



# **Module Handbook of the Study course International Management (B. A.)**

## Information:

- This Module Handbook is valid from the Intake WiSe 2010/11
- The Modules are alphabetically sorted by their name.

# Academic Project

## Academic Project

Faculty: Faculty of Business Management and Social Sciences

Module 22B0744 (Version 6.0) of 3/16/2016

### Code of Module

22B0744

### Study Programmes

International Management (B.A.)

### Level of Module

3

### Content

- Organisation and elaboration of a work process of the practical project to be completed, in consultation with the supervising lecturer,
- independent scientific preparation of a practical topic.

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module

- are able to expand on a broad knowledge and practice-related foundation gained during the study programme.
- have subject and interdisciplinary knowledge and skills in order to bring together theory and practice related to the study programme.
- are able to adopt critical distance so that appropriate results can be pulled from their analyses.

#### *Knowledge Deepening*

Students who successfully complete this module

- develop topic-relevant knowledge enabling achievement and discussion of subject-specific detailed results.
- are also able to present and defend subject-specific results in an overall context.

#### *Instrumental Skills and Competences*

Students who successfully complete this module

- are able to utilise instrumental knowledge acquired in the study programme for the achievement of their project results. i.e. they
- can collect and interpret necessary data
- apply academic methods used within the discipline
- make hypotheses and examine them in terms of their accuracy.

#### *Communicative Skills and Competences*

Students who successfully complete this module are able to differentiate, structure and critically assess:

- the applied methods and procedure,
- the overall context,
- the achieved results

in both written and verbal form, and in some circumstances also in a foreign language.

### Systemic Skills and Competences

Students who successfully complete this module are able to

- apply subject-related and interdisciplinary skills acquired during the study programme
- assess the results of their project in terms of their practical relevance and
- convert assessments into recommendations and define possibilities for implementation.

#### Mode of Delivery

Advice and supervision in the form of colloquiums, counselling, coaching etc.

#### Expected Knowledge and/or Competences

None

#### Responsible of the Module

Gehmlich, Volker

#### Credits

18

#### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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30	Individual coaching
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Independent Learning

Workload (h)	Type
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510	Project
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#### Recommended Reading

Cameron, S. (1999) The Business Student's Handbook, Financial Times/Pitman  
Gower,....

Jankowicz, A.D. (1997), Business Research Projects, International Thomson Business Press

#### Duration

1 Term

#### Module Frequency

Winter and Summer Term

#### Language of Instruction

English

#### Authors

Gehmlich, Volker

# Advanced English Business Conversation and Negotiation (CEF C1/C2)

## Advanced English Business Conversation and Negotiation (CEF C1/C2)

Faculty: Faculty of Business Management and Social Sciences

Module 22B0468 (Version 5.0) of 3/16/2016

### Code of Module

22B0468

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

3

### Mission Statement

Das Niveau vertieft die fachsprachliche Ausbildung und bereitet umfassend auf ein Auslandsstudium und/oder Auslandspraktikum vor.

### Content

Recherche, Lektüre, Analyse von und Diskussion zu ausgewählter/en wirtschafts- und wirtschaftspolitischer/en Themen basierend auf authentischen Artikeln aus Fachbüchern und der englischsprachigen Wirtschafts- und Fachpresse zu entsprechendem grundlegenden und tagespolitischem Geschehen;

Grundlagen und Praxis der Verhandlungsführung im internationalen und interkulturellen Kontext; Fallstudien und Simulationen zu Themen des internationalen und interkulturellen Managements;

Themenvertiefung in Präsentationen, Diskussionen, Projektarbeit und Verhandlungen;

Festigung der Terminologie der BWL, VWL und des internationalen Managements; exemplarische, vertiefte Festigung von Grammatik, Syntax und Gesprächsaufbau

### Learning Outcomes

#### *Communicative Skills and Competences*

Lerner können die Aufgaben voll erfüllen, die in der gesellschaftlichen und wirtschaftlichen Berufspraxis im englischsprachigen Ausland sowie in englischsprachigen Unternehmen und Situation an sie gestellt werden:

Sie können vertiefte Gespräche zu komplexen spezifischen Themen der Volks- und Betriebswirtschaft führen und lenken;

sie können internationale Verhandlungen führen, mitgestalten, lenken, auch im interkulturellen Kontext; sie verfügen über Kenntnisse der Wirtschafts- und Gesellschaftsstruktur sowie der kulturellen Eigenheiten ausgewählter englischsprachiger Länder.

### Mode of Delivery

Vorlesung mit seminaristischem Charakter, Gruppen -, Partner- und Einzelarbeit, Diskussionen, Präsentationen, Projektarbeit, Selbststudium

### Expected Knowledge and/or Competences

bestandenes Niveau Englisch 4 bzw. bestandener Einstufungstest für das Niveau 4 oder höher oder gleichwertige Vorkenntnisse

**Responsible of the Module**

Hogg, Alan

**Lecturer(s)**

Bauer, Ulrich

Hogg, Alan

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
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60	seminar
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Independent Learning

Workload (h)	Type
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90	Selbststudium, Kleingruppenarbeit, Veranstaltungsvor-/nachbereitung; Prüfungsvorbereitung
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**Recommended Reading**

div. vertiefende Artikel aus der englischsprachigen Wirtschaftspresse;  
div. audiovisuelles Material aus Rundfunk, Fernsehen, Internet und anderen Quellen

**Type and Form of Graded Examination**

Language Test

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

English

**Authors**

Bauer, Ulrich

Hogg, Alan

# Bachelor Dissertation

## Bachelor Dissertation

Faculty: Faculty of Business Management and Social Sciences

Module 22B0743 (Version 8.0) of 3/15/2016

### Code of Module

22B0743

### Study Programmes

International Management (B.A.)

### Level of Module

3

### Content

Independent academic work on a topic relevant to practice (Bachelor's dissertation), including

- independent organisation and elaboration of the workflow
- regular consultation with the examiners while work on the dissertation is being carried out
- inclusion of topic-related sources and academic rudimentary material from judicial decisions and the literature

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module

- are able to expand on a broad knowledge and practice-related foundation gained during the study programme.
- have subject and interdisciplinary knowledge and skills in order to bring together theory and practice related to the study programme.
- are able to adopt critical distance so that appropriate results can be pulled from their analyses.

#### *Knowledge Deepening*

Students who successfully complete this module

- develop topic-relevant knowledge enabling achievement and discussion of subject-specific detailed results.
- are also able to present and defend subject-specific results in an overall context.

#### *Instrumental Skills and Competences*

Students who successfully complete this module

- are able to utilise instrumental knowledge acquired in the study programme for the achievement of their project results. i.e. they can
- collect and interpret necessary data.
- apply academic methods used within the discipline.
- make hypotheses and examine them in terms of their accuracy.

#### *Communicative Skills and Competences*

Students who successfully complete this module are able to differentiate, structure and critically assess:

- the applied methods and procedure,
- the overall context,
- the achieved results

in both written and verbal form, and in some circumstances also in a foreign language.

## Systemic Skills and Competences

Students who successfully complete this module are able to

- apply subject-related and interdisciplinary skills acquired during the study programme.
- assess the results of their project in terms of their practical relevance and
- convert assessments into recommendations and define possibilities for implementation.

### Mode of Delivery

Advice and supervision by two examiners in the form of, for example, viva voces, counselling, coaching

### Expected Knowledge and/or Competences

Successful commencement and beginning of the practical project

### Responsible of the Module

Gehmlich, Volker

### Credits

12

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
15	

15

Independent Learning

Workload (h)	Type
345	

345

### Recommended Reading

Balzer, Helmut: Wissenschaftliches Arbeiten: Wissenschaft, Quellen, Artefakte, Organisation, Präsentation, Herdecke 2008; Brink, Alfred: Anfertigung wissenschaftlicher Arbeiten, 3. Auflage, München 2008; Disterer, Georg: Studienarbeiten schreiben: Seminar-, Bachelor-, Master- und Diplomarbeiten in den Wirtschaftswissenschaften, 5. Auflage, Berlin 2009; Franck, Norbert: Fit fürs Studium: erfolgreich reden, lesen, schreiben, 9. Auflage, München 2008; ders.: Wissenschaftliches Arbeiten – eine praktische Anleitung, 14. Auflage, Paderborn 2008; ders.: Handbuch Wissenschaftliches Arbeiten, 2. Auflage, Frankfurt/M. 2007; Grunwald, Klaus: Wissenschaftliches Arbeiten: Grundlagen zu Herangehensweisen, Darstellungsformen und Regeln, 7. Auflage, Eschborn 2008; Huber, Michael: Keine Angst vor schriftlichen Abschlussarbeiten: Grundlagen wissenschaftlicher Arbeitstechnik, Wien 2008; Karmasin, Matthias: Die Gestaltung wissenschaftlicher Arbeiten: ein Leitfaden für Seminararbeiten, Bachelor-, Master- und Magisterarbeiten, Diplomarbeiten und Dissertationen, 3. Auflage, Wien 2008; Lück, Wolfgang: Technik des wissenschaftlichen Arbeitens: Seminararbeit, Diplomarbeit, Dissertation, 10. Auflage, München 2009; Möllers, Thomas M.J.: Juristische Arbeitstechnik und wissenschaftliches Arbeiten: Klausur, Hausarbeit, Seminararbeit, Studienarbeit, Staatsexamen, Dissertation, 4. Auflage, München 2008; Nicol, Natascha: Wissenschaftliche Arbeiten schreiben mit Word 2007: formvollendete und normgerechte Examens-, Diplom- und Doktorarbeiten, 6. Auflage, München 2008; Putzke, Holm: Juristische Arbeiten erfolgreich schreiben: Klausuren, Hausarbeiten, Seminare, Bachelor- und Masterarbeiten, 2. Auflage, München 2009; Rossig, Wolfram E.: Wissenschaftliches Arbeiten: Leitfaden für Haus- und Seminararbeiten, Bachelor- und Masterthesis, Diplom- und Magisterarbeiten, Dissertationen, 7. Auflage, Berlin 2008; Scheld, Guido A.: Anleitung zur Anfertigung von Praktikums-, Seminar- und Diplomarbeiten sowie Bachelor- und Masterarbeiten, 7. Auflage, Büren 2008; Schomerus, Thomas; Söffker, Christiane; Jelinski, Jörg: Erstellen schriftlicher Arbeiten: Regeln und Hinweise für die Gestaltung von Referat, Hausarbeit, Praxisbericht, Diplomarbeit, Bachelorarbeit, 2. Auflage, Lüneburg 2008; Sommer, Roy: Schreibkompetenzen: erfolgreich wissenschaftlich schreiben - Klausuren, Seminararbeiten,

Examensarbeiten, Bachelor-/Masterarbeiten, 4. Auflage, Stuttgart 2009; Stickel-Wolf, Christine: Wissenschaftliches Arbeiten und Lerntechniken: erfolgreich studieren – gewusst wie, 5. Auflage, Wiesbaden 2008; Stock, Steffen: Erfolg bei Studienarbeiten, Referaten und Prüfungen, Berlin 2009; Töpfer, Arnim: Erfolgreich forschen: ein Leitfaden für Bachelor-, Master-Studierende und Doktoranden, Berlin 2009

### **Type and Form of Graded Examination**

Final Degree Thesis and Viva Voce

### **Duration**

1 Term

### **Module Frequency**

Winter and Summer Term

### **Language of Instruction**

English



# Block Seminars

## Block Seminars

Faculty: Faculty of Business Management and Social Sciences

Module 22053850 (Version 8.0) of 3/16/2016

### Code of Module

22053850

### Study Programmes

International Business and Management (Bachelor) (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Block seminars supplement the regular courses which take place. They last for one week and take place once in a semester. Regular courses are suspended during the block seminar week. During the block weeks topics/task are to be dealt with for which longer continuous work periods make sense, or are indeed required, and therefore cannot form part of the normal courses.

### Content

In every semester there is a broad range of one-week seminars, projects, case studies, simulation games and excursions on offer. These are often suitable for any discipline but there are also subject or study programme-specific options too. The topics/tasks have a particularly practical orientation. Students work on tasks related to interdisciplinary topics in small groups/teams, and prepare and present the results of these.

Block seminars are offered in other languages as well as in German. In addition, guest lecturers from partner universities are regularly involved.

Students have to take part in at least two block seminars during their study programme. One block seminar must have an international dimension.

### Learning Outcomes

#### *Knowledge Broadening*

Students gain an increased insight into national and also international topics/tasks related to practice. They broaden and deepen their knowledge about the conditions of practical business management. They are better able to assess the possibility of transferring theoretical knowledge to practical circumstances. They train their ability to analyse and work on situations with a highly practical relevance. They improve their interdisciplinary knowledge. They practice working in groups. They utilise presentation techniques.

### Mode of Delivery

Excursions, simulation games, case studies, projects, seminars

### Expected Knowledge and/or Competences

Dependent on each individual block seminar

**Responsible of the Module**

Gorschlüter, Petra

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)      Type

30 Seminar 1

30 Seminar 2

Independent Learning

Workload (h)      Type

45 Seminar 1 - Prepar.

45 Seminar 1 - Prepar.

**Recommended Reading**

Dependent on each individual block seminar

**Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only**

Project Report

Successful Participation

Practical Exercise

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

German and English

**Authors**

Gorschlüter, Petra

# Blockveranstaltungen

## Block Seminars

Faculty: Faculty of Business Management and Social Sciences

Module 22B9024 (Version 7.0) of 3/16/2016

### Code of Module

22B9024

### Study Programmes

Angewandte Volkswirtschaftslehre (B.A.)  
 Betriebswirtschaft und Management - WiSo (B.A.)  
 Wirtschaftsrecht (Bachelor) (LL.B.)  
 International Management (B.A.)  
 Internationale Betriebswirtschaft und Management (B.A.)  
 Betriebswirtschaft im Gesundheitswesen (B.A.)  
 Öffentliches Management (B.A.)  
 Soziale Arbeit (B.A.)  
 Wirtschaftspsychologie (B.Sc.)  
 Betriebliches Informationsmanagement (B.Sc.)

### Level of Module

2

### Mission Statement

Blockveranstaltungen sind eine Ergänzung der regelmäßig stattfindenden Lehrveranstaltungen. Sie haben eine Dauer von einer Woche und werden einmal im Semester durchgeführt. In der Blockveranstaltungswoche werden die regelmäßigen Lehrveranstaltungen ausgesetzt. In den Blockwochen sollen Themen/Aufgabenstellungen behandelt werden, für die längere zusammenhängende Bearbeitungszeiten sinnvoll bzw. erforderlich sind und die deshalb nicht Gegenstand der normalen Lehrveranstaltungen sein können.

### Content

In jedem Semester gibt es ein breites Angebot von einwöchigen Seminaren, Projekten, Fallstudien, Planspielen und Exkursionen. Die Angebote sind allgemeiner Art, aber auch fachrichtungs- oder studiengangsspezifisch. Die Themen/Aufgabenstellungen haben einen besonderen Praxis- bzw. Anwendungsbezug. Die Studierenden bearbeiten in kleinen Gruppen/Teams interdisziplinäre Themen und Aufgabenstellungen, deren Ergebnisse sie aufbereiten und präsentieren.

Blockveranstaltungen werden nicht nur in deutscher sondern auch in anderen Sprachen angeboten. Zudem werden regelmäßig Gastdozenten von Partnerhochschulen eingebunden.

Die Studierenden müssen an mindestens zwei Blockveranstaltungen während des Studiums teilnehmen, eine Blockveranstaltung muss i. d. R. einen internationalen Bezug aufweisen.

### Learning Outcomes

#### *Knowledge Broadening*

Die Studierenden haben einen verstärkten Einblick in praxisnahe nationale oder auch internationale Themen/Aufgabenstellungen erhalten. Sie haben ihr Wissen über die Bedingungen praktischer Unternehmensführung erweitert und vertieft. Sie können die Möglichkeit der Übertragung theoretischer Erkenntnisse auf praktische Gegebenheiten besser einschätzen. Sie haben ihre Fähigkeit,

praxisbezogene Situationen zu analysieren und zu bearbeiten, geschult. Ihr interdisziplinäres Wissen hat sich vermehrt. Sie haben das Arbeiten in Gruppen eingeübt. Sie haben Präsentationstechniken eingesetzt.

**Mode of Delivery**

Exkursion, Planspiel, Fallstudie, Projekt, Seminar mit nationaler oder internationaler Ausrichtung

**Expected Knowledge and/or Competences**

In Abhängigkeit von der jeweiligen Blockveranstaltung

**Responsible of the Module**

Gorschlüter, Petra

**Credits**

5

**Concept of Study and Teaching**

Guided Learning

Workload (h)

Type

30 Blockveranstaltung 1 - Seminar, betreute Kleingruppen, Abschlusspräsentation usw.

30 Blockveranstaltung 2 - Seminar, betreute Kleingruppen, Abschlusspräsentation usw.

Independent Learning

Workload (h)

Type

45 Blockveranstaltung 1 - Vor- und Nachbereitung

45 Blockveranstaltung 2 - Vor- und Nachbereitung

**Recommended Reading**

In Abhängigkeit von der jeweiligen Blockveranstaltung

**Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only**

Project Report

Successful Participation

Practical Exercise

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

German and English

**Authors**

Gorschlüter, Petra

# Business Mathematics

## Business Mathematics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0923 (Version 5.0) of 3/15/2016

### Code of Module

22B0923

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Internationale Betriebswirtschaft und Management (B.A.)  
International Management (B.A.)  
Gaststudierende (B.A.)

### Level of Module

1

### Content

1. Financial mathematics
  - 1.1 Successions and series
  - 1.2 Compound computation of interest
  - 1.3 Annuity computation
  - 1.4 Amortisation computation
  - 1.5 Leasing
  
2. Differential calculus I
  - 2.1 Introduction
  - 2.2 Determination of extreme values
  - 2.3 Economic applications
    - 2.3.1 Profit maximisation
    - 2.3.2 Law of diminishing returns
    - 2.3.3 Least cost combination
    - 2.3.4 Production maximisation
    - 2.3.5 Cost functions
    - 2.3.6 Economic order quantity
  - 2.4 Elasticities
  
3. Differential calculus II
  - 3.1 Partial derivatives
  - 3.2 Partial elasticities
  - 3.2 Homogeneity
  - 3.3 Cobb-Douglas production functions
  - 3.3 Restrictive extreme values
    - 3.3.1 Lagrangian method
    - 3.3.2 Economic applications
  
4. Linear algebra
  - 4.1 Linear system of equations
  - 4.2 Economic applications
    - 4.2.1 Markov chains
    - 4.2.2 Input-output analysis
    - 4.2.3 Multi-stage production processes
  
5. An aside: Linear optimisation

- 5.1 Setting the task
- 5.2 Simplex algorithm

**Learning Outcomes**

*Knowledge Broadening*

Students who successfully complete this module are able to

- handle economic functions analytically,
- offer solutions for economic extreme values with and without auxiliary condition with the assistance of differential calculus and
- set up linear equation systems based on economic issues.

**Mode of Delivery**

Lectures, exercises, self-study

**Expected Knowledge and/or Competences**

Passed placement test or preparatory course mathematics (arithmetic, algebra, differential calculus)

**Responsible of the Module**

Zinke, Rudi

**Lecturer(s)**

- Frey, Andreas
- Hübner, Ursula Hertha
- Seyfert, Wolfgang

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
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33	lecture
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27	practice
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Independent Learning

Workload (h)	Type
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30	preparation/follow-up for events
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15	study of literature
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25	exam preparation
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20	seminar paper
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**Recommended Reading**

(1) Schwarze, J.; Mathematik für Wirtschaftswissenschaftler. Bände 1 - 3. NWB Herne/Berlin 2005

(2) Tietze, J.; Einführung in die angewandte Wirtschaftsmathematik. incl. Lösungsbuch, Vieweg Verlag, Braunschweig 2006

(3) Holland, D. und H.; Mathematik im Betrieb.  
Gabler Verlag, Wiesbaden 2008

(4) Hoffmann, S.; Mathematische Grundlagen für Betriebswirte.  
NWB Herne/Berlin 2007

### **Type and Form of Graded Examination**

Two-Hour Written Examination

### **Duration**

1 Term

### **Module Frequency**

Only Winter Term

### **Language of Instruction**

English

### **Authors**

Zinke, Rudi

Seyfert, Wolfgang

# Communication and Key Qualifications

## Communication and Key Qualifications

Faculty: Faculty of Business Management and Social Sciences

Module 22B0702 (Version 8.0) of 3/16/2016

### Code of Module

22B0702

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

International Business and Management (Bachelor) (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

### Level of Module

1

### Content

1. Key skills and their significance in the university and work context
2. Principles of scientific working and writing
  - 2.1 Information skills, researching literature in scientific databases
  - 2.2 Demands on scientific work and formal aspects
  - 2.3 Structure, work stages and methodology
3. Principles of interpersonal communication
  - 3.1 Criteria of perception
  - 3.2 Selected communication models and their significance at university, in everyday life and the world of work
  - 3.3 The significance of non-verbal communication
4. Principles of selected communicative skills
  - 4.1 Argumentation and discussion
  - 4.2 Communication techniques
  - 4.3 Giving presentations at university and in the world of work

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module

- ... develop communicative key qualifications which are essential for work processes in the study programme as well as career.
- ... are able to compile information for academic work from libraries, academic databases and the internet within a reasonable time and to an appropriate depth.
- ... have basic knowledge and experience for the undertaking of academic tasks.
- ... are able to analyse specific communication situations and to make decisions for target-orientated communication.
- ... deepen their communication skills in one of the following focal areas: argumentation/discussion, conducting discussions or presentation skills.



### *Knowledge Deepening*

concerning argumentation/discussion:

Students are able to accumulate, prepare and organise arguments in such a way that they are able to represent their point of view convincingly in various talks and rounds of discussion. Additionally, they can influence the opinion-forming process with the aid of appropriate strategies, tactics and techniques.

concerning conducting discussions:

Students are able to lead individual and group discussions in a targeted way. They consciously and constructively shape phases of the discussion and use argumentation and questioning techniques within this.

concerning presentation:

Students are able to present information professionally and convincingly. They establish personal contact with the audience, develop meaningful dramaturgy and use selected rhetorical elements and visualisations to increase comprehensibility.

Students are able to implement knowledge from the foundations of communication in the above-mentioned focal areas, and also constructively utilise it in feedback rounds and discussions on presentations and practical exercises.

### **Mode of Delivery**

Seminars, exercises / training sessions, case examples, role plays, video-supported exercises, work in small groups, self-study, e-learning

The learning concept involves further development of the confidence sphere - social competence, personality competence and methodology competence. Students will be inspired to become open for new things and to experiment with them.

The students' activity forms the focal point of action-orientated project work. They will learn how to acquire information, to evaluate it, to handle it creatively and apply it in practice – as well as to reflect critically on the entire process.

### **Expected Knowledge and/or Competences**

Knowledge of Word, PowerPoint

### **Responsible of the Module**

Steinkuhl, Claudia

### **Lecturer(s)**

Bredenkamp, Werner

Brouer, Jann

Buddrick, Gerlinde

Joseph-Magwood, Abigail

von Papen, Jost

Steinkuhl, Claudia

Biege, Thomas

Landowsky, Thorsten

### **Credits**

5

## Concept of Study und Teaching

### Guided Learning

Workload (h)	Type
20	learning in groups / coaching of groups
20	seminar
20	practice

### Independent Learning

Workload (h)	Type
30	preparation/follow-up for events
10	groups
50	seminar paper

## Recommended Reading

### General key qualifications:

- Goleman, D.: EQ 2. Der Erfolgsquotient. München. Carl Hanser Verlag, 1999  
 Hartmann, M.: Kompetent und erfolgreich im Beruf. Wichtige Schlüsselqualifikationen, die jeder braucht. Weinheim und Basel. Beltz Verlag, 2005  
 Knauf, H. und M. Knauf (Hrsg.): Schlüsselqualifikationen praktisch. Bielefeld, 2003  
 Lang, R. W.: Schlüsselqualifikationen. Handlungs- und Methodenkompetenz, Personale und Soziale Kompetenz. München. Beck, 2000  
 Müller, M.: Trainingsprogramm Schlüsselqualifikationen. Frankfurt/Main. Eichborn Verlag, 2003

### Communication theory and training:

- Allhoff, D.-W. & W.: Rhetorik & Kommunikation. 11. korrigierte Aufl., Regensburg. Bayerischer Verlag für Sprechwissenschaft, 1996  
 Birker, K.: Betriebliche Kommunikation. Praktische Betriebswirtschaft. Berlin. Cornelsen Girardet, 2000  
 Gardner, H.: Extraordinary Minds. Portraits of exceptional individuals and an examination of our extraordinariness. London. Phoenix Paperback, 1997  
 Guirdham, M.: Communicating across cultures. Houndmills. Macmillan Press Ltd., 1999  
 O'Connor, J. und Seymour, J.: Introducing NLP. Psychological skills for understanding and influencing people. London. Thorsons, 1995  
 Sachsenmeier, Ingeborg: Mit Kommunikation zum Erfolg. Handelsblatt.. Beltz, 2008  
 Satir, V.: The new people making. California. Science and Behaviour Books, Inc., 1988  
 Schulz von Thun, F.: Miteinander reden. Bd. 1-3. Hamburg. Rowohlt Verlag, 2005  
 Stewart, I.: TA Today. A new introduction to Transactional Analysis. Nottingham. Life-space Publishing, 1999  
 Tubbs, S. und Moss, S.: Human Communication. 8th editon. Boston. McGraw-Hill Book Co, 2000  
 Watzlawick, P. u. a.: Pragmatics of human communication. A study of interactional pat-terns, pathologies, and paradoxes. New York. W. W. Norton & Company, Inc., 1967  
 Watzlawick, P. u. a.: Menschliche Kommunikation. Formen, Störungen. Paradoxien. 7. Aufl., Bern, 1985

### Argumentation, presentation:

- Böhringer, J. u.a.: Präsentieren in Schule, Studium und Beruf. Berlin Heidelberg. Springer Verlag, 2007  
 Commichau, A.u. Winkler, M.: Reden. Handbuch der kommunikationspsychologischen Rhetorik, Rheinbek bei Hamburg. Rowohlt Verlag, 2005  
 Friedrich, W.G.: Die Kunst zu präsentieren. 2. Aufl., Heidelberg. Springer Verlag, 2003  
 Pabst-Weinschenk, Marita: Reden im Studium. Berlin. Wissenschaftliche Buchgesellschaft, 2000  
 Seifert, J. W.: Visualisieren - Präsentieren – Moderieren. 20. Auflage. Offenbach. GA-BAL. Verlag, 2001  
 Thiele, A.: Innovativ Präsentieren. Frankfurt am Main. F.A.Z.-Institut für Management, 2000

### Academic writing and working:

Franck, N. u. Stary, J.: Die Technik wissenschaftlichen Arbeitens. 12. Auflage. Paderborn, Schöningh, 2006  
Kruse, O.: Keine Angst vorm leeren Blatt. 12. Auflage. Frankfurt. Campus, 2007  
Stickel-Wolf, C. u. Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken. 4. Auflage. Wiesbaden. Gabler, 2006  
Theisen, M. R.: Wissenschaftliches Arbeiten: Technik - Methodik - Form. 14. Auflage. Vahlen, 2008

### **Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only**

Homework / Assignment  
One-Hour Written Examination  
Successful Participation  
Presentation  
Viva Voce  
Oral Presentation / Seminar Paper  
Project Report

### **Duration**

1 Term

### **Module Frequency**

Only Winter Term

### **Language of Instruction**

English

### **Authors**

Brouer, Jann  
Buddrick, Gerlinde  
Joseph-Magwood, Abigail  
von Papen, Jost  
Steinkuhl, Claudia  
Landowsky, Thorsten

# Corporate Finance

## Corporate Finance

Faculty: Faculty of Business Management and Social Sciences

Module 22B0699 (Version 6.0) of 2/29/2016

### Code of Module

22B0699

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

3

### Content

Part 1: Finance, financial markets und objectives

1. The role of financial management
2. Objectives of the CFO
3. Financial markets
4. Corporate Governance

Part 2: Cash-Flow-Management

1. Definition of Liquidity
2. Derivation of cash flows
3. Importance of liquidity

Part 3: Risks and Return

1. Risk dimension
2. Relationship between Risk and Return
3. Measuring the Cost of Equity
4. Measuring the Cost of Debt (Credit Risk, Rating)
5. The Weighted-Average Cost of Capital

Part 4: Shareholder Value and Valuation

1. Concept of present values
2. Valuing long-lived assets
3. Valuing of financial assets (stocks, bonds)

Part 5: Optimal Capital Structure

1. Meaning of equity and debt
2. Leverage effect
3. Tax issues
4. Rating influences

Part 6: Financing

1. Internal versus external finance
2. Equity financing
3. Debt financing
4. Mezzanine financing

Part 7: Managing financial risks

1. Interest Rate
2. Foreign Exchange Rate
3. Political Risks

## Learning Outcomes

### *Knowledge Broadening*

The students dispose of theoretical and practical knowledge in the sectors finance, risk, liquidity and rating. They are able to use this knowledge with methodical instruments and analytical and communicative competencies.

## Mode of Delivery

lectures, seminars

## Expected Knowledge and/or Competences

None

## Responsible of the Module

Kruth, Bernd-Joachim

## Lecturer(s)

Arnsfeld, Torsten

Kruth, Bernd-Joachim

Seppelfricke, Peter

## Credits

5

## Concept of Study und Teaching

Guided Learning

Workload (h)	Type
60	lecture

Independent Learning

Workload (h)	Type
90	preparation/follow-up for events

## Recommended Reading

will be announced at the beginning of the semester

## Type and Form of Graded Examination

Viva Voce

Homework / Assignment

Two-Hour Written Examination

Oral Presentation / Seminar Paper

## Duration

1 Term

## Module Frequency

Winter and Summer Term

## Language of Instruction

English

## Authors

Kruth, Bernd-Joachim

# Cultural Management

## Cultural Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0747 (Version 9.0) of 3/4/2016

### Code of Module

22B0747

### Study Programmes

International Business and Management (Bachelor) (B.A.)

Wirtschaftspsychologie (B.Sc.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

### Level of Module

2

### Mission Statement

A major challenge of doing business internationally is to adapt effectively to different cultures. Such adaptation requires an understanding of cultural diversity, perceptions, stereotypes, and values. Even though a great deal of respective research has been conducted in recent years it must be remembered that stereotypes and overgeneralizations should be avoided as there are always individual differences and even subcultures within every country.

But there are not only national cultures to be considered. Cultures develop at organizational levels as well and therefore elements and the impact of such cultures have to be understood as well.

### Content

1. The meanings and dimensions of culture
2. Comparative management cultures
3. Managing across cultures
4. The effects of culture on strategy and management
5. Intercultural communication

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module

- can define the term culture and can discuss some of the comparative ways of differentiating cultures.
- can describe the concept of cultural values, and relate some of the international differences, similarities and changes occurring in terms of both work and managerial values.
- can define exactly what is meant by organizational culture; and discuss the interaction between national and MNC culture.
- can identify and apply the major models of organizational cultures.

#### *Knowledge Deepening*

Students who successfully complete this module

- discuss cross-cultural differences and similarities.
- review cultural differences in selected countries and regions, and note some of the important strategic guidelines for doing business in each.

**Communicative Skills and Competences**

Students who successfully complete this module

- review examples of verbal communication styles and explain the importance of message interpretation.
- analyze the common downward and upward communication flows used in international communication.
- examine the language, perception, culture, and nonverbal barriers to effective international communications.
- present the steps that can be taken to overcome international communication problems.

**Systemic Skills and Competences**

Students who successfully complete this module

- identify the major dimensions of culture relevant to work settings, and discuss their effect on behaviour in an international environment.
- discuss the value of country cluster analysis and relational orientations in developing effective international management practices.
- examine the impact of globalisation and national responsiveness on international strategic management.
- provide an overview of the nature and degree of multiculturalism and diversity in today's MNCs.

**Mode of Delivery**

Reading Material, Case Studies, Video, Round-table discussions

**Expected Knowledge and/or Competences**

Management Tools, Management Concepts

**Responsible of the Module**

Gehmlich, Volker

**Lecturer(s)**

Kaur-Lahrmann, Ravinder

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
30	seminar
15	learning in groups / coaching of groups

Independent Learning

Workload (h)	Type
47	preparation/follow-up for events
35	groups
23	exam preparation

**Recommended Reading**

Johnson, G., Scholes, K. (2003) Exploring Corporate Strategy, Prentice Hall /FT  
 Hodgetts, R.M., Luthans, F. (2000) International Management, Culture, Strategy and Behaviour, MCGraw-Hill  
 Schneider and Barsoux (1997), Managing Across Cultures, Prentice Hall



### **Type and Form of Graded Examination**

Viva Voce

Two-Hour Written Examination

Oral Presentation / Seminar Paper

Homework / Assignment

Field Work / Experimental Work

### **Duration**

1 Term

### **Module Frequency**

Winter and Summer Term

### **Language of Instruction**

English

### **Authors**

Gehmlich, Volker

# Deutsch 1 (Grundkurs)/CEF A1

## German 1/CEF A1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0557 (Version 4.0) of 3/15/2016

### Code of Module

22B0557

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Das Modul legt die Grundlagen des Spracherwerbs der deutschen Sprache.

### Content

Grundlegende Sprachstrukturen, Alltagssituationen, Landeskunde, Hör- und Leseverständnis, Textbearbeitung, Vokabeltraining

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können einfache kleine Texte selbstständig erschließen und kleine eigene Texte produzieren, Grundkenntnisse der Grammatik sind vorhanden.

### Mode of Delivery

Partner- und Gruppenarbeit, Selbststudium, Kurzreferate, Rollenspiele, E-Learning

### Expected Knowledge and/or Competences

keine

### Responsible of the Module

Hellmann, Margarete

### Lecturer(s)

Hellmann, Margarete

### Credits

0

### Concept of Study und Teaching

Guided Learning

Workload (h)      Type

60 seminar

Independent Learning

Workload (h)      Type

90 preparation/follow-up for events

### Recommended Reading

Buscha, Anne / Szita, Szilvia: Begegnungen A1+. Leipzig 2007.  
Buscha, Anne / Szita, Szilvia: Begegnungen, Glossar, Leipzig 2007.  
Weermann, Eva Maria: Verbtabelle Plus Deutsch. Stuttgart, 2005.

### Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

German

### Authors

Hellmann, Margarete

# Deutsch 2 (Aufbaukurs)/CEF A2

## German 2/CEF A2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0562 (Version 4.0) of 3/15/2016

### Code of Module

22B0562

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Baut auf dem Niveau 1 auf und sichert die allgemeinen Sprachenkenntnisse, Einführung in hochschulspezifische Arbeitstechniken

### Content

Übungen zur Grammatik, Idiomatik, Lexik, Syntax; vertiefende Kommunikationsübungen; Lektüre didaktisierter und authentischer Texte; mündliche und schriftliche Textreproduktion; Diskussion; Kurzreferate

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können kompetent mit den grammatischen Strukturen der Sprache umgehen, selbstständig Texte erschließen und kurze eigene Texte/ Vorträge produzieren.

### Mode of Delivery

Einzel-, Partner- und Gruppenarbeit, Referate, Rollenspiele, E-Learning

### Expected Knowledge and/or Competences

Deutsch 1 (Grundkurs)/CEF A1 bzw. bestandener Einstufungstest für das Niveau A 1 gemäß den Richtlinien des "Gemeinsamen Europäischen Referenzrahmen für Sprachen" oder höher

### Responsible of the Module

Hellmann, Margarete

### Lecturer(s)

Sigrid Savron

### Credits

5

## Concept of Study und Teaching

Guided Learning

Workload (h)      Type

60 seminar

Independent Learning

Workload (h)      Type

70 preparation/follow-up for events

20

## Recommended Reading

Buscha, Anna / Szita, Szilvia: Begegnungen A2+, Leipzig 2007.

Grigull, Ingrid / Raven, Susanne: Geschäftliche Begegnungen, Leipzig 2008.

Clamer, Friedrich / Heilmann, Erhard G.: Übungsgrammik für die Grundstufe, Meckenheim 2007.

## Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

German

### Authors

Hellmann, Margarete

# Deutsch 3 (Fachsprache Wirtschaft)/CEF B1

## German 3 (Language for Specific Purposes-Business)/CEF B1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0563 (Version 6.0) of 3/16/2016

### Code of Module

22B0563

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Mit dem Abschluss der Niveaustufe B1 ist die Kompetenz erreicht, sich schriftlich und mündlich in allen wichtigen Situationen im Alltag und im Beruf sprachlich zu behaupten, sich an alltäglichen Gesprächen im privaten und im beruflichen Umfeld zu beteiligen und eine Vielzahl von Texten zu verstehen und sich dazu zu äußern.

### Content

Wirtschaftsgeographie Deutschlands,  
Fallbeispiele zum Thema Unternehmung,  
Deutsche Unternehmen und Globalisierung,  
Analyse und Diskussion ausgewählter Artikel aus Lehrbüchern und Wirtschaftspresse,  
Wiederholung grammatischer und idiomatischer Strukturen im fachlichen Kontext

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können authentische Texte zu wirtschaftlichen und gesellschaftlichen Themen Deutschlands verstehen, in sprachlich korrekter Form wiedergeben und Problemfelder beschreiben. Sie können selbstständig Themen recherchieren und darstellen.

### Mode of Delivery

Gruppenarbeit, Selbststudium, Referate, Diskussionen

### Expected Knowledge and/or Competences

Deutsch 2 (Aufbaukurs)/CEF A2 bzw. bestandener Einstufungstest für das Niveau A2 gemäß den Richtlinien des "Gemeinsamen Europäischen Referenzrahmen für Sprachen" oder höher

### Responsible of the Module

Hellmann, Margarete

### Lecturer(s)

Mletzko, Gabriele

### Credits

5

## Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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60	seminar
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Independent Learning

Workload (h)	Type
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70	preparation/follow-up for events
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20	
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## Recommended Reading

Buscha, Anne / Szita, Szilvia: Begegnungen B1+, Leipzig 2008.

Buscha, Anna / Szita, Szilvia: Begegnungen B1+ Glossar, Leipzig 2008.

Seiffert, Christian: Schreiben im Beruf, Berlin 2007.

Hering, Axel / Matussek, Magdalena: Geschäftskommunikation, München 2008.

## Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

German

### Authors

Hellmann, Margarete

# Deutsch 4 (Fachsprache Wirtschaft)/CEF B2

## German 4 (Language for Specific Purposes-Business)/CEF B2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0564 (Version 5.0) of 3/16/2016

### Code of Module

22B0564

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

3

### Mission Statement

Geschriebene und gesprochene Texte aus dem studienbezogenen Alltag, dem Unternehmensumfeld sowie wirtschaftswissenschaftliche Texte und Besprechungen/Präsentationen werden in ihren wesentlichen Aussagen verstanden und bearbeitet.

### Content

Lektüre, Analyse und Diskussion authentischer Fachtexte zum Wirtschaftsgeschehen, Themenvertiefung in Referaten, Diskussionen und Projektarbeit, Übungen zu Textaufbau und Präsentation komplexer Zusammenhänge, Festigung von Grammatik, Syntax und Gesprächsaufbau

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können die Aufgaben erfüllen, die in Studium und Praktikum im deutschsprachigen Ausland an sie gestellt werden: Sie können spezifische Themen der Volks- und Betriebswirtschaft selbstständig recherchieren, analysieren und darstellen und mit grundlegenden Abläufen im Unternehmen sprachlich kompetent umgehen. Sie verfügen über Kenntnisse der Wirtschafts- und Gesellschaftsstruktur.

### Mode of Delivery

Gruppenarbeit, Selbststudium, Übungen, Referate, Projekte

### Expected Knowledge and/or Competences

Deutsch 3 (Fachsprache Wirtschaft)/CEF B1 bzw. bestandener Einstufungstest für das Niveau B1.2 des Gemeinsamen Europäischen Referenzrahmens oder höher

### Responsible of the Module

Hellmann, Margarete

### Lecturer(s)

Hellmann, Margarete

### Credits

5



## Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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60	seminar
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Independent Learning

Workload (h)	Type
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70	preparation/follow-up for events
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20	
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## Recommended Reading

Buscha, Anna / Linthout, Gisela / Raven, Susanne: Erkundungen, Leipzig 2008.

Buhlmann, Rosemarie / Fearn, Anneliese / Leimbacher, Eric: Wirtschaftsdeutsch von A bis Z, Berlin 2008.

Rohrer, Hans-Heinrich / Schmidt, Carsten: 1000 nützliche Redewendungen, München 2008.

Riegler-Poyet, Margarete / Straub, Bernard / Thiele, Paul: Das Testbuch Wirtschaftsdeutsch: Training WiDaF, München 2008.

## Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only

Language Test

## Duration

1 Term

## Module Frequency

Winter and Summer Term

## Language of Instruction

German

## Authors

Hellmann, Margarete

# Economic Policy

## Economic Policy

Faculty: Faculty of Business Management and Social Sciences

Module 22B0752 (Version 5.0) of 2/29/2016

### Code of Module

22B0752

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Internationale Betriebswirtschaft und Management (B.A.)  
International Management (B.A.)  
Gaststudierende (B.A.)

### Level of Module

3

### Content

- I. Principles
  - 1. Sphere of activities of economic policy in the market economy
  - 2. Objectives, means and bearers as the object of a theory of economic policy
- II. Allocation
  - 1. Correction of market performance
  - 2. Collective decision-making by ballot
- III. Distribution
  - 1. Functional and personal income distribution
  - 2. Redistribution policies using selected examples
- IV. Stabilisation
  - 1. Economic policy concepts
  - 2. Selected policy areas: monetary, fiscal and growth policy

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module are able to justify the necessity of economic policy dealings in the social market economy.

#### *Knowledge Deepening*

Students deepen their knowledge of goals and goal conflicts in economic policy, and connecting factors of economic influence through legitimised instances of this.

#### *Instrumental Skills and Competences*

Students are able to critically reflect on theoretical arguments for the justification of economic policy measures in the following areas of activity: allocation, distribution and stabilisation.

#### *Communicative Skills and Competences*

Students are able to present economic policy connections in a clearly structured manner.

### Systemic Skills and Competences

On the basis of acquired knowledge, students are able to assess the appropriateness of solutions for the achievement of economic policy goals.

#### Mode of Delivery

Lectures, exercises, self-study, case studies, seminar papers

#### Expected Knowledge and/or Competences

None, the course is intended for students without vocational training in this area.

#### Responsible of the Module

Adam, Hans

#### Lecturer(s)

Adam, Hans  
Edling, Herbert  
Berger, Hendrike  
Hirata, Johannes  
Mayer, Peter  
Trabold, Harald  
Skala, Martin

#### Credits

5

#### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
35	lecture
10	practice

Independent Learning

Workload (h)	Type
45	preparation/follow-up for events
30	study of literature
30	exam preparation

#### Recommended Reading

Altmann, Jörn: Wirtschaftspolitik. Eine praxisorientierte Einführung, 8. Aufl., Stuttgart 2007.  
Klump, Reiner: Wirtschaftspolitik. Instrumente, Ziele und Institutionen, München 2006.  
Mussel, Gerhard, Pätzold, Jürgen: Grundfragen der Wirtschaftspolitik, 7. Aufl., München 2008.  
Weimann, Joachim: Allokation und kollektive Entscheidung, 5. Aufl., Berlin u. a. 2009.

### **Type and Form of Graded Examination**

Homework / Assignment

One-Hour Written Examination

Two-Hour Written Examination

Oral Presentation / Seminar Paper

### **Duration**

1 Term

### **Module Frequency**

Only Winter Term

### **Language of Instruction**

English

### **Authors**

Adam, Hans

# Elective International Management

## Elective International Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0107 (Version 8.0) of 3/15/2016

### Code of Module

22B0107

### Study Programmes

International Management (B.A.)

### Level of Module

3

### Content

Study of a subject at a partner university during the period of study abroad in the 4th or 5th semester. If possible, students should choose a subject or subjects which are not offered at the Hochschule Osnabrück. In this way they should use the opportunity to choose country-specific or campus-specific lectures by means of which they can expand or consolidate their subject knowledge relating to foreign countries in the respective local language (or English).

The teaching content is determined by the respective partner University.

### Learning Outcomes

#### *Knowledge Broadening*

According to the partner university in question

### Mode of Delivery

As used by the respective partner university

### Expected Knowledge and/or Competences

As required by the respective partner university

### Responsible of the Module

Bauer, Ulrich

### Credits

15

### Concept of Study und Teaching

Independent Learning

Workload (h)	Type
450	partner university

### Recommended Reading

According to the partner university in question

### Type and Form of Graded Examination

Project Report

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Others

### Authors

Bauer, Ulrich

# European Law and Taxation Issues

## European Law and Taxation Issues

Faculty: Faculty of Business Management and Social Sciences

Module 22B0737 (Version 5.0) of 3/16/2016

### Code of Module

22B0737

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

3

### Content

European Law:

1. Historical development of European integration
2. Institutional framework of the European Communities
3. Budget of the European Communities
4. European legal framework (primary and secondary law, fundamental rights, relationship between national and European law, principles of conferral and proportionality, flexibilisation, legal protection by the ECJ)
5. Fundamental freedoms of the EC treaty
  - 5.1. Free movement of goods
  - 5.2. Free movement of workers
  - 5.3. Right of establishment
  - 5.4. Services
  - 5.5. Capital and payments
  - 5.6. General prohibition of discrimination
6. Competences of the EC and their implementation
  - 6.1. Common Agricultural Policy
  - 6.2. Competition rules
  - 6.3. Approximation of laws and European Law of Companies
  - 6.5. Taxes
  - 6.5. Economic and monetary policy
  - 6.6. Common trade policy and development cooperation
  - 6.7. Protection of the environment
  - 6.8. Common transport policy / trans-European networks
  - 6.9. Consumer protection
  - 6.10. Social policy and employment
  - 6.11. Economic and social cohesion
  - 6.12. Education and culture
  - 6.13. Common research policy
  - 6.14. Visa and immigration policy
7. Police and judicial cooperation in criminal matters
8. Common foreign and security policy

## Taxation Issues:

- 1.1 Basic principles of finance and the concept of taxation
- 1.2 Concept of taxes
- 1.3 Effect of taxes on state and company decisions
  
- 2.1 Overview of the German tax system, fiscal law of procedure
- 2.2 Division of taxes, legal foundations
  
- 3. Basic principles of income tax
  - 3.1 Objective and personal liability to tax
  - 3.2 Profit income
  - 3.3 Basic principles of tax accounts and auditing
  - 3.4 Determination of net income; cash accounting
  - 3.5 Ascertainment of taxes owed
  
- 4. Basic principles of the taxation of limited companies (corporation tax)
  
- 5. Basic principles of trade tax
  
- 6. Basic principles of sales taxes (value added tax)

## Learning Outcomes

### *Knowledge Broadening*

Students who have successfully studied this module have a broad and integrated knowledge of the system of the European Union, in particular the European Community.

### *Knowledge Deepening*

They understand how European law affects the conduct of companies and member states, municipalities and other governmental bodies in economic matters. In particular, students understand and are able to apply the fundamental freedoms of the internal market and command a knowledge of European competition law and legally relevant issues of social, consumer and environmental policy.

### *Communicative Skills and Competences*

They are able to communicate these issues to employees and superiors within their work environment after graduation.

## Mode of Delivery

Seminar-type course with integrated case studies

Practice-related seminar-type class by means of interactive elaboration of questions and practice cases, slides, cases from practice

## Expected Knowledge and/or Competences

None

## Responsible of the Module

Müller-Bromley, Nicolai

## Lecturer(s)

Müller-Bromley, Nicolai

Tillmann, Oliver

## Credits

5



## Concept of Study und Teaching

Guided Learning

Workload (h)      Type

60 lecture

Independent Learning

Workload (h)      Type

90 preparation/follow-up for events

## Recommended Reading

Current tax laws, guidelines, coursebooks, commentaries, use of internet, particularly:

- Bornhofen, M.: Steuerlehre 2, latest edition (for basic principles)
- Grefe, C.: Unternehmenssteuern, latest edition
- Stobbe, T.: Steuern kompakt, latest edition

For reference in the library of the Hochschule Osnabrück:

Schmidt, Ludwig (Hrsg.): Einkommensteuergesetz: Kommentar, aktuelle Aufl., München

## Type and Form of Graded Examination

Homework / Assignment

Two-Hour Written Examination

Oral Presentation / Seminar Paper

## Duration

1 Term

## Module Frequency

Only Summer Term

## Language of Instruction

English

## Authors

Müller-Bromley, Nicolai

Tillmann, Oliver

# Financial Accounting

## Financial Accounting

Faculty: Faculty of Business Management and Social Sciences

Module 22B0012 (Version 4.0) of 3/16/2016

### Code of Module

22B0012

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Financial statements report on the financial position and on the ability of generating income and cash flow of a business. The course covers the preparation of financial statements along IFRSs. Students learn to analyse companies based on the financial statements provided for external purposes. The class covers all important items of financial statements. The course meets the international requirements of Financial Accounting.

### Content

- financial statements along IFRS
- financial statement analysis
- statement of financial position
- long-term assets (acquisition, depreciation, revaluation)
- group accounting
- inventories
- cash, A/R
- statement of cash flows
- equity
- statement of comprehensive income
- Statement of changes in equity
- current liabilities
- long term liabilities
- notes

### Learning Outcomes

#### *Knowledge Broadening*

Students learn to analyse companies based on the financial statements provided for external purposes.

### Mode of Delivery

lectures, tasks, assignments

### Expected Knowledge and/or Competences

passed placement test or Preparatory Course Accounting

### Responsible of the Module

Berkau, Carsten

### Lecturer(s)

Berkau, Carsten  
Wendehals, Marion

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
60	lecture

Independent Learning

Workload (h)	Type
60	preparation/follow-up for events
30	exam preparation

### Recommended Reading

(1) Powers/Needles/Crosson: Accounting Principles

(2) BERKAU: Bilanzen

(3) further text books:

BRIGHAM/EHRHARDT: Financial Management

CORREIA et al: Financial Management

DRURY: Management and Cost Accounting

FLYNN/KORNHOF: Fundamental Accounting

GARRISON/NOREEN/BREWER: Managerial Accounting

KIESO/WEYGANDT/WARFIELD: Intermediate Accounting

McLANEY/ATRILL: Accounting

REEVE/WARREN/DUCHAC: Principles of Financial Accounting

WOOD/SANGSTER: Business Accounting

### Type and Form of Graded Examination

Two-Hour Written Examination

### Duration

1 Term

### Module Frequency

Only Summer Term

### Language of Instruction

English

### Authors

Berkau, Carsten

# Financial Management

## Financial Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0759 (Version 7.0) of 3/4/2016

### Code of Module

22B0759

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Internationale Betriebswirtschaft und Management (B.A.)  
International Management (B.A.)  
Gaststudierende (B.A.)

### Level of Module

1

### Content

- 1 Basic principles
  - 1.1 Aims and tasks of the finance sector
  - 1.2 Definition of investment and financing
  - 1.3 Systematisation of financing
  - 1.4 Systematisation of investments
  
- 2 Corporate analysis
  - 2.1 Purpose and sequence of the analysis
  - 2.2 Success and profitability analysis
    - 2.2.1 Success indices
    - 2.2.2 Profitability indices
  - 2.3 Liquidity analysis
    - 2.3.1 Prior year indices
    - 2.3.2 Cash-flow indices
  - 2.4 Indices systems
  - 2.5 Case studies
  - 2.6 Rating
  
- 3 Basic principles of investment accounting
  - 3.1 Overview of different methods
  - 3.2 The net present value method
  - 3.3 Determination of calculated interest
  - 3.4 Internal rate of return method
  - 3.5 Comparison of different methods
  
- 4 Equity financing
  - 4.1 Legal forms and equity financing
  - 4.2 Equity financing in the PLC
    - 4.2.1 New share issues
    - 4.2.2 Raising of capital
  - 4.3 Equity financing in the corporate cycle
  
- 5 Credit financing
  - 5.1 Forms of short-term credit financing
    - 5.1.1 Securitised forms

- 5.1.2 Non-certificate forms
- 5.2 Forms of long-term credit financing
  - 5.2.1 Securitised forms
  - 5.2.2 Non-certificate forms
- 5.3 Special forms of financing (factoring and leasing)
- 5.4 Intermediate forms of financing (hybrid instruments)
- 5.5 Creditworthiness and security
- 5.6 Digression: Current financial market crisis

## Learning Outcomes

### *Knowledge Broadening*

Students acquire broad knowledge about various forms of financing and the possibilities for assessment of investments. They know the common key figures of financial analyses and know about the significance of a rating.

### *Knowledge Deepening*

Students understand and evaluate the differences between various forms of financing. They critically deal with various methods of investment accounting. They recognise that the situation of a company can be analysed by means of key figures.

### *Instrumental Skills and Competences*

Students are able to analyse the success and liquidity situation of companies or authorities by means of key figures. They are able to carry out and assess the rating of a company. Students are able to apply investment accounting procedures.

### *Communicative Skills and Competences*

They present the results verbally and also highlight the significance of these.

### *Systemic Skills and Competences*

Students recognise, understand and analyse a company or authority's financial decision-making processes in a simplified case study.

## Mode of Delivery

Lecture  
Work on tasks in small groups  
Presentation of the group work  
Case studies

## Expected Knowledge and/or Competences

Basic knowledge of mathematics (intermediate level)

## Responsible of the Module

Gehmlich, Volker

## Lecturer(s)

Arnsfeld, Torsten  
Kröger, Christian  
Kleine, Dirk  
Lasar, Andreas  
Seppelfricke, Peter

## Credits

5

### Concept of Study and Teaching

Guided Learning

Workload (h)	Type
60	lecture

Independent Learning

Workload (h)	Type
18	preparation/follow-up for events
8	groups
8	
18	study of literature
38	exam preparation

### Recommended Reading

Franke, G./ Hax, H., Finanzwirtschaft des Unternehmens und Kapitalmarkt, 4. Auflage

Perridon, L./Steiner, M., Finanzwirtschaft der Unternehmung, 14. Auflage

Seppelfricke, P., Handbuch Aktien- und Unternehmensbewertung: Bewertungsverfahren, Unternehmensanalyse

Zantow, R., Finanzwirtschaft der Unternehmung: Die Grundlagen des modernen Finanzmanagements

Schierenbeck, H., Grundzüge der Betriebswirtschaftslehre, 15. Aufl..

Kröger, Christian: Kommunale Sonderfinanzierungsformen. 1. Auflage, Wiesbaden 2001.

Wöhe, Günter und Bilstein, Jürgen: Grundzüge der Unternehmensfinanzierung. München 2003.

Matschke, Manfred J. u. Hering, Thomas: Kommunale Financing. München 1998.

### Type and Form of Graded Examination

Two-Hour Written Examination

### Duration

1 Term

### Module Frequency

Only Summer Term

### Language of Instruction

English

### Authors

Kröger, Christian

Seppelfricke, Peter

# Französisch 1 (Grundkurs)/CEF A1

## French 1/CEF A1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0490 (Version 4.0) of 3/16/2016

### Code of Module

22B0490

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Das Modul legt die Grundlagen des Spracherwerbs.

### Content

Grundlegende Sprachstrukturen, Alltagssituationen, Landeskunde, Hör- und Leseverständnis, Textbearbeitung, Vokabeltraining

### Learning Outcomes

#### *Knowledge Broadening*

Lerner sind in der Lage mit Alltagssituationen in Frankreich zurecht zu kommen.

### Mode of Delivery

Gruppenarbeit, Selbststudium, Kurzreferate

### Expected Knowledge and/or Competences

200 Stunden Französisch

### Responsible of the Module

Cailliaux, Jean-Jacques

### Lecturer(s)

Cailliaux, Jean-Jacques

### Credits

0

### Concept of Study und Teaching

Guided Learning

Workload (h)      Type

60 lecture

Independent Learning

Workload (h)      Type

90 preparation/follow-up for events

### Recommended Reading

Lehrbücher:

1. Découverte de la France économique. Klett 2002
2. Café crème. Méthode de Français. Livre numéro 3. Hachette

### Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

French

### Authors

Cailliaux, Jean-Jacques



# Französisch 2 (Aufbaukurs)/CEF A2

## French 2/CEF A2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0491 (Version 8.0) of 3/16/2016

### Code of Module

22B0491

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Dieses Modul baut auf dem Niveau 1 auf und sichert die allgemeinen Sprachenkenntnisse. Es bereitet auf den Erwerb der fachsprachlichen Kenntnisse in Niveau 2 vor.

### Content

Übungen zur Grammatik, Idiomatik, Lexik, Syntax

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können kompetent mit den grammatischen Strukturen der Sprache umgehen, selbstständig Texte erschließen und kurze eigene Texte/ Vorträge produzieren.

### Mode of Delivery

Gruppen- und Einzelarbeit, Referate

### Expected Knowledge and/or Competences

Französisch 1 (Grundkurs)/CEF A1 bzw. bestandener Einstufungstest für das Niveau 2 oder höher

### Responsible of the Module

Cailliaux, Jean-Jacques

### Lecturer(s)

Cailliaux, Jean-Jacques

### Credits

5

## Concept of Study und Teaching

Guided Learning

Workload (h)      Type

60 seminar

Independent Learning

Workload (h)      Type

70 preparation/follow-up for events

20

## Recommended Reading

1. Pratique du Français moderne. Klett
2. Grundgrammatik Französisch. Klett
3. Grammatik des heutigen Französisch. Klett
4. Französisch diskutieren. Langenscheidt

## Type and Form of Graded Examination

Language Test

## Duration

1 Term

## Module Frequency

Winter and Summer Term

## Language of Instruction

French

## Authors

Cailliaux, Jean-Jacques

Roussanova, Ekaterina

# Französisch 3 (Fachsprache Wirtschaft)/CEF B1/B2

## French 3 (Language for Specific Purposes-Business)/CEF B1/B2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0492 (Version 5.0) of 3/16/2016

### Code of Module

22B0492

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Das Niveau umfasst die fachsprachliche Ausbildung und bereitet auf ein Auslandsstudium und Auslandspraktikum vor.

### Content

- Wirtschaftsterminologie, insb. des Unternehmens
- Fallbeispiele zum Thema Unternehmung
- Recherchen über französische Firmen (Michelin, Club Med, Decathlon, Cofidis etc.) im Internet und Präsentation der Ergebnisse
- Analyse und Diskussion ausgewählter Artikel aus der Wirtschaftspresse
- Übersetzung von Wirtschaftstexten aus der Fachpresse

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können authentische Texte zu wirtschaftlichen und gesellschaftlichen Themen Frankreichs verstehen, wiedergeben und kritisch Stellung dazu nehmen. Sie sind auch in der Lage kurze Wirtschaftstexte aus dem Französischen ins Deutsche zu übersetzen und vice versa.

### Mode of Delivery

Gruppenarbeit, Selbststudium, Übungen, Studentische Referate, Diskussionen

### Expected Knowledge and/or Competences

Französisch 2 (Aufbaukurs)/CEF A2 bzw. bestandener Einstufungstest für das Niveau 3 oder höher

### Responsible of the Module

Cailliaux, Jean-Jacques

### Lecturer(s)

Cailliaux, Jean-Jacques

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)      Type

60 seminar

Independent Learning

Workload (h)      Type

70 preparation/follow-up for events

20

### Recommended Reading

Français commercial. Presses Pocket  
L'essentiel du management  
L'entreprise  
Capital  
Nouvel Economiste  
Le Figaro économie

### Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

French

### Authors

Cailliaux, Jean-Jacques

# Französisch 4 (Fachsprache Wirtschaft)/CEF B2/C1

## French 4 (Language for Specific Purposes-Business)/CEF B2/C1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0493 (Version 5.0) of 3/16/2016

### Code of Module

22B0493

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Das Niveau umfasst die fachsprachliche Ausbildung und bereitet auf ein Auslandsstudium und Auslandspraktikum vor.

### Content

- Lektüre, Analyse und Diskussion authentischer Fachtexte zum Wirtschaftsgeschehen in Frankreich
- Themenvertiefung in Referaten, Diskussionen und Projektarbeit
- Übungen zu Textaufbau und Präsentation komplexer Zusammenhänge
- Fallstudien zur interkulturellen Unterschieden

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können sich mit volkswirtschaftlichen Themen auseinandersetzen, sie analysieren und präsentieren. Ferner verfügen sie über ein breites Wissen über die wirtschaftliche Entwicklung in den französischen Regionen.

### Mode of Delivery

Gruppenarbeit, Studentische Referate, Projekte, Fallstudien

### Expected Knowledge and/or Competences

Französisch 3 (Fachsprache Wirtschaft)/CEF B1/B2 bzw. bestandener Einstufungstest für das Niveau 4 oder höher

### Responsible of the Module

Cailliaux, Jean-Jacques

### Lecturer(s)

Cailliaux, Jean-Jacques

### Credits

5

## Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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60	seminar
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Independent Learning

Workload (h)	Type
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70	preparation/follow-up for events
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20	preparation/follow-up for events
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## Recommended Reading

Internetrecherche, Fachpresse.

La France peut se ressaisir. Patrick Artus - Marie Paule Virard

Les deux France. Jacques Marseille

Bilan Economique et Social du Monde 2000-2004

## Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

French

### Authors

Cailliaux, Jean-Jacques

# Global Economics

## Global Economics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0698 (Version 6.0) of 3/16/2016

### Code of Module

22B0698

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

The module shall enable students to understand the process of globalisation, to understand the implications for society and the business sphere in particular. Students will gain an understanding for policy options available both for macroeconomic and microeconomic responses.

### Content

1. Trade theories
2. Trade policy
3. Fundamentals of international monetary economics
4. Macroeconomic policy in the open economy
5. Issues in world monetary arrangements
6. European integration and other regional integration experiences
7. Analysis of selected markets

### Learning Outcomes

#### *Knowledge Broadening*

Students will have a sound theoretical basis of key tools in international economics. They shall be able to reflect upon trends, forces and make well-justified judgments concerning future trends.

#### *Instrumental Skills and Competences*

Students will be able to see the limitations of both theoretical models and simple standard views discussed in public.

#### *Communicative Skills and Competences*

Students will be able to communicate major results in decent English and lucide economics jargon.

### Mode of Delivery

lecture, seminar, assignments, presentations, group work, role plays

### Expected Knowledge and/or Competences

sound understanding of the principles of economics

### Responsible of the Module

Skala, Martin

### Lecturer(s)

Adam, Hans  
Edling, Herbert  
Berger, Hendrike  
Hirata, Johannes  
Mayer, Peter  
Trabold, Harald

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
30	lecture
20	seminar
10	practice

Independent Learning

Workload (h)	Type
20	preparation/follow-up for events
30	seminar paper
20	study of literature
20	exam preparation

### Recommended Reading

Appleyard, Dennis R./Field Alfred J./Cobb, Steven L.: International Economics, Boston  
Krugman Paul R./Obstfeld Maurice: International Economics, Reading

Baldwin Richard /Wyplocs, Charles: The Economics of European Integration,  
Pelkmans, Jacques: European Integration - Methods and Economic Analysis

### Type and Form of Graded Examination

Homework / Assignment  
One-Hour Written Examination  
Two-Hour Written Examination  
Presentation

### Duration

1 Term

### Module Frequency

Only Winter Term

### Language of Instruction

English



## Authors

Adam, Hans  
Edling, Herbert  
Hirata, Johannes  
Mayer, Peter  
Trabold, Harald

# Global Marketing Management

## Global Marketing Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0701 (Version 5.0) of 2/29/2016

### Code of Module

22B0701

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Content

1. Marketing planning process
2. Market research
3. Product performance (product and price)
4. Profile performance (communication)
5. Presence performance (distribution)
6. Marketing mix in a variety of situations

All areas will address the peculiarities existing within the international context.

### Learning Outcomes

#### *Knowledge Broadening*

Students acquire a foundational understanding of the instruments in the areas of products, pricing, communication and distribution.

#### *Knowledge Deepening*

They are familiar with current concepts and processes used in practice. They are also able to appreciate all aspects correctly, also in an international context, and make decisions appropriate to the situation.

#### *Instrumental Skills and Competences*

They are able to make decisions in individual instrumental areas or in connected areas on the advantages of individual measures.

#### *Communicative Skills and Competences*

They are able to differentiate complex connections and cultural features in presentations and small groups and present them in a target-orientated way.

#### *Systemic Skills and Competences*

They are able to work in marketing departments of a variety of companies, in different sectors and numerous cultural areas due to their knowledge of operative marketing.

### Mode of Delivery

Lectures, case studies, guest lectures, self-study

### Expected Knowledge and/or Competences

Basic knowledge of marketing

**Responsible of the Module**

Roll, Oliver

**Lecturer(s)**

Griese, Kai Michael

Roll, Oliver

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
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45	lecture
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Independent Learning

Workload (h)	Type
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20	exam preparation
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40	
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45	preparation/follow-up for events
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**Recommended Reading**

Kotler, Philip/Keller, Kevin: Marketing Management (13th Edition), 2008

Burns, Alvin/Bush, Ronald F.: Basic Marketing Research Using Microsoft Excel Data Analysis (2nd Edition), 2007

Keegan, Warren J./Green, Mark C.: Global Marketing (5th Edition) (Paperback), 2007

**Type and Form of Graded Examination**

Two-Hour Written Examination

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

English

**Authors**

Roll, Oliver

# Human Resource Management and Legal Systems

## Human Resource Management and Legal Systems

Faculty: Faculty of Business Management and Social Sciences

Module 22B0739 (Version 8.0) of 3/16/2016

### Code of Module

22B0739

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Legal Systems:

International business activities are always subject to a legal framework. Managers have to be aware of the fact that there may be different legal systems with sometimes very different rules governing international business. They have to have a basic understanding of legal issues arising in an international context and of the legal principles governing these issues.

### Content

Human Resource Management:

1. Basic concepts in human resource management
2. Determination of manpower
3. Recruiting and employee selection
4. Human resource development
5. Principles of motivation
6. Principles of leadership
7. Payment systems in companies
8. Human resources controlling and adjustment

Legal Systems:

1. Different legal systems: common law and civil law
  - 1.1. Outline of civil law principles
  - 1.2. Outline of common law principles
2. Differences between legal systems using examples from German and US business law
  - 2.1. Conclusion of contracts
  - 2.2. Liability
  - 2.3. Other specific legal issues
3. Law of conflicts
  - 3.1 Determination of the applicable law
  - 3.2 Choice of law-clauses
4. International litigation and arbitration

## Learning Outcomes

### *Knowledge Broadening*

Human Resource Management:

Students describe the various fundamental areas of human resource management and make correlations between them. They know about recruitment methods and selection of employees, and choose appropriate means of filling vacant positions, for example. They describe a systematic recruitment process.

Students describe basic theories of motivation and human resources management, and use these to interpret cases of operational practice.

Students distinguish various forms of remuneration and provide examples for possible areas of application.

Students interpret various key figures used in human resources controlling.

Students select appropriate methods for making adjustments to staffing.

Legal Systems:

Students are aware of the fact that international business has to take into account different legal systems and traditions. They have a basic understanding of the differences between civil law and common law systems. Students are able to identify the relevant rules on the conflict of laws and determine the applicable law. They have a basic understanding of the legal mechanisms used to facilitate cross-border transactions such as choice-of-law-clauses and international arbitration.

## Mode of Delivery

Human Resource Management: Lectures, case exercises and case studies, group work

Legal Systems: Lecture, case studies, self-study

## Expected Knowledge and/or Competences

Legal Systems: Basic understanding of private law

## Responsible of the Module

Wiese, Ursula-Eva

## Lecturer(s)

Miras, Antonio

Bachert, Patric

Böhmer, Nicole

Steinert, Carsten

Schinnenburg, Heike

Lüdemann, Volker

## Credits

5

## Concept of Study und Teaching

### Guided Learning

Workload (h)	Type
40	lecture
20	practice

### Independent Learning

Workload (h)	Type
30	study of literature
30	preparation/follow-up for events
30	exam preparation

## Recommended Reading

### Human Resource Management:

Mondy, R.Wayne.; Noe, RobertM. (2009): Human Resource Management. Upper Saddle River, New Jersey.

Armstrong, Michael (2009): A handbook of human resource management practice. London.

Buchanan, David; Huczynski, Andrzej (2009): Organizational Behaviour. Upper Saddle River, NJ.

Robbins, Stephen P.; Judge, Timothy A. (2009): Organizational behavior. Upper Saddle River, NJ.

Stredwick, John (2006): An introduction to human resource management. Amsterdam.

Torrington, Derek; Hall, Laura; Taylor, Stephen (2009): Human resource management. Harlow.

Weitere Literatur wird jeweils zu Beginn des Semesters aktuell empfohlen.

### Legal Systems:

August/Mayer/Bixby, International Business Law

Schaffer/Agusti/Earle, International Business Law and its Environment

## Type and Form of Graded Examination

Viva Voce

Homework / Assignment

Two-Hour Written Examination

Oral Presentation / Seminar Paper

Presentation

## Duration

1 Term

## Module Frequency

Only Winter Term

## Language of Instruction

English

## Authors

Bachert, Patric

Böhmer, Nicole

Wiese, Ursula-Eva

# Information Management

## Information Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0736 (Version 7.0) of 2/29/2016

### Code of Module

22B0736

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Students understand the basic concepts of information technology which are used in business context. This includes the conceptual design and modelling of structures and processes. Even the practical use of well-known technologies like Relational Databases / SQL and Spreadsheet-Applications will be learned.

### Content

1. Mathematical, Logical and Technical Basics of Computer Systems
2. Logical Data Modelling
3. Relational Databases and SQL
4. Business Applications with Spreadsheet Solutions
5. Business Process Modelling
6. Advanced Concepts within interorganizational environments

### Learning Outcomes

#### *Knowledge Broadening*

Students develop knowledge of the foundations of operational IT-application.

#### *Knowledge Deepening*

Students recognise the areas of application of Information Technology for the design of organisational structures and workflows in an operational context.

#### *Instrumental Skills and Competences*

Students solve business issues with the help of spreadsheet programmes and are able to work with the basic features of a relational database.

#### *Communicative Skills and Competences*

Students evaluate the application and use of operational information systems.

#### *Systemic Skills and Competences*

Students design spreadsheets and are able to use the basic commands of databases (SQL) based on simplified, practice-related case studies and tasks.

### Mode of Delivery

Lecture and practical exercises at the computer

### Expected Knowledge and/or Competences

None

### Responsible of the Module

Dallmüller, Klaus

### Lecturer(s)

Schmidt, Andreas  
Dallmüller, Klaus  
Haßmann, Jörg  
Hübner, Ursula Hertha

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
60	lecture

Independent Learning

Workload (h)	Type
65	preparation/follow-up for events
25	exam preparation

### Recommended Reading

Stahlknecht, P.; Hasenkamp, U.: Einführung in die Wirtschaftsinformatik. 11. Auflage, Springer, Berlin, 2005

Laudon, Kenneth, C.; Laudon, Jane P.: Essentials of Management Information Systems. Prentice Hall, München, 2006.

Laudon, Kenneth, C.; Laudon, Jane P.; Schoder, D.: Wirtschaftsinformatik - Eine Einführung. Addison Wesley, München, 2006.

Grob, Reepmeyer, Bensberg: Einführung in die Wirtschaftsinformatik, 5. Auflage, Verlag Vahlen

Mertens, Bodendorf, König, Picot, Schumann: Grundzüge der Wirtschaftsinformatik, 8. Auflage

### Type and Form of Graded Examination

Homework / Assignment

Two-Hour Written Examination

### Duration

1 Term

### Module Frequency

Only Summer Term



## Language of Instruction

English

## Authors

Schmidt, Andreas

Dallmüller, Klaus

# International Human Resource Management

## International Human Resource Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0703 (Version 5.0) of 2/25/2016

### Code of Module

22B0703

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Content

- International companies and international human resource management
- Cultural differences
- Human resources planning in international companies
- International personnel selection and recruitment
- Socialisation in international companies
- Cross-border deployment of staff
- Personnel development and career planning in international companies
- Employee appraisal and performance appraisal in international companies
- Determination of international remuneration
- Cross-cultural teams
- International industrial relations
- Demands on HR specialists in international companies

### Learning Outcomes

#### *Knowledge Broadening*

Students are able to explain various approaches of international human resource management, cultural differences as well as the distinctive features of international human resource management. They are able to critically reflect on example cases from the field of practice and select alternative courses of action.

#### *Knowledge Deepening*

Students have an advanced knowledge of special international characteristics of recruitment, selection, the deployment and development of personnel and incentive structures.

#### *Instrumental Skills and Competences*

For case studies from the field of practice students are able to

- develop suitable overseas assignment programmes.
- compile appropriate elements for international human resource selection.

#### *Communicative Skills and Competences*

Students are able to critically analyse overseas assignment situations which have arisen in practice as well as international human resource management strategies. They can also present suggestions for improvement/ways of solving the issues.

### Systemic Skills and Competences

Within exemplary cases students recognise the connections between intercultural challenges, strategies for deployment of personnel, management situations and organisational framework. They are able to modify selection procedures, staff development programmes and overseas assignment strategies in order to optimise international deployment of personnel.

#### Mode of Delivery

Lectures, group work, role plays, self-awareness exercises, case studies, group presentations

#### Expected Knowledge and/or Competences

Human Resource Management and Legal Systems

#### Responsible of the Module

Schinnenburg, Heike

#### Lecturer(s)

Böhmer, Nicole  
Steinert, Carsten  
Schinnenburg, Heike

#### Credits

5

#### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
40	lecture
20	practice

Independent Learning

Workload (h)	Type
30	preparation/follow-up for events
30	
30	exam preparation

#### Recommended Reading

- Ewards, Tony/Rees, Chris (2006): International Human Resource Management.
- Dowling, Peter J./ Festing, Marion/Engle, Allen D. (2008): International Human Resource Management
- Schneider, Susan C./Barsoux, Jean-Louis (2003): Managing Across Cultures.
- Scherm, Ewald (1999): Internationales Personalmanagement.
- Hofstede, Geert (1997): Lokales Denken, globales Handeln.
- Kühlmann, T. (2004): Auslandseinsatz von Mitarbeitern.
- deepening papers in professional journals

### **Type and Form of Graded Examination**

Viva Voce  
Homework / Assignment  
Two-Hour Written Examination  
Oral Presentation / Seminar Paper  
Presentation

### **Duration**

1 Term

### **Module Frequency**

Winter and Summer Term

### **Language of Instruction**

English

### **Authors**

Schinnenburg, Heike

# International Logistics

## International Logistics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0700 (Version 7.0) of 2/29/2016

### Code of Module

22B0700

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

The module gives a detailed overview about the strategies, systems, processes and structures in international logistics. Based on the knowledge of the Module "Marketing and Logistics" the functions, the design as well as the management of international logistics activities on the level of the material and the information flow will be dealt with in detail.

### Content

1. Functions in International Logistics
2. Design of International Supply Nets
3. Management of International Logistics
4. International Logistics Provider

### Learning Outcomes

#### *Knowledge Broadening*

Students had a far-ranging knowledge of international logistics. They know the main theories, concepts and methods and they are aware of the development and changes in knowledge and understanding referring to international logistics.

#### *Knowledge Deepening*

Students could understand and evaluate the concepts, methods, processes and systems in international logistics.

#### *Instrumental Skills and Competences*

Students could apply the learned methods and concepts, so that they are able to plan, control and accomplish an international supply chain.

#### *Communicative Skills and Competences*

Students could use the concepts and methods of international logistics, in order to describe and present logistical problems in an adequate way.

#### *Systemic Skills and Competences*

Students apply their skill and distinctive competencies and handle strategies and methods in a professional way.

### Mode of Delivery

- lectures
- illustrations/case studies
- independent work
- working in teams
- presentations

### Expected Knowledge and/or Competences

Marketing and Logistics

### Responsible of the Module

Freye, Diethardt

### Lecturer(s)

Bode, Wolfgang  
Freye, Diethardt  
Schüller, Michael

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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45	lecture
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Independent Learning

Workload (h)	Type
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75	preparation/follow-up for events
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30	exam preparation
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### Recommended Reading

/01/ Ronald H. Ballou: Business logistics, supply chain management: planning, organizing and controlling the supply chain, Upper Saddle River, NJ : Pearson Prentice Hall, 2004

/02/ Alan Branch: Global Supply Chain Management and International Logistics, Routledge Chapman & Hall; 1. Auflage, 2009

/03/ Pierre David, Richard Stewart: International Logistics: The Management of International Trade Operations, Second Edition, 2006

### Type and Form of Graded Examination

Two-Hour Written Examination  
Homework / Assignment  
Oral Presentation / Seminar Paper  
Presentation  
Viva Voce

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

English

**Authors**

Freye, Diethardt

# Management Accounting

## Management Accounting

Faculty: Faculty of Business Management and Social Sciences

Module 22B0762 (Version 4.0) of 2/29/2016

### Code of Module

22B0762

### Study Programmes

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Controlling and management accounting is a management provide managers information in order to make decisions. It is based on financial records and internal data gathered by the business. Students majoring Controlling are supposed to understand the role of Controlling and the main concepts and methods. The Controlling class is based on Accounting theory, management accounting principles and case studies of international companies. This subject meets international standards of teaching managerial accounting.

### Content

- financial performance management
- EPS
- managers' perspective of Accounting (cost center, profit center, value chain, BSC, Risk management)
- cost concepts
- reporting
- manufacturing accounting
- cost allocation
- cost systems (job order costing, process costing)
- ABC/ABM
- cost behaviour
- CVP-Analysis
- budgeting
- standard costing and variance analysis
- capital budgeting (time value of money, present value concept)
- accounting for investments

### Learning Outcomes

#### *Knowledge Broadening*

Students majoring Controlling are supposed to understand the role of Controlling and the main concepts and methods.

### Mode of Delivery

teaching, tutorials, international case studies

### Expected Knowledge and/or Competences

placement test or Preparatory Course Accounting



**Responsible of the Module**

Berkau, Carsten

**Lecturer(s)**

Berkau, Carsten

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
30	lecture
30	practice

Independent Learning

Workload (h)	Type
50	seminar paper
40	exam preparation

**Recommended Reading**

(1) Powers/Needles/Crosson: Accounting Principles

(2) BERKAU: Bilanzen

(3) further text books:

BRIGHAM/EHRHARDT: Financial Management

CORREIA et al: Financial Management

DRURY: Management and Cost Accounting

FLYNN/KORNHOF: Fundamental Accounting

GARRISON/NOREEN/BREWER: Managerial Accounting

KIESO/WEYGANDT/WARFIELD: Intermediate Accounting

McLANEY/ATRILL: Accounting

REEVE/WARREN/DUCHAC: Principles of Financial Accounting

WOOD/SANGSTER: Business Accounting

**Type and Form of Graded Examination**

Two-Hour Written Examination

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

English

**Authors**

Berkau, Carsten

# Management Concepts

## Management Concepts

Faculty: Faculty of Business Management and Social Sciences

Module 22B0922 (Version 6.0) of 3/4/2016

### Code of Module

22B0922

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Internationale Betriebswirtschaft und Management (B.A.)  
International Management (B.A.)  
Gaststudierende (B.A.)

### Level of Module

3

### Mission Statement

To contribute to the development of the student's knowledge and understanding in terms of complementing management tools and non-subject related competences in terms of instrumental, interpersonal and systemic learning outcomes to make the student employable today and tomorrow.

### Content

Management Philosophies such as JIT, Quality, Benchmarking, Supply Chain Management, including Value Chain Analyses.  
As a special issue Project Management will be dealt with which is then complemented with Strategy and Growth, Globalisation, Mergers and Acquisition and an outlook into the future: Strategy in the New Millennium

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module are able to

- understand the philosophy of JIT
- understand the meaning of quality from the Japanese point of view
- understand the strategic importance of two models of growth (Miller, Greiner) or alternatively in the German version:
- appreciate the term "globalisation" and the different ways in which organisations can globalise
- understand the phases of international expansion and their triggers for changes
- understand the conceptual framework of which methods to choose
- understand the nature and forms of strategic alliances and why they are chosen

### Mode of Delivery

lectures, illustrations, case studies, video presentations, independent work, coaching, e-learning, e-monitoring, working in teams, presentations, round table discussions

### Expected Knowledge and/or Competences

Management Tools, sound knowledge of the business functions and of micro- and macroeconomics

### Responsible of the Module

Gehmlich, Volker

### Lecturer(s)

Braun von Reinersdorff, Andrea  
Franke, Jürgen  
Gehmlich, Volker

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
6	Coaching, Counselling
22	lecture
6	learning in groups / coaching of groups
11	Fallstudien

Independent Learning

Workload (h)	Type
105	preparation/follow-up for events

### Recommended Reading

Slack, N, Chambers, St, Johnston, R (2001) Operations Management, 3rd edition, Financial Times, Prentice Hall  
Johnson, G and Scholes K (2002), Exploring Corporate Strategy, 6th edition, Prentice Hall;  
Keuning, D (1998), Management - A Contemporary Approach, Pitman  
Drucker, P (2002), Was ist Management  
Eschenbach, R., Eschenbach, S., Kunesch, H.(2003), Strategische Konzepte, 4. Auflage  
Fink, D. (2000), Management Consulting Fieldbook  
Müller-Stewens, G. / Lechner, Chr. (2003), Strategisches Management, 2. Auflage  
Simon, H. (Hrsg.) (2000), Das große Handbuch der Strategie-Konzepte  
Simon, W. (2002), Moderne Management-Konzepte von A-Z - Strategiemodelle, Führungsinstrumente, Managementtools

### Type and Form of Graded Examination

Homework / Assignment  
Two-Hour Written Examination  
Oral Presentation / Seminar Paper

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

English

### Authors

Gehmlich, Volker  
Holst, Hans-Ulrich

# Management Tools, English

## Management Tools, English

Faculty: Faculty of Business Management and Social Sciences  
Module 22B0751 (Version 5.0) of 3/1/2016

### Code of Module

22B0751

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Wirtschaftspsychologie (B.Sc.)  
Internationale Betriebswirtschaft und Management (B.A.)  
International Management (B.A.)  
Gaststudierende (B.A.)

### Level of Module

2

### Content

Part I: Introduction

- 1.Terms: Understanding each other
- 2.Overall View: Understanding strategy development
- 3.The linkage: tools and concepts

Part II: Analysis: The Strategic Position

- 4.Concepts: JIT, quality, benchmarking, value chain, SCM
- 5.Tools to define the environment
- 6.Tools to identify the strategic capability
- 7.Tools to reveal expectations and purposes

Part III: Alternatives: Strategic Choices

- 8.Concepts: growth, globalisation, mergers, acquisitions and alliances
- 9.Tools at corporate level
- 10.Tools at business level
- 11.Tools to choose directions and methods of development

Part IV: Implementation: Strategy into Action

- 12.Concepts: project management, strategy in the new millennium
- 13.Tools to enable success
- 14.Tools to manage strategic change

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module are able to

- present tools to design a strategy and to develop business organisations strategically.
- interpret alternative tools to make a choice.
- outline consequences of strategic decisions.

#### *Knowledge Deepening*

Students who successfully complete this module are able to

- apply tools to implement a strategic development successfully.
- identify and interpret strategic issues in different contexts.

- realise how strategy development can be seen, how processes can be understood and what the implications are for strategy development.
- differentiate between strategic management in different contexts.

#### *Instrumental Skills and Competences*

Students who successfully complete this module are able to

- apply techniques of strategic analysis.
- apply techniques to select adequate strategies.
- apply techniques to implement strategy.

#### *Communicative Skills and Competences*

Students who successfully complete this module are able to

- use different viewpoints on strategy to explain observable processes in organisations.
- explain implications of different scenarios and different strategies

#### *Systemic Skills and Competences*

Students who successfully complete this module are able to

- demonstrate the impact of national and organisational culture on strategy formulation and implementation.
- apply techniques in specific business positions.

#### **Mode of Delivery**

Lectures, illustrations/case studies, video, independent work, coaching, e-learning, e-monitoring, working in teams, presentations, round table discussions

#### **Expected Knowledge and/or Competences**

sound knowledge in primary and secondary activities of the value chain

#### **Responsible of the Module**

Gehmlich, Volker

#### **Lecturer(s)**

Braun von Reinersdorff, Andrea

Franke, Jürgen

Gehmlich, Volker

Schinnenburg, Heike

#### **Credits**

5

## Concept of Study und Teaching

Guided Learning

Workload (h)	Type
25	lecture
10	Illustration, Case Studies
5	learning in groups / coaching of groups
5	examination

Independent Learning

Workload (h)	Type
25	
80	groups

## Recommended Reading

Johnson, G and Scholes, K.(2002), Exploring Corporate Strategy, 6th edition, Prentice Hall

Keuning, D.(1998), Management - A Contemporary Approach, Pitman

## Type and Form of Graded Examination

Homework / Assignment

Two-Hour Written Examination

Oral Presentation / Seminar Paper

## Duration

1 Term

## Module Frequency

Winter and Summer Term

## Language of Instruction

English

## Authors

Gehmlich, Volker

Holst, Hans-Ulrich

# Marketing and Logistics

## Marketing and Logistics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0760 (Version 6.0) of 3/1/2016

### Code of Module

22B0760

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Internationale Betriebswirtschaft und Management (B.A.)  
International Management (B.A.)  
Gaststudierende (B.A.)

### Level of Module

1

### Content

1. General foundations of value chain management
2. Basic concept and development of marketing and logistics
3. Marketing and logistics processes
4. Requirements and design principles
5. Methods of designing and optimising marketing and logistics processes
6. Interdependencies of marketing and logistics processes

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module have a broad-ranging knowledge in the field of Marketing and Supply Chain Management and know the standard concepts, design principles and optimisation measures. They recognise developments and requirements in these business processes of the value chain.

#### *Knowledge Deepening*

Students understand and interpret both decision-making fields, considering the strategic and operative aspects as well as their interactions.

#### *Instrumental Skills and Competences*

Students use selected methods for the design and optimisation of marketing and logistics processes.

#### *Systemic Skills and Competences*

Students recognise, understand and analyse connections between marketing decisions and decisions for the design and optimisation of logistics chains via the means of case studies.

### Mode of Delivery

Lectures, exercises

### Expected Knowledge and/or Competences

None, the course is intended for students without vocational training in this area.

### Responsible of the Module

Franke, Jürgen

### Lecturer(s)

Bode, Wolfgang

Eggers, Sabine

Franke, Jürgen

Griese, Kai Michael

Roll, Oliver

Schüller, Michael

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
40	lecture
15	practice
5	excursion

Independent Learning

Workload (h)	Type
90	preparation/follow-up for events

### Recommended Reading

Porter, Michael, E.: Competitive advantage. New York 1985

Becker, J. (2009): Marketing-Konzeption, 9. Auflage, München 2009

Bloech, J. Vahlens großes Logistik-Lexikon, Verlag Franz  
Ihde, G. B. Vahlen, München, 1997

Gudehus, T. Logistik, Springer Verlag, Berlin, 1999

Gudehus, T. Logistik 1, Springer Verlag, Berlin, 2000

Kotler, P. / Lane Keller, P / Bliemel, F.: Marketing-Management: Strategien für wertschaffendes Handeln, München 2007

Gudehus, T. Logistik 2, Springer Verlag, Berlin, 2000

Arnold, D. Handbuch Logistik, VDI-Buch, 2002

Baumgarten, H. Logistik-Management, Springer Verlag,  
4. Auflage, 2001

Scott-Sabic, V. Logistik-Wörterbuch, VDI-Buch, 1999

Winkelmann, Peter: Marketing und Vertrieb, 6. Aufl., München/Wien 2008

Schönsleben, P. Integrales Logistikmanagement, Springer Verlag, 2.



Auflage, 2000

Bode, W. u. a. „Taschenbuch der Wirtschaftsinformatik“, Disterer, G.  
(Hrsg.) Fachbuchverlag Leipzig, Im Carl Hanser  
Verlag, München, Wien, Zweite Auflage 2003

### **Type and Form of Graded Examination**

Homework / Assignment

Two-Hour Written Examination

### **Duration**

1 Term

### **Module Frequency**

Only Summer Term

### **Language of Instruction**

English

### **Authors**

Bode, Wolfgang

Franke, Jürgen

Wesselmann, Stefanie

# Niederländisch 1 (Grundkurs)/CEF A1

## Dutch 1/CEF A1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0500 (Version 5.0) of 3/16/2016

### Code of Module

22B0500

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Das Modul bietet die allgemeinen Grundlagen des Niederländischen und bereitet auf Niveau 2 vor.

### Content

Grundlagen und Übungen zur Grammatik, Idiomatik, Lexik, Syntax; grundlegende Kommunikationsübungen; Lektüre einfacher Alltagstexte; mündliche und schriftliche Textreproduktion

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können einfache kleine Texte selbstständig erschließen und kleine eigene Texte produzieren, Grundkenntnisse der Grammatik sind vorhanden.

### Mode of Delivery

Gruppen- und Einzelarbeit, Rollenspiele

### Expected Knowledge and/or Competences

Keine

### Responsible of the Module

Niese, Christina

### Lecturer(s)

Niese, Christina

### Credits

0

### Concept of Study und Teaching

Guided Learning

Workload (h)      Type

60 lecture

Independent Learning

Workload (h)      Type

70 preparation/follow-up for events

20 groups

### Recommended Reading

Langenscheidts Praktisches Lehrbuch Niederländisch;

Grundgrammatik Klett, div. Texte und Übungen

### Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Dutsch

# Niederländisch 2 (Aufbaukurs)/CEF A2

## Dutch 2/CEF A2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0501 (Version 6.0) of 3/16/2016

### Code of Module

22B0501

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Das Modul festigt und sichert die allgemeinen Sprachkenntnisse und bereitet auf den Erwerb der fachsprachlichen Kenntnisse in Niveau 3 vor.

### Content

Übungen zur Grammatik, Idiomatik, Lexik, Syntax; vertiefende Kommunikationsübungen; Lektüre didaktischer und leichter authentischer Texte; mündliche und schriftliche Text(re)produktion; Diskussion; Kurzreferate

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können kompetent mit den grammatischen Strukturen der Sprache umgehen, selbstständig Texte erschließen und kurze eigene Texte produzieren.

### Mode of Delivery

Gruppen- und Einzelarbeit, kleine Referate, Rollenspiele

### Expected Knowledge and/or Competences

Niederländisch 1 (Grundkurs)/CEF A1 bzw. bestandener Einstufungstest für das Niveau 2 oder höher

### Responsible of the Module

Niese, Christina

### Lecturer(s)

Niese, Christina

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)      Type

60 lecture

Independent Learning

Workload (h)      Type

70 preparation/follow-up for events

20 groups

### Recommended Reading

Langenscheidts Praktisches Lehrbuch Niederländisch,

Grundgrammatik Klett,

div. Texte aus niederländischen Zeitschriften,

eigene Übungsblätter

### Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Dutsch

# Niederländisch 3 (Fachsprache Wirtschaft)/CEF B1

## Dutch 3 (Language for Specific Purposes-Business)/CEF B1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0502 (Version 7.0) of 3/16/2016

### Code of Module

22B0502

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Das Niveau 3 umfasst die fachsprachliche Ausbildung und bereitet auf ein Auslandsstudium und Auslandspraktikum vor.

### Content

Wirtschaftsterminologie, insb. des Unternehmens; Fallbeispiele zum Thema Unternehmung; Bewerbungstraining; Analyse und Diskussion ausgewählter Artikel aus Lehrbüchern und Wirtschaftspresse; kleine Referate; Wiederholung und Vertiefung grammatischer und idiomatischer Strukturen im fachlichen Kontext

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können authentische Texte zu wirtschaftlichen und gesellschaftlichen Themen des niederländischen Sprachraums verstehen, in sprachlich korrekter Form wiedergeben und Problemfelder beschreiben. Sie können selbstständig Themen recherchieren und darstellen.

### Mode of Delivery

Seminaristische Lehrveranstaltung, Gruppenarbeit, Rollenspiele, Übungen, Diskussionen, Selbststudium

### Expected Knowledge and/or Competences

Niederländisch 2 (Aufbaukurs)/CEF A2 bzw. bestandener Einstufungstest für das Niveau 3 oder höher

### Responsible of the Module

Niese, Christina

### Lecturer(s)

Niese, Christina

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
--------------	------

60	lecture
----	---------

Independent Learning

Workload (h)	Type
--------------	------

70	preparation/follow-up for events
----	----------------------------------

20	groups
----	--------

### Recommended Reading

Div. Texte aus der niederländischen Wirtschaftspresse, Texte zur Landeskunde und Mentalität

### Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Dutsch

# Niederländisch 4 (Fachsprache Wirtschaft)/CEF B2

## Dutch 4 (Language for Specific Purposes-Business)/CEF B2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0503 (Version 7.0) of 3/16/2016

### Code of Module

22B0503

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Das Niveau 4 vertieft die fachsprachliche Ausbildung und bereitet umfassend auf ein Auslandsstudium und/oder Auslandspraktikum vor.

### Content

Lektüre, Analyse und Diskussion authentischer Fachtexte zum Wirtschaftsgeschehen; ev. einzelne Referate/Projektarbeiten zur Vertiefung der Themen; Vertiefung und Festigung von Grammatik, Syntax und Wortschatz; Vertiefung von Landeskunde und Kenntnissen von Mentalitätsunterschieden

### Learning Outcomes

#### *Knowledge Broadening*

Lerner sind in der Lage, ein Praktikum/Studium in den Niederlanden erfolgreich zu absolvieren. Sie können spezifische Themen der Volks- und Betriebswirtschaft selbstständig recherchieren, analysieren und darstellen und mit den grundlegenden Abläufen im Unternehmen sprachlich umgehen. Sie verfügen über Kenntnisse der Wirtschafts- und Gesellschaftsstruktur sowie der kulturellen Eigenheiten der Niederlande.

### Mode of Delivery

Gruppenarbeit, Übungen, Referate, Selbststudium

### Expected Knowledge and/or Competences

Niederländisch 3 (Fachsprache Wirtschaft)/CEF B1 bzw. bestandener Einstufungstest für das Niveau 4 oder höher

### Responsible of the Module

Niese, Christina

### Lecturer(s)

Niese, Christina

### Credits

5



### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
--------------	------

60	lecture
----	---------

Independent Learning

Workload (h)	Type
--------------	------

70	preparation/follow-up for events
----	----------------------------------

20	groups
----	--------

### Recommended Reading

Artikel aus der niederländischen Wirtschaftspresse sowie aus Wirtschaftslehrbüchern

### Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Dutsch

# Preparatory Course Accounting

## Preparatory Course Accounting

Faculty: Faculty of Business Management and Social Sciences

Module 22B0911 (Version 8.0) of 2/29/2016

### Code of Module

22B0911

### Study Programmes

International Business and Management (Bachelor) (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Accounting 1 covers the basics of bookkeeping and accounting. The syllabus contains the recording of business activities and covers how to prepare financial statements.

### Content

Accounting equation, bookkeeping entries, chart of accounts, recording in T-accounts, preparing financial statements as income statement (NoE, COS), balance sheet, cash flow statement, statement of changes in equity, multiperiod accounting, manufacturing accounting and inventory valuation, accounting with regard to different legal forms, liquidations, changes of legal forms

### Learning Outcomes

#### *Knowledge Broadening*

The students who successfully complete this module know the basics of accounting with regard to bookkeeping and F/S.

#### *Knowledge Deepening*

The students who successfully complete this module will be able to understand accounting along German and international bookkeeping.

#### *Instrumental Skills and Competences*

The students who successfully complete this module can apply bookkeeping in order to prepare F/S.

#### *Communicative Skills and Competences*

The students who successfully complete this module know the technical terms of accounting and can discuss bookkeeping aspects.

#### *Systemic Skills and Competences*

The students who successfully complete this module will be able to prepare financial statements based on bookkeeping records.

### Mode of Delivery

lecture and case study

**Expected Knowledge and/or Competences**

none

**Responsible of the Module**

Berkau, Carsten

**Lecturer(s)**

Berkau, Carsten

**Credits**

0

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
40	lecture
10	practice
10	Tutorials

Independent Learning

Workload (h)	Type
70	preparation/follow-up for events
20	exam preparation

**Recommended Reading**

Berkau, C.; Lecholo, K.S.: Accounting-Intro (eBook), 2nd edition, Konstanz, München: UTB 2014

**Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only**

Two-Hour Written Examination

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

English

**Authors**

Berkau, Carsten

# Preparatory Course Mathematics

## Preparatory Course Mathematics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0919 (Version 6.0) of 3/16/2016

### Code of Module

22B0919

### Study Programmes

International Business and Management (Bachelor) (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Refresh on basic mathematical knowledge in preparation of the placement test in mathematics

### Content

1. Arithmetic
  - 1.1 Set of numbers
  - 1.2 Basic operations / fractional arithmetic
  - 1.3 Calculation with brackets / binomial formula
  - 1.4 Power / surd
  - 1.5 Logarithms
  - 1.6 Sums / product
  - 1.7 Rule of three / percentage calculation
2. Functions / equation
  - 2.1 Linear functions / equations
  - 2.2 Quadratic functions / equations
  - 2.3 Special equations / inequations
  - 2.4 Systems of equation with 2 or 3 variables
3. Mathematical finance
4. Differential calculus
  - 4.1 Derivative
  - 4.2 Rule of derivation
  - 4.3 Curve sketching polynomial function
  - 4.4 Curve sketching rational function

### Learning Outcomes

#### *Knowledge Broadening*

The students master the mathematical skills to work on simple questions.

#### *Instrumental Skills and Competences*

The students are able to convert and to simplify terms. They are able to find solutions for equations and systems of equation and to analyze simple mathematical functions.

*Communicative Skills and Competences*

The students are able to detect and to describe difficulties and to exchange about possible solution strategies.

*Systemic Skills and Competences*

The students are able to define and to apply the suitable algorithms for simple mathematical questions.

**Mode of Delivery**

Lectures, tutorials, self-studies

**Expected Knowledge and/or Competences**

None

**Responsible of the Module**

Neumann, Ludger

**Lecturer(s)**

Neumann, Ludger

**Credits**

0

**Concept of Study und Teaching**

Guided Learning

Workload (h) Type

30 lecture

30 practice

Independent Learning

Workload (h) Type

90 preparation/follow-up for events

**Recommended Reading**

- (1) Führer, Ch.; Kompakt-Training Wirtschaftsmathematik, Friedrich Kiehl Verlage, Ludwigshafen 2006
- (2) Schwarze, J.; Mathematik für Wirtschaftswissenschaftler, Bände 1 – 2, NWB Herne/Berlin 2003
- (3) Hoffmann, S.; Mathematische Grundlagen für Betriebswirte, NWB Herne/Berlin 2007

**Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only**

Two-Hour Written Examination

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

English

# Principles of Business Management

## Principles of Business Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0741 (Version 6.0) of 3/1/2016

### Code of Module

22B0741

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Thinking based on economic categories and contexts is a significant success factor. This applies all the more with regard to the increasing dynamic and complex market conditions and value creation conditions. Students shall acquire the ability to identify business management problems and to understand decision problems in its specific economic meaning. This course is the basis for advanced courses of the Bachelor and Master programs.

### Content

1. Introduction; companies and markets (Chapter 1)
2. Entrepreneurship and business management (Chapter 2)
3. Business environments and corporate development (Chapter 3)
4. Corporate success and liquidity as performance targets (Chapter 4), Organisation and management systems (Chapter 12)
5. Marketing management (Chapter 6)
6. Supply management (Chapter 7) Part 1
7. Supply management (Chapter 7) Part 2
8. Production management (Chapter 8) Part 1
9. Production management (Chapter 8) Part 2
10. Investment and finance management (Chapter 5)
11. Human resource management (Chapter 9)
12. Strategic management and innovation management (Chapter 11)

### Learning Outcomes

#### *Knowledge Broadening*

The students get to know the essential parts of business management. Supported by case studies, focus is given to the interaction of the single operational functions (process orientation) as an essential factor for commercial success.

#### *Knowledge Deepening*

Students have a good overview of the single key areas of business administration. They know the basic functions, approaches and methods of the single areas. Students have a profound knowledge of the most important terms of business administration.

The discussion about case studies and own practical experiences the students gained during their apprenticeship or a former working period create a connection between their theoretical knowledge and business practice.

*Instrumental Skills and Competences*

They are able to describe the operational value adding process and can discuss single value chains. Students know tasks, methods and instruments of the single areas.

*Communicative Skills and Competences*

Students are able to present and evaluate arguments, information and ideas which are common in this specific field.

**Mode of Delivery**

The course takes place in the form of lectures.

**Expected Knowledge and/or Competences**

None, the course is intended for students without vocational training in this area.

**Responsible of the Module**

Holst, Hans-Ulrich

**Lecturer(s)**

Holst, Hans-Ulrich

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
45	lecture

Independent Learning

Workload (h)	Type
75	preparation/follow-up for events
30	exam preparation

**Recommended Reading**

Lectures will be based predominantly on the following publications

Hutzschenreuther, Tj.: Allgemeine Betriebswirtschaftslehre, Gabler Verlag, Wiesbaden 2007 (chapter references in "Teaching content" refer to this book)

Recommended as further reading:

Schreyögg, G. und Koch, J.: Grundlagen des Managements. Basiswissen für Studium und Praxis (Broschiert), Gabler Verlag, Wiesbaden 2007

Schierenbeck, H.: Grundzüge der Betriebswirtschaftslehre, 16. Aufl., München/Wien

Bestmann, Uwe (Hrsg.): Kompendium der Betriebswirtschaftslehre, 7. Aufl., München/Wien

Korndörfer, Wolfgang: Allgemeine Betriebswirtschaftslehre, 12. Aufl., Wiesbaden

### **Type and Form of Graded Examination**

Two-Hour Written Examination

### **Duration**

1 Term

### **Module Frequency**

Only Winter Term

### **Language of Instruction**

English

### **Authors**

Holst, Hans-Ulrich



# Principles of Economics

## Principles of Economics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0764 (Version 5.0) of 3/1/2016

### Code of Module

22B0764

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Internationale Betriebswirtschaft und Management (B.A.)  
International Management (B.A.)  
Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

The module is meant to familiarize students with the subject and principles of economic analysis. This demands answer to the fundamental questions of economics originating from the presence of scarcity in any society. Beyond the optimal supply of goods and its institutional settlement the general economic objectives like economic growth, full employment or price level stability have to be taken into account when controlling economic processes. The actual choice of economic policy measures also depends on the preference for a rather demand or supply orientated conception of economic policies.

### Content

- I. Introduction and principles
  1. Problem of scarcity and economic behaviour
  2. Model-based economic thought
  3. Commercial advantages
  
- II. Key features of microeconomics
  1. Supply and demand on the merchandise market
  2. Elasticities
  3. Interventions in the market: price controls and taxes
  4. Pricing on the labour market
  5. Social welfare
  6. Costs of production
  7. Companies in competition
  8. Monopolies
  
- III. Key features of macroeconomics
  1. National income
  2. Inflation
  3. Unemployment
  4. Growth

### Learning Outcomes

#### *Knowledge Broadening*

Students who successfully complete this module know the central micro and macroeconomic issues in connection to supply of goods and the economic target system.

*Knowledge Deepening*

Students have the ability to recognise the strengths and weaknesses of market allocation and to evaluate state interventions in the market process from a welfare theory perspective. They have the knowledge to allow them to identify relevant causes of macroeconomic disequilibrium.

*Instrumental Skills and Competences*

Students are able, to some extent, to make theory-based assessments of economic suggestions.

*Communicative Skills and Competences*

Students are able to process economic issues and relay them to others in an appropriate manner.

*Systemic Skills and Competences*

Students are able to use economic instruments available to them for problem solving and to develop their own case-related solutions.

**Mode of Delivery**

Lectures, self-study, exercises, presentations

**Expected Knowledge and/or Competences**

None, the course is intended for students without vocational training in this area.

**Responsible of the Module**

Edling, Herbert

**Lecturer(s)**

- Adam, Hans
- Edling, Herbert
- Berger, Hendrike
- Hirata, Johannes
- Mayer, Peter
- Trabold, Harald
- Skala, Martin

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
50	lecture
10	practice

Independent Learning

Workload (h)	Type
20	preparation/follow-up for events
50	study of literature
20	exam preparation

### Recommended Reading

Bofinger, Peter: Grundzüge der Volkswirtschaftslehre. Eine Einführung in die Wissenschaft von Märkten, 2. Aufl., München 2007.  
Edling, Herbert: Volkswirtschaftslehre - schnell erfasst, 2. Aufl., Berlin u. a. 2008.  
Mankiw, N. Gregory, Taylor, Mark. P.: Grundzüge der Volkswirtschaftslehre, 4. Aufl., Stuttgart 2008.  
Samuelson, Paul. A., Nordhaus, William. D.: Volkswirtschaftslehre. Das internationale Standardwerk der Makro- und Mikroökonomie, 3. Aufl., Landsberg am Lech, 2007.

### Type and Form of Graded Examination

Homework / Assignment  
One-Hour Written Examination  
Two-Hour Written Examination  
Oral Presentation / Seminar Paper

### Duration

1 Term

### Module Frequency

Only Winter Term

### Language of Instruction

English

### Authors

Adam, Hans

# Procurement and Production Logistics

## Procurement and Production Logistics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0818 (Version 7.0) of 3/1/2016

### Code of Module

22B0818

### Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Internationale Betriebswirtschaft und Management (B.A.)  
Gaststudierende (B.A.)  
International Management (B.A.)

### Level of Module

3

### Mission Statement

This module shall provide general knowledge on the supply of a production facility with all the goods needed starting with the procurement of those from external partners.

### Content

- 1 Introduction
  - 1.1 Basics of Procurement Logistics
    - 1.1.1 Definition
    - 1.1.2 Tasks
    - 1.1.3 Elements
  - 1.2 Basics of Production Logistics
    - 1.2.1 Definition
    - 1.2.2 Tasks
    - 1.2.3 Elements
- 2 Procurement Logistics
  - 2.1 Planning in Procurement Logistics
    - 2.1.1 Sourcing strategies
      - 2.1.1.1 Outsourcing
      - 2.1.1.2 Global Sourcing
    - 2.1.2 TDL (Teiledifferenzierte Logistikoptimierung)
    - 2.1.3 Simulation
    - 2.1.4 Prognosis
  - 2.2 Warehouse Concepts
    - 2.2.1 Warehouse strategies
    - 2.2.2 Warehouse components
    - 2.2.3 Warehouse management
  - 2.3 Optimization in Procurement Logistics
    - 2.3.1 Consolidation
    - 2.3.2 Cooperation
    - 2.3.3 Logistics Service Provider
  - 2.4 International Transport (Systems)
    - 2.4.1 Transport by sea
    - 2.4.2 Transport by air
    - 2.4.3 Intermodal transport

- 2.5 Packaging
  - 2.5.1 Taxonomies
  - 2.5.2 Components in packaging
  - 2.5.3 Labeling
- 2.6 Communication Systems
  - 2.6.1 Business application for communication systems
  - 2.6.2 Data transfer techniques
  - 2.6.3 Data capturing
  - 2.6.4 Encoding of data
- 3 Production Logistics
  - 3.1 Material Supply Systems in Production Logistics
    - 3.1.1 Transport in Production Logistics
    - 3.1.2 Storage and Buffers in Production Logistics
    - 3.1.3 Production Control Station Concept (PLL)
      - 3.1.3.1 Control Station Concept
      - 3.1.3.2 Control Cycles / cybernetic Models
      - 3.1.3.3 Data Warehousing
  - 3.2 Production Management Systems
    - 3.2.1 Lean Manufacturing
    - 3.2.2 TPS
    - 3.2.3 Just in Time / Just in Sequence
    - 3.2.4 Scheduling and Sequencing
      - 3.2.4.1 Job Shop
      - 3.2.4.2 Flow Shop
  - 3.3 Production Control Systems
    - 3.3.1 KANBAN
    - 3.3.2 CONWIP
    - 3.3.3 MRP / MRP II
    - 3.3.4 "Fortschrittzahlen" concept
  - 3.4 Maintenance
    - 3.4.1 Basic forms of Maintenance
    - 3.4.2 Risk Assessment
    - 3.4.3 TPM

## Learning Outcomes

### *Knowledge Broadening*

Students who successfully complete this module

- get to know to the system elements of modern procurement and production logistics concepts and their interrelations.
- learn about the pros and the cons of the procurement and production logistics concepts in order to be able to select them suitably for a given scenario.
- critically evaluate the procurement and production logistics concepts in respect to their effect on efficiency and sustainability.
- test simple tools to support the procurement and production logistics concepts.

## Mode of Delivery

lecture with activating elements and exercises  
homework (various tasks)

## Expected Knowledge and/or Competences

basics of logistics, motivation for production supply

## Responsible of the Module

O'Shea, Miriam

### Lecturer(s)

O'Shea, Miriam  
Temme, Thomas

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
60	lecture

Independent Learning

Workload (h)	Type
30	preparation/follow-up for events
60	seminar paper

### Recommended Reading

- Purchasing and Supply Chain Management | Quayle 2006
- Fundamentals of Production Logistics | Nyhuis / Wiendahl 2008

### Type and Form of Graded Examination

Homework / Assignment

One-Hour Written Examination

Two-Hour Written Examination

Oral Presentation / Seminar Paper

Placement Report

Presentation

Viva Voce

Project Report

Field Work / Experimental Work

### Duration

1 Term

### Module Frequency

Only Winter Term

### Language of Instruction

English

### Authors

O'Shea, Miriam  
Temme, Thomas

# Russisch 1 (Grundkurs)/CEF A1

## Russian 1/CEF A1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0556 (Version 4.0) of 3/16/2016

### Code of Module

22B0556

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Das Modul legt die Grundlagen des Spracherwerbs.

### Content

Grundlegende Sprachstrukturen, Alltagssituationen, Landeskunde, Hör- und Leseverständnis, Textbearbeitung, Vokabeltraining

### Learning Outcomes

#### *Knowledge Broadening*

Nach erfolgreichem Abschluss des Moduls beherrschen die Studierenden die Grundlagen der Fremdsprache.

### Mode of Delivery

Gruppenarbeit, Selbststudium

### Expected Knowledge and/or Competences

keine

### Responsible of the Module

Roussanova, Ekaterina

### Lecturer(s)

Roussanova, Ekaterina

### Credits

0

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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60	lecture
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Independent Learning

Workload (h)	Type
--------------	------

90	preparation/follow-up for events
----	----------------------------------

### Recommended Reading

Lehrbuch "Most" Modernes Russisch, Arbeitsbuch, Grammatiktafel Russisch

### Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

German

### Authors

Roussanova, Ekaterina



# Russisch 2 (Aufbaukurs)/CEF A2

## Russian 2/CEF A2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0566 (Version 5.0) of 3/16/2016

### Code of Module

22B0566

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Dieses Modul baut auf dem Niveau 1 auf und sichert die allgemeinen Sprachenkenntnisse. Es führt ein in hochschulspezifische Arbeitstechniken.

### Content

Übungen zur Grammatik, Idiomatik, Lexik, Syntax; vertiefende Kommunikationsübungen; Lektüre didaktischer und leichter authentischer Texte; mündliche und schriftliche Textreproduktion; Diskussion; Kurzreferate

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können kompetent mit den grammatischen Strukturen der Sprache umgehen, selbstständig Texte erschließen und kurze eigene Texte/ Vorträge produzieren.

### Mode of Delivery

Gruppen- und Einzelarbeit, Referate, Rollenspiele, e-Learning

### Expected Knowledge and/or Competences

Russisch 1 (Grundkurs)/CEF A1 bzw. bestandener Einstufungstest für das Niveau 2 oder höher

### Responsible of the Module

Roussanova, Ekaterina

### Lecturer(s)

Roussanova, Ekaterina

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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60	seminar
----	---------

Independent Learning

Workload (h)	Type
--------------	------

70	preparation/follow-up for events
----	----------------------------------

20	seminar paper
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### Recommended Reading

Lehrbuch "Most" - Modernes Russisch (ab Lektion 8), Arbeitsbuch, Grammatiktafel Russisch.

### Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Russian

### Authors

Roussanova, Ekaterina

# Russisch 3 (Fachsprache Wirtschaft)/CEF B1

## Russian 3 (Language for Specific Purposes-Business)/CEF B1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0567 (Version 4.0) of 3/16/2016

### Code of Module

22B0567

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Das Niveau 3 umfasst die fachsprachliche Ausbildung und bereitet auf ein Auslandsstudium und Auslandspraktikum vor.

### Content

- Wirtschaftsterminologie, insb. des Unternehmens
- Fallbeispiele zum Thema Unternehmung
- Bewerbungstraining
- Analyse und Diskussion ausgewählter Artikel aus Lehrbüchern und Wirtschaftspressen
- Referate
- Wiederholung grammatischer und idiomatischer Strukturen im fachlichen Kontext

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können authentische Texte zu wirtschaftlichen und gesellschaftlichen Themen Russlands verstehen, in sprachlich korrekter Form wiedergeben und Problemfelder beschreiben. Sie können selbstständig Themen recherchieren und darstellen.

### Mode of Delivery

Gruppenarbeit, Selbststudium, Übungen, Studentische Referate, Diskussionen

### Expected Knowledge and/or Competences

Russisch 2 (Aufbaukurs)/CEF A2) bzw. bestandener Einstufungstest für das Niveau 3 oder höher

### Responsible of the Module

Roussanova, Ekaterina

### Lecturer(s)

Roussanova, Ekaterina

### Credits

5

## Concept of Study und Teaching

Guided Learning

Workload (h)	Type
--------------	------

60	seminar
----	---------

Independent Learning

Workload (h)	Type
--------------	------

30	preparation/follow-up for events
----	----------------------------------

30	seminar paper
----	---------------

30	study of literature
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## Recommended Reading

Aktuelle Zeitungartikel, Script "Wirtschaftsrussisch- Mittelstufe"

## Type and Form of Graded Examination

Language Test

### Duration

1 Term

## Module Frequency

Winter and Summer Term

## Language of Instruction

Russian

## Authors

Roussanova, Ekaterina

# Russisch 4 (Fachsprache Wirtschaft)/CEF B2

## Russian 4 (Language for Specific Purposes)/CEF B2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0568 (Version 4.0) of 3/16/2016

### Code of Module

22B0568

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Das Niveau 4 umfasst die fachsprachliche Ausbildung und bereitet auf ein Auslandsstudium und Auslandspraktikum vor.

### Content

- Lektüre, Analyse und Diskussion authentischer Fachtexte zum Wirtschaftsgeschehen des jeweiligen Sprachraums
- Themenvertiefung in Referaten, Diskussionen und Projektarbeit
- Übungen zu Textaufbau und Präsentation komplexer Zusammenhänge
- Festigung von Grammatik, Syntax und Gesprächsaufbau
- Fallstudien zur interkulturellen Unterschieden

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können die Aufgaben erfüllen, die in Studium und Praktikum im russischsprachigen Ausland an sie gestellt werden: Sie können spezifische Themen der Volks- und Betriebswirtschaft selbstständig recherchieren, analysieren und darstellen und mit grundlegenden Abläufen im Unternehmen sprachlich kompetent umgehen. Sie verfügen über Kenntnisse der Wirtschafts- und Gesellschaftsstruktur.

### Mode of Delivery

Gruppenarbeit, Selbststudium, Übungen, Studentische Referate, Projekte, Fallstudien

### Expected Knowledge and/or Competences

Russisch 3 (Fachsprache Wirtschaft)/CEF B1) bzw. bestandener Einstufungstest für das Niveau 4 oder höher

### Responsible of the Module

Roussanova, Ekaterina

### Lecturer(s)

Roussanova, Ekaterina

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
--------------	------

60	seminar
----	---------

Independent Learning

Workload (h)	Type
--------------	------

30	preparation/follow-up for events
----	----------------------------------

30	seminar paper
----	---------------

30	
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### Recommended Reading

Lehrbuch "Wirtschaftsrussisch "; Fachartikel und Internetrecherchen

### Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Russian

### Authors

Roussanova, Ekaterina

# Spanisch 1 (Grundkurs)/CEF A1

## Spanish 1/CEF A1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0495 (Version 4.0) of 3/16/2016

### Code of Module

22B0495

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Das Modul ist ein Zusatzangebot der Fakultät für Lerner mit geringen, weit zurückliegenden Kenntnissen oder ohne Vorkenntnisse und bereitet auf den Zugang zu Niveau 2 vor.

### Content

- Kommunikation: Dialoge zu Situationen aus Alltags- und Berufsleben
- Hör- und Leseverständnis: beschreibende und vergleichende Texte aus Alltag und Landeskunde
- Grammatik: Verben im Präsens, Gerundium und Perfekt, Artikel, Präpositionen, Personal- und Possessivpronomen ...

### Learning Outcomes

#### *Knowledge Broadening*

Nach erfolgreichem Abschluss des Moduls beherrschen die Studierenden die Grundlagen der Fremdsprache.

### Mode of Delivery

Einzel-, Gruppen- und Partnerarbeit

### Expected Knowledge and/or Competences

geringe oder keine

### Responsible of the Module

Kirsche, Beate

### Lecturer(s)

Krimmler, Christa

Dähling, Paloma

Kirsche, Beate

Ochoa Westenenk, Rodrigo

Paulus Rodriguez Consuegra, Patricia

Rexach, Cesar Diego

**Credits**

0

**Concept of Study und Teaching**

Guided Learning

Workload (h)      Type

60 seminar

Independent Learning

Workload (h)      Type

90 preparation/follow-up for events

**Recommended Reading**

wird zu Semesterbeginn bekanntgegeben

**Type and Form of Ungraded Examination being Assessed with "Pass" or "Fail" only**

Language Test

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

Spanish

**Authors**

Kirsche, Beate



# Spanisch 2 (Aufbaukurs)/CEF A2/B1

## Spanish 2/CEF A2/B1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0496 (Version 5.0) of 3/18/2016

### Code of Module

22B0496

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

1

### Mission Statement

Das Modul festigt und sichert die allgemeinen Sprachkenntnisse und bereitet auf den Erwerb der fachsprachlichen Kenntnisse in Niveau 3 vor.

### Content

- Grammatik: Verben in den Vergangenheitszeiten, Subjuntivo, Imperativ, Futur, Bedingungssätze, Pronomen, Präpositionen
- Hör- und Leseverständnis: Texte aus Alltag und Landeskunde
- Arbeitstechniken: Methoden der Texterschließung und Textproduktion
- Sprechsicherheit: Erstellung und Vortrag kurzer Referate

### Learning Outcomes

#### *Knowledge Broadening*

Lerner können kompetent mit den grammatischen Strukturen der Sprache umgehen, selbstständig Texte erschließen und kurze eigene Texte/ Vorträge produzieren.

### Mode of Delivery

Einzel-, Gruppen- und Partnerarbeit

### Expected Knowledge and/or Competences

Spanisch 1 (Grundkurs)/CEF A1 bzw. bestandener Einstufungstest für das Niveau 2 oder höher

### Responsible of the Module

Kirsche, Beate

### Lecturer(s)

Krimmler, Christa

Dähling, Paloma

Kirsche, Beate

Ochoa Westenenk, Rodrigo

Paulus Rodriguez Consuegra, Patricia

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
--------------	------

60	seminar
----	---------

Independent Learning

Workload (h)	Type
--------------	------

90	preparation/follow-up for events
----	----------------------------------

### Recommended Reading

wird zu Semesterbeginn bekanntgegeben

### Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Spanish

### Authors

Kirsche, Beate

# Spanisch 3 (Fachsprache Wirtschaft)/CEF B1/B2

## Spanish 3 (Language for Specific Purposes-Business)/CEF B1/B2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0497 (Version 6.0) of 3/18/2016

### Code of Module

22B0497

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Das Modul Spanisch 3 zielt darauf ab, die Studierenden auf das Auslandsstudiensemester und gegebenenfalls auf das Auslandspraktikum vorzubereiten. Das gesamte Modul B (Spanisch 3, Spanisch 4) intendiert daher eine umfassende sprachliche, interkulturelle und wirtschaftskundliche Beschäftigung mit dem spanischen Sprachraum. Neben Spanien nehmen dabei ausgewählte Länder und Regionen Lateinamerikas einen zentralen Platz ein.

### Content

- Erweiterung und Vertiefung der grammatischen Kenntnisse (Passiv, Subjuntivo, Konditional, Bedingungssätze)
- Einführung in die allgemeine Fachsprache der Wirtschaftswissenschaften
- Wirtschafts- und Gesellschaftskunde Spaniens
- Lektüre und Wiedergabe authentischer Fachtexte
- Beschreibung von Problemfeldern
- Recherche und Präsentation aktueller sozioökonomischer Themen

### Learning Outcomes

#### *Knowledge Broadening*

Studierende können authentische Texte zu wirtschaftlichen und gesellschaftlichen Themen Spaniens verstehen, in sprachlich korrekter Form wiedergeben und Problemfelder beschreiben. Sie können selbstständig Themen recherchieren und darstellen.

### Mode of Delivery

Vorlesung, Workshops, studentische Referate, Berichte, Projekte, Diskussionen

### Expected Knowledge and/or Competences

gefestigte Kenntnisse der spanischen Grammatik und Vokabular der allgemeinen Landeskunde (Spanisch 2 (Fachsprache Wirtschaft)/CEF B1/B2 bzw. bestandener Einstufungstest für das Niveau 3 oder höher)

### Responsible of the Module

Kirsche, Beate

### Lecturer(s)

Kirsche, Beate  
Ochoa Westenenk, Rodrigo

### Credits

5

### Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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60	seminar
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Independent Learning

Workload (h)	Type
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90	preparation/follow-up for events
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### Recommended Reading

Haensch, Wirtschaftsterminologie Spanisch-Deutsch; Tamames, Introducción a la economía española; Aguirre, El Español por profesiones: Comercio exterior; u.a.; Wirtschaftswörterbücher und Grammatiken.

### Type and Form of Graded Examination

Language Test

### Duration

1 Term

### Module Frequency

Winter and Summer Term

### Language of Instruction

Spanish

### Authors

Kirsche, Beate

# Spanisch 4 (Fachsprache Wirtschaft)/CEF B2/C1

## Spanish 4 (Language for Specific Purposes-Business)/CEF B2/C1

Faculty: Faculty of Business Management and Social Sciences

Module 22B0498 (Version 6.0) of 3/18/2016

### Code of Module

22B0498

### Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Gaststudierende (B.A.)

### Level of Module

2

### Mission Statement

Das Modul Spanisch 4 zielt darauf ab, die Studierenden auf das Auslandsstudiensemester und gegebenenfalls auf das Auslandspraktikum vorzubereiten. Das gesamte Modul B (Spanisch 3, Spanisch 4) intendiert daher eine umfassende sprachliche, interkulturelle und wirtschaftskundliche Beschäftigung mit dem spanischen Sprachraum. Neben Spanien nehmen dabei ausgewählte Länder und Regionen Lateinamerikas einen zentralen Platz ein.

### Content

- fachbezogene Anwendung komplexer sprachlicher Strukturen
- Wirtschafts- und Gesellschaftskunde ausgewählter Länder Lateinamerikas
- Analyse und Darstellung von aktuellen Themenkomplexen zu Gesellschaft, Unternehmen und Markt
- Leitung und Partizipation in Diskussions- und Gesprächsrunden
- Auseinandersetzung mit kulturspezifischen Wertvorstellungen

### Learning Outcomes

#### *Knowledge Broadening*

Studierende können die Aufgaben erfüllen, die in Studium und Praktikum im spanischsprachigen Ausland an sie gestellt werden: Sie können spezifische Themen der Volks- und Betriebswirtschaft selbstständig recherchieren, analysieren und darstellen und mit grundlegenden Abläufen im Unternehmen sprachlich kompetent umgehen. Sie verfügen über Kenntnisse der Wirtschafts- und Gesellschaftsstruktur sowie der kulturellen Eigenheiten ausgewählter lateinamerikanischer Länder.

### Mode of Delivery

Vorlesung, Workshops, studentische Referate, Berichte, Projekte, Diskussionen

### Expected Knowledge and/or Competences

Grundkenntnisse der wirtschaftswissenschaftlichen Fachterminologie und Wirtschaftskunde Spaniens (Spanisch 3 (Fachsprache Wirtschaft)/CEF B1/B2 bzw. bestandener Einstufungstest für das Niveau 4 oder höher)

### Responsible of the Module

Kirsche, Beate

**Lecturer(s)**

Kirsche, Beate  
Ochoa Westenenk, Rodrigo

**Credits**

5

**Concept of Study und Teaching**

Guided Learning

Workload (h)	Type
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60	seminar
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Independent Learning

Workload (h)	Type
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90	preparation/follow-up for events
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**Recommended Reading**

wird zu Semesterbeginn bekanntgegeben/ Internetrecherche

**Type and Form of Graded Examination**

Language Test

**Duration**

1 Term

**Module Frequency**

Winter and Summer Term

**Language of Instruction**

Spanish

**Authors**

Kirsche, Beate

# Specialisation International Management

## Specialisation International Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0108 (Version 6.0) of 3/18/2016

### Code of Module

22B0108

### Study Programmes

International Management (B.A.)

### Level of Module

3

### Content

Students will complete related, in-depth modules of a business management discipline, representing the main subject matter of a major. Modules are chosen in accordance with the range of courses offered by the cooperating university, and are specified in a Learning Agreement prior to the study abroad period.

The course content is determined in accordance with the respective cooperating university.

### Learning Outcomes

#### *Knowledge Broadening*

According to the partner university in question

### Mode of Delivery

According to the partner university in question

### Expected Knowledge and/or Competences

According to the partner university in question

### Responsible of the Module

Bauer, Ulrich

### Credits

15

### Concept of Study und Teaching

Independent Learning

Workload (h)	Type
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450	Nach Maßgabe der jeweiligen Kooperationshochschule
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### Recommended Reading

According to the partner university in question

### **Type and Form of Graded Examination**

Project Report

### **Duration**

1 Term

### **Module Frequency**

Winter and Summer Term

### **Language of Instruction**

Others

### **Authors**

Bauer, Ulrich



# Statistics

## Statistics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0753 (Version 7.0) of 3/7/2016

## Code of Module

22B0753

## Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)  
International Business and Management (Bachelor) (B.A.)  
Internationale Betriebswirtschaft und Management (B.A.)  
International Management (B.A.)  
Gaststudierende (B.A.)

## Level of Module

2

## Content

1. Principles
  - 1.1 Data classification
  - 1.2 Data collection
  
2. One-dimensional features
  - 2.1 Distributions and their graphic representation
  - 2.2 Key figures
  - 2.3 Economic applications
  
3. Two-dimensional features & regression analysis
  - 3.1 Contingency tables
  - 3.2 Association dimensions
  - 3.3 Regression analysis
  - 3.4 Economic applications
  
4. Measurements and index values
  - 4.1 Measurements
  - 4.2 Index values
  - 4.3 Economic applications
  
5. Elementary time series analysis
  - 5.1 Trend determination
  - 5.2 Estimation of components
  - 5.3 Economic applications
  
6. Random variables and distributions
  
7. Estimation and testing procedures
  - 7.1 Point and interval estimations
  - 7.2 Testing procedures
  - 7.3 Economic applications
  
8. Analysis of economic data using statistics software
  - 8.1 Introduction to statistics software
  - 8.2 Computer-aided graphic representation of data

### 8.3 Computer-aided statistical computation

#### **Learning Outcomes**

##### *Knowledge Broadening*

The students know the different methods to prepare and to present static data. They are able to understand and to interpret diagrams, tables, frequency distributions, statistical measures und indexes. The students know the differences between one-dimensional and two-dimensional features.

##### *Knowledge Deepening*

The students are able to carry out independently a statistical study in a company. They can prepare the results graphically and in table form and interpret it comprehensively. Finally they can analyse the basic material and can transform the results into understandable reports. They can verify hypotheses.

##### *Instrumental Skills and Competences*

The students:

- carry out data collections
- can differentiate characteristics by the scale
- know how the absolute and the relative frequencies are defined and can draw up frequency tables
- can calculate statistical measures and indexes
- can carry out a simple regression analysis
- can calculate key figures
- can recognise a time serie and calculate the most important parameters
- can verify hypothesis with statistical methods of testing
- can estimate parameters
- can calculate simple key figures by means of statistic software

##### *Communicative Skills and Competences*

The students learn how to use data. They can evaluate data and they can interpret and communicate the results. They are able to verify hypotheses and to estimate parameters.

##### *Systemic Skills and Competences*

The students are able to justify their decisions by means of statistical methods and analysis.

#### **Mode of Delivery**

Lectures, exercises, case studies, self-study, e-Learning

#### **Expected Knowledge and/or Competences**

Arithmetic

#### **Responsible of the Module**

Frey, Andreas

#### **Lecturer(s)**

Hübner, Ursula Hertha

#### **Credits**

5

## Concept of Study und Teaching

Guided Learning

Workload (h)	Type
30	lecture
30	practice

Independent Learning

Workload (h)	Type
30	preparation/follow-up for events
20	seminar paper
20	study of literature
20	exam preparation

## Recommended Reading

- (1) Bleymüller, J.; Gehlert, G.: Statistik für Wirtschaftswissenschaftler, Verlag Vahlen
- (2) Bleymüller, J.; Gehlert, G.: Statistische Formeln, Tabellen und Programme, Verlag Vahlen
- (3) Bosch, K.: Elementare Einführung in die angewandte Statistik, Oldenbourg Verlag
- (4) Fahrmeir, Künstler, Pigeot, Tutz: Statistik, Springer-Verlag
- (5) Hartung, J.: Statistik Lehr- und Handbuch der angewandten Statistik, Oldenbourg Verlag
- (7) Mosler, Schmid: Beschreibende Statistik und Wirtschaftsstatistik, Springer-Verlag
- (8) Mosler, Schmid: Wahrscheinlichkeitsrechnung und schließende Statistik, Springer-Verlag
- (9) Schlittgen, R.: Einführung in die Statistik - Analyse und Modellierung von Daten, Oldenbourg Verlag
- (10) Schwarze, J.: Grundlagen der Statistik, Band I und II, Verlag Neue Wirtschafts-Briefe

## Type and Form of Graded Examination

Two-Hour Written Examination

### Duration

1 Term

### Module Frequency

Only Summer Term

### Language of Instruction

English

### Authors

Frey, Andreas