

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

Information:

- This Module Handbook is valid from the Intake WiSe 2017/18
- The Modules are alphabetically sorted by their name.

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 9.0) of 10/17/2017

Code of Module

22B0468

Study Programmes

International Management (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

Bauer, Ulrich

Lecturer(s)

Hogg, Alan
Hogg, Carol
Roussanova, Ekaterina
DiDomenico, Raphael
Juraszek, Iwona

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

Graded Exam

Language Test

Assessment Methods Remark

Prüfungsleistung kann durch Coursework erbracht werden.

Examination Requirements

Nachweis der Mobilitätsfähigkeit für einen Auslandsaufenthalt und Studierfähigkeit in der Fremdsprache durch:

- Verstehen und Produzieren von Fachtexten (mündlich und schriftlich)
- Beherrschung der landeskundlichen und wirtschaftswissenschaftlichen Fachterminologie
- Fachspezifische Kommunikationssicherheit

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Bachelor Dissertation

Bachelor Dissertation

Faculty: Faculty of Business Management and Social Sciences

Module 22B0743 (Version 11.0) of 10/17/2017

Code of Module

22B0743

Study Programmes

International Management (B.A.)

Level of Module

3

Mission Statement

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

Frie, Jan

Credits

12

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
10	lecture

Independent Learning

Workload (h)	Type
350	seminar paper

Recommended Reading

Balzer, Helmut: Wissenschaftliches Arbeiten: Wissenschaft, Quellen, Artefakte, Organisation, Präsentation

Brink, Alfred: Anfertigung wissenschaftlicher Arbeiten

Disterer, Georg: Studienarbeiten schreiben: Seminar-, Bachelor-, Master- und Diplomarbeiten in den Wirtschaftswissenschaften

Franck, Norbert: Fit fürs Studium: erfolgreich reden, lesen, schreiben

ders.: Wissenschaftliches Arbeiten – eine praktische Anleitung

ders.: Handbuch Wissenschaftliches Arbeiten

Grunwald, Klaus: Wissenschaftliches Arbeiten: Grundlagen zu Herangehensweisen, Darstellungsformen und Regeln

Huber, Michael: Keine Angst vor schriftlichen Abschlussarbeiten: Grundlagen wissenschaftlicher Arbeitstechnik

Karmasin, Matthias: Die Gestaltung wissenschaftlicher Arbeiten: ein Leitfaden für Seminararbeiten, Bachelor-, Master- und Magisterarbeiten, Diplomarbeiten und Dissertationen

Lück, Wolfgang: Technik des wissenschaftlichen Arbeitens: Seminararbeit, Diplomarbeit, Dissertation

Möllers, Thomas M.J.: Juristische Arbeitstechnik und wissenschaftliches Arbeiten: Klausur, Hausarbeit,

Seminararbeit, Studienarbeit, Staatsexamen, Dissertation

Nicol, Natascha: Wissenschaftliche Arbeiten schreiben mit Word 2007: formvollendete und normgerechte Examens-, Diplom- und Doktorarbeiten

Putzke, Holm: Juristische Arbeiten erfolgreich schreiben: Klausuren, Hausarbeiten, Seminare, Bachelor- und Masterarbeiten

Rossig, Wolfram E.: Wissenschaftliches Arbeiten: Leitfaden für Haus- und Seminararbeiten, Bachelor- und Masterthesis, Diplom- und Magisterarbeiten, Dissertationen

Scheld, Guido A.: Anleitung zur Anfertigung von Praktikums-, Seminar- und Diplomarbeiten sowie Bachelor- und Masterarbeiten

Schomerus, Thomas; Söffker, Christiane; Jelinski, Jörg: Erstellen schriftlicher Arbeiten: Regeln und Hinweise für die Gestaltung von Referat, Hausarbeit, Praxisbericht, Diplomarbeit, Bachelorarbeit

Sommer, Roy: Schreibkompetenzen: erfolgreich wissenschaftlich schreiben - Klausuren, Seminararbeiten, Examensarbeiten, Bachelor-/Masterarbeiten

Stickel-Wolf, Christine: Wissenschaftliches Arbeiten und Lerntechniken: erfolgreich studieren – gewusst wie

Stock, Steffen: Erfolg bei Studienarbeiten, Referaten und Prüfungen

Töpfer, Arnim: Erfolgreich forschen: ein Leitfaden für Bachelor-, Master-Studierende und Doktoranden

in current edition and literature relevant to the particular project

Graded Exam

Final Degree Thesis and Colloquium

Assessment Methods Remark

Oral examination/Bachelor`s dissertation

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 22B9031 (Version 11.0) of 10/17/2017

Code of Module

22B9031

Study Programmes

International Management (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/tasks 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.

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

Thönnessen, Joachim

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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30	Seminar 1
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30	Seminar 2
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Independent Learning

Workload (h)	Type
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45	Seminar 1 - Prepar.
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45	Seminar 1 - Prepar.
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Recommended Reading

Dependent on each individual block seminar

Ungraded Exam

Successful Participation

Assessment Methods Remark

The examination comprises practical tasks in the form of practice reports, project reports, computer programmes, as well as group work. Individual contributions to group work are evaluated in addition to the assessment of the examination task.

Examination Requirements

This module focuses the transfer of theoretic knowledge to practical circumstances.

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

German and English

Business Management Project and Communication

Business Management Project and Communication

Faculty: Faculty of Business Management and Social Sciences

Module 22B0749 (Version 32.0) of 10/13/2017

Code of Module

22B0749

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Level of Module

3

Content

The business management content depends on the formulated task. The principle for selecting the topic is the achievement of the learning objective. In any case the interpersonal skills are prepared as to their content as well as supervised and examined in the course of the project.

1. Project task (formulation of the topic and the objective)
 - 1.1 Definition and analysis of the task (clarification of the context)
 - 1.2 Target setting
 - 1.3 Project organisation
 - 1.4 Process definition, landmark setting
 - 1.5 Elaboration of solution approaches
 - 1.6 Documentation
 - 1.7 Presentation/discussion of outcome
2. Basic principles for project/team management
 - 2.1 Roles in the project team
 - 2.2 Effective team composition
 - 2.3 Organisation of oneself and the other team members
 - 2.4 Stages of team development
 - 2.5 Self-responsibility in the team
 - 2.6 Use of synergetic effects
 - 2.7 Project team culture, standards and rules

Learning Outcomes

Knowledge Broadening

Students who successfully complete this module

... are able to practically apply theoretically acquired foundations of Business Administration in different branches, and develop solutions for tasks and problems.

... know principles of team work and project management, and are able to carry out project work systematically.

... are able to analyse, evaluate and document results.

... are able to explore the context of a particular project and define objectives.

... are able to define work processes and set milestones.

... understand how to present hypotheses and solutions in a relevant and beneficial style, and how to convey to others the substance of the solutions found in an understandable and comprehensible way.

... have the skills to organise themselves and others within a team.

... are able to critically reflect on their strengths and weaknesses in team project work and identify goals for personal further development.

Knowledge Deepening

Students who successfully complete this module

... are able to independently develop task-relevant, deep understandings on the basis of their theoretical and practically acquired business and methodological knowledge.

Instrumental Skills and Competences

Students who successfully complete this module

... utilise project management tools and present them in various graphical forms.
... have a firm command of multiple methods for problem-solving and decision-making.
... utilise different processes and methods to extract, work on and improve information and data.

Communicative Skills and Competences

Students who successfully complete this module

... are able to describe the project and can present it to those involved and anyone interested in it - both verbally and in written form. In this regard they are able to explain and clarify the processes.
... are able to briefly and concisely present challenging issues relating to the subject to a knowledgeable and possibly critical audience, and explain suggestions which they have formulated to resolve these issues, and to defend them in a discussion.

Systemic Skills and Competences

Students who successfully complete this module

... utilise their theoretically acquired subject-related knowledge as well as various creative and problem-solving methods to work on business issues.
... structure tasks and transfer these into processes.
... allocate time to activities and results and deduce critical methods from this.
... apply cross-linked thinking and outline connections to related areas.

A project is characterised by a fixed beginning and ending time. The task is clearly defined and determines the structure of the project. The appropriate carrying out of the project shall ensure that the project objectives can be achieved. As learning method, the project shall introduce learners to specified problems which have to be solved to a large extent independently, typically by working in teams.

Theory and conceptual topic presentation, business cases from practice and teamwork supported by OSCA (e-learning platform), coordination of the whole project and the final presentation are the learning methods this module deals with.

In this module, a business management project lets the students have the opportunity to have first-hand experiences of the relations in a group so that they can also reflect on their own behaviour within the project team. In the scope of the team development, the students are supported to optimise their performance and joy in the team and to mobilise resources for solving the problems in an effective manner. The acceptance of the variability in thinking and acting among the team members shall be recognised and used as a chance for synergy.

Expected Knowledge and/or Competences

- Foundation courses in General Business Administration, Marketing, Finance and Controlling
- Management Tools and Communication and Key Qualifications

Responsible of the Module

Hofmann, Kay Hendrik

Lecturer(s)

Hofmann, Kay Hendrik

Gehmlich, Volker

Joseph-Magwood, Abigail

von Papen, Jost

Kaur-Lahrmann, Ravinder

Credits

10

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
50	learning in groups / coaching of groups
35	seminar
20	Fallstudien

Independent Learning

Workload (h)	Type
30	preparation/follow-up for events
35	
35	Projektbericht
95	Projektarbeit

Recommended Reading

Topical literature: Will be announced at the beginning of each semester, depending on the specific case provided by an organization.

Team and project management literature:

- Verzuh, E. (2008): The fast forward MBA in project management. (3rd ed.). Hoboken, N.J, John Wiley & Sons.
- Ronggui, D. (2016): Key Project Management Based on Effective Project Thinking. Heidelberg, Springer.
- Stahl, E. (2012): Dynamik in Gruppen : Handbuch der Gruppenleitung (3rd ed.). Weinheim, Beltz.
- Belbin, R. M. (2010): Team roles at work. (2nd ed.). Amsterdam, Butterworth-Heinemann.
- Winkler, M. and Commichau, A. (2005): Reden - Handbuch der kommunikations-psychologischen Rhetorik. Rowohlt TB.

Graded Exam

Project Report

Two-Hour Written Examination

Oral Presentation / Seminar Paper

Assessment Methods Remark

graded examination

Oral examination/written examination (2 hours)/project report

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Business Mathematics

Business Mathematics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0923 (Version 13.0) of 10/13/2017

Code of Module

22B0923

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Level of Module

1

Mission Statement

This module applies important formal and quantitative methods from Business Mathematics to Topics from Economics.

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

5.3.A selected problem from discrete optimisation

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

Faatz, Andreas

Lecturer(s)

Hübner, Ursula Hertha

Seyfert, Wolfgang

Faatz, Andreas

Hirschfeld, Gerrit

Markovic-Bredthauer, Danijela

Neumann, Ludger

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
33	lecture
27	practice

Independent Learning

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

Recommended Reading

- (1) Pemberton, M.: Mathematics for economists: an introductory textbook. University of Toronto Press, 2011.
- (2) Renshaw, G.: Maths for economics. Oxford University Press, 2012.
- (3) Führer, C.: Wirtschaftsmathematik. Kiehl, 2012.
- (4) Tietze, J.: Einführung in die angewandte Wirtschaftsmathematik: Das praxisnahe Lehrbuch-inklusive Brückenkurs für Einsteiger. Springer-Verlag, 2013.

Graded Exam

Two-Hour Written Examination

Assessment Methods Remark

2-hour written examination; parts of the exam may be without a calculator

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

Chinesisch 2 (Aufbaukurs)/HSK 2 (CEF A2)

Elementary Chinese Course/HSK 2 (CEF A2)

Faculty: Faculty of Business Management and Social Sciences

Module 22B1311 (Version 9.0) of 10/17/2017

Code of Module

22B1311

Study Programmes

International Management (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

Level of Module

1

Responsible of the Module

Lackner, Ying

Lecturer(s)

Lackner, Ying

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

Standard Course HSK 2 (Beijing Language and Culture University Press, Lead Author: Jiang Liping)

Graded Exam

Language Test

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

German

Chinesisch 3 (Fortgeschrittener Kurs)/HSK 3 (CEF B1)

Advanced Chinese Course/HSK 3 (CEF B1)

Faculty: Faculty of Business Management and Social Sciences

Module 22B1312 (Version 9.0) of 10/13/2017

Code of Module

22B1312

Study Programmes

International Management (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

Level of Module

2

Responsible of the Module

Lackner, Ying

Lecturer(s)

Lackner, Ying

Credits

5

Concept of Study und Teaching

Guided Learning

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

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

Standard Course HSK 3 (Beijing Language and Culture University Press, Lead Author: Jiang Liping)

Graded Exam

Language Test

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

German

Corporate Finance

Corporate Finance

Faculty: Faculty of Business Management and Social Sciences

Module 22B0699 (Version 7.0) of 10/19/2017

Code of Module

22B0699

Study Programmes

International Management (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
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60	lecture
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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

will be announced at the beginning of the semester

Graded Exam

Viva Voce

Homework / Assignment

Two-Hour Written Examination

Oral Presentation / Seminar Paper

Assessment Methods Remark

graded examination

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Cultural Management

Cultural Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0747 (Version 22.0) of 10/17/2017

Code of Module

22B0747

Study Programmes

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. Relationship of Culture and Identity
3. Comparative management cultures
4. Examination of cultural differences between countries and regions
5. The effects of culture on corporate strategy and management, managing the cultural differences.
6. The impact of multinational corporations (MNCs) upon business and host economies.
7. The conceptual analysis of organisation behaviour theories underpinning the strategic change process
 - Main schools of thought on strategic changes.
8. Review of the role of HRM within the context of the strategy, structure and culture of the organisation
9. Implications of change and innovation on the decision-making process within the operations management systems and managing supply and demand relationships.

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.
- can understand different sources of growth in different markets.
- can understand different strategic choices to be taken for success.
- can understand the dynamics of different markets.

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.

- reflect upon differences in managerial traditions in different countries.
- be able to identify sources of success in key markets.
- be able to understand the unusual methods of conducting business in major countries and markets.

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

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

Expected Knowledge and/or Competences

Management Tools, Management Concepts

Responsible of the Module

Kaur-Lahrmann, Ravinder

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

Alan Rugmann (2011) International Business - Oxford Press

Hodgetts, R.M., Luthans, F. (2000) International Management, Culture, Strategy and Behaviour, McGraw-Hill

Schneider and Barsoux (1997), Managing Across Cultures, Prentice Hall

Graded Exam

Viva Voce

Two-Hour Written Examination

Oral Presentation / Seminar Paper

Field Work / Experimental Work

Assessment Methods Remark

None

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Current Issues in the Global Economy

Current Issues in the Global Economy

Faculty: Faculty of Business Management and Social Sciences

Module 22B0718 (Version 12.0) of 10/13/2017

Code of Module

22B0718

Study Programmes

International Management (B.A.)
Betriebswirtschaft im Gesundheitswesen (B.A.)
Betriebswirtschaft und Management - WiSo (B.A.)
Wirtschaftsrecht (Bachelor) (LL.B.)
Angewandte Volkswirtschaftslehre (B.A.)
Internationale Betriebswirtschaft und Management (B.A.)

Level of Module

3

Mission Statement

Whereas the course „International Economics“ examines the question how the opening of a national economy to the world influences the economy of a country, this course reverses the perspective and a global view to current economic processes and structures is taken over.

Content

1. Basics of international economics and trade theory and policy (introduction or repetition)
2. Elements of globalisation processes
3. International competitiveness
4. International comparison of locations
5. Use of national and global environmental goods
6. World trade order
7. International finance and monetary order
8. Regional dimension of the global economy: developing countries
9. Regional dimension of the global economy: transition countries
10. Regional dimension of the global economy: EU and eastern expansion

Learning Outcomes

Knowledge Broadening

Students have broad and integrated knowledge and comprehension of the present developments in the global economy. They know the reasons for these developments and the currently discussed proposals for further developing the world economy.

Knowledge Deepening

Students are able to reflect on the current developments in the global economy using the relevant theories and concepts. They are able to understand and discuss the current developments with regard to the historical perspective

Instrumental Skills and Competences

Students are able to analyze the current developments in global economy by using the relevant data. They can hypothesize about possible misdevelopments and are able to adopt a critical viewpoint when evaluating the currently discussed and favoured solutions.

Communicative Skills and Competences

Students are able to present verbally or in writing the results of their analyses and thereby show the significance of the results.

Systemic Skills and Competences

Based on their knowledge and their assessment of the current developments in the global economy, students can deduce the consequences for certain decisions for the company from the multinational and national acting.

Mode of Delivery

Lecture, group work, case studies, seminars, term papers and presentations, simulation games

Expected Knowledge and/or Competences

Knowledge in Micro and Macroeconomics, International Economics

Responsible of the Module

Mayer, Peter

Lecturer(s)

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

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
18	lecture
14	seminar
10	practice
3	examination

Independent Learning

Workload (h)	Type
14	preparation/follow-up for events
14	
45	study of literature
14	seminar paper
18	exam preparation

Recommended Reading

Gilpin, R. (2001), Global Political Economy. Understanding the International Economic Order
International Monetary Fund: Finance & Development (various editions)
Krugman, P. (2008), The Return of Depression Economics and the crisis of 2008, New York/London
OECD "World Economic Outlook"
Pugel, T. (2012): International Economics, 15th edition, McGraw-Hill Irwin
Worldbank: World Development Reports, Washington(various editions)

Graded Exam

Homework / Assignment
Two-Hour Written Examination

Assessment Methods Remark

Evaluation of the group work presented

Examination Requirements

Knowledge about the impact of international framework conditions on national economic policy and possible alternative action in the context of international economic trends

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

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 7.0) of 10/19/2017

Code of Module

22B0563

Study Programmes

International Management (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
----	----------------------------------

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.

Graded Exam

Language Test

Examination Requirements

Kenntnisse der Wirtschafts-und Gesellschaftsstruktur Deutschlands, sicherer Umgang mit grammatischen und idiomatischen Strukturen sowie Beherrschung von Fachvokabular

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

German

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 7.0) of 10/19/2017

Code of Module

22B0564

Study Programmes

International Management (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
--------------	------

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

Independent Learning

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

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

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.

Graded Exam

Language Test

Examination Requirements

Kenntnisse im Verstehen und Produzieren von Fachtexten, Beherrschung landes- und wirtschaftswissenschaftlicher Fachterminologie und fachspezifische Kommunikationssicherheit

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

German

Elective Abroad (10LP)

Elective Abroad

Faculty: Faculty of Business Management and Social Sciences

Module 22B1320 (Version 7.0) of 10/13/2017

Code of Module

22B1320

Study Programmes

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (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

10

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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120	lecture
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Independent Learning

Workload (h)	Type
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180 acc. partner univ.

Recommended Reading

According to the partner university in question

Graded Exam

Other

Assessment Methods Remark

According to the partner university in question

Examination Requirements

Knowledge of the relevant language of the country (or English) in which the examination has to be taken. As a general rule the Elective (to be studied abroad) is different to other modules offered at Osnabrück University of Applied Sciences in that individual, country or study programme-specific knowledge may be required.

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

Others

End-User Computing

End-User Computing

Faculty: Faculty of Business Management and Social Sciences

Module 22B1305 (Version 21.0) of 2/25/2019.

Code of Module

22B1305

Study Programmes

International Management (B.A.)

Level of Module

2

Mission Statement

Office applications are of vital practical importance to support and optimize decision making in business management. Modern office solutions offer advanced features to end users in order to extract, integrate, model, explore and visualise relevant information for management support. This end-user computing approach is currently reinforced by the technological trend of datafication which turns many aspects of business activities into digital data assets. In order to realize this potential, this course introduces the essential concepts, tools and techniques of end-user computing for business management based on state-of-the-art office applications.

Content

1. Conceptual foundations of end-user computing
2. End-user computing applications
3. Dashboards and decision support development
4. Data models and data management for end-user computing
5. Information visualisation and reporting
6. Design tools and concepts
7. Office automation and advanced topics

Learning Outcomes

Knowledge Broadening

Students have knowledge of business information processing based on state-of-the-art office solutions.

Knowledge Deepening

Students are able to identify relevant application fields of end-user computing in order to enhance management processes.

Instrumental Skills and Competences

Students are able to support basic business information processing tasks by use of modern end-user computing environments.

Communicative Skills and Competences

Students are able to critically evaluate and communicate the business impact of modern office solutions for end-user computing.

Systemic Skills and Competences

Students are able to use and deploy office applications to realise the potential of end-user computing for the practice of business management.

Mode of Delivery

Lectures, hands-on training and computing exercises by use of state-of-the-art office software products.

Expected Knowledge and/or Competences

Basic knowledge of office software products is being expected.

Responsible of the Module

Bensberg, Frank

Lecturer(s)

Gerth, Christian

Bensberg, Frank

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

Alexander, M., Walkenbach, J. (2013): Excel Dashboards and Reports, 2nd ed., Indianapolis.

Few, S. (2012): Show me the numbers – Designing tables and graphs to enlighten, 2nd ed., Burlingame.

Goldmeier, J., Duggirala, P. (2015): Dashboards for Excel - Deliver Critical Information and Insight at the Speed of a Click, New York.

Laudon, K. C., Laudon, J. P. (2016): Management Information Systems - Managing the Digital Firm, 14th ed., Boston.

Graded Exam

Homework / Assignment

Two-Hour Written Examination

Assessment Methods Remark

None

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

Enterprise and Globalisation

Enterprise and Globalisation

Faculty: Faculty of Business Management and Social Sciences

Module 22B0717 (Version 18.0) of 10/13/2017

Code of Module

22B0717

Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

Betriebswirtschaft im Gesundheitswesen (B.A.)

Wirtschaftsrecht (Bachelor) (LL.B.)

Angewandte Volkswirtschaftslehre (B.A.)

Level of Module

2

Mission Statement

The increasing interconnectedness of national economies and the growing intensity of competition on markets requires firm planning of company's internationalisation strategies and their implementation at a high conceptual level. The aim of this module is for students to understand the interplay of globalisation and change of socio-political and economic framework conditions on the one hand, and also the necessary strategic and operative adaptation processes on a microeconomic level. They also learn about the background and motivations.

Content

- Foundations of international management
- Determinants of internationalisation
- Basic management needs in international companies
- Function-related international management
- Risk management for companies working internationally
- Regional and cultural dimensions in international management

Learning Outcomes

Knowledge Broadening

Students are able to recognise the significant challenges for companies which work internationally and are able to describe typical action strategies of companies and understand their logic.

Knowledge Deepening

Students are able to clarify on the basis of case study examples to recognise the world-wide trade relationships from stylised facts (equilibrium/disequilibrium), name their possible causes and assess the potential consequences for the national economic and microeconomic activity.

Students have a critical understanding of world-economic order and its institutions, and recognise the significance of international legislation and treaties for decisions made by companies operating globally.

Mode of Delivery

Lectures, seminars, case studies, role plays, group work

Expected Knowledge and/or Competences

International Economics

Responsible of the Module

Mayer, Peter

Lecturer(s)

Mayer, Peter

Skala, Martin

Trabold, Harald

Hirata, Johannes

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
25	lecture
10	practice
10	seminar

Independent Learning

Workload (h)	Type
25	preparation/follow-up for events
35	seminar paper
35	study of literature
10	exam preparation

Recommended Reading

- Daniels, John D.; Radebaugh Lee H., Sullivan Daniel P.: International Business, Upper Saddle River, 15th ed., 2015

- Cavusgil, S Tamer, Knight, Gary, Riesenberger, John: International Business, Upper Saddle River 2015

- Rugman, Alan / Collinson, Simon: International Business, 2012

Graded Exam

Homework / Assignment

Two-Hour Written Examination

Assessment Methods Remark

graded examination

Oral examination/assignment/written examination (2 hours)/ presentation

Examination Requirements

An advanced knowledge of the problems presented and the ability to apply concepts to real cases

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

European Law and Taxation Issues

European Law and Taxation Issues

Faculty: Faculty of Business Management and Social Sciences

Module 22B0737 (Version 10.0) of 12/21/2017

Code of Module

22B0737

Study Programmes

International Management (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

Graded Exam

Homework / Assignment

Two-Hour Written Examination

Oral Presentation / Seminar Paper

Assessment Methods Remark

Homework/examination (2 hours)/presentation

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

Financial Accounting

Financial Accounting

Faculty: Faculty of Business Management and Social Sciences

Module 22B0012 (Version 8.0) of 10/19/2017

Code of Module

22B0012

Study Programmes

International Management (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

none

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/TRILL: Accounting

REEVE/WARREN/DUCHAC: Principles of Financial Accounting

WOOD/SANGSTER: Business Accounting

Graded Exam

Two-Hour Written Examination

Assessment Methods Remark

none

Examination Requirements

methods of financial accounting - exam is about to prepare F/S

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

Financial Management

Financial Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0759 (Version 13.0) of 10/13/2017

Code of Module

22B0759

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (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

Seppelfricke, Peter

Lecturer(s)

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

Credits

5

Concept of Study und 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.

Graded Exam

Two-Hour Written Examination

Assessment Methods Remark

non

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

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 6.0) of 10/16/2017

Code of Module

22B0492

Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (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

Graded Exam

Language Test

Assessment Methods Remark

Klausur 60 Minuten + mündliche Prüfung 30 Minuten

Examination Requirements

Kenntnisse der Fachterminologie in Bezug auf das französische Unternehmen und dessen wirtschaftliches Umfeld

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

French

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 6.0) of 10/16/2017

Code of Module

22B0493

Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (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

Graded Exam

Language Test

Assessment Methods Remark

Hausarbeit + Referat + mündlicher Teil 30 Minuten

Examination Requirements

Kenntnisse der französischen Wirtschaft und der 22 Wirtschaftsregionen sowie des politischen und sozialen Lebens

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

French

Global Marketing Management

Global Marketing Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0701 (Version 8.0) of 4/27/2018. Approval status: pending.

Code of Module

22B0701

Study Programmes

International Management (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

Wolf, Alexander Karsten

Lecturer(s)

Griese, Kai Michael

Roll, Oliver

Wolf, Marina

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

Graded Exam

Two-Hour Written Examination

Assessment Methods Remark

1-hour written examination + assignments/2-hour written examination

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Human Resource Management and Legal Systems

Human Resource Management and Legal Systems

Faculty: Faculty of Business Management and Social Sciences

Module 22B0739 (Version 14.0) of 10/19/2017

Code of Module

22B0739

Study Programmes

International Management (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.

Graded Exam

Two-Hour Written Examination

Homework / Assignment

Viva Voce

Presentation

Oral Presentation / Seminar Paper

Assessment Methods Remark

none

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

Information Management

Information Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0736 (Version 15.0) of 10/19/2017

Code of Module

22B0736

Study Programmes

International Management (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

Computer essentials (e. g. according to ECDL/ICDL).

Responsible of the Module

Bensberg, Frank

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

Kroenke, D. M., Boyle, R. J. (2016), Using MIS, 9th ed., Harlow.

Laudon, K. C.; Laudon, J. P. (2016): Management Information Systems - Managing the Digital Firm, 14th ed., Boston.

Valacich, J., Schneider, C. (2016): Information Systems Today: Managing in a Digital World, 7th ed., Harlow.

Graded Exam

Homework / Assignment

Two-Hour Written Examination

Assessment Methods Remark

none

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

International Economics

International Economics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0719 (Version 17.0) of 10/16/2017

Code of Module

22B0719

Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

Angewandte Volkswirtschaftslehre (B.A.)

International Management (B.A.)

Wirtschaftsrecht (Bachelor) (LL.B.)

Betriebswirtschaft im Gesundheitswesen (B.A.)

Level of Module

3

Mission Statement

Global economic interconnectedness via international goods and factor markets offers opportunities to increase national wealth. However, domestic and external problems may arise as a consequence of such reciprocal dependencies. Companies increasingly operate in this global context.

Content

- Free trade vs. autarky
- Protectionism, especially tariffs
- Integration stages: Free trade area, custom union, common market
- Balance of payments
- Exchange rates, especially determinants
- Exchange rate regimes: Fixed vs. flexible exchange rates, relevance of central banks, Currency unions
- Trade policies and monetary policies
- European aspects
- Multilateral Institutions: IWF and WTO

Learning Outcomes

Knowledge Broadening

Students who studied successfully know the key questions and concepts of international economics (like gains from trade and determinants of exchange rates) as well as international policy instruments.

Knowledge Deepening

They are able to identify winners and losers of international trade and monetary interactions and to evaluate consequences of state interventions.

Instrumental Skills and Competences

Students develop an understanding of foreign trade and monetary dependencies of national economies and can evaluate international economic policy proposals.

Communicative Skills and Competences

They develop their skills in arguing for or against contentious economic policy measures and, in doing so, learn how to integrate different perspectives.

Systemic Skills and Competences

Students are able to apply economic instruments to international economic issues and to develop own approaches to solving a problem.

Mode of Delivery

Lectures with exercises, current and historical case studies.

Expected Knowledge and/or Competences

Principles of Economics or Microeconomics / Microeconomic Theory and Policy; Macroeconomics would be an additional advantage.

Responsible of the Module

Skala, Martin

Lecturer(s)

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

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
58	lecture
2	examination

Independent Learning

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

Recommended Reading

Krugman, P., Obstfeld, M. (2014), International Economics -- Theory and Policy, 10. ed., Prentice Hall.

Other sources are given in the lecture.

Graded Exam

Two-Hour Written Examination

Assessment Methods Remark

none

Examination Requirements

Given in the lecture.

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

International Human Resource Management

International Human Resource Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B0703 (Version 12.0) of 10/19/2017

Code of Module

22B0703

Study Programmes

International Management (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

Böhmer, Nicole

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

-Armstrong, Michael (2014) Armstrongs´ Handbook of Human Resource Management Practice. London.

-Crawley, E. et al. (2013): Introduction to International Human Resource Management. Oxford.

-Dowling, Peter J.; Festing, Marion; Engle, Allen D. (2013): International Human Resource Management. Bath, Singapore.

-Ewards, Tony; Rees, Chris (2011): International Human Resource Management. Harlow.

Graded Exam

Two-Hour Written Examination

Homework / Assignment

Oral Presentation / Seminar Paper

Assessment Methods Remark

homework/2-hour written examination, seminar paper

Examination Requirements

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

International Logistics

International Logistics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0700 (Version 17.0) of 10/19/2017

Code of Module

22B0700

Study Programmes

International Management (B.A.)

Level of Module

2

Mission Statement

Based on the knowledge of the Module "Logistics, Procurement, Production" the module provides an overview about strategies, structures and systems as well as processes in international logistics. The student shall develop an understanding of international logistics as an important business function in global supply chains.

Content

1. Strategies for International Logistics
2. Structures of global distribution networks
3. Maritime transport as an important system in global supply chains
4. The process dimension of international logistics

Learning Outcomes

Knowledge Broadening

Students have a broad knowledge of international logistics. They know the main theories, concepts and methods and they are aware of the developments and changes in knowledge and understanding referring to international logistics.

Knowledge Deepening

Students understand and are able to evaluate the strategies, concepts, processes and systems in international logistics.

Instrumental Skills and Competences

Students are able to apply the strategies and concepts, in order to plan, control and materialize an international supply chain.

Communicative Skills and Competences

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

Systemic Skills and Competences

Students apply their skills and distinctive competencies and deal with strategies, structures and processes in a professional way.

Mode of Delivery

- short lectures
- case studies
- independent work
- working in teams
- presentations

Expected Knowledge and/or Competences

Logistics, Procurement, Production

Responsible of the Module

Freye, Diethardt

Lecturer(s)

Bode, Wolfgang
Freye, Diethardt
Schüller, Michael
Bruns-Vietor, Sabine
O'Shea, Miriam
Jacob, Axel

Stemmler, Lars

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

/01/ Simchi, D./Kaminsky, P./Simchi-Levi, E.: Designing & Managing the Supply Chain, 2nd edition, 2003

/02/ Waters, Donald: Global Logistics – new directions in supply chain management, 7th edition, 2014

/03/ Stopford, M.: Maritime Economics, 2nd or 3rd edition, 2003

Graded Exam

Two-Hour Written Examination

Homework / Assignment

Presentation

Assessment Methods Remark

The written examination could also be based on a case study

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

Logistics Management

Logistics Management

Faculty: Faculty of Business Management and Social Sciences

Module 22B1292 (Version 11.0) of 10/16/2017

Code of Module

22B1292

Study Programmes

International Management (B.A.)

Betriebswirtschaft im Gesundheitswesen (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

Wirtschaftsrecht (Bachelor) (LL.B.)

Level of Module

2

Mission Statement

The module gives a detailed overview about the strategies, processes and methods of logistics management. The students should know and understand the design and planning possibilities in logistics as well as understand, present, evaluate and develop their own suggestions for solutions.

Content

1. Functions in Logistics Management
2. Strategic and operative Logistics Management
3. Inventory Management
4. Demand Forecast
5. Network planning (Facilities)
6. Development trends and tendencies in Logistics Management

Learning Outcomes

Knowledge Broadening

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

Knowledge Deepening

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

Instrumental Skills and Competences

Students could apply the learned methods and concepts, so that they are able to plan, control and accomplish logistics management.

Communicative Skills and Competences

Students could use the concepts and methods of logistics management, 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

Knowledge in marketing and logistics

Responsible of the Module

Bruns-Vietor, Sabine

Lecturer(s)

Bode, Wolfgang
Bruns-Vietor, Sabine
Freye, Diethardt
Jacob, Axel
Schüller, Michael
O'Shea, Miriam

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

/01/ Timm Gudehus, Herbert Kotzab: Comprehensive Logistics, Reference for standard methods in logistics, Springer-Verlag Berlin Heidelberg, 2012, E-Book ISBN 978-3-642-24367-7

/02/ Donald J. Bowersox, David J. Closs, M. Bixby Cooper, and John C. Bowersox: Supply Chain Logistics Management, 4th edition, McGraw-Hill, 2012, isbn 9780078024054

/03/ Alan Harrison, Remko van Hoek, Heather Skipworth: Logistics Management and Strategy, Competing through the supply chain, 5th edition, Pearson, Harlow et al., 2014, ISBN 9781292004150, 1292004150 (suub, Uni Bremen)

Graded Exam

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

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

Logistics, Procurement and Production

Logistics, Procurement and Production

Faculty: Faculty of Business Management and Social Sciences

Module 22B1298 (Version 10.0) of 11/1/2017

Code of Module

22B1298

Study Programmes

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

Betriebliches Informationsmanagement (B.Sc.)

Level of Module

1

Mission Statement

The module imparts students with a detailed overview of the value-added process in the core business functions of procurement, production and logistics. This includes the teaching of the processes, strategies, structures and systems in the process chain from the supplier through the producer to the direct customer. On the basis of the knowledge acquired in the module "Fundamentals of business administration", the main tasks and objectives of these three core functions as well as their overlaps and delimitations are further deepened.

Content

1. Presentation of the value chain and introduction of the core functions procurement, production and marketing, classification of the logistics into the value chain
2. Definition and tasks of procurement, production and logistics, presentation of the fundamental logistics concepts
3. Production and logistics systems: structures and processes on the network level; Depicting the different levels of a production- and logistics network (network level, plant / factory, area / department, workplace group / line, workplace / cell)
4. Introduction to Logistics Management: Function-specific division of logistics into the tasks of order processing, packaging, transport, inventory management, warehousing (storage and order picking)
5. Introduction to Logistics Management: Phase-specific division of logistics into the phases of procurement logistics, production logistics, distribution logistics and disposal logistics
6. Introduction to procurement management (procurement objects, tasks and objectives, sourcing concepts), procurement processes, supplier management
7. Introduction to production management: classification of production processes, production objectives, decision levels in production management, production program planning, supply planning, production execution planning and production control

Learning Outcomes

Knowledge Broadening

The students, who have studied this module successfully, have a broad general knowledge in the area of logistics, procurement and production. They know the core statements of the current theories, concepts and methods in these areas and they are aware of the (further) development and the change of knowledge and understanding.

Knowledge Deepening

The students, who have studied this module successfully, understand the difference and meaning between declarations based on evidence and / or empirical research and other forms of explanation and evaluate

the concepts, methods, and processes and systems used in the value chain according to the origin of their statement.

Instrumental Skills and Competences

The students, who have studied this module successfully, use the imparted concepts and methods, in order to design, plan, execute and control structures and processes along the value chain.

Communicative Skills and Competences

The students, who have successfully studied this module, use concepts, procedures and methods from the fields of logistics, procurement and production in order to comprehensibly formulate tasks, problems and optimization potentials from these areas and to present and evaluate them in a well structured and coherent form to different groups of persons.

Systemic Skills and Competences

Students who have successfully studied this module are able to master current professional competences, skills and techniques from the fields of logistics, procurement and production and deal with appropriate materials and methods in a professional manner.

Mode of Delivery

Lectures with group work

Expected Knowledge and/or Competences

Fundamentals of business administration

Responsible of the Module

Freye, Diethardt

Lecturer(s)

- Bode, Wolfgang
- Freye, Diethardt
- Schüller, Michael
- Jacob, Axel
- O'Shea, Miriam
- Bruns-Vietor, Sabine

Credits

5

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
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60	preparation/follow-up for events
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30	exam preparation
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Recommended Reading

- /01/ Gudehus, T.: Logistik, 4. Aufl., Springer Verlag, Berlin, 2010
- /02/ Pfohl, H.-C.: Logistiksysteme, 8. Aufl., Berlin 2009
- /03/ Pfohl, H.-C.: Logistikmanagement, 2. Aufl., Berlin 2004
- /04/ Schulte, C.: Logistik, 7. Aufl., Verlag Vahlen, München, 2016
- /05/ Gleissner, H.; Femerling, J. C.: Logistik, Gabler Verlag, 2. Aufl., Wiesbaden, 2012
- /06/ Arnolds, H. / Heege, F. / Röh, C. / Tussing, W.: Materialwirtschaft und Einkauf, 13. Aufl., Wiesbaden 2016
- /07/ Koppelman, Udo: Beschaffungsmarketing, 4. Auflage, Berlin 2003
- /08/ Large, Rudolf: Strategisches Beschaffungsmanagement, 5. Aufl., Wiesbaden 2013
- /09/ Bloech, Bogaschewsky, Buscher, Daub, Götze, Roland: Einführung in die Produktion, 7. Aufl., Berlin Heidelberg 2014
- /10/ Günther, H.-O.; Tempelmeier, H.: Produktion und Logistik, 9. Auflage, Berlin, 2011
- /11/ Wiendahl, H.-P.: Betriebsorganisation für Ingenieure, 8. Auflage, München 2014

Graded Exam

Two-Hour Written Examination

Viva Voce

Homework / Assignment

Assessment Methods Remark

The 2-hour exam is written in one section

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

Macroeconomic Theory and Policy

Macroeconomic Theory and Policy

Faculty: Faculty of Business Management and Social Sciences

Module 22B1300 (Version 10.0) of 10/16/2017

Code of Module

22B1300

Study Programmes

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

Level of Module

1

Mission Statement

Short- to middle-term macroeconomic relations at the national level and possible state interventions.

Content

1. Introduction
2. Goods market, production function, labour market
3. Keynesian Cross
4. ASAD- or ISLM-Model
5. Fiscal and monetary policies in theory
6. Fiscal and monetary policies in praxis
7. Basic evils: Inflation, deflation and unemployment

Learning Outcomes

Knowledge Broadening

Students who have successfully studied this module know the central macroeconomic questions associated with the supply of goods, production and the labour market as well as the economic policy instrument and target system.

Knowledge Deepening

Students have the knowledge to identify relevant causes of macroeconomic imbalances and to assess the possibilities and limits of state interventions.

Instrumental Skills and Competences

Students are able, to some extent, to assess economic policy proposals theory-based.

Communicative Skills and Competences

Students are able to process economic questions and to present them to third persons in an appropriate manner.

Systemic Skills and Competences

Students are able to use their available economic tools for solutions and to develop case-related approaches on their own.

Mode of Delivery

Lecture with exercises, self-study

Expected Knowledge and/or Competences

Microeconomic Theory and Policy
Math

Responsible of the Module

Skala, Martin

Lecturer(s)

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

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
58	lecture
2	examination

Independent Learning

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

Recommended Reading

Mankiw, N. Gregory; Taylor, Mark P. (2014): Principles of Economics, 7. ed.

Krugman, Paul; Wells, Robin (2015): Economics, 4. ed.

Graded Exam

Two-Hour Written Examination

Assessment Methods Remark

none

Examination Requirements

Given in the lecture.

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

Management Accounting

Management Accounting

Faculty: Faculty of Business Management and Social Sciences

Module 22B0762 (Version 9.0) of 10/19/2017

Code of Module

22B0762

Study Programmes

International Management (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

Graded Exam

Two-Hour Written Examination

Assessment Methods Remark

Assignments are required to achieve controlling skills with regard to the methods and to prepare the exam.

Examination Requirements

methods of Controlling - exam is computation only

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

Management Concepts

Management Concepts

Faculty: Faculty of Business Management and Social Sciences

Module 22B0922 (Version 19.0) of 10/16/2017

Code of Module

22B0922

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

International Management (B.A.)

Level of Module

3

Mission Statement

The course introduces students to essential management concepts for implementing and executing organizational strategies. The knowledge and understanding of state-of-the-art management philosophies complements the analytical competences acquired in the related course 'Management Tools'. Recognizing elements of management concepts in organizational decisions helps students in understanding the strategy implementation process and enables them to critically reflect strategic positioning. The knowledge and skills learned ensure students' employability in strategy as well as functional areas today and in the future.

Content

Management concepts/philosophies, including but not limited to:

- Strategic Organizational Design
- Change Management
- Project Management
- Innovation Management
- Process Management
- Lean Management
- Just-in-time
- Quality Management
- Benchmarking
- Supply Chain Management

Learning Outcomes

Knowledge Broadening

Students who successfully complete this module are able to

- appreciate management concepts for implementing strategic choices and ensuring the long-term success of organizations.
- relate the discussed management concepts to other strands of management literature.
- reflect on the opportunities and pitfalls of management concepts in today's business world.
- explain the development of and rationale for the discussed management concepts.
- identify constraints for applying management concepts in various business contexts.
- understand the meaning of quality from the Japanese point of view.

Knowledge Deepening

Students who successfully complete this module are able to

- explain the main steps in applying management concepts, like just-in-time (JIT) in organizations.
- identify problems in change, project, innovation and process management and address them.
- identify the key differences between JIT and other traditional approaches to inventory management.

- identify the link between JIT and quality.
- understand how value can be added by managing quality.
- differentiate between cost reduction measures and lean management.

Instrumental Skills and Competences

Students who successfully complete this module are able to

- select and apply elements of management concepts to implement strategic choices.
- recognize constraints for applying management concepts in business reality and know how to address them.
- increase their personal effectiveness by selecting and employing management techniques and tools, like, for example, forcefield analysis in change processes, process mapping and creativity techniques in innovation management.

Communicative Skills and Competences

Students who successfully complete this module are able to

- explain precisely the rationale, functionality and benefits of the discussed management concepts.
- promote the benefits of management concepts.
- collate, process and present necessary information regarding the implementation of management concepts to various stakeholders.
- map complex processes in order to detect areas of improvement.

Systemic Skills and Competences

Students who successfully complete this module are able to

- facilitate and contribute to change management processes and other projects within organizations.
- appreciate the merits of management concepts for managing the long-term prospects of an organization.

Mode of Delivery

Lectures, illustrations/case studies, classroom discussions, videos, interactive exercises, topical readings, assignments, teamwork.

Expected Knowledge and/or Competences

The course 'Management Tools' or a similar introductory course to Strategic Management is strongly recommended. Furthermore, sound knowledge of the various functions within organizations and of micro- and macroeconomics are desirable.

Responsible of the Module

Hofmann, Kay Hendrik

Lecturer(s)

Hofmann, Kay Hendrik

Kaur-Lahrmann, Ravinder

Halstrup, Dominik

Frie, Jan

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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35	lecture
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10	practice
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Independent Learning

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

Slack, N., Brandon-Jones, A. and Johnston, R. (2013), Operations Management, 7th edition, Pearson

Johnson, G., Whittington, R., Scholes, K. Angwin, D. and Regner, P. (2014), Exploring Strategy - Text and Cases, 10th edition, Pearson

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

van den Berg, G. and Pietersma, P. (2015), Key Management Models: The 75+ Models Every Manager Needs to Know, 3rd edition, Pearson

Graded Exam

Homework / Assignment

Two-Hour Written Examination

Oral Presentation / Seminar Paper

Assessment Methods Remark

Reflects the contents and methods studied during the course of the semester and assesses how the learning outcomes have been achieved.

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Management Tools and Communication and Key Qualifications

Management Tools and Communication and Key Qualifications

Faculty: Faculty of Business Management and Social Sciences

Module 22B1296 (Version 18.0) of 10/19/2017

Code of Module

22B1296

Study Programmes

International Management (B.A.)

Level of Module

2

Mission Statement

The course offers an introduction to strategic management with a strong focus on management tools for developing organizational strategies. Students familiarize with fundamental tools and frameworks to analyze business problems, develop alternative options and to improve managerial decision making. Interactive exercises, case study discussions and assignments complement lectures, ensuring that students gather first-hand experiences with the application of the tools. Students are further motivated to critically reflect the benefits as well as pitfalls of the studied tools.

Moreover, students are introduced to various techniques and approaches for working with scientific texts and other media, including but not limited to research techniques, database searches and handling complex texts. Finally, students' scientific writing skills are enhanced.

Content

Part I: Introduction

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

Part II: Strategic Position

4. Tools to analyze the environment
5. Tools to identify strategic capabilities and analyze value chain activities
6. Tools to reveal stakeholder expectations and develop organizational purpose
7. Tools to understand cultural and historic constraints

Part III: Strategic Choices

8. Tools at the business level (competitive strategies)
9. Tools at the corporate level
10. International strategy tools
11. Innovation management tools and entrepreneurship
12. Mergers, acquisitions and alliances

Part IV: Strategy into Action

13. Measuring and monitoring strategy effectiveness

Part V: Key Qualifications

- Introduction to scientific research methods
- Writing scientific papers and assignments
- Composing a concise literature review
- Definition of adequate research questions
- Visualizing scientific findings and results

- Presentation and communication skills
- Using nonverbal communication
- Working and collaborating in teams

Learning Outcomes

Knowledge Broadening

Students who successfully complete this module are able to

- apply tools to design a strategy and to develop organizations strategically.
- interpret alternative options to make a decision.
- outline consequences of strategic decisions.
- define a research question in the field of management research by narrowing down a topic.
- compose a basic scientific research paper.
- conduct scientific research by applying various methods and drawing on multiple sources.

Knowledge Deepening

Students who successfully complete this module are able to

- discuss and reflect on the impacts strategic decisions may have on organizations.
- identify constraints and interdependencies of strategic decisions and address them.
- identify and interpret strategic issues in different contexts.
- realize possible implications for strategy development.
- differentiate between strategic management in different contexts.
- distinguish and appreciate different forms of academic resources (e.g. books, journals, newspapers, online resources, etc).
- develop and hold presentations for an academic audience.
- understand the difference between team roles and tasks as well as group dynamics
- comply with basic teamwork rules and appreciate them as a effective means to manage teams.

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

- elaborate on strategic choices and argue in favor of a certain strategic positioning.
- use different viewpoints on strategy to explain observable processes in organizations.
- explain implications of different scenarios and different strategies.
- present a complex management topic according to the needs of the audience.
- evaluate and reflect on advantages and disadvantages of management tools and concepts and their application in business reality.
- defend an opinion/conclusion vis-a-vis a critical audience.
- initiate a critical discussion with an informed audience.
- respond to critical questions/comments from an audience.
- communicate effectively within team structures so that problems and challenges can be addressed in a timely manner.

Systemic Skills and Competences

Students who successfully complete this module are able to

- apply various management tools and techniques in specific business contexts.
- demonstrate an ability to deal with unfamiliar strategic management problems in a variety of contexts.
- structure complex strategic management problems.
- identify the interdependencies and relations between the management tools and elaborate on their theoretical foundations.
- communicate the merit of applying management tools to critical audiences.

Mode of Delivery

Lectures, illustrations/case studies, classroom discussions, videos, interactive exercises, topical readings, assignments, teamwork.

Expected Knowledge and/or Competences

Sound knowledge of primary and secondary activities of the value chain, typically from foundation/introductory business classes.

Responsible of the Module

Hofmann, Kay Hendrik

Lecturer(s)

Hofmann, Kay Hendrik

Kaur-Lahrmann, Ravinder

Halstrup, Dominik

Frie, Jan

Steinkuhl, Claudia

Joseph-Magwood, Abigail

Credits

10

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
70	lecture
20	practice

Independent Learning

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

Recommended Reading

Johnson, G., Whittington, R., Scholes, K. Angwin, D. and Regner, P. (2014), Exploring Strategy - Text and Cases, 10th edition, Pearson

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

van den Berg, G. and Pietersma, P. (2015), Key Management Models: The 75+ Models Every Manager Needs to Know, 3rd edition, Pearson

Belbin, R. M. (2010), Team roles at work, 2nd edition, Butterworth-Heinemann

Ronggui, D. (2016), Key Project Management Based on Effective Project Thinking, Springer

Winkler, M. and Commichau, A. (2005), Reden - Handbuch der kommunikations-psychologischen Rhetorik, Rowohlt TB

Esselborn-Krumbiegel, H. (2014), Von der Idee zum Text: Eine Anleitung zum wissenschaftlichen Schreiben, 4th edition, UTB

Starke-Wuschko, J. (2014), Präsentieren im Studium, UTB

Stickel-Wolf, C., Wolf, J. (2013), Wissenschaftliches Arbeiten und Lerntechniken: Erfolgreich studieren - gewusst wie! 7th edition, Springer Gabler

Graded Exam

Homework / Assignment

Oral Presentation / Seminar Paper

Two-Hour Written Examination

Assessment Methods Remark

Reflects the contents and methods studied during the course of the semester and assesses how the learning outcomes have been achieved.

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Marketing, English

Marketing, English

Faculty: Faculty of Business Management and Social Sciences

Module 22B1299 (Version 6.0) of 10/16/2017

Code of Module

22B1299

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Level of Module

1

Mission Statement

To safeguard a sustainable competitiveness of companies, to cultivate markets and to gain customer's loyalty marketing has a central meaning. For the implementation of a consistent market orientation all processes in the context of marketing management must be created and coordinated as well as possible.

Content

1. General basics of marketing
2. Relevant theories and methods
3. Marketing planning and processes – requirements and design principles
4. Strategic and operative marketing
5. Marketing controlling
6. Exercises for the transfer of practical experience

Learning Outcomes

Knowledge Broadening

Students who have studied this module have broad fundamental knowledge of marketing. They know the current theories, methods, design principles, and optimization approaches they indicate important developments and requirements.

Knowledge Deepening

Students understand and interpret relevant marketing subjects and decisions in consideration of strategic and operative aspects as well as their interdependencies.

Instrumental Skills and Competences

Students use certain theories and methods for the design and optimization of marketing processes and for the decision making.

Communicative Skills and Competences

Students know the specific vocabulary in marketing and can use it in the respective situation.

Systemic Skills and Competences

Students recognize, grasp and analyse in case studies complex relationships and develop specific solutions.

Mode of Delivery

Lectures, exercises, case studies, presentations

Expected Knowledge and/or Competences

none

Responsible of the Module

Meyer, Ulrike

Lecturer(s)

Eggers, Sabine
 Franke, Jürgen
 Griese, Kai Michael
 Roll, Oliver
 Wolf, Alexander Karsten
 Wesselmann, Stefanie
 Meyer, Ulrike

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
30	lecture
15	practice

Independent Learning

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

Recommended Reading

1. Philip Kotler, Gary Armstrong, Lloyd C.Harris, Nigel Piercy: Grundlagen des Marketing, 6. aktualisierte Auflage, Halbermoss 2016
2. Heribert Meffert, Chrisitoph Burmann, Manfred Kirchgorg: Marketing. Grundlagen marktorientierter Unternehmensführung. Konzepte -. Instrumente – Praxisbeispiele, 12 Auflage, Wiesbaden 2015
3. Jochen Becker: Marketing-Konzeption. Grundlagen des zielstrategischen und operativen Marketing-Managements, 10. erweiterte Auflage, München 2013
4. Masaaki Kotabe, Kristiaan Helsen: Global marketing management, Hoboken, NJ Wiley 2014 6. ed.
5. Gary Armstrong / Philip Kotler / Marc Oliver Opresnik: Marketing: An Introduction. Gobal Edition, 12. Edition, Boston 2015

Graded Exam

Two-Hour Written Examination
Oral Presentation / Seminar Paper

Examination Requirements

Knowledge of the basics, principles and methods for the design and optimization of marketing processes

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Microeconomic Theory and Policy

Microeconomic Theory and Policy

Faculty: Faculty of Business Management and Social Sciences

Module 22B1295 (Version 7.0) of 10/16/2017

Code of Module

22B1295

Study Programmes

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

Level of Module

1

Mission Statement

Microeconomic principles and state intervention.

Content

1. Introduction
2. Consumer economics
3. Producer economics
4. Perfect and imperfect competition
5. State interventions
6. Introduction: New institutional economics
7. Introduction: Game theory

Learning Outcomes

Knowledge Broadening

Students who have successfully studied this module know the central microeconomic questions associated with the supply of goods and the economic policy target system.

Knowledge Deepening

Students are able to recognize strengths and weaknesses of the market allocation and to assess state interventions in the market process on the basis of welfare-theoretical facts.

Instrumental Skills and Competences

Students are able, to some extent, to assess economic policy proposals theory-based

Communicative Skills and Competences

Students are able to process economic questions and to present them to third persons in an appropriate manner.

Systemic Skills and Competences

Students are able to use their available economic tool for solutions and to develop case-related approaches on their own.

Mode of Delivery

Lecture with Exercises, self-study

Expected Knowledge and/or Competences

Mathematics (from school)

Responsible of the Module

Skala, Martin

Lecturer(s)

Berger, Hendrike
 Edling, Herbert
 Hirata, Johannes
 Lungen, Markus
 Mayer, Peter
 Skala, Martin
 Trabold, Harald

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
58	lecture
2	lecture

Independent Learning

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

Recommended Reading

Mankiw, N. Gregory; Taylor, Mark P. (2014): Principles of Economics, 7. ed.

Krugman, Paul; Wells, Robin (2015): Economics, 4. ed.

Graded Exam

Two-Hour Written Examination

Examination Requirements

Given in the lecture

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

Preparatory Course Mathematics

Preparatory Course Mathematics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0919 (Version 8.0) of 10/17/2017

Code of Module

22B0919

Study Programmes

International Management (B.A.)

Internationale Betriebswirtschaft und Management (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

Ungraded Exam

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 15.0) of 10/16/2017

Code of Module

22B0741

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Level of Module

1

Mission Statement

Students will be familiarised with the foundations of business management, administration and scientific tools and methods with approaches. Students will be able to identify the success factors of business management in relation to the value chain. The students will be able to identify different business formats and organizational combinations with the help of case studies

Content

1. Fundamentals of Business
2. Global Business
3. Small Business Enterprise
4. Medium to Large Business Structures
5. Business Combinations
6. Role of Management
7. Teams and Management
8. Human Resource Management
9. Business Ethics
10. Business Strategy
11. Financial Markets
12. Production Management

Learning Outcomes

Knowledge Broadening

Students who successfully complete this module can

- define basic terms of business administration.
- describe the concepts of business administration in relation to value added process.

Knowledge Deepening

Students who successfully complete this module can

- review the differences and similarities of different business combinations.
- review the advantages and disadvantages of different business combinations.

Instrumental Skills and Competences

Students who successfully complete this module can

- identify the different business formats and combinations and discuss them in relation to international

environments on an academic level.

-examine the impact of globalization in relation to strategy and the business enterprise.

Mode of Delivery

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

Expected Knowledge and/or Competences

None

Responsible of the Module

Kaur-Lahrmann, Ravinder

Lecturer(s)

Holst, Hans-Ulrich

Kaur-Lahrmann, Ravinder

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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105	preparation/follow-up for events
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Recommended Reading

Courtland L. Bovee, John V. Thill; Business in Action, 2015, 7th Edition, Pearson

Gary Dressler; Management, 2014, 14th Edition, Pearson

Alan Rugmann, Simon Collinson; International Business, 2012, 6th Edition, Pearson

Mead, Andrews; International Management, 2009, 4th Edition, Wiley

Graded Exam

Two-Hour Written Examination

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

Procurement and Production Logistics

Procurement and Production Logistics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0818 (Version 14.0) of 10/16/2017

Code of Module

22B0818

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Level of Module

3

Mission Statement

This module shall provide general knowledge on how to service a production facility, e.g. how to supply it with all the goods needed starting with the procurement of those from external partners.

Content

1 General Aspects

1.1 Basics

1.2 Planning

1.3 Industry 4.0 and Communication Systems

2 Procurement Logistics

2.1 Role of Purchasing Logistics

2.2 Total Cost Analysis - Impact on Strategies and Structures

2.3 Strategic / Global Sourcing - Sourcing Process / Supply Risks

3 Production Logistics

3.1 Strategy Level: LEAN, XPS and TPS

3.2 Structural Level: Control Concepts (PUSH, PULL)

3.3 System Level Material Supply Systems and Maintenance

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
Freye, Diethardt
Schüller, Michael
Bruns-Vietor, Sabine
Jacob, Axel

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
- A Dynamic Bottleneck-oriented Manufacturing Control System, Huaxin Liu, GITO mbH Verlag, 2011
- Procurement 20/20: Supply Entrepreneurship in a Changing World, Spiller, Peter, McKinsey & Co; 2014
- A Short Guide to Procurement Risk, Russill, Richard, Gower Publishing Limited; 2010
- Project Procurement Management: Contracting, Subcontracting, Teaming, Fleming, Quentin, Fmc Pr; 2003

Graded Exam

Two-Hour Written Examination

Presentation

Homework / Assignment

Assessment Methods Remark

if presentation and assignment are used, the main element is the assignment, the presentation is meant to be a support in the process of putting the content of the assignment in a logical order

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

Russisch 2 (Aufbaukurs)/CEF A2

Russian 2/CEF A2

Faculty: Faculty of Business Management and Social Sciences

Module 22B0566 (Version 7.0) of 10/17/2017

Code of Module

22B0566

Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (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
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Independent Learning

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

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

Graded Exam

Language Test

Examination Requirements

Ausbaufähige Grundkenntnisse auf der Basis von alltäglichen und landeskundlichen Themen

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

Russian

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 6.0) of 10/16/2017

Code of Module

22B0567

Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (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
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60	seminar
----	---------

Independent Learning

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

30	preparation/follow-up for events
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30	seminar paper
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30	study of literature
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Recommended Reading

Aktuelle Zeitungsartikel, Script "Wirtschaftsrussisch- Mittelstufe"

Graded Exam

Language Test

Examination Requirements

- Sicherheit im Umgang mit Texten mit fachwissenschaftlichem Vokabular (mündlich und schriftlich)
- Sicherheit in geschäftsspezifischen Situationen (mündlich und schriftlich)
- Sicherheit beim Umgang mit grammatischen und idiomatischen Strukturen

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

Russian

Scientifically reflected Practical Project

Scientifically reflected Practical Project

Faculty: Faculty of Business Management and Social Sciences

Module 22B1301 (Version 5.0) of 10/19/2017

Code of Module

22B1301

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

Frie, Jan

Credits

18

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
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10	Individual coaching
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Independent Learning

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

530	Project
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Recommended Reading

Cameron, S.: The Business Student's Handbook, Financial Times/Pitman
Gower,....

Jankowicz, A.D.: Business Research Projects, International Thomson Business Press

in current edition and literature relevant to the particular project

Ungraded Exam

Project Report

Assessment Methods Remark

Oral examination/project report

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

English

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 19.0) of 10/16/2017

Code of Module

22B0497

Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

International Physiotherapy (B.Sc.)

Level of Module

3

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

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
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Recommended Reading

Eigenes Material

Graded Exam

Language Test

Examination Requirements

- Nachweis der Kenntnis der wirtschaftswissenschaftlichen Fachterminologie
- Nachweis landes- und wirtschaftskundlicher Kenntnisse
- Sicherheit im Umgang mit grammatischen und idiomatischen Strukturen (mündlich und schriftlich)
- Sicherheit im Umgang mit hochschulspezifischen Arbeitstechniken

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

Spanish

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 12.0) of 10/16/2017

Code of Module

22B0498

Study Programmes

Internationale Betriebswirtschaft und Management (B.A.)

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (B.A.)

International Physiotherapy (B.Sc.)

Level of Module

4

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

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
--------------	------

90	preparation/follow-up for events
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Recommended Reading

Eigenes Material

Graded Exam

Language Test

Examination Requirements

Nachweis der Fähigkeit, wirtschaftswissenschaftliche, betriebliche und interkulturelle Fragestellungen sprachlich auf einem Niveau zu bewältigen, das es ermöglicht, ein Auslandsstudium und /oder- praktikum erfolgreich zu absolvieren.

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

Spanish

Specialisation Abroad

Specialisation Abroad

Faculty: Faculty of Business Management and Social Sciences

Module 22B1324 (Version 2.0) of 10/16/2017

Code of Module

22B1324

Study Programmes

International Management (B.A.)

Betriebswirtschaft und Management - WiSo (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

Guided Learning

Workload (h)	Type
180	lecture

Independent Learning

Workload (h)	Type
270	acc. partner univ.

Recommended Reading

According to the partner university in question

Graded Exam

Other

Assessment Methods Remark

In accordance with the course offer of the partner university

Examination Requirements

According to the partner university in question

Duration

1 Term

Module Frequency

Winter and Summer Term

Language of Instruction

Others

Statistics

Statistics

Faculty: Faculty of Business Management and Social Sciences

Module 22B0753 (Version 12.0) of 10/16/2017

Code of Module

22B0753

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

Internationale Betriebswirtschaft und Management (B.A.)

International Management (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

Hirschfeld, Gerrit

Lecturer(s)

Hübner, Ursula Hertha

Hirschfeld, Gerrit

Faatz, Andreas

Neumann, Ludger

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

Chapman, C. N. (2015). R for Marketing Research and Analytics (2015th ed.). New York, NY: Springer.

Field, A. (2013). Discovering Statistics Using SPSS (4th Edition.). Los Angeles: Sage Publications Ltd.

Field, A., & Miles, J. (2012). Discovering Statistics Using R. London ; Thousand Oaks, Calif: Sage Publications Ltd.

McClave, J. T., Benson, P. G., & Sincich, T. L. (2013). Statistics for Business and Economics: Pearson New International Edition (12th ed.). Pearson.

Graded Exam

Two-Hour Written Examination

Assessment Methods Remark

none

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

The International Event Market

The International Event Market

Faculty: Faculty of Business Management and Social Sciences

Module 22B1302 (Version 8.0) of 10/16/2017

Code of Module

22B1302

Study Programmes

Betriebswirtschaft und Management - WiSo (B.A.)

International Management (B.A.)

Level of Module

2

Mission Statement

This module conveys the international event perspective. Demonstrating the positive and negative impacts and legacies of events, a variety of different events around the world are analysed and discussed. The module demonstrates the importance of events for local, regional and national economies, international tourism and destination marketing.

Content

- Introduction: The international event market
- Key players in the international event market
- Event types and forms
- Events in a globalised world: organising and managing events for diverse target groups and different cultural backgrounds
- Event impacts and legacies
- The role of events for tourism, destination marketing and local, regional and national economies
- Contemporary issues in Event Management

Learning Outcomes

Knowledge Broadening

Students who successfully complete this module understand the international event market, including its key players and stakeholders.

Knowledge Deepening

Students who successfully complete this module can

- identify the main event types and categories.
- demonstrate a critical understanding of key socio-cultural, political, economic and environmental event impacts and their consequences.
- distinguish event legacies from event impacts and identify positive and negative legacies of major events.
- explain the role of events for national, regional and local economies, international tourism and destination marketing.

Instrumental Skills and Competences

Students who successfully complete this module

- can identify and analyse international, national and local issues that impact on organised events.
- identify key event stakeholders and analyse their responses to contemporary event issues.
- develop and discuss strategies to effectively address and manage contemporary event issues applying relevant literature.

Communicative Skills and Competences

Students who successfully complete this module can demonstrate effective communication and team working skills.

Systemic Skills and Competences

Students who successfully complete this module can suggest solutions on how to deal with complex negative event impacts and legacies as well as contemporary issues faced by events.

Mode of Delivery

Lectures
Group work
Individual and group presentations
Case studies

Expected Knowledge and/or Competences

none

Responsible of the Module

Werner, Kim

Lecturer(s)

Werner, Kim
Temme, Thomas

Credits

5

Concept of Study und Teaching

Guided Learning

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

Independent Learning

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

Recommended Reading

Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). Festival and Special Event Management. (5th ed.) Milton: Wiley

Beech, J., Kaiser, S., & Kaspar, R. (2014). The Business of Events Management. Harlow, UK: Pearson

Getz, D. (2005). Event Management and Event Tourism. New York: Cognizant Communications Corporation

Graded Exam

Two-Hour Written Examination

Project Report

Oral Presentation / Seminar Paper

Duration

1 Term

Module Frequency

Only Winter Term

Language of Instruction

English

The Societal Perspective on Sustainable Development

The Societal Perspective on Sustainable Development

Faculty: Faculty of Business Management and Social Sciences

Module 22B1399 (Version 4.0) of 2/14/2018.

Code of Module

22B1399

Study Programmes

International Management (B.A.)

Level of Module

2

Mission Statement

Sustainable Development (SD) has become a widely recognized societal objective. In this course, sustainable development will be analyzed from a societal perspective. In particular, the main challenges of SD, such as climate change and poverty, will be reconstructed as societal conflicts between different interest groups (e.g. rich and poor, people living in different countries or in different generations). Possible ways of arbitrating and of dealing with these conflicts will also be discussed in the context of a globalized world.

Content

1. Basic concepts of sustainable development
 - 1.1 History and definitions of SD
 - 1.2 Possible approaches to SD (e.g. weak vs. strong sustainability)
 - 1.3 Local vs. global ecological limits, ecological footprint, planetary boundaries
2. SD as an ethical objective
 - 2.1 Ethical foundations of SD (from anthropocentric to holistic)
 - 2.2 Reconstruction of SD as a concern for comprehensive justice
 - 2.3 Arbitrating between conflicts of interest
3. Politics of SD
 - 3.1 SD in local, national and global political spheres
 - 3.2 Global climate policies, UN Sustainable Development Goals
 - 3.3 Individual, corporate and political action

Learning Outcomes

Knowledge Broadening

Students have a broad understanding of the concept of sustainable development and its various interpretations. They understand the complexity of SD and the underlying conflicts between different groups.

Knowledge Deepening

Students develop a differentiated understanding of SD challenges.

Instrumental Skills and Competences

Students are able to analyze and interpret societal SD debates and to develop a well-informed and differentiated point of view on such issues.

Communicative Skills and Competences

Students are able to analyze SD conflicts and to formulate a differentiated and well-grounded own position.

Systemic Skills and Competences

Students are able to reconstruct SD discourses as discourses of justice regarding the values, interests and scarce resources at stake.

Mode of Delivery

Lectures, case studies, self-study.

Expected Knowledge and/or Competences

Principles of economics

Responsible of the Module

Hirata, Johannes

Lecturer(s)

Hirata, Johannes

Credits

5

Concept of Study und Teaching

Guided Learning

Workload (h)	Type
22	lecture
23	seminar

Independent Learning

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

Recommended Reading

Sen, A.K., "Ökonomie für den Menschen" (2002)
Literatur in Auszügen aus verschiedenen Quellen

Graded Exam

Homework / Assignment

Two-Hour Written Examination

Duration

1 Term

Module Frequency

Only Summer Term

Language of Instruction

English

