation

Total workload: 180 hrs/ 6 ECTS

For students enrolled **before** WS 2020-21: 210 hrs/ 7 ECTS

---

## Career Focus – Operations Management/Logistics

### Focus Elective 2: Einkauf und Supply Management

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Gerhard Heß
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Method of examination and grading procedure</b>	Winter semester (in German) ☒ Summer semester (in German) ☒
<b>Type of Examination</b>	Written exam (90 min.)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Die Studierenden besitzen nach erfolgreicher Absolvierung des Moduls einen vertieften Kenntnisstand des Sachgebiets sowie einschlägiger Fachliteratur und verfügen zudem über Kenntnisse aktueller Forschungen und setzen sich mit diesen kritisch auseinander.</p> <p>Die Studierenden werden mit den Konzepten, Entscheidungsmethoden und Prozessen im strategischen Einkauf und der Beschaffungs-logistik 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"> <li>■ Die Wertbeitragsziele des Einkaufs und der Beschaffungs-logistik systematisch ableiten und bewerten,</li> <li>■ Nachhaltigkeit und Compliance im Supply Management erklären und bewerten</li> <li>■ Die Aufgaben im strategischen Einkauf strukturieren und erklären</li> <li>■ Umfassend die Hebel innerhalb der Materialgruppenstrategie, insbesondere Lieferantenbeziehung, Global Sourcing, Lieferantenzahl, System und Modular Sourcing, Bündelungskonzepte, Preis- und Prozessorientierte Hebel, erklären und bewerten</li> <li>■ Situationsspezifisch ein Konzept zur Lieferantenbewertung entwickeln,</li> <li>■ Konzepte der Lieferantenfreigabe, Lieferantenklassifizierung und der Lieferantenstrategie erklären und bewerten,</li> <li>■ Prozessschritte und Methoden im Ausschreibungsprozess und in der Lieferantenauswahl erklären und bewerten</li> <li>■ Ansätze des e-Procurement erklären und bewerten,</li> <li>■ Beschaffungslogistische Konzepte der Direktanlieferung erklären und bewerten</li> </ul>

	<ul style="list-style-type: none"> <li>■ Wesentliche Kennzahlen und Methoden im Einkaufscontrolling erklären und bewerten.</li> </ul> <p>Nach erfolgreichem Abschluss der Veranstaltung können Studierende selbständig Fallaufgaben aus dem strategischen Einkauf und zur Beschaffungslogistik analysieren, deren Konsequenzen analytisch, auf Basis der vermittelten Methoden, bewerten, um daraus Lösungsansätze für die betriebliche Praxis abzuleiten.</p>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Grundbegriffe im Einkauf und Supply Management</li> <li>■ Wertbeitragsziele des Einkaufs</li> <li>■ Nachhaltigkeit im Einkauf</li> <li>■ Überblick über den Aufbau eines Einkaufsmanagementsystems</li> <li>■ Formulierung von Materialgruppenstrategien</li> <li>■ Lieferantenmanagement</li> <li>■ Ausschreibungsprozess</li> <li>■ e-Procurement</li> <li>■ Beschaffungslogistik, insbesondere Direktanlieferung</li> <li>■ Einkaufscontrolling</li> </ul>
<b>Teaching and learning method</b>	Seminaristischer Unterricht, Übung
<b>Module compatibility</b>	<p>Dieses Modul weist wichtige Schnittstellen zum Grundlagenmodul <i>Operations Management</i> (Pflichtmodul), sowie zu den Wahlpflichtmodulen <i>Distribution and Supply Chain Management</i> und <i>Enterprise Resource Planning</i> (beides im Career Focus – Operations Management/ Logistics) und zum allgemeinen Wahlfach <i>Logistics and Supply Chain Management</i>.</p> <p>Es wird derzeit zusätzlich im Bachelor Betriebswirtschaft und im Bachelor International Business and Technology angeboten. Selbstverständlich kann es auch von Austauschstudierenden unserer Partnerhochschulen (mit entsprechenden Deutschkenntnissen) belegt werden.</p>
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Appelfeller, W. and Bucholz, W. (2011) <i>Supplier Relationship Management</i>, Gabler.</li> <li>■ Arnold, U. and Kasulke, G. (Hrsg.) (2006) <i>Praxishandbuch innovativer Beschaffung</i>, Wiley.</li> <li>■ Heß, G. (2010) <i>Supply-Strategien in Einkauf und Beschaffung</i>, Lehrbuch.</li> <li>■ Heß, G. (2017) <i>Strategischer Einkauf und Supply-Strategie</i>, Springer.</li> <li>■ Koppelman, U. (2004) <i>Beschaffungsmarketing</i>, Springer.</li> <li>■ Large, R. (2009) <i>Strategisches Beschaffungsmanagement</i>, Springer.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 44 hrs. Lecture preparation: Literature study</li> <li>■ 44 hrs. Self-study/Homework</li> <li>■ 44 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## Career Focus – Operations Management/Logistics

### Focus Elective 3: Enterprise Resource Planning

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Ralf Bogdanski
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in German) <input checked="" type="checkbox"/> Summer semester (in German) <input type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Die Studierenden erlangen durch das Modul Enterprise Resource Planning einen vertieften Kenntnisstand des Sachgebiets sowie einschlägiger Fachliteratur. Sie verfügen zudem über Kenntnisse aktueller Forschungen im Bereich Enterprise Resource Planning und setzen sich mit diesen kritisch auseinander.</p> <p>Im Lauf der Veranstaltung erlernen die Studierenden Methoden und Instrumente, um Problemlagen zu analysieren sowie Lösungswege des Enterprise Resource Planning zu entwickeln.</p> <p>Die Studierenden sind in der Lage</p> <ul style="list-style-type: none"> <li>■ die Ansatzpunkte, Methoden und Instrumente des Enterprise Resource Planning darzustellen und zu erklären sowie zu verbinden</li> <li>■ zu verstehen, wie die modernen Enterprise Resource Planning Systeme eingesetzt werden können</li> </ul> <p>Nach erfolgreichem Abschluss der Veranstaltung können Studierende die Möglichkeiten des Enterprise Resource Planning in den Managementfunktionen Planung, Organisation, Kontrolle, Personal und Führung vergleichen und beurteilen. Sie sind in der Lage, konkrete Maßnahmen zusammenzustellen, um Enterprise Resource Planning in die Sach- und Managementfunktionen des Unternehmens zu integrieren.</p>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Abgrenzung Supply Chain Management und Enterprise Resource Planning</li> <li>■ Überblick Enterprise Resource Planning: Die MRPII-Philosophie</li> <li>■ Produktstruktur und Produkt-Zeit-Struktur</li> <li>■ Absatzplanung und Produktionsprogrammplanung</li> <li>■ Materialbedarfsplanung und Kapazitätsplanung</li> </ul>
<b>Teaching and learning method</b>	Seminaristischer Unterricht, Übung

<b>Module compatibility</b>	<p>Es existieren Schnittstellen zu den Modulen <i>Cost Accounting</i> (Pflichtmodul) und <i>Strategic Management</i> (Pflichtmodul). Außerdem wird dieses Modul derzeit auch im Bachelor Betriebswirtschaft und im Bachelor in International Business and Technology angeboten. Den Austauschstudierenden unserer Partnerhochschulen steht dieses Modul offen.</p>
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Glaser, H., Geiger W. and Rohde, V. (1992) PPS: Grundlagen-Konzepte-Anwendungen, Gabler.</li> <li>■ Schneider, H., Buzacott, J. and Rücker, T. (2005) Operative Produktionsplanung und steuerung, Oldenbourg.</li> <li>■ Zäpfel, G. (1982) Produktionswirtschaft. Operatives Produktions-Management, de Gruyter.</li> <li>■ Wight, O. W. (1984) Manufacturing Resource Planning: MRP II, O. Wight.</li> <li>■ Gerhard, K. and Teufel, T. (1997) SAP R/3 prozeßorientiert anwenden, Addison-Wesley.</li> <li>■ Kurbel, K. (2003) Produktionsplanung und steuerung, Oldenbourg.</li> <li>■ Schneeweiß, C. (2002) Einführung in die Produktionswirtschaft, Springer.</li> <li>■ Specht, O., Ahrens, D. and Wolter, B. (1994) Material- und Fertigungswirtschaft: Produktionslogistik mit PPS-Systemen, Kiehl.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 36 hrs. Lecture preparation: Literature study</li> <li>■ 20 hrs. Self-study/Homework</li> <li>■ 40 hrs. Group work/ Tutorials</li> <li>■ 36 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## Career Focus – Sustainability

### Focus Elective 1: Sustainable Transition Management – Innovation and New Business Models

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Frank Ebinger
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	3.5 for students enrolled <b>before</b> WS 2020-21 3 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	105 for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Group Presentation (20-25 min)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Students will:</p> <ul style="list-style-type: none"> <li>■ Students can classify different terms used in the literature concerning transition theory, and apply them to different cases in the field of sustainable management.</li> <li>■ Students understand sustainable innovations in the context environmental and social issues emerges worldwide.</li> <li>■ Students understand and can explain how sustainability can be integrated into models of transition management.</li> <li>■ Students make use of the knowledge on the prevailing problems and create possible concepts of transition management on different levels in society and markets.</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>The course identifies levels and points of intervention for developing novel strategic sustainability approaches. Thus, the focus is on sustainability driven R&amp;D strategies and innovation approaches in different market context, and consequently, the need for New Business Models. This course introduces students to different market prerequisites and their unique characteristics. Starting from the basics of what is transformation of business, it gets into the details of different types of innovation emanating from the different sustainability drivers (legislation, demand and intrinsic motives). Several case studies (on multinationals and local firms) are discussed in class for an in-depth understanding of R&amp;D and innovation strategies. Furthermore, interlinkages with social innovation and sustainability concepts are also explained with the help of these case studies. Based on this, the emergence and consequences of New Business Model approaches will be analysed.</p>

<b>Teaching and learning method</b>	Lectures, guest lectures, case studies, group work, presentations of ideas, draft and final presentation
<b>Module compatibility</b>	Including useful interfaces with the electives <i>Sustainable Business Management – Challenges, Regulation and Approaches</i> and <i>Nachhaltige Wirtschaftspolitik</i> as well as <i>Foundations of Business Administration</i> (compulsory) and <i>Operations and Environmental Management</i> (compulsory), <i>Bachelor Thesis</i> (if written about a sustainability topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Hans Günter Brauch, Ursula Oswald Spring, John Grin und Jürgen Scheffran (Hg.): Handbook on Sustainability Transition and Sustainable Peace. Cham: Springer International Publishing 2016.</li> <li>■ Kazuhiro Ueta, Yukio Adachi (Eds.): Transition Management for Sustainable Development (Multilevel Environmental Governance for Sustainable Development), UN Publications 2014.</li> <li>■ Annik Magerholm Fet (Ed.): Business Transitions: A Path to Sustainability, Springer 2023.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 24 hrs. Lecture time</li> <li>■ 16 hrs. Lecture preparation: Literature study</li> <li>■ 15 hrs. Self-study/Homework</li> <li>■ 10 hrs. Group work/Tutorials</li> <li>■ 25 hrs. Presentations</li> </ul> <p>Total workload: 90 hrs/ 3 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hrs/ 3.5 ECTS</p>

## Career Focus – Sustainability

### Focus Elective 2: Sustainable Business Management – Challenges, Regulation and Approaches

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Frank Ebinger
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	3.5 for students enrolled <b>before</b> WS 2020-21 3 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	105 for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Method of examination and grading procedure</b>	Group Presentation (20-25 min.)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students can classify different terms used in the literature concerning Sustainable Business Management, and acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary.</li> <li>■ Students understand the latest Sustainable Management Approaches in the context environmental and social issues emerges worldwide.</li> <li>■ Students explain how Sustainability can be integrated into models of Business Management.</li> <li>■ Students make use of the knowledge on the current legislative approaches and create sound intervention needs on management level.</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Lectures, guest lectures, and case studies to provide all important information regarding different demands for sustainable corporate management (especially in deviations from the classic value chains)</li> <li>■ Existing legal regulations for a New Sustainable Management (taxonomy, CSRD, CSDDD, LkSG, digital product passport, EMAS, technical regulations, etc.)</li> <li>■ Voluntary agreements and standards for corporate sustainability management (ISO standards and other multi-stakeholder approaches)</li> <li>■ Independent analysis and presentation of sustainability approaches</li> </ul>
<b>Teaching and learning method</b>	Lecture, guest lectures, group projects with case studies, group discussion, presentations of ideas, draft and final presentation



<b>Module compatibility</b>	Including useful interfaces with the electives <i>Sustainable Transition Management - Innovation and New Business Models</i> and <i>Nachhaltige Wirtschaftspolitik</i> as well as <i>Foundations of Business Administration</i> (compulsory) and <i>Operations and Environmental Management</i> (compulsory), <i>Bachelor Thesis</i> (if written about a sustainability topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Dietmar Ernst, Ulrich Sailer, Robert Gabriel (Eds.): <i>Sustainable Business Management</i>, UVK 2023.</li> <li>■ Additional literature will be distributed in class</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 24 hrs. Lecture time</li> <li>■ 10 hrs. Lecture preparation: Literature study</li> <li>■ 19 hrs. Self-study/ Homework</li> <li>■ 5 hrs. Group work/ Tutorials</li> <li>■ 32 hrs. Presentations</li> </ul> <p>Total workload: 90 hrs/ 3 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hrs/ 3.5 ECTS</p>

## Career Focus – Sustainability

### Focus Elective 3: Nachhaltige Wirtschaftspolitik (Sustainable Public Policy)

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Mario Bossler
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Method of examination and grading procedure</b>	Written exam (90 min.)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>■ Students should understand the basic principles of economic markets and how they contribute to economic efficiency and welfare, whereas a specific focus is on the effect of state interventions.</li> <li>■ Students should use economic models to recognize various forms of market failure and understand why and how the market fails to provide a socially optimal outcome.</li> <li>■ Students should understand the importance of state intervention in the market and become familiar with the concepts and instruments of sustainable state intervention, sustainable deregulation and effective market design.</li> <li>■ Students should familiarize themselves with the concepts and instruments of sustainable market-based environmental policy and understand what role companies play in this context, what effects market-based environmental policy has on company decisions and how ecological goals can be integrated into the market.</li> <li>■ Students should recognize the importance of sustainable social policy and become familiar with the measures and instruments that can be used to promote social cohesion and family support.</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Introduction</li> <li>■ How the social market economy works</li> <li>■ Forms of market failure</li> <li>■ Sustainable state intervention in the social market economy</li> <li>■ Sustainable deregulation and market design</li> <li>■ Sustainable market-based environmental policy</li> <li>■ Sustainable social and family policy</li> </ul>
<b>Teaching and learning method</b>	Lectures, exercises, and presentations

<b>Module compatibility</b>	Including useful interfaces with the electives <i>Innovation Management in Emerging Markets</i> and <i>Sustainable Transition Management</i> as well as <i>Foundations of Business Administration</i> (compulsory) and <i>Operations and Environmental Management</i> (compulsory), <i>Bachelor Thesis</i> (if written about a sustainability topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Acemoglu, D.; Laibson, D.; List, J., <i>Microeconomics</i>, 3. Auflage, Pearson, NY.</li> <li>■ Endres, A., <i>Umweltökonomie</i>, Kohlhammer Verlag, 2013.</li> <li>■ Heckman, JJ., The case for investing in disadvantaged young children. CESifo DICE Report. 2008;6(2):3-8.</li> <li>■ Klump, R., <i>Wirtschaftspolitik Instrumente, Ziele und Institutionen</i>, 4. Auflage, München 2021.</li> <li>■ Sachverständigenrat, <i>Transformation Gestalten: Bildung, Digitalisierung und Nachhaltigkeit</i>, Jahresgutachten 21/22, Wiesbaden, 2021.</li> <li>■ Sinn, H.-W., <i>Das grüne Paradoxon. Plädoyer für eine illusionsfreie Klimapolitik</i>, 2. Auflage, Weltbuch-Verlag: 2020.</li> <li>■ Sinn, H.-W., <i>Das grüne Paradoxon: Warum man das Angebot bei der Klimapolitik nicht vergessen darf. Perspektiven der Wirtschaftspolitik</i> 2008,9: 109–142.</li> <li>■ Gruber, J. (2005). <i>Public finance and public policy</i>, fifth edition. Macmillan Learning.</li> <li>■ Veröffentlichungen in internationalen Fachzeitschriften zu den jeweiligen Themen.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 22 hrs. Lecture preparation: Literature study</li> <li>■ 18 hrs. Self-study/Homework</li> <li>■ 48 hrs. Group work/ Tutorials</li> <li>■ 20 hrs. Presentation</li> <li>■ 24 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## General Electives (without focus)

### General Elective 1: Außenwirtschaft II – World Trade and Global Markets

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Naiming Wei
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in German) <input checked="" type="checkbox"/> Summer semester (in German) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.) [50%] and presentation [50%]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Im Laufe der Veranstaltung erlernen die Studierende die grundlegenden Kenntnisse des Außenhandels sowohl auf der strategischen als auch auf der operativen Ebene. Damit werden die Studierenden in die Lage versetzt, wesentliche Instrumente der globalen Marktbearbeitung zu verstehen und Außenhandelsgeschäfte abzuwickeln</p> <p>Die Studierenden können</p> <ul style="list-style-type: none"> <li>■ die Entwicklungstendenz des globalen Geschäftsumfeldes und des Außenhandels verfolgen</li> <li>■ die Bedeutung des interkulturellen Einflusses auf die internationale Unternehmung verstehen</li> <li>■ geeignete Markteintrittsstrategien sowie Marktbearbeitungsmaßnahmen für die internationalen Märkte entwickeln</li> <li>■ die unterschiedlichen Außenhandelsformen abwägen und beurteilen</li> <li>■ den Einsatz von Verkehrsmitteln zur Abwicklung des Außenhandelsprozesses abwägen und beurteilen</li> <li>■ die verschiedenen internationalen Liefer- und Zahlungsbedingungen unterscheiden und sachgerecht anwenden</li> </ul> <p>Nach erfolgreichem Abschluss der Veranstaltung gewinnen die Studierenden ein umfassendes Bild über die Bedeutung des Außenhandels in den globalen Märkten. Sie können die wesentlichen Instrumente zur Erschließung der internationalen Märkte und zur Abwicklung des Außenhandels beurteilen und daraus die geeignete Handlungsoption entwickeln.</p>
<b>Module Content</b>	<p>Vorlesung</p> <ul style="list-style-type: none"> <li>■ Entwicklung des Welthandels im Zeichen der (De-)Globalisierung</li> <li>■ Entstehung und aktuelle Entwicklung der internationalen Handelsorganisationen</li> <li>■ Internationalisierungstheorie und interkultureller Einfluss</li> <li>■ Formen des Außenhandels und die Bedeutung der Intermediaries</li> </ul>

	<ul style="list-style-type: none"> <li>■ Markteintrittsstrategien und Marktbearbeitungsinstrumente in internationalen Märkten</li> <li>■ Abwicklung des Export- und Import-Prozesse</li> <li>■ Liefer- und Zahlungsbedingungen im Außenhandel</li> </ul> <p>Case Study</p> <ul style="list-style-type: none"> <li>■ Aktuelle Entwicklung des globalen Geschäftsumfeldes und des Außenhandels</li> <li>■ Entwicklung von Markteintrittsstrategien für Unternehmen</li> <li>■ Internationale Expansion von Industrie- und Handelsunternehmen</li> <li>■ Besondere Herausforderung in Internationalisierungsprozesse für Unternehmen aus Schwellenländern</li> </ul>
<b>Teaching and learning method</b>	Seminaristischer Unterricht, Übung, Fallstudien
<b>Module compatibility</b>	<p>Es existieren Schnittstellen zu den Modulen <i>Foundations of Business Administration</i> (Pflichtmodul) und den Teilmodulen <i>Strategic Management</i> bzw. <i>International Management with Cases</i> (Pflichtmodule), ebenso wie den Electives der Spezialisierung International Economics.</p> <p>Außerdem wird dieses Modul im Bachelor Betriebswirtschaft und im Bachelor in International Business and Technology angeboten. Den Austauschstudierenden unserer Partnerhochschulen steht dieses Modul offen.</p>
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Büttner (2020) Außenhandel – Grundlagen internationaler Handelsbeziehungen, 5. Auflage, Springer Gabler</li> <li>■ Eun Sup Lee (2012) Management of International Trade, Springer</li> <li>■ M. Kutschker / S. Schmid (2011) Internationales Management, 7. Auflage, Oldenbourg</li> <li>■ Johnson/Scholes/Whittington (2008): Exploring Corporate Strategy</li> <li>■ Incoterms 2020, ICC Deutschland, Köln</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 20 hrs. Lecture preparation: Literature study</li> <li>■ 20 hrs. Self-study/Homework</li> <li>■ 32 hrs. Group work/ Tutorials</li> <li>■ 30 hrs. Presentation</li> <li>■ 30 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## General Electives (without focus)

### General Elective 2: Area Study – Doing Business in China

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Naiming Wei
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>  Winter Semester: China Summer Semester: e.g. Australia, South Africa, USA
<b>Method of examination and grading procedure</b>	Written exam (90 min.) [50%] and presentation [50%]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Understanding and managing cultural differences and know-how of different markets for doing business and thus economic success of students studying business and of getting to know the business environment in different geographic areas. Therefore, students will adapt their theory on country examples and implementing business to overcome international business related geographical, and regional business problems.</p> <p>After successfully completing this course, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ understand the historical background and the current political and economic system of the region</li> <li>■ understand the international positioning of the region in a globalised business environment</li> <li>■ assess country specific opportunities and risks for international and local companies by doing business in the region</li> <li>■ demonstrate how regional culture impacts business and management practice</li> <li>■ to work or conduct business with local people both in the region and internationally</li> <li>■ acquire comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>

<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ Introduction and historical background of the country</li> <li>■ The current political system and recent society development</li> <li>■ Regional economy and its international positioning</li> <li>■ Economic relationship of the region to EU / Germany</li> <li>■ How international companies operate in (e.g.) China</li> <li>■ Strategic positioning and uniqueness of local companies</li> <li>■ Regional culture and its influence on company management frameworks of strategic management and intercultural communication</li> <li>■ Wellner/Ritter Geographical Scheme on the region/country/area/cities</li> </ul>
<b>Teaching and learning method</b>	Lecture, group works, presentations, off sites/excursions
<b>Module compatibility</b>	Including useful interfaces with <i>Foundations in Business Administration</i> and <i>International Management with Cases and Strategic Management</i> (mandatory), languages and <i>Sales and Marketing Negotiations</i> (Focus Elective), <i>Business Model Generation</i> (General Elective), Bachelor Thesis (as normally an academic paper is created out of the projects)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Granet, M (2013) Chinese Civilization, Routledge.</li> <li>■ Zhang, Qizhi (2015) An Introduction to Chinese History and Culture, Springer Verlag.</li> <li>■ Heilmann S. (2016) Das politische System der Volksrepublik China, Springer Verlag.</li> <li>■ Aggarwal, V. K. and Newland, S. A. (2015) Responding to China's Rise: US and EU Strategies, Springer Verlag.</li> <li>■ Kutschker, M. and Schmid, S. (2010) Internationales Management, Oldenbourg.</li> <li>■ Diverse scientific articles from the lecturer</li> <li>■ Current newspaper i.e. Handelsblatt, FAZ, FT, The Economist</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 48 hrs. Lecture time</li> <li>■ 30 hrs. Lecture preparation: Literature study</li> <li>■ 30 hrs. Self-study/Homework</li> <li>■ 40 hrs. Group work/ Tutorials</li> <li>■ 12 hrs. Presentations</li> <li>■ 20 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## General Electives (without focus)

### General Elective 3: Internationalization through Mergers & Acquisitions

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Kai-Uwe Wellner, Prof. Dr. Monty Wynder
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	7 for students enrolled <b>before</b> WS 2020-21 6 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	210 hours for students enrolled <b>before</b> WS 2020-21 180 hours for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input checked="" type="checkbox"/> Summer semester (in English) <input type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min.) [60%] and group work [40%]
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>Understanding and managing internationalisation through M&amp;A. Therefore, will adopt their financial and management theory on M&amp;A examples and implementing Due Diligences to overcome international business related &amp; financial aspects/risks of M&amp;A.</p> <p>After successfully completing this course, the students should be able to demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>■ Understand the reasons for M&amp;As</li> <li>■ Different steps of co-operations</li> <li>■ Understand the international positioning through M&amp;A</li> <li>■ Assess specific opportunities and risks for international companies by doing business through M&amp;A</li> <li>■ Due Diligence</li> <li>■ Evaluation of companies</li> <li>■ Synergies through mergers</li> <li>■ To work or conduct M&amp;A's with people/process/customer</li> <li>■ Wellner M&amp;A Scheme</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>



<b>Module Content</b>	<p><b>I. Mergers &amp; Acquisitions foundations:</b></p> <ul style="list-style-type: none"> <li>■ Strategic considerations, international markets</li> <li>■ Reasons for corporation acquisitions</li> <li>■ Current market situation</li> <li>■ Chinese M&amp;A's in Europe and the World</li> <li>■ Case study: Daimler Chrysler</li> </ul> <p><b>II. Acquisition process approach:</b></p> <ul style="list-style-type: none"> <li>■ Reasons for success/failure of M&amp;A</li> <li>■ Case study M&amp;A: Helvetia National Suisse Insurance</li> </ul> <p><b>III. Overview Due Diligence:</b></p> <ul style="list-style-type: none"> <li>■ Risks, chances and use of M&amp;A</li> <li>■ Overview Due Diligence</li> <li>■ Schedule, process and types of Due Diligence</li> <li>■ Data room</li> <li>■ Financial business valuation</li> </ul> <p><b>IV. New ways of Due Diligence</b></p> <ul style="list-style-type: none"> <li>■ Criticism towards the classical M&amp;A process</li> <li>■ Soft facts of Due Diligence</li> <li>■ Solutions for problems during the acquisition process</li> </ul> <p><b>V. Cases</b></p>
<b>Teaching and learning method</b>	Lectures, group work, presentations
<b>Module compatibility</b>	Including useful interfaces with <i>Foundations in Business Administration</i> and <i>International Management with Cases and Strategic Management</i> and Finance and Accounting-subjects (mandatory), Languages and <i>Sales and Marketing Negotiations</i> (Focus Elective), <i>Business Model Generation</i> (General Elective), Bachelor Thesis (as normally an academic paper is created out of the projects)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Current academic articles/cases/books, will be announces during lecture</li> <li>■ Becker, W. and Ulrich, P. (2016) Mergers &amp; Acquisitions im Mittelstand: Best Practices für den Akquisitionsprozess, Springer.</li> <li>■ Picot, P. (2008) Handbuch Mergers &amp; Acquisitions: Planung – Durchführung – Integration, Schäffer-Poeschel.</li> <li>■ Sherman, A. (2006) Mergers &amp; Acquisitions from A to Z, AMACOM.</li> <li>■ Current newspaper i.e. Handelsblatt, FAZ, FT, The Economist</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 30 hrs. Lecture time</li> <li>■ 40 hrs. Lecture preparation: Literature study</li> <li>■ 30 hrs. Self-study/Homework</li> <li>■ 40 hrs. Group work/ Tutorials</li> <li>■ 20 hrs. Presentations</li> <li>■ 20 hrs. Exam preparation</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 210 hrs/ 7 ECTS</p>

## General Electives (without focus)

**General Elective 4: Logistics and Supply Chain Management**

<b>Module number</b>	22 or 23
<b>Lecturer</b>	Prof. Dr. Johannes Igl
<b>Integration in curriculum</b>	Semester 6 or 7
<b>Credit points</b>	3.5 for students enrolled <b>before</b> WS 2020-21 3 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	105 for students enrolled <b>before</b> WS 2020-21 90 for students enrolled <b>from</b> WS 2020-21
<b>Module type</b>	Elective
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) <input type="checkbox"/> Summer semester (in English) <input checked="" type="checkbox"/>
<b>Method of examination and grading procedure</b>	Written exam (90 min)
<b>Prerequisites</b>	None
<b>Learning objectives and skills</b>	<p>After successfully completing this module, the students shall demonstrate the following main learning objectives and competencies:</p> <ul style="list-style-type: none"> <li>■ Understanding the basic principles of logistics and supply chain management and model various supply chains</li> <li>■ Analyzing the interactions of the key players within the supply chain</li> <li>■ Discussing different solutions for various supply chain issues</li> <li>■ Understanding comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English</li> </ul>
<b>Module Content</b>	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> <li>■ Basic principles of logistics and supply chain management</li> <li>■ Supply chain drivers and metrics</li> <li>■ Role of Logistics Service Providers</li> <li>■ Key elements of logistics: Transportation, transshipment, storage</li> <li>■ Warehousing &amp; warehousing technologies</li> </ul>
<b>Teaching and learning method</b>	Lectures, group presentations, class discussions
<b>Module compatibility</b>	Including useful interfaces with <i>Distribution and Supply Chain Management</i> (Focus Elective), <i>Einkauf und Supply Management</i> (Focus Elective), <i>Enterprise Resource Planning</i> (Focus Elective), <i>Bachelor Thesis</i> (if written about a topic in Logistics or Supply Chain Management)

<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Chopra, S. and Meindl, P. (2016) Supply Chain Management. Strategy, Planning, and Operation, Global Edition, Pearson.</li> <li>■ Gleissner, H and Femerling, P. (2013) Logistics. Basics – Exercises – Case Studies, Springer.</li> <li>■ Simchi-Levi, D., Kaminsky, P. and Simchi-Levi, E. (2007) Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, McGraw Hill Higher Education.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<p>For students enrolled <b>from</b> WS 2020-21</p> <ul style="list-style-type: none"> <li>■ 24 hrs. Lecture time</li> <li>■ 10 hrs. Lecture preparation: Literature study</li> <li>■ 12 hrs. Self-study/Homework</li> <li>■ 10 hrs. Group work/Tutorials</li> <li>■ 13 hrs. Presentations</li> <li>■ 21 hrs. Exam preparation</li> </ul> <p>Total workload: 90 hrs/ 3 ECTS</p> <p>For students enrolled <b>before</b> WS 2020-21: 105 hrs/ 3.5 ECTS</p>

## 24. Module: Management

<b>Module number</b>	24 – Advanced Module
<b>Module coordinator</b>	Prof. Dr. Helen Rogers
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ Strategic Management</li> <li>■ International Management with Cases</li> </ul>
<b>Integration in curriculum</b>	Semester 7
<b>Credit points</b>	7
<b>Total Workload</b>	210 hours
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	<ul style="list-style-type: none"> <li>■ Strategic Management: written exam (60 min.) [75% of total grade] plus group presentation (30 min.) [25% of total grade]. Both assessments have to be passed successfully in the same semester. Excursions/ guest lectures/ offsite lectures may be included, depending on availability</li> <li>■ International Management with Cases: written exam (60 min.) 100%</li> </ul> <p>Both courses of the module have to be taken and passed in the same semester.</p>

### 24.1 Course: Strategic Management

<b>Lecturer</b>	Prof. Dr. Daniel Gerhard
<b>Total Workload</b>	120 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑
<b>Prerequisites</b>	Recommendation: successful completion of the course "Foundations of Business Administration"
<b>Learning objectives and skills</b>	<p>This is an advanced course offered to students in semesters 4 to 7. The four pillars of company management in general (planning, organizing, staffing, leading and controlling) as studied in <i>Foundations of Business Administration</i> will be revisited. Links will be introduced from these four pillars to strategic management.</p> <p>During the course the students will learn the basic knowledge and frame works of strategic management, as well as strategic analysis, strategy formulation and strategy implementation. With help of case studies the students will obtain a deeper understanding how the strategic management process works in the business practice under real conditions.</p> <p>After successfully completing this course, the students should be able to demonstrate the following competencies:</p>

	<ul style="list-style-type: none"> <li>■ Understand the company strategy development process both from a conceptual and from a practical perspective</li> <li>■ Explain the normative principles and constitutions of a company in context to its strategic management approach</li> <li>■ Select appropriate tools to conduct strategic analysis, strategy formulation and strategy implementation in an integrated planning and control system. The system affects and steers an organisation, both at the strategic and operative levels</li> <li>■ Make use of such tools to analyse and to evaluate a concrete business situation</li> <li>■ Gain knowledge of how strategy is formulated in the opposite way to the planning approach of the point above. Here strategy will be seen as a craft arising out of incremental experiments.</li> <li>■ At the end of course students are able to design and conduct strategic analysis, to develop strategic options as well as to evaluate their respective consequences by considering the real conditions in the business practice.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ What is Strategic Management –definition and basics</li> <li>■ Why Strategic Management - conceptual framework</li> <li>■ Normative, strategic and operative management</li> <li>■ Strategic analysis external view</li> <li>■ Strategic analysis internal view</li> <li>■ Strategic formulation at business level</li> <li>■ Strategic formulation at corporate level</li> <li>■ Strategic implementation</li> <li>■ System and structure in context to strategic management</li> <li>■ Selected specific strategic topics (innovation, internationalization...)</li> </ul>
<b>Teaching and learning method</b>	Lecture, presentations, guest lectures
<b>Module compatibility</b>	Including useful interfaces with <i>Foundation of Business Administration, Marketing, International Sales and Purchasing</i> , and subject in the field of Human Resource Management, Bachelor Thesis (if written about a company strategy related topic)
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Script and handouts, plus current articles as well as current Management Magazines</li> <li>■ Johnson, G., Scholes, K. and Whittington, R. (2014) <i>Exploring Corporate Strategy, Text &amp; Cases</i>, Pearson / Prentice Hall</li> <li>■ Müller-Stewens, G. and Lechner, Ch. (2011) <i>Strategisches Management</i>, Schäffer-Poeschel.</li> <li>■ Grant, R. M. (2013) <i>Contemporary Strategy Analysis</i>, Blackwell Publishing.</li> <li>■ Steinmann, H., Schreyögg, G. and Koch, J. (2013) <i>Management</i>, Springer Gabler.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 10 hrs. Lecture Preparation: Literature Study</li> <li>■ 15 hrs. Self-study/ Homework</li> <li>■ 25 hrs. Presentations</li> <li>■ 25 hrs. Exam preparation</li> </ul> <p>Total workload: 120 hours</p>

## 24.2 Course: International Management with Cases

<b>Lecturer</b>	Prof. Dr. Kai-Uwe Wellner, Prof. Dr. Monty Wynder
<b>Total Workload</b>	90 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☒ Summer semester (in English) ☒
<b>Prerequisites</b>	Recommendation: Completion of basic study modules
<b>Learning objectives and skills</b>	<p>This course focuses on understanding and managing internationalisation and/or globalisation of companies as a way to build up competitive advantage and thus ensure ongoing success.</p> <p>After successfully completing this module, the students shall demonstrate the following main learning objectives and competencies:</p> <ul style="list-style-type: none"> <li>■ This course examines the theoretical background to international management in both a private and public organisational context</li> <li>■ Through using actual business cases, students will be able to evaluate aspects of managing international businesses and identify potential solutions to typical international business problems</li> <li>■ The wide-reaching effects of globalisation will be investigated and debated via practical cases</li> <li>■ Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.</li> </ul>
<b>Module Content</b>	<p>Topics include:</p> <p>The globalisation of markets, international business strategy, understanding emerging markets, foreign direct investment, economic integration across regions, government intervention, current and future challenges in international business.</p> <p>Practical examples and case studies are used throughout</p>
<b>Teaching and learning method</b>	Lectures, case study analysis and group work, excursions, off sites
<b>Module compatibility</b>	Including useful interfaces with all different functions in business and management (i.e. Human Resources, Accounting, Finance, International Management, Logistics, Foundations), languages, <i>Sales and Marketing Negotiations</i> (Focus Elective), <i>Business Model Generation</i> and <i>Innovation Management</i> (General Electives), Bachelor Thesis (as normally an academic paper is created out of the projects).
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Hill, C. (2014) <i>International Business: Competing in the Global Marketplace</i>, McGraw-Hill.</li> <li>■ Buckley, P. and Ghauri P. (2015) <i>International Business Strategy</i>, Routledge.</li> <li>■ Simon, Herman (2012) <i>Hidden Champions: Aufbruch nach Globalia</i>, Campus.</li> <li>■ Diverse articles from the lecturer</li> <li>■ Current newspaper i.e. Handelsblatt, FAZ, FT, The Economist</li> </ul>

---

**Workload in full hours (= 60 minutes)**

- 23 hrs. Lecture time
  - 12 hrs. Lecture Preparation: Literature Study
  - 15 hrs. Self-study/ Homework
  - 10 hrs. Group work/ Tutorials
  - 20 hrs. Presentations
  - 10 hrs. Exam preparation
- Total workload: 90 hours
-

## 25. Module: Project Work

<b>Module number</b>	25 – Advanced Module
<b>Module coordinator</b>	Prof. Dr. Helen Rogers
<b>Lecturer</b>	Prof. Dr. Birgit Eitel, Prof. Dr. Daniel Gerhard
<b>Integration in curriculum</b>	Semester 6
<b>Credit points</b>	6
<b>Total Workload</b>	180 hours
<b>Module type</b>	Compulsory
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑
<b>Method of examination and grading procedure</b>	Group presentation (30 min.) [40%] and written report (approx. 2,000 words) [60%] – Attendance and participation in the mid-term and final presentation is mandatory.
<b>Prerequisites</b>	Recommended: Scientific Methods and Research. Basic knowledge of the German language can be beneficial for some projects with local companies.
<b>Learning objectives and skills</b>	This course prepares students with the skills and ability to apply theoretical knowledge to a business idea, a real project or a business plan. Learning and improving teamwork. Acquiring comprehensive knowledge about correct application of subject-specific terminologies and vocabulary in English.
<b>Module Content</b>	Students learn how to develop, manage and carry out an independent research project, often in conjunction with local businesses or governmental/non-governmental organisations. This project can (typically) consist of a startup business plan, a business relaunch, a feasibility study, an event or an applied research project. Students will further develop their skills on how to search for, evaluate and analyse primary and secondary information with the aim of arriving at meaningful, objective results for a real or realistic project. Independent teamwork is a key aspect of this course. Projects are carried out in groups and managed by the students, under the supervision and guidance of the lecturers. This involves understanding how to structure a project on your own and manage deadlines, without somebody telling you exactly what to do.
<b>Teaching and learning method</b>	Lectures, guest lectures from industry, group work and coaching of the group by the lecturer, presentations of ideas, draft and final report. guest lectures, field trip, etc.



<b>Module compatibility</b>	This course fits well with Internship report, International Management with Cases, Case Studies in International Business.
<b>Literature (excerpt)</b>	<ul style="list-style-type: none"> <li>■ Evans, V. (2011) Essential Guide to Writing a Business Plan, Financial Times.</li> <li>■ Ghauri, P. and Gronhaug, K. (2010) Research Methods in Business Studies, FT Prentice Hall.</li> </ul>
<b>Workload in full hours (= 60 minutes)</b>	<ul style="list-style-type: none"> <li>■ 45 hrs. Lecture time</li> <li>■ 30 hrs. Lecture preparation: Literature study</li> <li>■ 20 hrs. Self-study/Homework</li> <li>■ 50 hrs. Group work/ Tutorials</li> <li>■ 35 hrs. Presentations</li> </ul> <p>Total workload: 180 hrs/ 6 ECTS</p>

## 26. Module: Bachelor's Thesis

<b>Module number</b>	26 – Advanced Module
<b>Course(s) in the module</b>	<ul style="list-style-type: none"> <li>■ Bachelor Thesis</li> <li>■ Bachelor Seminar</li> </ul>
<b>Integration in curriculum</b>	Semester 7
<b>Credit points</b>	12+1 for students enrolled <b>before</b> WS 2020-21 14+1 for students enrolled <b>from</b> WS 2020-21
<b>Total Workload</b>	390 hours for students enrolled <b>before</b> WS 2020-21 450 hours for students enrolled <b>from</b> WS 2020-21
<b>Module Type</b>	Compulsory
<b>Method of examination and grading procedure</b>	<ul style="list-style-type: none"> <li>■ Bachelor Thesis: Thesis</li> <li>■ Bachelor Seminar: Presentation; graded on a pass/fail scale – Attendance mandatory</li> </ul>

### 26.1: Bachelor Thesis

<b>Lecturer</b>	Thesis supervisor (all professors of the IB degree program)
<b>Total Workload</b>	360 hours for students enrolled <b>before</b> WS 2020-21 420 hours for students enrolled <b>from</b> WS 2020-21
<b>Duration</b>	One semester (max. 5 months)
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑
<b>Prerequisites</b>	At least 140 ECTS and completion of internship (practical part)
<b>Mode of presentation</b>	Written, two copies plus electronic version (CD or USB stick)
<b>Learning objectives and skills</b>	<p>Plan, organise and structure a scientific research project, resulting in a written thesis of approximately 40-50 pages. Thesis includes:</p> <ul style="list-style-type: none"> <li>■ Identification and analysis of primary and/or secondary data</li> <li>■ Management of relevant academic and business literature</li> <li>■ Utilising previously acquired knowledge in international business</li> </ul> <p>If applicable, this allows further specialisation into the student's chosen focus area (e.g. marketing or finance).</p> <p>The thesis should demonstrate that the student is able to work independently on a specific research issue from the subject areas of the degree program using academic methods. The research should be systematically developed and presented, providing insights, recommendations and/or practical solutions.</p>

<b>Module Content</b>	<ul style="list-style-type: none"> <li>■ In-depth analysis of a specific research topic</li> <li>■ Topic either assigned by the thesis supervisor or proposed by the student and developed and agreed with the supervisor</li> <li>■ The topic must be related to international business</li> <li>■ The thesis can (but does not have to) be written in cooperation with a company.</li> </ul>
<b>Teaching and learning method</b>	Independent preparation, accompanied by guidance from the supervisor, presentations and/or discussions of progress and interim results may be required by the supervisor on an individual basis.
<b>Module compatibility</b>	Insights from earlier semester courses will act as inputs to the bachelor thesis in the field of interest to the student.
<b>Literature (excerpt)</b>	Literature depends on topic chosen. However, it should be a combination of standard literature and current scientific papers.

## 26.2 Course: Bachelor Seminar

<b>Lecturer</b>	Professor who supervises the thesis
<b>Total Workload</b>	30 hours
<b>Duration</b>	One semester
<b>Module frequency and language</b>	Winter semester (in English) ☑ Summer semester (in English) ☑
<b>Prerequisites</b>	Must be carried out in conjunction with the bachelor thesis
<b>Learning objectives and skills</b>	Students should be able to prepare a presentation and poster to explain the thesis in a logical manner. This should include reflecting upon and critically evaluating specific challenge, achievements and associated recommendations.
<b>Module Content</b>	Individual advisory sessions with the student and/or group meetings, as appropriate.
<b>Teaching and learning method</b>	Presenting and defending one's thesis, discussions
<b>Literature (excerpt)</b>	Not applicable