



HOCHSCHULE OSNABRÜCK
UNIVERSITY OF APPLIED SCIENCES

MODULE MANUAL

BACHELOR'S PROGRAM
INTERNATIONAL MANAGEMENT

Examination regulation 01.09.2024

Date of status: 30.01.2025

HOCHSCHULE OSNABRÜCK

Table of contents

Advanced Topics in Finance and Control (abroad)
Advanced Topics in Human Resource Management (abroad)
Advanced Topics in Marketing (abroad)
Applied Business Project and Project Management
Applied Data Research
Bachelor Thesis
Block Seminars
Business German B1.1
Business German B1.2
Business Mathematics
Chinese for Beginners A1
Corporate Social Responsibility (english)
Cultural Management
Current Issues in the Global Economy
Digital Marketing and Analytics
E-Entrepreneurship - The Enterprise of the Future
Elementary Chinese Course A2.1
End-User Computing
Enterprise and Globalisation
European Law and Taxation Issues
Financial Management
Financial Statements (IFRS)
French A2 (Advanced Course)
French B1 (Language for Specific Purposes-Business)
French B2 (Language for Specific Purposes-Business)
French C1.1 (Language for Specific Purposes-Business)
Growth and Development
Human Resource Management and Legal Systems
Information Management
International Economics
International Human Resource Management
Internship and Academic Project
Logistics in International Supply Chains
Macroeconomic Theory and Policy
Management Accounting
Management Concepts
Management Tools and Academic Writing
Microeconomic Theory and Policy
Pre-Intermediate Chinese Course A2.2
Principles of Business Management
Principles of Event Management
Principles of International Marketing
Principles of Marketing



Procurement and Production Logistics
Production, Logistics and Procurement
Russian A1 (Basic Course)
Russian A2
Russian B1 (Language for Specific Purposes-Business)
Russian B2.1 (Language for Specific Purposes)
Societal Perspective on Sustainable Development
Spanish A2 (Advanced Course)
Spanish B1 (Language for Specific Purposes-Business)
Spanish B2 (Language for Specific Purposes-Business)
Spanish C1.1 (Language for Specific Purposes-Business)
Statistics
Sustainable Value Creation
The International Event Market
Treasury-Management
Trends and Challenges in Human Resource Management

Notes on the module manual

More information on ECTS

The criteria for the successful passing of the module is listed in the ATPO (General Examination Regulations). Details on how the grades are determined can be found in the applicable study regulation and in the BTPO (Program Specific Examination Regulations). The grading scale from 1 to 5, which is common at German universities, is used to grade the examination performance(s). (cf. ATPO).

ADVANCED TOPICS IN FINANCE AND CONTROL (ABROAD)

Advanced Topics in Finance and Control (abroad)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1827 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1827
Module level	Bachelor
Language of instruction	English, Spanish, French, Russian, Chinese
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

In accordance with the course offer of the (partner) university abroad.

Teaching and learning outcomes

In accordance with the course offer of the (partner) university abroad.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

In accordance with the course offer of the (partner) university abroad.

Requirements for the award of ECTS credit points**Graded examination**

- Other

Remark on the assessment methods

In accordance with the course offer of the (partner) university abroad.

Exam duration and scope

In accordance with the course offer of the (partner) university abroad.

Requirements for participation**Recommended prior knowledge**

In accordance with the course offer of the (partner) university abroad.

Competency-based learning outcomes**Knowledge Broadening**

In accordance with the course offer of the (partner) university abroad.

Knowledge deepening

In accordance with the course offer of the (partner) university abroad.

Knowledge Understanding

In accordance with the course offer of the (partner) university abroad.

Application and Transfer

In accordance with the course offer of the (partner) university abroad.

Academic Innovation

In accordance with the course offer of the (partner) university abroad.

Communication and Cooperation

In accordance with the course offer of the (partner) university abroad.

Academic Self-Conception / Professionalism

In accordance with the course offer of the (partner) university abroad.

Literature

In accordance with the course offer of the (partner) university abroad.

Applicability of the module

Linkage to other modules

In accordance with the course offer of the (partner) university abroad.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module**Person responsible for the module**

- Kruth, Bernd-Joachim

Teachers

- Kruth, Bernd-Joachim

[Back to Table of contents](#)

ADVANCED TOPICS IN HUMAN RESOURCE MANAGEMENT (ABROAD)

Advanced Topics in Human Resource Management (abroad)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1828 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1828
Module level	Bachelor
Language of instruction	English, French, Spanish, Russian, Chinese
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	-
Duration	1 semester

Special features of the module

This course will be attended at a partner university. Topics should build up on the solid knowledge of IHRM, e.g. with a special focus on a function of HRM or a specific cultural background.

Module contents

Brief description

In accordance with the course offer of the (partner) university abroad.

Teaching and learning outcomes

In accordance with the course offer of the (partner) university abroad.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

This course will be taught at a partner University.

Requirements for the award of ECTS credit points

Graded examination

- Other

Remark on the assessment methods

In accordance with the course offer of the (partner) university abroad.

Exam duration and scope

In accordance with the course offer of the (partner) university abroad.

Requirements for participation

Recommended prior knowledge

Students should have passed the courses "International HRM" and "Trends and Challenges in HRM".

Competency-based learning outcomes

Knowledge Broadening

In accordance with the course offer of the (partner) university abroad.

Knowledge deepening

In accordance with the course offer of the (partner) university abroad.

Knowledge Understanding

In accordance with the course offer of the (partner) university abroad.

Application and Transfer

In accordance with the course offer of the (partner) university abroad.

Academic Innovation

In accordance with the course offer of the (partner) university abroad.

Communication and Cooperation

In accordance with the course offer of the (partner) university abroad.

Academic Self-Conception / Professionalism

In accordance with the course offer of the (partner) university abroad.

Literature

In accordance with the course offer of the (partner) university abroad.

Applicability of the module

Linkage to other modules

In accordance with the course offer of the (partner) university abroad.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Schinnenburg, Heike

Teachers

- Schinnenburg, Heike

[Back to Table of contents](#)

ADVANCED TOPICS IN MARKETING (ABROAD)

Advanced Topics in Marketing (abroad)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1797 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1797
Module level	Bachelor
Language of instruction	English, French, Spanish, Russian, Chinese
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Special features of the module

This module will be attended abroad.

Module contents

Brief description

This module is designed to complement the two previous marketing modules in terms of content, while also deepening marketing knowledge.

Teaching and learning outcomes

Possible teaching topics include:

1. Marketing Mix
2. Marketing Controlling
3. Brand Management
4. Service Marketing
5. International Marketing
6. Sustainable Marketing
7. Digital Marketing
8. Employer Branding

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

In accordance with the course offer of the (partner) university abroad.

Requirements for the award of ECTS credit points

Graded examination

- Other

Remark on the assessment methods

In accordance with the course offer of the (partner) university abroad.

Exam duration and scope

In accordance with the course offer of the (partner) university abroad.

Requirements for participation

Recommended prior knowledge

In accordance with the course offer of the (partner) university abroad.

Competency-based learning outcomes

Knowledge Broadening

- Students who have studied this module have an expanded knowledge of marketing, supplemented by relevant aspects.
- The students can explain this new knowledge, exemplify it with examples and place it in the general marketing context.

Knowledge deepening

- Students are able to understand, interpret and discuss the topic area they have chosen.
- Students are able to critically reflect on their chosen subject area and to justify their own arguments in a professionally correct manner.
- Students are also able to deepen their knowledge independently beyond the subject discipline.

Knowledge Understanding

- Students can classify, analyze and reflect on the selected marketing topic.
- Students can apply their knowledge correctly in relation to the situation.
- They can reflect on their own arguments as well as those of others, check them and weigh up different points of view against each other against the background of professional plausibility.

Application and Transfer

- Students will learn, analyze, and interpret relevant theories, methods, and content in their chosen field.
- Students know the specific vocabulary from this area and can apply it context-specifically.
- Students can apply their knowledge and develop practical solutions according to the state of the art.

Academic Innovation

Students become familiar with new areas of marketing and are able to develop innovative solutions for selected problems in a professionally sound manner.

Communication and Cooperation

- Students are able to identify technically correct solutions to problems and to present and discuss them in discourse with representatives of the subject area as well as with people from outside the subject area.
- Students can consider and reflect on different points of view and interests.

Academic Self-Conception / Professionalism

Students learn about central framework conditions of professional action in marketing and can assess and reflect on their individual qualification profile.

Literature

In accordance with the course offer of the (partner) university abroad.

Applicability of the module

Linkage to other modules

The module complements the modules of the marketing specialisations.

Applicability in study programs

- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Franke, Jürgen

Teachers

- Franke, Jürgen

[Back to Table of contents](#)

APPLIED BUSINESS PROJECT AND PROJECT MANAGEMENT

Applied Business Project and Project Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1761 (Version 1) of 20.12.2023. Approval status: approved

Module identifier	22B1761
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	10.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

In this module, a business management project that is based on a real case provided by an external organization gives students the opportunity to apply management tools, concepts and frameworks to develop strategic and/or operative solutions for a given business problem. By working on the tasks in small teams over the course of the semester, students will experience first hand what it means to work together in a team, including all its ups and downs. The complexity and interdisciplinarity of many business issues usually requires structured, planned and team-oriented work. The way in which team members relate to each other influences how they work on the content; in many cases their cooperation is what makes it possible in the first place. During the project, students are supported by lecturers to optimise their performance, to mobilise resources for effective and efficient problem-solving and to reflect on their own behaviour and decision-making within the project team. The diverse ways in which the team members think and act will be valued and used as a opportunity for synergies. Students become acquainted with various techniques and tools for project management by actively applying them as they work on their project tasks. Upon completion, students present to and discuss their results with the external organization.

The business management project essentially pursues the following goals:

- the in-depth examination of the content of a real business problem (project assignment),
- the development of relevant solutions for companies and organisations outside the university in accordance with the project assignment,
- the training of partnership-based, team-oriented work,
- the learning and application of project management methods using a practical example,
- the professional presentation and documentation of the developed results for the external partners.

Most projects are interdisciplinary and cover general management as well as multiple business functions. Although some projects may focus on specific disciplines, the module is part of the core curriculum (i.e. not part of specialisations).

Teaching and learning outcomes

Depending on the case study provided by the external organization, selected business and management topics are reviewed, introduced and discussed. The given overall problem is broken down into multiple sub-projects that can be addressed independently by the student teams.

Instructions and coaching sessions regarding interpersonal skills, as well as project management throughout the semester, will support students in their personal effectiveness when working on the assigned topics.

1. Project task (formulation of the topic and the objective)
 - 1.1 Definition and analysis of the task, incl. an assessment of the context
 - 1.2 Development of hypotheses/research questions
 - 1.3 Elaboration of possible solution approaches
 - 1.4 Development and formulation of recommendations
2. Basic principles for team management
 - 2.1 Roles in the project team and effective team composition
 - 2.2 Organization of oneself and the other team members
 - 2.3 Stages of team development
 - 2.4 Self-responsibility in the team
 - 2.5 Use of synergetic effects
 - 2.6 Project team culture, standards and rules
 - 2.7 Effective and efficient communication and cooperation
3. Basic principles for project management
 - 3.1 Target setting
 - 3.2 Project planning and organization
 - 3.3 Process definition and milestone setting
 - 3.4 Documentation
 - 3.5 Presentation and discussion of the results

Workload, teaching and learning methods

Overall workload

The total workload for the module is 300 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
70	Learning in groups / Coaching of groups	Presence	-
35	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Preparation/follow-up for course work		-
35	Presentation preparation		-
35	Creation of examinations		-
95	Work in small groups		-

Further explanations

The business project is defined by a starting and ending date and has a clear objective, which determines the structure of each project. Depending on the objective, conventional and/or agile project management techniques are introduced. A thorough project management aims at ensuring that the expectations of the external organization are met or even exceeded. The module aims at introducing students to specific problems taken from a practical context, in which tasks are typically solved by teams.

Overall, the module offers hands-on experience and exposes students to real-world business challenges. It enables students to experience teamwork processes and requires them to reflect on team dynamics, as well as individual behaviour. The acquisition of external partners, the management of their expectations and the definition of the tasks are handled by the lecturers prior to the start of the semester.

All team processes, including the selection of appropriate business and project management methods are accompanied and coached by the lecturers in order to ensure quality management and support the teams in mobilizing available resources. The diverse ways in which the team members think and act will be valued and used as a opportunity for synergies.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of one written project report (PSC) and one presentation with written report (R). PSC is weighted by 40 points and R is weighted by 60 points.

Exam duration and scope

Project report (PSC): approx. 20-50 pages

Report (R): Presentation of approx. 20 minutes with written report of approx. 20-25 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

- Foundation courses in General Business Administration, Marketing, Finance and Controlling
- Management Tools and Academic Writing

Competency-based learning outcomes

Knowledge Broadening

Students who successfully complete this module are able to appraise a business problem, determine appropriate theoretical frameworks from various disciplines (e.g. management, marketing, entrepreneurship, operations management, innovation management and international business) and employ the latter for developing a solution to the given problem. They are able to explain the dependencies, define the scope of a project and explore the context. They are able to implement methods of project management and team work to facilitate processes and improve work results.

Knowledge deepening

Students who successfully complete this module deepen their understanding of the benefits as well as limitations of management tools, concepts and frameworks by adopting them autonomously in practice. They appreciate them for structuring, analysing and hypothesising business problems and compiling solutions. Methodological skills regarding project management and team work empower students to execute complex tasks independently.

Knowledge Understanding

Students who successfully complete this module are able to articulate, contrast and criticise various managerial recommendations/options and select the most viable one. The latter cannot only be thoroughly explained, but justified by drawing on the underlying theoretical frameworks and the case-specific evidence. By knowing the benefits and limitations of methodological skills to handle complex tasks, they are able to decide for an individual approach that empowers them to create valuable solutions. Upon completion, students critically reflect the developed solutions and the team processes.

Application and Transfer

Students who successfully complete this module are able to apply and leverage theoretically acquired tools, concepts and frameworks of Business Administration/Management in practice (i.e. in different companies, organizations, industries and geographical settings) and develop valuable solutions for complex tasks and problems. Students can select, implement and modify appropriate tools and techniques for effective team work and project management. They are empowered to carry out project work systematically by planning work processes (incl. milestones), understanding how to develop hypotheses and using them for assessing possible solutions to a problem. Students are able to present the rationale for and essence of the solutions in a concise and comprehensible way. They have the skills to organise themselves and others within a team and are able to critically reflect on their strengths and weaknesses in team work and identify goals for personal improvement.

Academic Innovation

Students who successfully complete this module can utilise their theoretically acquired knowledge and problem-solving methods in unfamiliar (business) contexts. They identify research needs, compile necessary pieces of information, analyse data and interpret the results to develop managerial recommendations. Furthermore, they know how to address and handle unexpected developments in projects and business situations by adjusting approaches and employing additional methods.

Communication and Cooperation

Students who successfully complete this module have the ability to mobilize and coordinate human and physical resources and involve all necessary stakeholders to accomplish goals. They can initiate and moderate discussions, detect conflicts and work constructively in an inclusive manner to resolve them. Students can present results to other team members, external parties and knowledgeable/critical audiences, both verbally and in written form (including the process steps involved in developing the results) convincingly by explaining the underlying assumptions and revealing the line of argumentation. They can effectively respond to questions, suggestions, criticism and other feedback and can moderate a discussion regarding their topics and defend their positions in it. Furthermore, students are able to select appropriate methods to document results, especially for maximizing transparency.

Academic Self-Conception / Professionalism

Students who successfully complete this module are able to take responsibility for complex projects, organise a team and plan the necessary tasks to accomplish the goals. They are able to manage projects in a professional way, independent of the context. They are able to distribute tasks, compile results and work towards a valuable solution. Finally, students are self-critical and can reflect on work processes and results for continuous learning.

Literature

Management 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. (newest edition): The fast forward MBA in project management. Hoboken, N.J, John Wiley & Sons.
- Ronggui, D. (newest edition): Key Project Management Based on Effective Project Thinking. Heidelberg, Springer.
- Belbin, R. M. (newest edition): Team roles at work. Amsterdam, Butterworth-Heinemann.

Applicability of the module

Linkage to other modules

The module is a capstone course that requires students to apply theories, knowledge and expertise from all modules in previous semesters to address a real-world business problem. In their independent work, students need to identify tools, frameworks and techniques independently and determine whether they are useful for carrying out the task given to them by the external organisation.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Hofmann, Kay Hendrik

Teachers

- Hofmann, Kay Hendrik
- Unknown person

[Back to Table of contents](#)

APPLIED DATA RESEARCH

Applied Data Research

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1835 (Version 1) of 17.12.2024. Approval status: approved

Module identifier	22B1835
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The amount of existing and newly generated data in the world is increasing at an unprecedented rate. This growth poses an opportunity for businesses and organisations to derive meaningful insights and trigger the change that creates value and competitive advantage.

Applied Data Research provides a thorough grounding in concepts related to (automated) data collection, screening, processing, analysing, quantifying, visualising and interpreting. The course introduces some of the advanced qualitative and quantitative methods used in research studies. It combines software-aided data analysis with decision-making training, thus providing students with a better understanding of the insights provided by data.

Teaching and learning outcomes

1. Introduction to appropriate software
2. Qualitative research methods
3. Quantitative research methods
4. Automated data collection
5. Presentation of results and storytelling
6. Planning and conducting a small study involving qualitative and quantitative methods

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
30	Practice	Presence or online	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
20	Preparation/follow-up for course work		-
50	Work in small groups		-
20	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam or
- Homework / Assignment

Remark on the assessment methods

PFP 1: Homework (50 %) + written Project report (50 %)

PFP 2: Homework (50 %) + 1h Exam (50 %)

Exam duration and scope

Homework: approx. 10-15 pages

PFP 1

- Homework (written paper): approx. 10 pages
- Written project report: approx. 10 pages

PFP 2

- Homework (written paper): approx. 10 pages
- Written examination: in accordance with the valid study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Statistics

Competency-based learning outcomes

Knowledge Broadening

Students distinguish qualitative from quantitative methods, and are able to select appropriate methods for a given research question. They can explain and illustrate the underlying ideas of specific methods and their principal areas of application.

Knowledge deepening

Students can justify the method selection regarding automated collection, screening, processing, analysing, quantifying, interpreting and visualising different kinds of data (e.g., reviews, tweets, forum postings, images, and quantitative data). In addition, they are able to demonstrate deeper pattern discovery skills using various techniques and tools applied to the collected data.

Knowledge Understanding

Students are able to critically reflect on the utility, strengths and limitations of the selected methodology within real-world case studies.

Application and Transfer

Students are able to transfer their knowledge to real-world case studies including the use of appropriate statistical software.

Academic Innovation

Students are able to diagnose and address questions using data, extract key outcomes, summarise results and implications, produce recommendations and support data-driven decision-making.

Communication and Cooperation

Students are able to manage their goals and roles within the group. They can effectively collaborate, plan, organise, prioritise, present, visualise and communicate the analysis outcomes in oral presentations and in comprehensible written reports.

Academic Self-Conception / Professionalism

Students are able to critically reflect, question, and communicate the utility and limitations of the applied methods. They are aware of data protection issues and ensure ethical data collection.

Literature

Computer Age Statistical Inference by Efron & Hastie, Cambridge, 2016

An Introduction to Statistical Learning with Applications in R by Gareth, Witten, Hastie & Tibshirani, Springer, New York, 2013

Intro to Python for Computer Science and Data Science: Learning to Program with AI, Big Data and The Cloud by Deitel & Deitel, Pearson, 2021

Applicability of the module

Linkage to other modules

This module prepares students for applied data research in any subject area.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Markovic-Bredthauer, Danijela

Teachers

- Markovic-Bredthauer, Danijela

[Back to Table of contents](#)

BACHELOR THESIS

Bachelor Thesis

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1838 (Version 1) of 13.05.2024. Approval status: approved

Module identifier	22B1838
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	12.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The writing of the Bachelor Thesis marks the completion of the student's studies. It integrates the subject-specific and interdisciplinary learning outcomes of the modules of the degree program. Through the content-related examination of the topic, students can demonstrate their scientific and practice-related competencies in an exemplary manner.

Teaching and learning outcomes

Independent academic work on a topic relevant to practice (Bachelor Thesis), 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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 360 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
10	Individual coaching	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
350	Creation of examinations		-

Requirements for the award of ECTS credit points

Graded examination

- Final Degree Thesis and Final Oral Examination

Exam duration and scope

Bachelor thesis: approx. 40-60 pages

Colloquium: in accordance with the general part of the examination regulations

The specific framework conditions and requirements are coordinated between first/second examiners and students.

Requirements for participation

Recommended prior knowledge

Successful commencement and beginning of the practical project (Academic Project/Scientifically reflected Practical Project)

Competency-based 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.

Knowledge Understanding

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.

Application and Transfer

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.

Communication and Cooperation

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.

Literature

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

Applicability of the module

Linkage to other modules

The bachelor thesis deals with an individually chosen topic from the course of study, which ties in with the contents of the scientific practical project.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Frie, Jan

Teachers

- Frie, Jan

[Back to Table of contents](#)

BLOCK SEMINARS

Block Seminars

General information about the module

Faculty of Business Management and Social Sciences

Module 22B9031 (Version 1) of 14.06.2024. Approval status: approved

Module identifier	22B9031
Module level	Bachelor
Language of instruction	German, English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The block Seminars offers a special teaching format in which students can complete excursions and practical explorations, group and experiential learning opportunities as well as subject-specific topics. The aim of the courses is to be open to all students of the faculty or university wherever possible and to support an interdisciplinary transfer of the content taught.

Teaching and learning outcomes

Are designed and taught depending on the respective subject area of the course of this module designed and taught.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Other	Presence	-
30	Other	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Preparation/follow-up for course work		-
45	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Ungraded exam

- Regular participation

Remark on the assessment methods

The courses of the module conclude with an ungraded examination, which is usually completed at the end of the course or block week (and in the sense of the workshop character of this teaching format is worked out during the course). Regular attendance in accordance with Section 7a (2) of the ATPO of Osnabrück University of Applied Sciences can be considered as a form of examination.

5 ECTS credit points are awarded for successfully passing the module examination - this corresponds to two block weeks. The module examination is passed if the listed ungraded examination performance is passed. The assessment of the examinations is graded as "passed" or "failed" in accordance with § 10 ATPO of Osnabrück University of Applied Sciences.

Regular participation in two block courses, at least one of which must be international. Regular participation in an international summer university abroad (credited with 5 ECTS) replaces participation in two block courses.

Exam duration and scope

The module consists of two courses. One course comprises 2 SWS, i.e. 22 hours, which are usually taught on 4-5 days of the block week scheduled in the semester. This overall time frame can be handled didactically flexibly by the lecturers (in terms of learning location, form and methods).

Requirements for participation

Recommended prior knowledge

No prerequisites for participation in the selected course.

In the respective course, lecturers can set tasks (e.g. reading or topic-related work tasks) as preparation. work tasks) can be set by teachers as preparation.

Competency-based learning outcomes

Knowledge Broadening

Students can expand special, subject-related and subject-specific content and also include subject areas outside the subject areas of the degree program they are enrolled in. They recognize the relevant technical contexts and professional requirements and are able to implement the related analysis, conception and action in an extended form (variability through broadening knowledge).

Knowledge deepening

Students can deepen their knowledge of special subject areas beyond their own discipline and reflect on relevant problems and issues on the basis of current specialist debates, research findings and development processes in practice.

Knowledge Understanding

Students can reflect on the expanded and deepened areas of knowledge, analyze them in relation to the situation and derive professional judgments from them. They learn to recognize, describe and explain problems, develop solutions and adapt methodological approaches accordingly. Furthermore, they practice a critical attitude towards specialist knowledge, forms of discourse and positions.

Application and Transfer

Students are able to research, combine, evaluate and interpret elements of knowledge in a subject area. They carry out application-related projects and tasks, explore and test solutions and engage in independent learning processes (individually and in groups).

Academic Innovation

Students are able to derive research and development questions from the study of subject areas, formulate them in a well-founded manner, concretize (operationalize) them and apply methods. They are also able to discuss and report on their approach, the range of topics, research and development goals and reflect on them in an academic discourse.

Communication and Cooperation

Students are able to engage in a discourse based on their subject-specific knowledge acquisition, discussing and clarifying with (subject-related and non-subject-related) persons, guests, lecturers and participating students. The reflecting on learning processes and subject content in the group and presenting learning outcomes are also objectives in this area.

Academic Self-Conception / Professionalism

Students will be able to expand their professional profile shaped by the course they have taken, broaden the spectrum of professional characteristics, assess, expand and deepen their skills. In doing so, they can critically analyze their professional actions and reflect critically on their professional actions and self-image in the context of their chosen subject area with regard to social issues.

Literature

Dependent on each individual block seminar

Applicability of the module

Linkage to other modules

The module is not directly related to other modules of a degree program in terms of curriculum or didactics, as it is intended to provide an interdisciplinary, practical and experiential learning framework in an optional form. Students can choose both in-depth and interdisciplinary topics that are not tied to any specific prerequisites. The aim is interest-oriented learning that expands knowledge and supports the development of one's own profile as an education for personality, career and society. In this special, variably customizable and thematically diverse

This special teaching and learning format (with the character of a topic and project workshop) is intended to give particular scope to this concern during the course of study.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Maykus, Stephan

Teachers

- Maykus, Stephan

[Back to Table of contents](#)

BUSINESS GERMAN B1.1

Business German B1.1

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1589 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1589
Module level	Bachelor
Language of instruction	German
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

In this technical language module, students learn to name and describe Germany's economic sectors and industries and to create brief company profiles of individual representatives, resulting in grammar topics such as the passive voice with and without modal verbs and prepositional adverbs. Particular attention is paid to the planning and preparation of trade fair appearances and formal communication on the telephone using the subjunctive, although the German learners in this module practise all target language skills (reading, writing, listening and speaking).

Teaching and learning outcomes

- Listening and reading texts on Germany's economic sectors and industries
- Creating and presenting short company portraits
- Presentation of the specialized area of interest or professional activity
- Following planning discussions and express rejection or approval
- Formulating emails in connection with business trips
- Basics of grammar according to level B1.1
- Basics of phonetics at sound, word and sentence level

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
40	Preparation/follow-up for course work		-
40	Creation of examinations		-
10	Exam preparation		-

Further explanations

- The learning objectives are achieved in particular through communicative learning, whereby all language skills are taken into account and practiced in varying teaching forms (frontal teaching as well as individual, partner and group work).
- Learning is supported by individual preparation and follow-up in the form of homework and self-study in analog and digital form.
- The hours inserted in the Lecturer-based learning field are teaching hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

- The portfolio exam comprises 100 points and consists of a 20-minute written exam (K20), a 90-minute written exam (K90), a written work sample (APS) and a presentation (PR). K20 is weighted with 10 points, K90 with 50 points, APS with 15 points and PR with 25 points.
- By taking the first exam element, the student declares that they wish to take the exam in this module.
- The portfolio exam is passed if 50% of the total points to be achieved have been earned.
- The portfolio exam tests all target language skills (reading, writing, listening and speaking) as well as vocabulary and grammar.

Exam duration and scope

- Written exam: see valid study regulations
- Written work sample as part of the portfolio exam: approx. 1-2 pages
- Presentation as part of the portfolio exam: approx. 5-10 minutes
- The requirements will be specified in the respective specific seminar

Requirements for participation

Recommended prior knowledge

The course is aimed at learners of German who have already completed the A2 level.

Competency-based learning outcomes

Knowledge Broadening

Students acquire initial knowledge of business terminology and expand their receptive and productive language skills.

Knowledge deepening

After completing the module, students are able to take part in discussions about their specialized area of interest or professional activity without preparation and to express their experience and opinion.

Application and Transfer

Students learn standard language phrases for business communication on the telephone and in e-mails.

Communication and Cooperation

- Students can communicate on familiar topics from the business sector and things from their own specialist and professional field with some confidence using simple linguistic means, express their opinion and keep the conversation going in standard language as long as it is being spoken clearly. Communication in connection with business trips and trade fair appearances is largely successful.
- Students are therefore at the initial B1 level of the Common European Framework of Reference for Languages (CEFR).
- Students can correctly use a wide range of simple linguistic structures and numerous grammar rules.

Literature

- Fügert, N., Grosser, R. et al. (2017): Daf im Unternehmen B1. Kurs- und Übungsbuch. Klett-Verlag: Stuttgart.
- Jin, F. und Voß, U. (2013): Grammatik aktiv, A1-B1: Üben – Hören – Sprechen. Cornelsen Verlag: Berlin
- Buscha, A. & S. Szita (2010): B-Grammatik. Übungsgrammatik Deutsch als Fremdsprache. Sprachniveau B1/B2. Schubert-Verlag: Leipzig.
- Online-Übungen und anderes Zusatzmaterial www.klett-sprachen.de/daf-im-unternehmen/r-388/440#reiter=mediathek&dl_niveau_str=B1
- www.wirtschaftsdeutsch.de/wortschatz-online/index.html

Applicability of the module

Linkage to other modules

- The module prepares students for the advanced Business German B1.2 module.
- The target group of this module are international students of the Faculty of Business, Management and Social Sciences, particularly of the English-language degree program "International Management".

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Lohle, Marie-Theres

Teachers

- Lohle, Marie-Theres

[Back to Table of contents](#)

BUSINESS GERMAN B1.2

Business German B1.2

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1590 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1590
Module level	Bachelor
Language of instruction	German
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

In this module, students expand their technical language skills and practise all target language skills (reading, writing, listening and speaking), with a focus on internal company processes, events and job advertisements. In this context, a self-presentation and a written application are prepared. This results in grammar topics such as adverbial subordinate clauses and unreal conditional clauses.

Teaching and learning outcomes

- Listening and reading texts on internal company matters and events (e.g. open day)
- Application training: written application and self-presentation
- E-mails in connection with order processing
- Basics of grammar according to level B1.2
- Basics of phonetics at sound, word and sentence level

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
40	Preparation/follow-up for course work		-
40	Creation of examinations		-
10	Exam preparation		-

Further explanations

- The learning objectives are achieved in particular through communicative learning, whereby all language skills are taken into account and practiced in varying teaching forms (frontal teaching as well as individual, partner and group work).
- Learning is supported by individual preparation and follow-up in the form of homework and self-study in analog and digital form.
- The hours inserted in the Lecturer-based learning field are teaching hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

- The portfolio exam comprises 100 points and consists of a 20-minute written exam (K20), a 90-minute written exam (K90), a written work sample (APS) and a presentation (PR). K20 is weighted with 10 points, K90 with 50 points, APS with 15 points and PR with 25 points.
- By taking the first exam element, the student declares that they wish to take the exam in this module.
- The portfolio exam is passed if 50% of the total points to be achieved have been earned.
- The portfolio exam tests all target language skills (reading, writing, listening and speaking) as well as vocabulary and grammar.

Exam duration and scope

- Written exam: see valid study regulations
- Written work sample as part of the portfolio exam: approx. 1-2 pages
- Presentation as part of the portfolio exam: approx. 5-10 minutes
- The requirements will be specified in the respective specific seminar

Requirements for participation

Recommended prior knowledge

The course is aimed at learners of German who have already taken a technical language module at level B1(.1).

Competency-based learning outcomes

Knowledge Broadening

Students expand their knowledge of business terminology in both receptive and productive language use and extend it to internal company processes.

Knowledge deepening

After completing the module, students will be able to take part in discussions about internal company processes without preparation and present themselves in writing or orally as part of a job application. They demonstrate a good command of company-related vocabulary.

Application and Transfer

Students learn to distinguish between formal and informal communication styles, the special features of professional communication and phrases for internal company applications.

Communication and Cooperation

- Students can express themselves in a formal and less formal style that is acceptable in a professional context. They can ask questions and thus keep internal (team) discussions going in standard language and politely express their own points of view and agreement or disagreement.
- In the global scale of the Common European Framework of Reference for Languages (CEFR), independent language use at the now completed level B1 is described as follows: “Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise whilst travelling in an area where the language is spoken. Can produce simple connected text on topics which are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions and briefly give reasons and explanations for opinions and plans.” (CEFR, 2004)
- Students can use a variety of standard language structures and grammar rules confidently and correctly.

Literature

- Fügert, N., Grosser, R. et al. (2017): Daf im Unternehmen B1. Kurs- und Übungsbuch. Klett-Verlag: Stuttgart.
- Jin, F. und Voß, U. (2013): Grammatik aktiv, A1-B1: Üben – Hören – Sprechen. Cornelsen Verlag: Berlin
- Buscha, A. & S. Szita (2010): B-Grammatik. Übungsgrammatik Deutsch als Fremdsprache. Sprachniveau B1/B2. Schubert-Verlag: Leipzig.
- Online-Übungen und anderes Zusatzmaterial https://www.klett-sprachen.de/daf-im-unternehmen/r-388/440#reiter=mediathek&dl_niveau_str=B1
- www.wirtschaftsdeutsch.de/wortschatz-online/index.html

Applicability of the module

Linkage to other modules

- The module prepares students for the advanced Business German B2.1 module.
- The target group of this module are international students of the Faculty of Business, Management and Social Sciences, particularly students of the specialization "Business German".

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Lohle, Marie-Theres

Teachers

- Lohle, Marie-Theres

[Back to Table of contents](#)

BUSINESS MATHEMATICS

Business Mathematics

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0923 (Version 1) of 22.01.2025. Approval status: approved

Module identifier	22B0923
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Seminar	Presence	-
30	Practice	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Exam preparation		-
35	Preparation/follow-up for course work		-
25	Study of literature		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

The portfolio exam-1 covers 100 points and consists of one written paper (HA) and a one-hour written examination (K1). The written paper and the examination are weighted by 50 points each.

The portfolio exam-2 covers 100 points and consist of one written project report (PSC) and a one-hour written examination (K1). The project report and the examination are weighted by 50 points each.

Requirements for participation

Recommended prior knowledge

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

Competency-based 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.

Literature

(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) Francis, A.: Business Mathematics and Statistics, Cengage Learning; UK ed. Edition, 2014 (4) Rebaza, J.: A first course in applied mathematics. John Wiley & Sons, 2021

Applicability of the module

Linkage to other modules

The module focuses on the mathematical elements from functions and algebra, which are applied across all areas of economics, which work empirically. Moreover, the analytic and algebraic topics are a foundation of expressing laws and hypotheses across all areas of economics, which work with data.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Faatz, Andreas

Teachers

- Faatz, Andreas
- Unknown person

[Back to Table of contents](#)

CHINESE FOR BEGINNERS A1

Chinese for Beginners A1

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1585 (Version 1) of 26.10.2023. Approval status: approved

Module identifier	22B1585
Module level	Bachelor
Language of instruction	German, Chinese, English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	winter and summer terms
Duration	1 semester

Module contents

Brief description

The module Chinese for Beginners A1 provides a basic training in the skills and competences of the level A1 of the Common European Framework of Reference for Languages.

In this general language course, students with little or no previous knowledge of the Chinese language will acquire the first basics of the Chinese language (Mandarin) and will train their language skills in all the target language skills (reading, writing, listening and speaking).

This module focuses on dealing with the most common everyday situations.

Teaching and learning outcomes

- Reading and listening to short and simple texts on topics related to personal needs and to enable basic communication with other people
- Exercises in vocabulary related to selected everyday situations
- The basics of pronunciation using the Pinyin system and the basics of grammar and spelling
- Pronunciation training at the level of sounds and words
- Reading and listening strategies as well as methods for learning vocabulary

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

Hours used in instructor-led learning are teaching hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

PFP-1) The portfolio examination is worth 100 points and consists of two 30-minute written tests (K30), a presentation (PR) and an oral examination (M). Each K30 is weighted at 30 points. The PR and M are each weighted at 20 points.

PFP-2) The Portfolio examination is worth 100 points and consists of a one-hour written examination (K1), a presentation (PR) and an oral examination (M). K1 is worth 50 points. PR and M are each worth 25 points.

Exam duration and scope

Written examination as part of the portfolio examinations: See the relevant study regulations

Presentations as part of the portfolio examinations: approx. 15-20 minutes

Oral examination as part of the portfolio examination: See the general part of the examination regulations

The requirements are specified in the specific course.

Requirements for participation

Recommended prior knowledge

little or no prior knowledge

Competency-based learning outcomes

Knowledge Broadening

Students in this module will be able to understand short general language texts and communicate in general language situations using basic grammar and vocabulary when speaking slowly and clearly.

Knowledge deepening

Teaching basic grammar and vocabulary, as well as listening comprehension and communication skills in everyday language situations.

Knowledge Understanding

Students will be able to use basic grammatical and syntactical structures as well as a general vocabulary.

Application and Transfer

Through short presentations and text production, students will be able to navigate and express themselves in familiar communication situations.

Communication and Cooperation

Students develop a sensitivity to the links between linguistic and cultural characteristics. On this basis, they develop the ability to communicate interculturality.

Literature

- Unvergessliches Chinesisch, Stufe A: Lehrbuch Taschenbuch, 5. November 2018, ISBN-13-978-3940497321, 7., verb. Auflage, Herausgeber: Huang, Hefei
- PONS Grammatik kurz und bündig Chinesisch: Die beliebteste Nachschlagegrammatik (PONS Grammatik kurz & bündig) Taschenbuch, 5. Februar 2018, ISBN-13-978-3125620551, 2. Auflage, Herausgeber: PONS GmbH

Applicability of the module**Linkage to other modules**

This module is a preparation for the participation in the module "Elementary Chinese Course A 2.1".

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Lackner, Ying

Teachers

- Lackner, Ying

[Back to Table of contents](#)

CORPORATE SOCIAL RESPONSIBILITY (ENGLISH)

Corporate Social Responsibility (english)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1777 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1777
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Sustainability has become one of the most important social issues worldwide. The requirement of sustainability is rooted in the finite nature of the world's resource extraction and pollution absorption capacity, and in the still unresolved issue of intra- and intergenerational equity and the fundamental threat to life posed by species extinction. Building on this, the material throughput of the global economy is fundamentally limited in terms of sustainability; combined with fundamental principles of equity, this has far-reaching implications for all stakeholders. Against the background of the limited material throughput, operational sustainability management by a company is therefore an important prerequisite for limiting the world's resource extraction and pollution absorption capacity and for helping to ensure that the exploitation of people and the extinction of other living beings does not become entrenched or progress further as a result of short-term profit-seeking. At the same time, it is precisely these limitations and sustainable action that can open up new prospects for companies in terms of sales and earnings growth.

Teaching and learning outcomes

1. basics of the sustainability concept (term, guiding principles, dimensions, actors).
2. corporate responsibility as the basis for environmentally and socially compatible action (CSR)
3. demands, possibilities and barriers of business sustainability management
4. instruments of sustainable resource management
5. sustainable management and consumer behavior
6. process of strategic sustainability management (strategic business areas, market segmentation, selection and positioning)
7. concept and characteristics of a sustainable marketing mix (incl. logistics)
8. systematic contradiction management (incl. stakeholder management)
9. change management as a basis for long-term change in organizational and management systems
10. sustainability controlling
11. practical contacts: Companies involved in sustainability, DBU, Agenda working group etc.
12. self-experience of sustainable living.
13. conceptions and implementation approaches of sustainable human resource management.

Translated with www.DeepL.com/Translator (free version)

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
53	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Exam preparation		-
30	Presentation preparation		-
37	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

PFP-1 covers 100 points and consists of a report (R), a multiple choice written exam (AWV), a presentation (PR), and a written paper (HA). R and PR are weighted by 30 points each. AWV and HA are weighted by 20 points each.

PFP-2 covers 100 points and consists of a written examination (K1) and a report (R). K1 and R are weighted by 50 points each.

Exam duration and scope

PFP-1

Report: approx. 15-20 minutes with written report of approx. 5-8 pages

Multiple choice written exam: in accordance with the valid study regulations

Presentation: approx. 15-20 minutes

Written paper: approx. 8-12 pages

PFP-2:

Written examination: in accordance with the valid study regulations

Report: presentation of approx. 20-40 minutes with written report of approx. 5-10 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Basic knowledge of controlling, finance, logistics, marketing, human resources.

Competency-based learning outcomes

Knowledge Broadening

Students who have successfully studied this module will develop the competence to work inter- and transdisciplinarily with different disciplines.

Knowledge deepening

Students who have successfully studied this module will have detailed, comprehensive knowledge of sustainability in the business disciplines.

Knowledge Understanding

Students are able to critically reflect on business activities in terms of sustainable development.

Application and Transfer

Students who have successfully studied this module will be able to interpret the various analytical models for corporate sustainability management and make them useful for management decisions.

Academic Innovation

Students who have successfully studied this module will be able to understand complex interrelationships between social, economic and environmental issues and to work out practical solutions.

Communication and Cooperation

Students who have successfully studied this module will be able to confront the contradictions that arise in corporate sustainability management in a communicative manner and resolve them in an action-oriented manner.

Academic Self-Conception / Professionalism

Students are able to develop their own basic normative understanding of their profession and implement it strategically and operationally.

Literature

Belz, F.-M.; Peattie, K. (2012): Sustainability Marketing. A Global Perspective, Wiley, Second Edition.

Heinrichs, H.; Martens, P.; Michelson, G.; Wiek, A. (2016): Sustainability Science. An Introduction, Springer

Chabowski, B.R.; Mena, J.A.; Gonzalez-Padron, T.L. (2011) The structure of sustainability research in marketing, 1958–2008: a basis for future research opportunities, Journal of the Academy of Marketing Science, 39, 55-70

Applicability of the module

Linkage to other modules

The CSR module supplements the classic basic modules of business administration (e.g. controlling, logistics, human resources) with the perspective of responsible corporate management.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- International Economics and Sustainability
 - International Economics and Sustainability B.A. (01.09.2024)
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Griese, Kai Michael

Teachers

- Griese, Kai Michael

[Back to Table of contents](#)

CULTURAL MANAGEMENT

Cultural Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0747 (Version 1) of 29.11.2024. Approval status: approved

Module identifier	22B0747
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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.

Teaching and learning outcomes

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.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
15	Learning in groups / Coaching of groups	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
47	Preparation/follow-up for course work		-
35	Work in small groups		-
23	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

The first portfolio examination with a total of 100 points consists of one report (a presentation with a written report) and one written exam of one hour with 50 points each.

The second portfolio exam covers 100 points and consists of an experimental exercise (EA) and a one-hour written examination (K1). EA and K1 are weighted by 50 points each.

Exam duration and scope

Written examination: in accordance with the valid study regulations.

Presentation of the first portfolio examination: approx. 10 minutes

Written report of the first portfolio examination: approx. 12 pages

Experimental exercise of the second portfolio examination: approx. 10 minutes for the presentation, approx. 5 pages for the written report.

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Management Tools, Management Concepts

Competency-based 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.

Knowledge Understanding

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.

Application and Transfer

Students who successfully complete this module

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

Academic Innovation

Students who complete this module will have developed an analytical diagnostic skill that allows them to use their knowledge gleaned to improve their management and leadership abilities. Specifically these skill include;

- critique of organisational concepts and theories.
- integrate various concepts and theories.
- interpret concepts and theories into management practices.
- analyse real life management situations and make sense of the processes and systems.
- apply research methods so to derive, explain and justify the what and the why of the case study.

Communication and Cooperation

Students who complete this module are able to;

- make recommendations for solutions to problems
- make recommendations to improve management practices within and organisation.
- organise and communicate valid knowledge required in a systematic manner .
- emphasise the importance of an evidence based management approach in decision-making and actions within an organisation.

Academic Self-Conception / Professionalism

Students are able to;

- understand the human dynamics of the organisation.
- examine significant facets of individual behaviour, for themselves and for others in the organisation.
- develop their own ability to apply the principles learned.
- to make acquired knowledge more meaningful and relevant for their own professional life inside and out of the organisation.
- be more self and other aware and improved in collaborative tasks.
- be better at self and other motivation.
- to have an improved self-awareness of their own emotional intelligence and decision making capacities.

Literature

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

Applicability of the module

Linkage to other modules

This module is related to the other modules of the specialisation "Business Language - English."

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Kaur-Lahrmann, Ravinder

Teachers

- Kaur-Lahrmann, Ravinder

[Back to Table of contents](#)

CURRENT ISSUES IN THE GLOBAL ECONOMY

Current Issues in the Global Economy

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0718 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B0718
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The current developments in the world show how key factors of the world economic system are changing and substantially impact on countries and firms. It is important for students to get to know the trends and to understand and interpret the trends from a theoretical perspective. By doing so, students will both develop an understanding of theory and practice and the interconnectedness.

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
105	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Homework / Assignment or
- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of a one-hour written examination (K1) and a written paper (HA). The K1 and the HA are weighted by 50 points each.

Exam duration and scope

Written paper: approx. 12-15 pages

Written examination: in accordance with the valid study regulations.

Written paper of the portfolio exam: approx. 8 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

A good understanding of microeconomics and macroeconomics and the basic modules in business management. A prior exposure to the theoretical tools of international economics is equally helpful

Competency-based 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

Knowledge Understanding

Students are able to analyze the current developments in the global economy by using relevant data. They can hypothesize about possible development paths and are able to adopt a critical viewpoint.

Based on their knowledge and their assessment of the current developments in the global economy, students can deduce the consequences for certain decisions for an international enterprise or for governments.

Application and Transfer

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.

Academic Innovation

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

Communication and Cooperation

Students are able to take positions in discussions on the many controversial aspects of globalization. They learn to appreciate the different positions and perspectives. They learn to present their ideas in class.

Academic Self-Conception / Professionalism

Students learn to appreciate the dilemma many actors find themselves in. By reflecting on the rationale of different strategies, they deepen their own understanding of the challenges of globalization and develop more mature positions which help them to be part of the ongoing conversation on globalization.

Literature

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)

Applicability of the module

Linkage to other modules

The module requires a solid basic understanding of business administration and economics. Attending the modules of the specializations that address international issues (foreign trade, business and globalization) is helpful for a deeper understanding.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Mayer, Peter

Teachers

- Mayer, Peter

[Back to Table of contents](#)

DIGITAL MARKETING AND ANALYTICS

Digital Marketing and Analytics

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1795 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1795
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	Summer and winter term
Duration	-

Special features of the module

Students are introduced to the two related areas: Digital Marketing and Business Analytics. Digital marketing as well as numerous business models of digital companies are particularly based on collected, evaluated and used data. Well-known examples are the data and statistics on the usage behaviour of visitors, such as those provided by online and social media platforms to advertising companies.

Module contents

Brief description

Students know the connections between digital marketing and business analytics. They can critically reflect on these and classify national specifics such as data protection or legal requirements. They understand how data is collected and selected via algorithms, how dashboards (analytics) function and are used by companies.

Teaching and learning outcomes

1. Selected Aspects of Digital Marketing
2. Selected aspects of Business Analytics
3. The importance of Data-Based marketing
4. Exercises and case studies for practical transfer

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
10	Study of literature		-
40	Preparation/follow-up for course work		-
40	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Oral presentation, with written elaboration or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 120 points and consists of a presentation (PR) and a one-hour written examination (K1). The presentation and the written examination are weighted by 60 points each.

Exam duration and scope

Written examination: in accordance with the applicable study regulations

Report: Presentation: 20-40 minutes; with written report: 5-10 pages

Portfolio exam:

- Presentation: approx. 20-40 minutes
- Written exam: in accordance with the applicable study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Attendance of Principles of Marketing

Competency-based learning outcomes

Knowledge Broadening

Students who have studied this module have a broad basic knowledge of digital marketing and business analytics.

Knowledge deepening

Students understand, discuss and reflect on relevant topics and decisions. They have a critical understanding of selected theories, methods and contents and are able to justify selected solutions in a technically correct manner.

Knowledge Understanding

- Students can classify, analyse and evaluate relevant topics.
- Students can apply their knowledge in relation to the situation and assess it professionally.
- They reflect on and review their own arguments as well as those of others and weigh up different points of view against each other against the background of professional plausibility.

Application and Transfer

- Students learn, analyse and evaluate relevant theories, methods and contents.
- Students know the specific vocabulary and can apply it context-specifically.
- Students apply their knowledge in exercises and case studies and develop practical solutions according to the state of the art.

Academic Innovation

Students learn the basics of the connection between digital marketing and business analytics and develop innovative approaches to solutions by working on selected problems within the framework of exercises and case studies and identifying possible solutions.

Communication and Cooperation

- Students can present their work results orally and in writing in a clearly structured form, using appropriate specialist vocabulary.
- Students can reflect on and take into account different points of view and arguments.
- The students can identify solutions to problems in the subject area and justify them methodically and correctly in discourse with representatives of the subject area as well as with people from outside the subject area.

Academic Self-Conception / Professionalism

Students learn about the qualification profile for professional action in digital marketing and business analytics and can reflect on this, also with regard to social expectations and discourses. They can recognise, classify and review their own role and user behaviour.

Literature

Siehe konkrete Veranstaltung.

Applicability of the module

Linkage to other modules

The module builds on the knowledge from the introduction to marketing (-> Principles of Marketing) and expands it with regard to digital marketing and business analytics. It can also serve as a basis for further in-depth study abroad.

Applicability in study programs

- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Franke, Jürgen

Teachers

- Franke, Jürgen

[Back to Table of contents](#)

E-ENTREPRENEURSHIP - THE ENTERPRISE OF THE FUTURE

E-Entrepreneurship - The Enterprise of the Future

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1768 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1768
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The digital transformation of today's businesses and society represents a key factor for success in the world of tomorrow. Both the optimization potentials of digitalizing the value-chain of enterprises as well as offering intelligent products and services will enable future companies to be competitive and resilient to external influences.

Therefore it is most relevant for students to understand how a company can be designed along the digital value-chain and how innovative and intelligent products and services can be created for the ever challenging market of tomorrow.

Goal of this module is to enable students to identify and specify intelligent products and services, to model a digital-optimized company and to setup resilient business plans in real world settings.

Teaching and learning outcomes

1. eEntrepreneurship - An Introduction
2. Common Business Models
3. Business Models based on Digital Technologies and Intelligent Products and Services
4. The Design of Digital Business Models and Intelligent Products and Services
 - 4.1 The Innovation and Ideation Process: From the Idea to an Intelligent Product and Service
 - 4.2 The Value Proposition Design: Meeting Customers and Markets Expectations
 - 4.3 The Business Model Generation: Specifying the Buildings Blocks of a Digital Company
5. Transforming Business Models into Concrete Startups
 - 5.1 The Business Idea and Strategy
 - 5.2 The Offer - Intelligent Products and Services
 - 5.3 Digital Technologies as a Backbone of the Startup and its Products and Services
 - 5.4 Market- and Competitors in the Startups-Environment
 - 5.5 Customers specification
 - 5.6 Marketing in the Digital World
 - 5.7 Organizational Setup - Organizational Structure, Processes, IT-Organization
 - 5.8 Finance Plan for a sound and growing perspective

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
65	Work in small groups		-
25	Exam preparation		-
15	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Homework / Assignment or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consist of a written examination (HA) and a presentation (PR). The HA is weighted by 70 points and the PR is weighted by 30 points.

Exam duration and scope

Written examination: in accordance with the valid study regulations

Written paper: approx. 10-15 pages

PPF:

- Written paper: approx. 10 pages
- Presentation: approx. 15-30 minutes

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Fundamental knowledge in business informatics / information management as well as in the functional areas of business management.

Competency-based learning outcomes

Knowledge Broadening

Students can specify the building blocks of digital enterprises.

Knowledge deepening

Students can detail on specific characteristics of intelligent products and services.

Knowledge Understanding

Students can reflect current methods and models of digital businesses with respect to the digital society and its challenges and future.

Application and Transfer

Based on the shown methods, student can setup digital business models and concretize them into business plans to setup concepts for startups.

Academic Innovation

Students apply and explain current research methods of business modelling and digital entrepreneurship in the context of the digital society. From that they derive new research questions relevant to the environment, e.g. with regard to data security and data analysis.

Communication and Cooperation

Students develop new business models in concrete startup-settings, e.g. group-work. They communicate and collaborate together among the group members and reflect and argue versus the whole semester-group as well as internal and external experts.

Academic Self-Conception / Professionalism

Students take positions in the modeled digital business startups such as CEO, Marketing, Development, Operations and Sales Managers. As such they argue, evaluate and reflect their tasks and responsibilities within the proposed startup.

Literature

Bieger, T. / Zu Knyphausen-Aufseß, D. / Krys, C. (2011): Innovative Geschäftsmodelle: Konzeptionelle Grundlagen, Gestaltungsfelder und unternehmerische Praxis. Verlag: Springer

Gassmann, Oliver; Frankenberger, Karolin; Csik, Michaela: The St. Gallen Business Model Navigator, Working Paper, <https://www.bmilab.com/business-model-navigator-full-paper/>

Gausemeier, Jürgen; Wieseke, Jan; Echterhoff, Benedikt; Isenberg, Lukas; Koldewey, Christian; Mittag, Tobias; Schneider, Marcel: Mit Industrie 4.0 zum Unternehmenserfolg – Integrative Planung von Geschäftsmodellen und Wertschöpfungssystemen. Heinz Nixdorf Institut, Universität Paderborn (Hrsg.), Paderborn, 2017

Kollmann, Tobias: Digital Entrepreneurship: Grundlagen der Unternehmensgründung in der Digitalen Wirtschaft. aktuelle Auflage, Springer Springer Gabler, Wiesbaden, aktuelle Auflage

Mitchell, Donald; Coles, Carol: The ultimate competitive advantage of continuing business model innovation. Journal of Business Strategy, 24 (5), 2003, S. 15–21

Osterwalder, Alexander; Pigneur, Yves: Business model generation - A handbook for visionaries, game changers, and challengers. Wiley, Hoboken, N.J., current edition

Osterwalder, Alexander; Pigneur, Yves; Bernarda, Greg; Smith, Alan: Value Proposition Design. Campus-Verlag, Frankfurt, current edition

Schallmo, Daniel: Geschäftsmodelle erfolgreich entwickeln und implementieren. Springer, Gabler, Berlin, Heidelberg, 2013

Schmidt, Andreas: Wissenszentriertes Kundenbeziehungsmanagement – Wie Customer Artificial Intelligence Ihr Unternehmen smart macht. Kohlhammer Verlag, Stuttgart, 2021

Weill, Peter; Woerner, Stephanie L.: Optimizing your digital business model. MIT Sloan Management Review, Cambridge, 2013

Applicability of the module

Linkage to other modules

This module connects to preceding basic modules in the field of business management studies as described in the chapter of "Empfohlene Vorkenntnisse" such as business informatics / information management and the functional areas of marketing, operations, human resources and controlling.

The knowledge acquired in those modules allows to build upon fundamental topics in this module such as business modelling and business plan development.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Schmidt, Andreas

Teachers

- Schmidt, Andreas

[Back to Table of contents](#)

ELEMENTARY CHINESE COURSE A2.1

Elementary Chinese Course A2.1

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1586 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1586
Module level	Bachelor
Language of instruction	German, Chinese, English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	winter and summer terms
Duration	1 semester

Module contents

Brief description

The module consolidates and secures general language skills. It prepares students for the acquisition of specialised language skills at level A2.

Teaching and learning outcomes

- Development of basic knowledge through everyday and regional topics
- Reviewing and consolidating basic grammar and vocabulary, as well as using them in various everyday communication situations

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

Hours used in instructor-led learning are teaching hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

PFP-1) The portfolio examination is worth 100 points and consists of two 30-minute written tests (K30), a presentation (PR) and an oral examination (M). Each K30 is weighted at 30 points. The PR and M are each weighted at 20 points.

PFP-2) The Portfolio examination is worth 100 points and consists of a one-hour written examination (K1), a presentation (PR) and an oral examination (M). K1 is worth 50 points. PR and M are each worth 25 points.

Exam duration and scope

Written examination as part of the portfolio examinations: See the relevant study regulations

Presentations as part of the portfolio examinations: approx. 15-20 minutes

Oral examination as part of the portfolio examination: See the general part of the examination regulations

The requirements are specified in the specific course.

Requirements for participation

Recommended prior knowledge

Chinese for Beginners A1 or HSK1

Competency-based learning outcomes

Knowledge Broadening

Students will be able to explain the basic grammar they have learnt and produce examples. They will also be able to place basic idioms in appropriate contexts.

Knowledge deepening

Students will be able to classify basic vocabulary and pay attention to correct sentence structure when forming sentences for everyday language situations.

Knowledge Understanding

Students will be able to differentiate between the use of similar basic vocabulary in situations of everyday communication.

Application and Transfer

Students acquire a solid basis for acting in relatively more complex general communicative situations through oral and written text production and short presentation

Communication and Cooperation

Students will be able to understand and use basic vocabulary and idioms in more complex everyday general language situations in a culturally appropriate way.

Literature

- Unvergessliches Chinesisch, Stufe B, Lehrbuch Taschenbuch, 7. September 2015, ISBN-13-978-3940497499, 3., verb. Auflage., Herausgeber: Hefei Huang
- PONS Grammatik Chinesisch kurz & bündig: Die Nachschlagegrammatik mit Online-Übungen (PONS Grammatik kurz & bündig), Taschenbuch – 18. Juli 2022, ISBN-13-978-3125624467, Herausgeber: PONS Langenscheidt GmbH

Applicability of the module

Linkage to other modules

This module builds on the module "Chinese for beginners A 1" and is a preparation for the module "Pre-Intermediate Chinese Course A 2.2".

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Lackner, Ying

Teachers

- Lackner, Ying

[Back to Table of contents](#)

END-USER COMPUTING

End-User Computing

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1305 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1305
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Office applications are of vital practical importance to support, automate 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, sensorification and automatization 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 applications.

Teaching and learning outcomes

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. Robotic process automation
8. Advanced topics

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
65	Preparation/follow-up for course work		-
25	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Homework / Assignment or
- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and includes one written paper (HA) and one presentation (PR). HA is weighted by 70 points and PR is weighted by 30 points.

Exam duration and scope

Written paper: approx. 15 pages plus appendix/attachment

Written examination: in accordance with the valid study regulations

Written paper of the portfolio exam: approx. 10 pages plus appendix/attachment

Presentation of the portfolio exam: approx. 15-30 minutes

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Basic knowledge of office software products is being expected.

Competency-based learning outcomes

Knowledge Broadening

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

Knowledge deepening

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

Knowledge Understanding

Students in the module will be able to develop concepts on how digitalization can be implemented and strategically integrated at different levels and functional areas of the company.

Application and Transfer

Students are able to support basic business information processing tasks by use of modern end-user computing environments (e.g., for robotic process automation).

Academic Innovation

Students are capable to understand and criticize model artifacts (e.g., data models and process models).

Communication and Cooperation

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

Academic Self-Conception / Professionalism

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

Literature

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

Czarnecki C, Fettke P (2022) Robotic Process Automation - Management, Technology, Applications. Berlin/Boston.

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

Dumas M, La Rosa M, Mendling J, Reijers H (2018) Fundamentals of Business Process Management, 2nd ed., Berlin.

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

Guilmette A (2022) Workflow Automation with Microsoft Power Automate, 2nd ed., Birmingham.

Hess T (2022) Managing the Digital Transformation - A Guide to Successful Organizational Change, Wiesbaden.

Laudon KC, Laudon JP (2021) Management Information Systems – Managing the Digital Firm, 17th ed., Harlow.

Maslyuk D (2021) Analyzing Data with Microsoft Power BI, Hoboken.

Russo M, Ferrari A (2020) The Definitive Guide to DAX: Business intelligence with Microsoft Power BI, SQL Server Analysis Services, and Excel, 2nd ed., New York.

Silver B (2018) DMN Method & Style – Business Practitioner's Guide to Decision Modeling, 2nd. ed., Altadena.

Applicability of the module

Linkage to other modules

The acquired competencies are helpful in other business management courses which deal with decision support and process management. Furthermore, the competencies are relevant to carry out practice-oriented bachelor theses, which require the design and optimization of business processes and/or the analysis of digital data.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Bensberg, Frank

Teachers

- Bensberg, Frank

[Back to Table of contents](#)

ENTERPRISES AND GLOBALISATION

Enterprises and Globalisation

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1913 (Version 2) of 23.01.2025. Approval status: approved

Module identifier	22B1913
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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, be they state, firms or organizations at the meso level

Teaching and learning outcomes

1. Foundations of international management
2. Determinants of internationalisation
3. Basic management needs in international companies
4. Function-related international management
5. Risk management for companies working internationally
6. Regional and cultural dimensions in international management

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
105	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Homework / Assignment or
- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of a one-hour written examination (50 points) and a written paper (50 points).

Exam duration and scope

Written paper: approx. 12-15 pages

Written examination: in accordance with the valid study regulations.

Written paper of the portfolio exam: approx. 8 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

A good understanding of the introductory courses in business management and economics is important for developing an understanding of international firms and their strategies and behaviour.

Competency-based learning outcomes

Knowledge Broadening

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

Students understand that internationalization implies complex changes in the strategic approach of firms, be it in their overall strategy, in marketing, in hr-management, in accounting or other aspects of firms' dealings.

Knowledge deepening

Students are able to describe and analyse the development of trade relationships around the world or within regions, they are able to name possible causes for changes. They are able to assess the potential consequences of trade developments for the national economic and microeconomic activity.

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

Students learn to see and reflect on the challenges for firms engaging in international trade and production. They learn the pros and cons of various strategic options the firms usually have.

They learn how firms engaging in international operations need to adjust their marketing, their human resource management, their financing of operations and other functions.

Knowledge Understanding

Students have a sound knowledge of theories in international management. Students have learned to apply the most important theories to real cases. Students learn to appreciate the complexity of decision making in the global context.

Students develop an understanding of the complex decision making in multinational enterprises. Students learn to see the rationality behind different and even competing arguments.

Students learn to see the interplay of national or supranational policy making and the beh

Application and Transfer

Students learn to apply the theoretical tools and concepts to real world cases. By analyzing the internationalization approaches of various firms, large or small, from industrialized countries of emerging economies, in manufacturing or in service, students learn to see the potential of the nexus between theory and practical work.

By doing so, students will produce new knowledge with respect to the companies they study or other case studies

Academic Innovation

When writing an academic paper about the internationalization strategy of firms, students will learn to apply theoretical knowledge, to work with hypotheses which might explain the behaviour. Students will think about methods to find out which strategy was chosen, how hypotheses are formulated and tested.

Communication and Cooperation

Students will do work on cases of internationalization in groups and will experience the benefit of team work.

Students will learn to present their findings. They will work with different kinds of methods to communicate, like power point presentations, flip charts, use of meta plan cards, role plays etc.

Academic Self-Conception / Professionalism

The module is introducing key theoretical concepts and models developed for shedding light on the internationalisation of firms and countries.

Students will learn to apply the theories and models, and by doing so to see the potential and limitations of such, to real internationalization experiences of companies and countries.

Literature

- Daniels, John D.; Radebaugh Lee H., Sullivan Daniel P. (2019): International Business, Upper Saddle River, 16th ed.; Cavusgil, S Tamer, Knight, Gary, Riesenberger, John (2015): International Business, Upper Saddle River; Rugman, Alan / Collinson, Simon (2012):: International Business, 2012

Applicability of the module

Linkage to other modules

The strategies and behaviour of firms engaging in internationalization can only be understood when students learn how much political, social, legal and economic aspects influence the power of business decisions. The module is therefore extensively drawing on concepts from other modules, such as basics of the legal system, introductory economics, introduction into business management.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Mayer, Peter

Teachers

- Mayer, Peter

[Back to Table of contents](#)

EUROPEAN LAW AND TAXATION ISSUES

European Law and Taxation Issues

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0737 (Version 1) of 08.05.2024. Approval status: approved

Module identifier	22B0737
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The module provides an overview of the legal system of the European Union as well as the basics of tax law as an important framework for entrepreneurial activity.

Teaching and learning outcomes

European Law: Process of European integration - Institutional framework of the EU - Budget of the EU - European legal framework (primary and secondary law, fundamental rights, relationship between national and European law, principles of conferral, subsidiarity and proportionality, legal protection by the ECJ) - Fundamental freedoms of the Internal Market (Free movement of goods and workers, right of establishment, free movement of services, capital and payments, general prohibition of discrimination) - Economically important competences of the EU and their implementation (Competition rules, European Law of Companies, European Tax Regulations, economic and monetary policy, common trade policy and development cooperation, protection of climate and environment, consumer protection).

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).

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
30	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Homework / Assignment or
- Oral presentation, with written elaboration

Exam duration and scope

Written examination: in accordance with the valid study regulations

Written paper: approx. 10-15 pages

Report: Presentation of approx. 20-30 minutes with a written report of approx. 5-10 pages.

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

none

Competency-based learning outcomes

Knowledge Broadening

Students who have successfully studied this module have a broad and integrated knowledge of the system of the European Union and the tax system.

Knowledge deepening

They understand how European law and tax regulations 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.

Application and Transfer

Graduates are able to understand the activities of the EU in their working environment, to assess them and to incorporate them correctly and meaningfully in the fulfilment of their tasks.

Academic Innovation

Graduates are able to understand research questions regarding the activities of the EU and to participate in their solution.

Communication and Cooperation

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

Academic Self-Conception / Professionalism

Graduates of this module recognise the framework conditions of the EU for their actions in a situation-adequate way, can critically question them and use leeway sensibly.

Literature

Basic European laws (Treaty on European Union, Treaty on the Functioning of the European Union, Charter of Fundamental Rights of the European Union), Textbooks about European Law, e.g. Foster, Nigel, Foster on EU Law, Oxford (Oxford University Press) , latest Edition.

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

Applicability of the module

Linkage to other modules

The module provides an understanding of the European law and tax framework for the application of entrepreneurial instruments taught in other modules.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Müller-Bromley, Nicolai

Teachers

- Müller-Bromley, Nicolai

[Back to Table of contents](#)

FINANCIAL MANAGEMENT

Financial Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0759 (Version 1) of 22.01.2025. Approval status: approved

Module identifier	22B0759
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The module teaches students the fundamentals of financial management in private companies or the public sector (local authorities and public companies). Students are enabled to understand the financial decision-making processes of companies and to independently apply the relevant concepts (e.g. investment calculation methods).

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

Portfolio examination with a total of 120 points, consisting of two written exams of one hour each with 60 points each.

Portfolio examination with a total of 120 points, consisting of one presentation and one written exam of one hour with 60 points each.

Exam duration and scope

Written examinations: in accordance with the valid study regulations

Presentation of the portfolio exam: approx. 20-40 minutes

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Basic knowledge of mathematics (intermediate level)

Competency-based 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.

Knowledge Understanding

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

Application and Transfer

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.

Communication and Cooperation

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

Literature

Franke, G./ Hax, H., Finanzwirtschaft des Unternehmens und Kapitalmarkt, in aktueller Auflage Perridon, L./Steiner, M., Finanzwirtschaft der Unternehmung, in aktueller Auflage Seppelfricke, P., Handbuch Aktien- und Unternehmensbewertung: Bewertungsverfahren, Unternehmensanalyse, in aktueller Auflage Zantow, R., Finanzwirtschaft der Unternehmung: Die Grundlagen des modernen Finanzmanagements, in aktueller Auflage Schierenbeck, H., Grundzüge der Betriebswirtschaftslehre, in aktueller Auflage Kröger, Christian: Kommunale Sonderfinanzierungsformen. 1. Auflage, Wiesbaden 2001 Wöhe, Günter und Bilstein, Jürgen: Grundzüge der Unternehmensfinanzierung. München in aktueller Auflage Matschke, Manfred J. u. Hering, Thomas: Kommunale Financing. München 1998

Applicability of the module

Linkage to other modules

This module is related to basic business knowledge and advanced understanding in this subject area.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- International Economics and Sustainability
 - International Economics and Sustainability B.A. (01.09.2024)
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Seppelfricke, Peter

Teachers

- Seppelfricke, Peter

[Back to Table of contents](#)

FINANCIAL STATEMENTS (IFRS)

Financial Statements (IFRS)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1798 (Version 1) of 25.09.2024. Approval status: approved

Module identifier	22B1798
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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.

Teaching and learning outcomes

- 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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Homework / Assignment or
- oral exam

Exam duration and scope

Written examination: in accordance with the valid study regulations

Written paper (HA): approx. 10-15 pages

Oral examination: in accordance with the examination regulations.

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

none

Competency-based learning outcomes

Knowledge Broadening

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

Literature

(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

Applicability of the module

Linkage to other modules

This module is related to the topics of financial management and financing, which are the content of other modules.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Berkau, Carsten

Teachers

- Berkau, Carsten

[Back to Table of contents](#)

FRENCH A2 (ADVANCED COURSE)

French A2 (Advanced Course)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1608 (Version 1) of 22.01.2025. Approval status: approved

Module identifier	22B1608
Module level	Bachelor
Language of instruction	French, German
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Students develop their skills and competencies at the A2 Niveau of the Common European Framework of References for languages. This enables them to have basic communication abilities in everyday situations, as well as in contexts specific to higher education. The module strengthens and secures general language knowledge from the Niveau A1, as well as prepares one for the acquisition of specialized language skills in the Niveaus 3 and 4. (B1/B2 respectively)

Teaching and learning outcomes

- Students expand their foundational knowledge of the french language using the basis of everyday topics, cultural topics, and their first, simple professional topics;
- The communication abilities in speaking, listening, reading and understanding are reinforced and developed;
- Basic grammar and vocabulary are reviewed and expanded, as well as applied in various everyday and workplace communication scenarios.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours spent during instructor-led learning count as class hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The Portfolio-Exam is composed of 100 points divided amongst a 30-minute exam, a presentation, a written work sample and a one-hour exam. The 30-minute exam accounts for 15 points, the presentation accounts for 25 points, the written work sample accounts for 20 points and the one-hour exam accounts for 40 points.

Exam duration and scope

Exam: please refer to the current study structure

Presentation in the context of the portfolio-exam: ca. 10-15 minutes about a topic of choice

Written work sample in the context of the portfolio-exam: ca. 1-2 pages

The precise requirements will be presented within the respective courses.

Requirements for participation

Recommended prior knowledge

Prior knowledge at the A1 level (either by completing the preceding modules or through appropriate placement within the proficiency test).

Competency-based learning outcomes

Knowledge Broadening

The module strengthens and reinforces general language knowledge and prepares students for the acquisition of specialized language knowledge in the Niveau B1.

Learners can competently navigate through the grammatical structures of the language, independently decipher texts, and produce short texts and lectures themselves.

Students are capable of reading and understanding short authentic articles, and they can operate and communicate within everyday conversation scenarios.

Knowledge deepening

Basic grammatical and syntactic structures are reviewed and reinforced, as well as continuously built upon and expanded, so that students can utilize them in everyday conversations and simple workplace communication scenarios.

Knowledge Understanding

Students deepen their knowledge of cultural peculiarities of french culture and are capable of recognizing and identifying these in simple communication scenarios.

Application and Transfer

With the help of presentations, group projects and discussions about complex everyday themes, students can work on and evaluate more complex general language topics, as well as contextualize them accordingly. Thanks to both written and oral text production on various topics, more complex everyday language issues and simple aspects of specialized language can be elaborated and analyzed.

Communication and Cooperation

With the help of written text production, oral discussion and short presentations, the students gain a solid foundation with which they can operate in a culturally appropriate fashion within complex general language communication scenarios. Simple specialized language structures are developed, thereby laying the groundwork for acquiring specialized language skills in the following module.

Literature

- Défi 2 (A2) (Klett-Verlag, ISBN 978-3-12-529696-1) - Zusatzmaterial auf der Online-Plattform Espace virtuel - Thematischer Grund- und Aufbauwortschatz Französisch (Klett-Verlag, ISBN 978-3-12-519512-7) - Große Lerngrammatik Französisch (ISBN 978-3-19-103273-9)

Applicability of the module

Linkage to other modules

The module French A2 builds upon the preceding module of French A1, where the knowledge and skills found under the "Recommended Prerequisites" section are developed.

This module lays the foundation for attending the module French B1 and prepares students to develop and expand their language competencies.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Rath, Marion Ida

Teachers

- Rath, Marion Ida

[Back to Table of contents](#)

FRENCH B1 (LANGUAGE FOR SPECIFIC PURPOSES- BUSINESS)

French B1 (Language for Specific Purposes-Business)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1609 (Version 1) of 05.08.2024. Approval status: approved

Module identifier	22B1609
Module level	Bachelor
Language of instruction	French
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The module leads to further development of skills at the B2 Niveau of the Common European Framework of References for languages. The course enables an independent language application in day-to-day, work-related and academic settings.

In order to ensure that students can present themselves more confidently in academic and professional situations, they must achieve an appropriate level of proficiency in French. Therefore, the main goal of this module is to prepare students for university studies and/or careers in the business and management world where French is spoken or used as a business language.

The module focuses on enhancing the participants' ability to communicate effectively in a variety of contexts by practicing and refining the core skills of speaking, reading, writing, and listening.

The focus of this module is on specialized language training, which serves to ensure confident handling of specific professional contexts.

Teaching and learning outcomes

- Lectures, analysis and discussion of chosen subject articles from study books and specialized newspapers in the language;
- Development and reinforcement of specialized terminology;
- Oral and written application of the language on various subjects (e.g., business correspondence);
- Discussions and short presentations;
- Case studies about the modules' specialized themes;
- Review of grammatical and idiomatic structures in a professional context;
- Reading and listening comprehension strategies.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours spent during instructor-led learning count as class hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The Portfolio-Exam is composed of 100 points divided amongst written work sample, a 1-hour exam, a presentation, and an oral exam. The written work sample accounts for 20 points, the one-hour exam accounts for 30 points, and the presentation and oral exam each account for 25 points.

Exam duration and scope

Exam: please refer to the current study structure

Written work sample in the context of the portfolio-exam: ca. 1-2 pages

Presentation in the context of the portfolio-exam: ca. 10 - 15 minutes

Oral exam in the context of the portfolio-exam: please refer to the general guidelines of the exam regulations

The precise requirements will be presented within the respective courses.

Requirements for participation

Recommended prior knowledge

Prior knowledge at the A2 level (either by completing the preceding modules or through appropriate placement within the proficiency test).

Competency-based learning outcomes

Knowledge Broadening

Students develop a wide and integrated understanding of the language. They will be able to contextualize and apply subject terminology. They can provide nuanced descriptions and critical opinions on authentic texts about economic and societal topics of France.

Knowledge deepening

Knowledge of professional vocabulary will be expanded upon. Other than that, increasingly complex grammatical, syntactic, and idiomatic structures will ensure for ever growing confidence when utilizing the language in professional contexts.

Knowledge Understanding

Students are capable of discussing and reflecting on current events, economic players and trends, and their interconnections. Furthermore, students deepen their knowledge and understanding of cultural particularities of the french-speaking world, both in everyday conversations as well as in professional contexts.

Application and Transfer

- Students can differentiate and utilize professional terms in the language;
- They are capable of relatively independently understanding academic contexts, as well as writing texts and business letters;
- Students can create a french CV for applications and are capable of successfully participating in an interview;
- Students are enabled to lead and participate in discussions by learning how to explain, justify, and defend their own opinions, point of view, and plans, whilst also being able to respond to opposing viewpoints;
- They are able to prepare and deliver subject-specific presentations.

Academic Innovation

Students are capable of independently researching, analyzing and presenting specific themes of societal relevance. (for example, macro- and microeconomics)

Communication and Cooperation

Students are capable of utilizing the foreign language relatively confidently in both professional and academic contexts. They can respond to follow-up questions (on professional topics), lead a discussion and take part in a team discussion.

By learning cultural characteristics of the respective language and applying an expanded vocabulary, students become capable of communicating appropriately. They develop a sensibility for the connections between language and culture, which enables better intercultural communication.

Academic Self-Conception / Professionalism

Students are familiar with professional (economic) terminology and case studies in the business context. They have a very good assessment of their own language abilities and know how to further develop their language skills if needed.

The students develop a very good understanding of technical literature and are thereby prepared for future participation in international conferences. The acquired skills prepare the students for taking on future leadership positions.

Literature

- Édito Pro B1 (Klett-Verlag; ISBN 978-3-12-529527-8)
- Dethloff/Wagner: Die französische Grammatik (ISBN: 978-3825285814)
- Vocabulaire progressif du français des affaires (ISBN 978-3125299771)
- Raymond-Fred Niemann: Les mots allemands (Hachette, ISBN: 978-2012990029)

Applicability of the module

Linkage to other modules

The module French B1 builds upon the preceding module of French A2, where the knowledge and skills found under the "Recommended Prerequisites" section are developed.

Additionally, the module prepares students for the subsequent module of French B2. (Business French)

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Rath, Marion Ida

Teachers

- Rath, Marion Ida

[Back to Table of contents](#)

FRENCH B2 (LANGUAGE FOR SPECIFIC PURPOSES- BUSINESS)

French B2 (Language for Specific Purposes-Business)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1610 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1610
Module level	Bachelor
Language of instruction	French
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The module leads to further development of skills at the B2 Niveau of the Common European Framework of References for languages. The course enables an independent language application in day-to-day, work-related and academic settings.

A high language Niveau in the french language enables students to confidently operate and communicate within both academic and work-related situations. The focal point of the module is therefore to prepare students for an academic degree or occupation in business/management where French is spoken or used as the main language within the business. The module therefore concentrates on imparting the skills needed to reliably and effectively operate and communicate within a wide array of professional settings in the language. The key skills of speaking, reading, writing and listening are practiced and refined.

The main focal point of this module is specialized language training, to serve the purpose of reliable dealings within more specialized and professional settings.

Teaching and learning outcomes

- Lectures, analysis and discussion of chosen subject articles from study books and specialized newspapers in the language;
- Expansion and enhancement of specialized terminology, as well as reliable, acceptable application thereof for the given situation;
- Writing texts (for example, analyzing an image, business correspondence, etc.);
- Expanding themes in reports, discussions and projects;
- Repetition and enhancement of grammatical and idiomatic structures within a professional context;
- Exercises in text composition and the presentation of complex, professional content
- Case studies of intercultural differences;
- Reading and listening comprehension strategies.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours spent during instructor-led learning count as class hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The Portfolio-Exam is composed of 100 points divided amongst written work sample, a 1-hour exam, a presentation, and an oral exam. The written work sample accounts for 20 points, the one-hour exam accounts for 30 points, and the presentation and oral exam each account for 25 points.

Exam duration and scope

Exam: please refer to the current study structure

Written work sample in the context of the portfolio-exam: ca. 1-2 pages

Presentation in the context of the portfolio-exam: ca. 10 - 15 minutes

Oral exam in the context of the portfolio-exam: please refer to the general guidelines of the exam regulations

The precise requirements will be presented within the respective courses.

Requirements for participation

Recommended prior knowledge

Prior knowledge at the B1 level (either by completing the preceding modules or through appropriate placement within the proficiency test).

Competency-based learning outcomes

Knowledge Broadening

Students develop a wide and integrated understanding of the language so that they are able to single-handedly identify and differentiate cultural characteristics. Learners can handle business economics themes, critically analyze them and compare them. Students enhance the specialized vocabulary they've gained and deal heavily with the economic and societal structures of the french countries. They confidently use the grammatical and idiomatic structures of the language.

Knowledge deepening

Knowledge of the specialized vocabulary is continuously expanded and strengthened. The increasingly complex grammatical, syntactical and idiomatic structures enable the students to gain an increasingly reliable use of the language in professional contexts. Cultural characteristics and their effects on the world of the economy can be described, justified and related back to one another.

Knowledge Understanding

Students can assess, interpret and commentate on the cultural characteristics of the french culture, both in general conversations and within professional contexts. They can contextualize the cultural differences and imitate them within professional communication scenarios.

Application and Transfer

You are capable of independently understanding and analyzing economic contexts, issues, as well as capable of writing professional articles/business letters. You can prepare and deliver specialized presentations and can independently research and draw conclusions on associated or further-reaching problems and questions. You will gain knowledge on how to conduct and participate in discussions and conversations by explaining, justifying, and defending your own opinions, positions, and plans, as well as how to provide responses and rebuttals.

Academic Innovation

Students are capable of independently evaluating and interpreting specific topics and issues related to French culture, economics, and society. They can independently research various subjects, analyze and assess the results, and consolidate their own viewpoints and opinions.

Communication and Cooperation

Students are able to confidently and adequately engage with professional and academic contexts in the foreign language. They can respond to questions about both specialized and general language topics, independently formulate and specify questions and issues, moderate discussions, and participate in team conversations. Thanks to their understanding of the cultural particularities and differences within the French-speaking world, as well as their strengthened command of both a specialized and generalist vocabulary, students can act and communicate appropriately within a diverse array of conversation topics. Their sensibility to the connections between language and communication enables them to not only describe the problems and issues associated with intercultural communication, but also to resolve them.

Academic Self-Conception / Professionalism

Students confidently utilize specialized (business) terminology and can evaluate, comment on, and (critically) reflect on case studies within a corporate context. They can assess their own language skills and further develop them as needed. Students develop a solid understanding of specialized literature and are capable of participating in international business meetings or conferences. The skills acquired prepare the students for potentially assuming leadership positions in the future.

Literature

- affaires.com (Klett-Verlag; ISBN 978-3-12-529455-4)
- Dethloff/Wagner: Die französische Grammatik (ISBN: 978-3825285814)
- Vocabulaire progressif du français des affaires (ISBN 978-3125299771)
- Raymond-Fred Niemann: Les mots allemands (Hachette, ISBN: 978-2012990029)

Applicability of the module

Linkage to other modules

The module French B2 builds upon the preceding module of French B1, where the knowledge and skills found under the "Recommended Prerequisites" section are developed.

Additionally, the module prepares students for the subsequent module of French C1.1. (Business French)

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Rath, Marion Ida

Teachers

- Rath, Marion Ida

[Back to Table of contents](#)

FRENCH C1.1 (LANGUAGE FOR SPECIFIC PURPOSES- BUSINESS)

French C1.1 (Language for Specific Purposes-Business)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1611 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1611
Module level	Bachelor
Language of instruction	French
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Enhancement of skills and understanding of the French Language at the C1.2 Niveau of the Common European Framework of References for languages, which enables an adequate academic communication ability within both academic and job-orientated contexts.

Students are capable of effectively and flexibly using the language in both social and professional settings, as well as within their training and studies. At this niveau, students cover a great number of idiomatic expressions that enable them to engage in a wide spectrum of topics within their day-to-day lives, as well as in professional or academic situations. The module leads to a level of language understanding which would be required of a professional in middle- and upper management.

Teaching and learning outcomes

- Diverse, independent and cooperative language work both during and outside of lecture times. Relevant texts to an academic context are written based around presentations, lectures, units, etc., and verbal skills are trained.
- Enhancement of terminology and vocabulary in various areas, including but not limited to: business, Francophonie, sustainability within the workplace and consumer attitudes, current economic developments, the job market;
- Additional emerging vocabulary fields freely chosen by the students as unit topics. These arise from current topics within the news and could comprise of anything within the areas of Francophonie, the economy, technology or society
- Word formation, identification and application of key vocabulary, sentence structure and text structure;
- Additional current topics from the news and other media;
- Reading - Writing - Discussing provided articles;
- Describing a problem and formulating an opinion;
- Developing and presenting a report in small groups, discussion of the problems presented within the report;
- Both guided and free text production.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours spent during instructor-led learning count as class hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The Portfolio-Exam is composed of 100 points divided amongst a presentation, a verbal exam, a written work sample, and a one-hour exam. The presentation and verbal exam account for 25 points each, the written work exam accounts for 20 points, and the exam accounts for 30 points.

Exam duration and scope

Presentation in the context of the Portfolio-Exam: ca. 15 - 20 minutes

Verbal exam in the context of the Portfolio-Exam: please refer to the general guidelines of the exam regulations

Written work sample in the context of the Portfolio-Exam: 1 - 2 pages

The precise requirements will be presented within the respective courses.

Requirements for participation**Recommended prior knowledge**

Prior knowledge at the B2 level (either by completing the preceding modules or through appropriate placement within the proficiency test).

Competency-based learning outcomes**Knowledge Broadening**

Students are capable of understanding and reproducing long and complexly structured texts about abstract or complex subjects, as well as grasping finer nuances of implicitly expressed attitudes and opinions.

Students will be introduced to specific forms of communication, such as negotiations and structured discussions.

Knowledge deepening

Students are capable of long, challenging and informative communication, for example, in the form of holding a presentation and engaging with complex questions and problems.

Knowledge Understanding

Students possess sufficient awareness to both perceive and act in accordance with cultural differences and influences in various business- and university-related topics and conventions.

Application and Transfer

Students are capable of writing comprehensive, well-structured essays about complex topics, researching and elaborating on appropriate examples, and developing corresponding justifications and subpoints. Students acquire academic work methods in the foreign language, such as reading and writing strategies, reports and discussions, and how to apply them.

Academic Innovation

Students are capable of following, evaluating and understanding new developments and trends within the economy.

Communication and Cooperation

Students are capable of explaining a problem, formulating their opinion, and arguing accordingly. Furthermore, they are capable of preparing a presentation and delivering a report front of a small group. They learn to conduct discussions about the various reports and presented problems and can write texts independently.

Academic Self-Conception / Professionalism

Students are capable of practicing their practical skills, for example, researching, discussing and negotiating. Students are capable of utilizing various databases to complete texts, term papers, and essays.

Literature

Die Lehrmaterialien werden von den Dozenten gestellt.

Applicability of the module

Linkage to other modules

The module French C1.1 builds upon the preceding module of French B2, where the knowledge and skills found under the "Recommended Prerequisites" section are developed.

Additionally, the module prepares students for the subsequent module of French C1.2. (Business French)

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Rath, Marion Ida

Teachers

- Rath, Marion Ida

[Back to Table of contents](#)

GROWTH AND DEVELOPMENT

Growth and Development

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1533 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1533
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The wealth and poverty of nations is the grand object of all enquiries in Political Economy (Malthus 1817). This course spans from the dawn of mankind to future scenarios and covers natural/man-made drivers /impediments of growth and development.

Teaching and learning outcomes

I. Fundamentals of Development - Government - Inequality - Culture - Geography, Climate, Natural Resources II. Accumulation and Growth - Physical Capital - Population - Human Capital III. Long-run Trends - Historical Episodes (incl. Collapses) - Future Population Dynamics - Resources, Environment, and Sustainability

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
41	Lecture	Presence	-
10	Practice	Presence	-
2	Examination	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
47	Preparation/follow-up for course work		-
25	Study of literature		-
25	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of two one-hour written examinations. The two written examinations are weighted by 50 points each.

Exam duration and scope

Written examinations: in accordance with the valid study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Recommended, but not a requirement: Microeconomics, Macroeconomics

Competency-based learning outcomes

Knowledge Broadening

Students who studied successfully know the key questions and concepts of growth and development (e.g. long-run determinants of the wealth and poverty of nations).

Knowledge deepening

They are able to identify causal chains between a given set of preconditions and its impact on prospects for growth and development.

Knowledge Understanding

Students develop an understanding of diverse aspects of growth and development, including technical knowledge and scientific reasoning (e.g. correlation vs. causation), and can evaluate respective proposals.

Application and Transfer

Students are able to apply economic instruments to growth and development issues and to develop own approaches in a multidimensional setting.

Academic Innovation

Students will be able to creatively use a selected set of economic tools and develop possible solutions.

Communication and Cooperation

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

Academic Self-Conception / Professionalism

Students will have developed an ability to abstract that allows them to apply economic concepts to current economic policy issues and make a multidimensional assessment.

Literature

Skala, M. (2021): Economic Models: <https://www.zemit.wi.hs-osnabrueck.de/econmodels2/index.html>
***** Primary Textbook: - Weil, D.N. (latest ed.): Economic Growth. ***** - Diamond, J. (1998): Guns, Germs and Steel. - Diamond, J. (2011): Collapse: How Societies Choose to Fail or Survive. - Easterly, William (2002): The elusive quest for growth – Economists' adventures and misadventures in the tropics. - Landes, David S. (1999): The Wealth and Poverty of Nations: Why Some Are So Rich and Some So Poor. - Meadows, D.H. u.a. (2004): Limits to Growth – The 30-Year Update. - Tainter, J. A. (2017): The Collapse of Complex Societies, 29th ed. - Other entries given in the lecture.

Applicability of the module

Linkage to other modules

The module is analytically linked to microeconomics, macroeconomics, and international economics, and together with other approaches, e.g. from geography and culture, provides a global framework in which all economic activities (whether business, private, or governmental) are embedded.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- International Economics and Sustainability
 - International Economics and Sustainability B.A. (01.09.2024)
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Skala, Martin

Teachers

- Skala, Martin

[Back to Table of contents](#)

HUMAN RESOURCE MANAGEMENT AND LEGAL SYSTEMS

Human Resource Management and Legal Systems

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0739 (Version 1) of 08.05.2024. Approval status: approved

Module identifier	22B0739
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

In business enterprises, labor law aspects and Human Resource Management (HRM) are of great relevance. The module serves the acquisition of basic knowledge in labor law as well as in HRM. Students learn to apply knowledge of labor law and business management to personnel issues and also acquire knowledge that is relevant to their position as applicants and employees.

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.

HRM: Students will get an overview of the relevant HRM functions and its impact on employees and the business.

Teaching and learning outcomes

Human Resource Management:

1. Basic concepts in human resource management 2. International aspects of HRM and current issues 3. Recruiting and employee selection 4. HR Development & Careers 5. Performance Management 6. Motivation and Leadership 7. Compensation 8. Flexibility & Lay-offs 9. Safety & Health

Legal Systems:

1. Different legal systems, especially common law and civil law 1.1. Outline of civil law principles 1.2. Outline of common law principles 2. Basics of English contract law 2.1. Offer and Acceptance 2.2. Consideration 2.3. Intention to create legal relations 2.4. Terms 2.5. Breach of Contract and Remedies 3. Comparison to German Contract Law 4. Applicable Law and International Jurisdiction

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
30	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
40	Preparation/follow-up for course work		-
30	Exam preparation		-
20	Study of literature		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Homework / Assignment

Exam duration and scope

Written examination: in accordance with the valid study regulations

Written paper (HA): approx. 10-15 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

none

Competency-based learning outcomes

Knowledge Broadening

Human Resource Management:

Students describe the various fundamental areas of human resource management and understand the interrelations between them. They can differentiate between terms and concepts of HRM and are able to explain them. They are able to select appropriate methods, e.g. 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 jurisdiction.

Knowledge deepening

Legal Systems: Students can evaluate the applicability of certain legal rules to business transactions. They can identify legal issues involved in such transactions against the background of different legal systems.

HRM: Students understand current issues of HRM and are able to explain advantages and disadvantages of alternative options in different HRM functions.

Knowledge Understanding

Legal Systems: Students can analyse legal issues and find solutions based on legal arguments. They can interpret legal rules to assess their scope of applicability.

HRM: Students can reflect methods and concepts of the field and its impact on employees.

Application and Transfer

Legal Systems: Students are able to apply their theoretical knowledge to factual scenarios. On this basis they can solve legal problems coming up in real life scenarios. Students can use their knowledge to design business processes in a legally sound way.

HRM: Students are able to apply HRM concepts and methods to typical (basic) HR challenges; e.g. they are able to suggest adequate selection tools for a certain business case.

Academic Innovation

Legal Systems: Students can critically reflect on the applicability of rules under changing circumstances. They can evaluate the scope and boundaries of legal rules against the background of the respective legal methodology in different jurisdictions.

Communication and Cooperation

Students are able to communicate their legal knowledge in such a way that a lay person can understand the legal problem and the possible ways to solve this problem.

Academic Self-Conception / Professionalism

Legal Systems: Students are aware of their basic understanding of legal principles. At the same time, students can critically reflect the boundaries of their ability to explore legal issues in niche areas.

Literature

Human Resource Management:

Mondy, R. Wayne; Martocchio, Joseph J. : Human Resource Management. Pearson

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

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

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

Trost, Armin (2019): Human Resource Strategies. Springer Gabler.

--> in the current edition

Additional literature is recommended at the beginning of each semester.

Legal Systems: McKendrick, Contract Law

Applicability of the module

Linkage to other modules

The legal systems part of this module is not linked to other modules.

HRM: This course is a requirement for the following courses, if students choose HRM as their major field.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Sutschet, Holger

Teachers

- Unknown person
- Sutschet, Holger

[Back to Table of contents](#)

INFORMATION MANAGEMENT

Information Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0736 (Version 1) of 05.12.2023. Approval status: approved

Module identifier	22B0736
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Driven by the trend of digitization, companies across industries are transforming their business processes by use of modern information systems und information technology. Therefore, this course introduces the field of information management to students of business sciences. Based upon the conceptual foundations of information systems, special emphasis is placed on the problem-oriented usage of state-of-the-art software products essential for business management across the value chain of modern companies.

Teaching and learning outcomes

1. The role of information systems in business: definition, structure and types of information systems in business domains.
2. Fundamentals of information technology: overview of the logical, mathematical and technical foundations of computer systems and networking.
3. End user computing: Techniques of personal information management and spreadsheet applications to solve business problems.
4. Data management: conceptual data modeling and usage of relational database management systems to cover business information demand.
5. Process management: introduction to notations and software tools appropriate for modelling business processes.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
65	Preparation/follow-up for course work		-
25	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Homework / Assignment or
- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of one written paper (HA) and a one-hour written examination (K1). The written paper and the examination are weighted by 50 points each.

Exam duration and scope

Written paper: approx. 15 pages plus appendix/attachment

Written examination: in accordance with the valid study regulations

Written paper of the portfolio exam: approx. 10 pages

Written examination of the portfolio exam: in accordance with the valid study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

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

Competency-based learning outcomes

Knowledge Broadening

Students have knowledge about the application of information systems at the operational level.

Knowledge deepening

Students identify the application domains of information systems to design structural and workflow organisation.

Knowledge Understanding

Students in the module will be able to evaluate concepts to implement digitalization at different levels and functional areas of the company

Application and Transfer

Students are qualified to solve business problems by use of spreadsheet applications and are able to cover business information demand using a database management system. They are capable to model business processes to create an informational basis for business improvement.

Academic Innovation

Students are capable to create and evaluate model artifacts (e.g., data models and process models) as a foundational basis for digitalization.

Communication and Cooperation

Students are able to communicate the benefits and potentials of information systems at the operational level.

Academic Self-Conception / Professionalism

Students are capable to comment and criticize model artifacts (e.g., data models and process models).

Literature

Dumas M, La Rosa M, Mendling J, Reijers H (2018) Fundamentals of Business Process Management, 2nd ed., Berlin.

Hess T (2022) Managing the Digital Transformation - A Guide to Successful Organizational Change, Wiesbaden.

Kroenke DM, Boyle RJ (2019), Using MIS, 11th ed., Harlow.

Laudon KC, Laudon JP (2021) Management Information Systems – Managing the Digital Firm, 17th ed., Harlow.

Maslyuk D (2021) Analyzing Data with Microsoft Power BI, Hoboken.

Applicability of the module

Linkage to other modules

The acquired competencies are helpful to deepen concepts of information systems in other business management courses. Furthermore, the competencies are relevant to carry out practice-oriented theses, which require the design and optimization of business processes and/or the analysis of digital data.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Bensberg, Frank

Teachers

- Bensberg, Frank

[Back to Table of contents](#)

INTERNATIONAL ECONOMICS

International Economics

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0719 (Version 1) of 24.06.2024. Approval status: approved

Module identifier	22B0719
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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.

Teaching and learning outcomes

1. Free trade vs. autarky
2. Protectionism, especially tariffs
3. Integration stages: Free trade area, custom union, common market
4. Balance of payments
5. Exchange rates, especially determinants
6. Exchange rate regimes: Fixed vs. flexible exchange rates, relevance of central banks, Currency unions
7. Trade policies and monetary policies
8. European aspects
9. Multilateral Institutions: IMF and WTO

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
58	Lecture	Presence	-
2	Examination	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
70	Preparation/follow-up for course work		-
20	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of two one-hour written examinations (K1). The examinations are weighted by 50 points each.

Exam duration and scope

Written examinations: in accordance with the valid study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

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

Competency-based 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.

Knowledge Understanding

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

Application and Transfer

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

Academic Innovation

Students will be able to creatively use a selected set of economic tools and develop possible solutions.

Communication and Cooperation

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

Academic Self-Conception / Professionalism

Students will have developed an ability to abstract that allows them to apply economic concepts to current international economic policy issues and make a multidimensional assessment.

Literature

Skala, M. (2021): Economic Models: <https://www.zemit.wi.hs-osnabrueck.de/econmodels2/index.html>
***** Krugman, P., Obstfeld, M. (latest ed.), International Economics -- Theory and Policy, Prentice Hall. ***** Other sources are given in the lecture.

Applicability of the module

Linkage to other modules

International economics is closely related to microeconomics and macroeconomics. In addition, it provides the framework for all international business activities addressed in business administration /management.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- International Economics and Sustainability
 - International Economics and Sustainability B.A. (01.09.2024)
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Skala, Martin

Teachers

- Skala, Martin

[Back to Table of contents](#)

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

International Human Resource Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0703 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B0703
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The process of procuring, allocating and effectively utilizing human resources in international business has an added level of complexity if compared to national human resource management. Therefore, this modul helps students to understand challenges of international human resource management and to develop appropriate strategies and HR tools. A special focus is set on international assignments.

Teaching and learning outcomes

- International companies and international human resource management
- Cultural differences especially regarding impacts of gender role expectations
- 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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
10	Learning in groups / Coaching of groups	Presence or online	-
20	Lecture	Presence	-
5	Practice	Presence or online	-
10	Individual coaching	Presence or online	-
10	Seminar	Presence	-
5	Examination	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
10	Work in small groups		-
20	Creation of examinations		-
15	Exam preparation		-
20	Study of literature		-
15	Preparation/follow-up for course work		-
5	Peer-Feedback		-
5	Self-Assessment		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Homework / Assignment or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of a one-hour examination and a written case study. Each element is weighted by 50 points.

Exam duration and scope

Written examination: In accordance with the valid study regulations.

Written paper: approx. 10-15 pages

Portfolio exam: Written examination (see above) and written case study: approx. 3-15 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

"Human Resource Management and Legal Systems"/ "Personalmanagement und Arbeitsrecht"

Competency-based 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.

Knowledge Understanding

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.

Application and Transfer

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.
- develop suitable HR tools that balance local needs and global integration.

Academic Innovation

After completing this course, students should be able to:

- determine the methodologies needed to obtain the required information for a chosen country from both primary and secondary resources.
- implement the appropriate methodologies in a research project
- critically reflect and interpret own reserach results

Communication and Cooperation

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.

Academic Self-Conception / Professionalism

After completing this course, students should be able to:

- to use information to reflect the impact of strategic decisions for mobility of employees, the development of international business activities, and society
- to give reasons own preferences in situations with alternative choices.

Literature

- Armstrong, Michael: Armstrongs´ Handbook of Human Resource Management Practice. London.
- Crawley, E. et al.: Introduction to International Human Resource Management. Oxford.
- Dowling, Peter J.; Festing, Marion; Engle, Allen D.: International Human Resource Management. Bath, Singapore.
- Ewards, Tony; Rees, Chris: International Human Resource Management. Harlow.

In the current Edition

Further literature will always be recommended at the beginning of the semester.

Applicability of the module

Linkage to other modules

This modul is based on completing "Personalmanagement und Arbeitsrecht" resp. "Human Resource Management and Legal Systems". It is interlinked and complementary to the moduls of the specialisation "Human Resource Management".

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Böhmer, Nicole

Teachers

- Böhmer, Nicole

[Back to Table of contents](#)

INTERNSHIP AND ACADEMIC PROJECT

Internship and Academic Project

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1836 (Version 1) of 13.05.2024. Approval status: approved

Module identifier	22B1836
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	18.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The „Internship and Academic Project“ is a compulsory internship with duration of 12 weeks. The internship can exceptionally be a practical project work to be agreed with the examiner.

In the academic project, the student has the opportunity to prepare a practical problem scientifically, to present it in writing and to present it on the basis of the subject-specific and interdisciplinary competences acquired in the previous studies.

Teaching and learning outcomes

-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.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 540 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
10	Individual coaching	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
530	Other		-

Requirements for the award of ECTS credit points

Ungraded exam

- Placement Report, written or
- Project Report, written

Remark on the assessment methods

Preparing and presenting a report on the Academic Project.

Exam duration and scope

Written practice report: approx. 10-15 pages

Written project report: approx. 10-15 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

none

Competency-based 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.

Knowledge Understanding

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.

Application and Transfer

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.

Communication and Cooperation

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.

Literature

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

Applicability of the module

Linkage to other modules

The academic project prepares students for the bachelor thesis.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Frie, Jan

Teachers

- Frie, Jan

[Back to Table of contents](#)

LOGISTICS IN INTERNATIONAL SUPPLY CHAINS

Logistics in International Supply Chains

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1788 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1788
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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.

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
15	Lecture	Online	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
25	Study of literature		-
45	Preparation/follow-up for course work		-
10	Work in small groups		-
25	Exam preparation		-

Further explanations

If an excursion is carried out (e.g. visit to a hospital or logistics centre), the lecturer-bound workload is as follows:

- 30 hours - lecture - online or present;
- 5 hours - supervised small groups online or present;
- 10 hours – excursion - present

Requirements for the award of ECTS credit points

Graded examination

- Homework / Assignment or
- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of a presentation (50 points) and an one-hour written examination (50 points).

Exam duration and scope

Written examination: in accordance with the valid study regulations

Written paper: approx. 10-15 pages

Portfolio exam:

- Presentation: approx. 20-40 minutes
- Written examination: in accordance with the valid study regulations

The requirements are specified in the relevant class.

Requirements for participation

Recommended prior knowledge

Knowledge of the fundamentals of logistics

Competency-based 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 who have successfully studied this module use methods and procedures of logistics management to formulate logistical solutions to problems from this subject area of international supply chains and present them in a well-structured and coherent form to different groups of people with different objectives.

Knowledge Understanding

The students can cope with common job-related abilities, skills and competences and deal with corresponding strategies and methods in a professional manner. They are able to systematically analyse and reflectively evaluate logistical issues in international supply chains.

Application and Transfer

Students who have successfully studied this module will be able to apply the methods learned to concrete logistical problem areas and systematically develop solutions.

Academic Innovation

Students who have successfully completed this module will be able to explain and communicate logistics management concepts to experts and other interested parties using various oral, written and technical forms of communication (discussion contribution, presentation, lecture, essay).

Communication and Cooperation

Students communicate and cooperate with other subject representatives as well as with people from outside the subject in order to responsibly solve a task within logistics management.

Academic Self-Conception / Professionalism

Students reflect critically on their professional actions in relation to social expectations and consequences.

Literature

- Donald J. Bowersox, David J. Closs, M. Bixby Cooper, and John C. Bowersox: Supply Chain Logistics Management, 4th edition, McGraw-Hill, current edition
- Alan Harrison, Remko van Hoek, Heather Skipworth: Logistics Management and Strategy, Competing through the supply chain, Pearson, Harlow et al., current edition
- Lu, Meng; De Bock, Joost, Sustainable Logistics and Supply Chains, 1. edition, 2016, Springer International Publishing Switzerland
- Simchi, D./Kaminsky, P./Simchi-Levi, E.: Designing & Managing the Supply Chain, 2nd edition, 2003
- Stopford, M.: Maritime Economics, 2nd or 3rd edition, 2003
- Waters, Donald: Global Logistics – new directions in supply chain management, 7th edition, 2014

Applicability of the module

Linkage to other modules

The module follows on from preceding modules in which the knowledge and skills listed under the item "Recommended prior knowledge" are promoted.

In addition, the module prepares students for more advanced modules from various subject areas. These subject areas include, in particular, the modules of the specialisations in logistics.

Which preceding and subsequent modules are specifically considered depends on the individual degree programmes. More detailed information on this can be found in the study plan in the respective valid study regulations.

Applicability in study programs

- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Freye, Diethardt

Teachers

- Freye, Diethardt

[Back to Table of contents](#)

MACROECONOMIC THEORY AND POLICY

Macroeconomic Theory and Policy

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1300 (Version 1) of 05.12.2023. Approval status: approved

Module identifier	22B1300
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
58	Lecture	Presence	-
2	Examination	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
40	Preparation/follow-up for course work		-
25	Study of literature		-
25	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of a one-hour written examination (K1) and a final one-hour written examination (K1). Each K1 is weighted by 50 points.

Exam duration and scope

Written examinations: in accordance with the valid study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Microeconomic Theory and Policy Math

Competency-based 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.

Knowledge Understanding

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

Application and Transfer

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

Academic Innovation

Students will be able to creatively use a selected set of economic tools and develop possible solutions.

Communication and Cooperation

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

Academic Self-Conception / Professionalism

Students will have developed an ability to abstract that allows them to apply economic concepts to current economic policy issues and make a multidimensional assessment.

Literature

Skala, M. (2021): Economic Models: <https://www.zemit.wi.hs-osnabrueck.de/econmodels2/index.html>
***** Krugman, Paul; Wells, Robin (latest ed.): Economics, 4. ed. Mankiw, N. Gregory; Taylor, Mark P. (latest ed.): Principles of Economics, 7. ed. ***** Other entries are given in the lecture.

Applicability of the module

Linkage to other modules

Macroeconomics is closely related to "Microeconomics" and "International Economics". In addition, it provides the framework for all business activities that are thematized in business administration /management.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Skala, Martin

Teachers

- Skala, Martin

[Back to Table of contents](#)

MANAGEMENT ACCOUNTING

Management Accounting

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0762 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B0762
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	Under cooperation with UMP in Malaysia, the module is offered every semester. The class is taught hybrid with the lecture taught in the home university hybrid. Students of the other university then attend online.
Duration	1 semester

Special features of the module

The module is taught together with UMP in Malaysia. The classes are partly online.

Module contents

Brief description

Controlling / Management Accounting is Accounting for managers and provides them with information to make decisions. It is based on financial records and internal data (budget) gathered by the business. Students majoring in Management Accounting/Finance are supposed to understand the role of Management Accounting in a company and the main concepts and methods. The Controlling class is based on Accounting theory, management accounting principles and case studies about international companies. This subject meets international standards of teaching managerial accounting.

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Exam preparation		-
30	Reception of other media or sources		-

Further explanations

For the class, online material is available on UVK-website (case studies and videos).

Requirements for the award of ECTS credit points

Graded examination

- Written examination

Exam duration and scope

Written examination: in accordance with the valid study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Completion of the module Financial Statements (IFRS).

Competency-based learning outcomes

Knowledge Broadening

Students majoring in Management Accounting/Finance are supposed to understand the role of Management Accounting and its concepts and methods. Based on knowledge of Financial Accounting the module broadens the Accounting knowledge for planning/budgeting/monitoring/reporting aspects.

Knowledge deepening

The subject deepens the knowledge based on the application of methods applicable in international Management Accounting. The module focus on the international syllabus of traditional and ABC-costing-based Management Accounting. Methods are explained and discussed in detail based on problem-oriented case studies.

Knowledge Understanding

Graduates are able to distinguish different Management Accounting systems (full cost systems vs. marginal costing) and can apply methods in Management Accounting, i.e. cost allocations. They understand the difference between traditional Management Accounting and process-based ABC and ABM. The graduates can prepare management reports and can understand/interpret reports, i.e. deviation and performance reports. Students also can apply Manufacturing Accounting in production firms.

Application and Transfer

Graduates can prepare a business plan/budget and understand the methods of cost planning for marginal accounting and activity-based costing. Students can prepare a flexible budget and run deviation analyses and prepare/understand deviation reports. They can take the role of an internal Accountant in a company or use their knowledge as consultants. They can design a Management Accounting system, i.g. by customizing SAP software.

Academic Innovation

Students learn Management Accounting by cases that have been prepared to focus on particular methods, e.g. product mix decisions based on CVP-Analysis, mergers and acquisition decisions, or risk management measurements.

Communication and Cooperation

Graduates can discuss concepts of Management Accounting and cost accounting systems and can apply technical terms in international Management Accounting. They can prepare reader-oriented Management Accounting reports.

Academic Self-Conception / Professionalism

Graduates understand the planning process (business plan, budgeting) and understand how decisions or circumstances (cost factors) impact Management Accounting information. The students know and can apply in Management Accounting textbook discussed methods and can reflect on and evaluate Accounting methods. Graduates understand the impact of different methods in Management Accounting on the recipients.

Literature

BERKAU/DARUN: Management Accounting and Asian Perspectives. 2e, BERKAU: Management Accounting 6e and the quoted literature therein.

Applicability of the module

Linkage to other modules

This module is related to "Financial Statements (IFRS)" and to the modules of the specialisation Finance and Control.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Berkau, Carsten

Teachers

- Berkau, Carsten

[Back to Table of contents](#)

MANAGEMENT CONCEPTS

Management Concepts

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0922 (Version 1) of 20.05.2024. Approval status: approved

Module identifier	22B0922
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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, enables them to critically reflect strategic positioning and contribute to strategy implementation by own behaviour. The knowledge and skills learned ensure students' employability in strategy as well as functional areas today and in the future.

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
105	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

Two alternative portfolio exams (PFP) are possible: PFP-1 comprises 100 points and consists of a paper /presentation (R) worth 50 points and a 1-hour written exam (K1) worth 50 Punkte. PFP-2 comprises 100 points and consists of a presentation (PR) worth 50 Punkte and a 1-hour written exam (K1) worth 50 Punkte.

The specific requirements will be announced and explained in detail in every course.

Exam duration and scope

Written examination: in accordance with the valid study regulations

Paper/presentation (R): approx. 15-20 minute presentation plus an accompanying paper of approx. 5-10 pages

Presentation (PR): approx. 20-30 minutes.

The specific requirements will be announced and explained in detail in every course.

Requirements for participation

Recommended prior knowledge

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.

Competency-based learning outcomes

Knowledge Broadening

Students who successfully complete this module are able to put management concepts for implementing strategic choices into practice, thereby ensuring the long-term success of organizations. They are able to relate and contrast the discussed management concepts to other strands of management literature and reflect on the opportunities and pitfalls of management concepts in today's business world. Students are able to explain the development of and rationale for the discussed management concepts and identify constraints for applying them in various business contexts, especially international ones. Finally, they are able to 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. They diagnose problems in change, project, innovation and process management and identify appropriate managerial approaches to address them. They can contrast the key differences between JIT and other traditional approaches to inventory management and can explain the link between JIT and quality. They recognize how value can be added by managing quality. Finally, they differentiate between cost reduction measures and lean management.

Knowledge Understanding

Students who successfully complete this module are able to select and apply elements of management concepts to implement strategic choices. Before implementing measures in business reality, however, they analyze the context (i.e. external and internal) in order to diagnose constraints and barriers. By synthesising these insights with their theoretical knowledge regarding management concepts, they are empowered to prepare effective plans and implement them in practice, hence contributing to solving managerial challenges.

Application and Transfer

Students who successfully complete this module are able to contribute to and manage, incl. analysing, facilitating and initiating operative processes and business projects within organizations that are deeply linked to long-term decisions and an organization's implementation of strategic positioning. This may include and affect change processes that require a thorough understanding of the theoretical concepts but also competences in prioritising measures, handling conflicts and managing resources.

Academic Innovation

Students who successfully complete this module are able to adapt management concepts and the associated tools to specific contexts, thereby designing meaningful measures that are based on theory but account for the specificities found in particular situations in practice.

Communication and Cooperation

Students who successfully complete this module are able to explain precisely the rationale, functionality and benefits of the discussed management concepts, which allows them to promote the advantages of management concepts to and mitigate the concerns among various stakeholders who might be affected by the measures. Students are able to collate, process and present necessary pieces of information regarding the implementation of management concepts. Finally, they can map complex processes in order to detect areas of improvement and develop recommendations for optimization.

Academic Self-Conception / Professionalism

Students who successfully complete this module appreciate the merits of management concepts for managing the long-term prospects of an organization. They are empowered to 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.

Literature

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

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

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

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

Applicability of the module

Linkage to other modules

The contents of the module prepare students for courses in which students are expected to develop managerial recommendations and suggest approaches for implementing them. These courses are: Applied Business Project and Project Management, Internship and Academic Project as well as Bachelor Thesis.

Applicability in study programs

- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Hofmann, Kay Hendrik

Teachers

- Hofmann, Kay Hendrik

[Back to Table of contents](#)

MANAGEMENT TOOLS AND ACADEMIC WRITING

Management Tools and Academic Writing

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1833 (Version 1) of 08.05.2024. Approval status: approved

Module identifier	22B1833
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	10.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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 processing complex texts. Finally, students' scientific writing skills are enhanced.

Teaching and learning outcomes

Management Tools:

1. Introduction: Terms and definitions
2. Overall View: Understanding strategy development
3. Tools to analyze the environment
4. Tools to identify strategic capabilities and analyze value chain activities
5. Tools to reveal stakeholder expectations and develop organizational purpose
6. Tools to understand cultural and historic constraints
7. Tools at the business level (competitive strategies)
8. Tools at the corporate level
9. International strategy tools
10. Measuring and monitoring strategy effectiveness

Academic Writing:

1. Introduction to scientific research methods
2. Writing scientific papers and assignments
3. Composing a concise literature review
4. Development of adequate research questions
5. Visualizing scientific findings and results
6. Presentation and communication skills
7. Using nonverbal communication
8. Working and collaborating in teams

Workload, teaching and learning methods

Overall workload

The total workload for the module is 300 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Lecture	Presence	-
45	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
105	Preparation/follow-up for course work		-
105	Creation of examinations		-

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The 100 points portfolio examination (PFP) consists of:

An academic paper (HA) worth 50 points and a one-hour exam (K1) worth 50 points.

Exam duration and scope

Academic paper (HA): approx. 10-20 pages

Exam (K1): 1 hour

The requirements are specified in the relevant class.

Requirements for participation

Recommended prior knowledge

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

Competency-based learning outcomes

Knowledge Broadening

Students who successfully complete this module are able to describe and contrast analytical tools to support decision-making relating to strategy development. They recognise and appreciate the benefits of structured analyses to develop organizations strategically. Students are able to interpret alternative options and can predict likely consequences of strategic decisions.

Students who successfully complete this module are able to define a research question in the field of management research by narrowing down a topic. They can compose a basic scientific research paper and are able to 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 and its stakeholders. They can identify constraints and interdependencies of strategic decisions and address them. Independent of context, students can diagnose and interpret strategic issues and articulate possible implications. Finally, students are able to differentiate between strategic management in different contexts (e.g. stable vs. dynamic environments).

Students who successfully complete this module are able to distinguish and appreciate different forms of academic resources (e.g. books, journals, newspapers, online resources, etc). They are able to develop and hold presentations for an academic/professional audience. Students understand the difference between team roles and tasks as well as group dynamics and comply with basic teamwork rules and appreciate them as an effective means to manage teams.

Knowledge Understanding

Students who successfully complete this module are able to select appropriate tools for addressing specific strategic matters and apply the tools and techniques. Hence, they demonstrate an ability to deal with unfamiliar strategic management problems in a variety of contexts and work towards a solution. By structuring complex strategic management problems and initiating analytical processes, they create evidence that allows them to develop options and select those that create the largest value for the organisation's stakeholders.

Students who successfully complete this module appreciate scientific literature as a powerful source of knowledge and information but at the same time critically reflect upon the methods employed, data used and conclusions drawn.

Application and Transfer

Students who successfully complete this module are able to apply tools of strategic analysis, including but not limited to techniques to investigate external developments, diagnose internal conditions and select adequate strategies. Furthermore, they can implement systems to monitor the effectiveness of the decisions and initiate corrective measures if needed.

Students who successfully complete this module integrate the structured and open-ended (i.e. free from any biases) approach of scientific/academic work into their professional behavior.

Academic Innovation

Students who successfully complete this module are able to interpret secondary and/or primary data in adequate ways to assess strategic decisions, dilemma and managerial issues. They can focus on a topic to develop a reasonable research question, identify relevant sources, structure the topic and formulate texts that conform with highest standards regarding scientific work.

Communication and Cooperation

Students who successfully complete this module are able to elaborate on strategic choices, explain the analytical processes and argue in favor of a certain strategic positioning. They are able to adopt different viewpoints on strategy to explain observable processes in organizations. By explaining implications of different scenarios and different strategies, they are able to convince and motivate stakeholders to support the strategic decisions made.

Students who successfully complete this module are able to present a complex management topic according to the needs of the audience. They can defend an opinion/conclusion vis-a-vis a critical audience and moderate/participate in a critical discussion with an informed audience. They respond to critical questions/comments from an audience. Finally, students communicate effectively within team structures so that problems and challenges can be addressed in a timely manner.

Academic Self-Conception / Professionalism

Students who successfully complete this module think and act strategically and understand the necessity for thorough analyses before decisions are made. They appreciate management tools for navigating in complex and dynamic environments. Finally, they integrate scientific methods in their occupational behavior which empowers them to conduct insightful analyses themselves but also to interpret and reflect upon third-party analyses/reports. Consequently, these competences improve their managerial decision-making.

Literature

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

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

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

Butterworth-Heinemann Ronggui, D. (newest edition), Key Project Management Based on Effective Project Thinking, Springer.

Applicability of the module

Linkage to other modules

The module prepares for and complements courses that cover the implementation of strategic decisions. These modules include but may not be limited to: Management Concepts, Applied Business Project and Project Management, Internship and Academic Project and the Bachelor Thesis.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Hofmann, Kay Hendrik

Teachers

- Hofmann, Kay Hendrik

[Back to Table of contents](#)

MICROECONOMIC THEORY AND POLICY

Microeconomic Theory and Policy

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1295 (Version 1) of 06.12.2023. Approval status: approved

Module identifier	22B1295
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Microeconomic principles and state intervention.

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
58	Lecture	Presence	-
2	Examination	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
40	Preparation/follow-up for course work		-
25	Study of literature		-
25	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 120 points and consists of a one-hour written examination (K1) and a final one-hour written examination (K1). Each K1 is weighted by 60 points

Exam duration and scope

Written examinations: : in accordance with the valid study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Mathematics (from school)

Competency-based 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.

Knowledge Understanding

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

Application and Transfer

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

Academic Innovation

Students will be able to creatively use a selected set of economic tools and develop possible solutions.

Communication and Cooperation

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

Academic Self-Conception / Professionalism

Students will have developed an ability to abstract that allows them to apply economic concepts to current economic policy issues and make a multidimensional assessment.

Literature

Skala, Martin (2022): Economic Models -- A Collection of Classics: Polypoly vs. Monopoly: <https://www.zemit.wi.hs-osnabrueck.de/econmodels2/polymono2.html> Landing Page: <https://www.zemit.wi.hs-osnabrueck.de/econmodels2/index.html> ***** Krugman, Paul; Wells, Robin (latest ed.): Economics. Mankiw, N. Gregory; Taylor, Mark P. (latest ed.): Principles of Economics. *****
Additional sources will be given in the lecture.

Applicability of the module

Linkage to other modules

Microeconomics is the nucleus of the entire business administration, especially with its subareas "Theory of the Firm", "Theory of Households" and "Market and Price Theory".

In addition, it leads directly to "Macroeconomic Theory and Policy" via the production function and to "International Economics" via the microeconomic understanding of the market.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Skala, Martin

Teachers

- Skala, Martin

[Back to Table of contents](#)

PRE-INTERMEDIATE CHINESE COURSE A2.2

Pre-Intermediate Chinese Course A2.2

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1587 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1587
Module level	Bachelor
Language of instruction	German, Chinese, English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Students will continue to develop their skills and competences at level A2 of the Common European Framework of Reference for Languages. The module prepares students to acquire language skills in business contexts.

Teaching and learning outcomes

- To develop basic knowledge of everyday, regional and economic topics;
- To strengthen and develop communicative skills in speaking, listening, reading and understanding;
- To review and consolidate basic grammar and vocabulary and to apply them in a variety of everyday communicative situations.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

Hours used in instructor-led learning are teaching hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

PFP-1) The portfolio examination is worth 100 points and consists of a 20-minute written examination (K20), a 90-minute written examination (K90), a presentation (PR) and an oral examination (M). The K20 is weighted at 10 points and the K90 at 50 points. The PR is worth 15 points and the M is worth 25 points.

PFP-2) The portfolio examination is worth 100 points and consists of a 20-minute written examination (K20), a 90-minute written examination (K90) and a presentation (PR). The K20 is weighted at 20 points, the K90 at 60 points and the PR at 20 points.

Exam duration and scope

Written examination as part of the portfolio examinations: See the relevant study regulations

Presentations as part of the portfolio examinations: approx. 15-20 minutes

Oral examination as part of the portfolio examination: See the general part of the examination regulations

The requirements are specified in the specific course.

Requirements for participation

Recommended prior knowledge

Elementary Chinese Course A2.1 or HSK 2

Competency-based learning outcomes

Knowledge Broadening

Students will be able to expand their basic vocabulary independently with the help of the dictionary and form sentences using the sentence structures they have learnt.

Knowledge deepening

Students will be able to structure complicated sentences in a grammatical way for a better understanding.

Knowledge Understanding

Students will be able to read and understand simple authentic texts and communicate in everyday conversational situations.

Application and Transfer

By producing oral and written texts, as well as discussing and making short presentations, students acquire a solid basis for dealing with more complex general communicative situations.

Communication and Cooperation

Students are able to understand and use the language they have learnt in a culturally appropriate way in more complex everyday general language situations, including in simple university and work-related situations.

Literature

- Unvergessliches Chinesisch, Stufe C. Lehrbuch Taschenbuch, 7. Mai 2015, ISBN-13-978-3940497611, 2. Auflage, Herausgeber: Hefei Huang Verlag GmbH
- Chinesische Grammatik für Deutsche: Ein Lehr- und Übungsbuch mit Lösungen, Taschenbuch – 25. März 2015, ISBN-13-978-3875487152, 2. Auflage, Herausgeber: Buske, H

Applicability of the module

Linkage to other modules

This module builds on the module "Elementary Chinese Course A2.1" and prepares students for the module "Chinese: Practical Training in Business Contexts".

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Lackner, Ying

Teachers

- Lackner, Ying

[Back to Table of contents](#)

PRINCIPLES OF BUSINESS MANAGEMENT

Principles of Business Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0741 (Version 1) of 15.01.2025. Approval status: approved

Module identifier	22B0741
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Special features of the module

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.

Module contents

Brief description

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

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
105	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam

Remark on the assessment methods

Portfolio examination with a total of 100 points consists of a report (presentation with a written report) and one-hour written examination with 50 points each.

Exam duration and scope

Written examination: in accordance with the valid study regulations

Portfolio examination: Presentation: approx. 15-25 minutes with written report: approx. 5-10 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

None

Competency-based 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.

Application and Transfer

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.

Literature

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

Applicability of the module

Linkage to other modules

The course forms the basis for more advanced courses in the Bachelor's program. In the following courses, the fundamentals of business administration can be used.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- International Economics and Sustainability
 - International Economics and Sustainability B.A. (01.09.2024)
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Kaur-Lahrmann, Ravinder

Teachers

- Kaur-Lahrmann, Ravinder

[Back to Table of contents](#)

PRINCIPLES OF EVENT MANAGEMENT

Principles of Event Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1293 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1293
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

This module introduces students to the event market. It provides an overview of the different types of events, key stakeholders, the economic importance of events for cities and (tourism) destinations as well as current developments and future trends. Students also gain insights into the management of events, especially project management, but also service and quality management. Another focus is placed on the area of event sustainability.

Teaching and learning outcomes

1. Introduction to the event market and its key players and stakeholders
2. Project management for events (waterfall method / agile project management)
3. Event types and typologies
 - 3.1 Trade fairs and exhibitions
 - 3.2 Congresses, conferences and meetings
 - 3.3 Corporate events
 - 3.4 Sports, cultural and leisure events
 - 3.5 Non-profit events
 - 3.6 Event sponsoring
4. Current issues in event management
 - 4.1 Legal issues and risk management
 - 4.2 Economic, environmental and social impacts of events
 - 4.3 Sustainable event management
 - 4.4 Current trends and future developments

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
15	Learning in groups / Coaching of groups	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Preparation/follow-up for course work		-
30	Work in small groups		-
15	Study of literature		-
30	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

PFP-1 consists of a one-hour written exam (K1), a presentation (PR) and a written project report (PSC). Students can achieve a maximum of 100 points: 50 points for the exam (K1), 10 points for the presentation (PR) and 40 points for the written project report (PSC).

PFP-2 consists of a written project report (PSC) and a presentation (PR). Students can achieve a maximum of 100 points: 30 points for the presentation (PR) and 70 points for the written project report (PSC).

Exam duration and scope

Written exam: according to the valid study regulations

Written project report: approx. 15-20 pages

Presentation: approx. 15 minutes

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

none

Competency-based learning outcomes

Knowledge Broadening

Students who have successfully completed this module can distinguish between different types of events and identify all important players and stakeholders that are part of the event industry. They can elaborate on the significance of events for place and destination marketing and the important contribution to a country's economy. Students recognise the special nature of events as services and the associated requirements for quality management. They appraise project management as the basis for successful event management.

Knowledge deepening

Students who have successfully completed this module can apply the procedures, methods and tools of project management and transfer them to practice. They can independently create and evaluate event budgets.

Knowledge Understanding

Students who have successfully completed this module critically examine and evaluate the various economic, environmental and social impacts of events. They are able to formulate reliable predictions about the opportunities and risks of events and assess the associated consequences.

Application and Transfer

Students who have successfully completed this module recognise, grasp and assess decision-making processes and management structures in the event market based on case studies from practice.

Communication and Cooperation

Students who have successfully completed this module can formulate professional and factual problem solutions to challenges of all kinds in the planning and execution of events. In doing so, they particularly evaluate, reflect and consider the many different perspectives and interests of all event stakeholders.

Academic Self-Conception / Professionalism

Students who have successfully completed this module develop a comprehensive professional self-image that is oriented towards goals and standards of professional action in different fields of the events industry – an industry that is highly practice-orientated and interdisciplinary.

Literature

Allen, J.; Harris, R.; Jago, L.; Tantrai, A.; Jonson, P.; D'Arcy, E. (2021). Festival and Special Event Management (Essentials Edition). Wiley, Milton.

Arcodia, C. (2022). (Ed) The Routledge Handbook of Business Events. Routledge.

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

Bladen, C.; Kennell, J.; Abson, E.; Wilde, N. (2018). Events Management: An introduction. Second edition. Routledge.

Davidson, R. (2019). Business Events. Second edition. Routledge.

Ferdinand, N.; Kitchin, P.J. (2017). Events Management: An International Approach. Second Edition. Sage.

Getz, D.; Page, S.J. (2016). Event Studies: Theory, research and policy for planned events. Third edition. Routledge

Jones, M. (2022). Sustainable Event Management: A practical guide. Third edition. Earthscan.

Pielichaty, H.; Els, G.; Reed, I.; Mawer, V. (2016). Events Project Management. Routledge.

Reic, I. (2017). Events Marketing Management: a consumer perspective. Routledge.

Salama, M. (2021). Event Project Management: Principles, Technology and Innovation. Goodfellow Publishers.

Werner, K.; Ding, Y. (2020). Events: Future, trends, perspectives. Utb Verlag, München.

Applicability of the module

Linkage to other modules

Together with the module "Veranstaltungsrecht" and the module "Veranstaltungsmanagement in der Praxis" (or "Applied Event Management" in English), this module forms the "Schwerpunkt Veranstaltungsmanagement" in the degree programmes listed below.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Werner, Kim

Teachers

- Werner, Kim
- Unknown person

[Back to Table of contents](#)

PRINCIPLES OF INTERNATIONAL MARKETING

Principles of International Marketing

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1796 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1796
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Special features of the module

This module will be attended abroad.

Module contents

Brief description

In this module students will learn the key concepts and theories involved in international marketing. As a result they will develop capabilities to understand the complex environment and resulting challenges faced by international companies and be able to critically assess their responding strategies. Additionally, students will consider the need to adapt marketing mix elements for specific international target markets and will finally be able to evaluate success factors for international brands.

Teaching and learning outcomes

1. Reasons for Internationalization
2. Pathways of Internationalization
3. Target country selection processes
4. Target country entry modes
5. Cultural aspects and buying behaviour
6. International Segmentation, Targeting and Positioning
7. International Marketing Mix
8. International Branding

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Exam preparation		-
50	Preparation/follow-up for course work		-
25	Work in small groups		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of a written paper and an one-hour written examination. The Written paper (HA) and the written examination are weighted by 50 points each.

Exam duration and scope

Written examinations: in accordance with the valid study regulations

Written paper: approx. 10-15 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Basic knowledge of marketing

Competency-based learning outcomes

Knowledge Broadening

Students understand key challenges in international marketing management in detail (e.g. standardization vs. adaptation, managing feedbacks from country markets, managing strategic flexibility etc.)

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, particularly under careful consideration of a given complexity of coordination.

Knowledge Understanding

Students will be able to analyse complex case studies and apply it to real life situations and will also be able to evaluate internationalization strategies with focus on cultural adaptation, segmentation & positioning, marketing mix and branding.

Application and Transfer

Students will be able to create a sophisticated concept of an internationalization strategy for different kinds of products and / or services.

Communication and Cooperation

Students will be developing specific soft skill competencies:

- Consciousness of foreign cultures
- Communication skills (e.g. class discussions, presentations, written communication)
- Team work in international groups

Academic Self-Conception / Professionalism

Students will be able to critically evaluate their own analysis and resulting strategies and marketing plans in scientific and practical dimensions.

Literature

Burmann, C., Riley, N, Halazovich, T., Schade, M.: Identity-Based Brand Management: Fundamentals—Strategy—Implementation—Controlling, Springer: current edition

Hollensen, S.: Global Marketing, Pearson: current edition

Keegan, Warren J., Green, Mark C.: Global Marketing, Pearson: current edition

Kitchen, Philip J., Tourky, Marva E.: Integrated Marketing Communications: A Global Brand-Driven Approach, Palgrave Macmillan: current edition

Kotabe, M, Helsen K.: Global Marketing Management, Wiley: current edition

Kotler, P. , Keller, Kevin L., Brady M., Goodman T., Hansen T.: Marketing Management, Pearson: current edition

Mooij, M.: Global Marketing and Advertising: Understanding Cultural Paradoxes, SAGE Publications: current edition

Individual collection of case studies

Applicability of the module

Linkage to other modules

The module is related to the other modules of the Marketing specialization.

Applicability in study programs

- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Franke, Jürgen

Teachers

- Franke, Jürgen

[Back to Table of contents](#)

PRINCIPLES OF MARKETING

Principles of Marketing

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1756 (Version 1) of 08.11.2024. Approval status: approved

Module identifier	22B1756
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	Summer and winter term
Duration	1 semester

Special features of the module

This lecture is designed as an introduction to marketing.

Module contents

Brief description

Marketing is of central importance to companies for the successful cultivation of markets, for value-creating customer loyalty and for sustainable and digital business. To implement their market orientation, companies must optimally design and coordinate their processes, structures and content within the framework of marketing management.

Teaching and learning outcomes

Course contents are:

- General basics of marketing
- Relevant theories and methods
- Marketing planning and process: Selected aspects of strategic and operational marketing as well as marketing controlling
- Exercises and case studies for practical transfer

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
45	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Study of literature		-
35	Exam preparation		-
40	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Oral presentation, with written elaboration or
- Portfolio exam

Remark on the assessment methods

- The portfolio examination comprises 100 points and consists of a one-hour written examination (K1) and a term paper (HA).
- K1 and HA are each weighted with 50 points.

Exam duration and scope

- Written examination: See valid study regulations
- Presentation (with written paper): Presentation (approx. 15-25 minutes) plus written paper (approx. 5 pages).
- Term paper as part of the portfolio examination: Approx. 10-15 pages.
- The requirements are specified in the respective course.

Requirements for participation

Recommended prior knowledge

none

Competency-based learning outcomes

Knowledge Broadening

Students who have studied this module have a broad basic knowledge of marketing. They can explain and classify essential theories, methods and contents, exemplify them with examples and apply them fundamentally.

Knowledge deepening

The students have a sound knowledge of selected theories, methods and contents. They understand, interpret and discuss relevant marketing topics and decisions and are able to deepen their knowledge independently.

Knowledge Understanding

Students can classify, analyse and comment on relevant marketing topics. They can reflect on their own arguments as well as those of others, check them and weigh them against each other against the background of professional plausibility.

Application and Transfer

- Students learn, analyse and interpret relevant theories, methods and contents.
- Students apply their knowledge in exercises and case studies and develop practical solutions in line with the state of the art.
- Students know the specific vocabulary in marketing and can use it correctly in relation to the situation.

Academic Innovation

Students learn the basics of marketing and develop innovative approaches to solving problems by working on selected problems within the framework of exercises and case studies.

Communication and Cooperation

- Students can present their work results orally and in writing in a clearly structured form, using appropriate specialist vocabulary.
- Students can reflect on and take into account different points of view and arguments.
- Students can identify solutions to problems in the subject area and justify them methodically in discourse with representatives of the subject area and with people from outside the subject area.
- Students can communicate appropriately with representatives of the subject area and with people from outside the subject area.

Academic Self-Conception / Professionalism

Students learn to assess the necessary qualification profile for professional action in marketing and to review and critically reflect on their own role as well as their consumer behaviour.

Literature

1. Masaaki Kotabe, Kristiaan Helsen: Global marketing management, current edition
2. Gary Armstrong / Philip Kotler / Marc Oliver Opresnik: Marketing: An Introduction. Global Edition, current edition

Applicability of the module

Linkage to other modules

On the one hand, this basic course imparts central knowledge about marketing; on the other hand, it serves as a foundation for more in-depth courses. In the area of International Management these include in particular the courses: Digital Marketing and Analytics and Advanced Topics in Marketing (abroad).

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Franke, Jürgen

Teachers

- Franke, Jürgen

[Back to Table of contents](#)

PROCUREMENT AND PRODUCTION LOGISTICS

Procurement and Production Logistics

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0818 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B0818
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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.

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam or
- Homework / Assignment

Remark on the assessment methods

The portfolio exam covers 100 points and consists of one presentation (PR) and a one-hour written examination (K1). The presentation and the examination are weighted by 50 points each.

Exam duration and scope

Written examination: in accordance with the valid study regulations

Written paper: approx. 10-15 pages

Portfolio exam:

- Written exam: in accordance with the valid study regulations
- Presentation: approx. 15 minutes

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

basics of logistics, motivation for production supply

Competency-based 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.

Literature

- 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

Applicability of the module

Linkage to other modules

This module is related to the other modules from the study specialization Procurement and Production Management.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Freye, Diethardt

Teachers

- Freye, Diethardt

[Back to Table of contents](#)

PRODUCTION, LOGISTICS AND PROCUREMENT

Production, Logistics and Procurement

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1758 (Version 1) of 22.01.2025. Approval status: approved

Module identifier	22B1758
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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.

Teaching and learning outcomes

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

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Lecture	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Homework / Assignment or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of one-hour written examination and a presentation, which are weighted by 50 points each.

Exam duration and scope

Written exam: see valid study regulations

Term paper: approx. 10-15 pages

Presentation of the portfolio exam: approx. 20-40 minutes

The requirements are specified in the respective course.

Requirements for participation

Recommended prior knowledge

Fundamentals of business administration

Competency-based 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.

Knowledge Understanding

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.

Application and Transfer

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.

Communication and Cooperation

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.

Literature

/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

Applicability of the module

Linkage to other modules

The module Production, Logistics and Procurement prepares students for the modules in the Logistics Innovation specialization.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Freye, Diethardt

Teachers

- Freye, Diethardt

[Back to Table of contents](#)

RUSSIAN A1 (BASIC COURSE)

Russian A1 (Basic Course)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1616 (Version 1) of 13.01.2025. Approval status: approved

Module identifier	22B1616
Module level	Bachelor
Language of instruction	German, Russian
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Special features of the module

Learners with no Russian skills acquire the very basics of the German language with regards to reading and listening comprehension and oral and written communication. The main focus is on communicating in everyday situations and the basic aspects of Russian grammar such as verb conjugation and declination of nouns.

Module contents

Brief description

Learners with no Russian skills acquire the very basics of the German language with regards to reading and listening comprehension and oral and written communication. The main focus is on communicating in everyday situations and the basic aspects of Russian grammar such as verb conjugation and declination of nouns.

Teaching and learning outcomes

Short and very simple listening and reading texts on topics relating to your own needs or person

Filling in a form with personal details

Dialogs on situations from everyday life; greetings, introducing yourself; ordering food and drink; date and time expressions

Basic grammar according to level A1.1

Pronunciation training at sound and word level

Short phrases for personal introductions

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Work in small groups		-

Further explanations

The hours used in the Lecturer based learning Learning field are instructional hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

PPF-1: The portfolio examination is worth 100 points and consists of a one-hour written examination (K1) and an oral examination (M). Each element is weighted with 50 points.

PPF-2: The portfolio examination is worth 100 points and consists of two 30-minute written examinations (K30) and two oral examinations (M). Each element is weighted with 25 points.

Exam duration and scope

Written examination as part of the portfolio examination: See the respective valid study regulations

Oral examination as part of the portfolio examination: see general section of the examination regulations

The requirements are specified in the respective specific course.

Requirements for participation

Recommended prior knowledge

none

Competency-based learning outcomes

Knowledge Broadening

Students in this module are able to understand and write short general language texts (forms, short emails, text messages).

Thanks to basic grammar and vocabulary, they are able to establish basic social contact and communicate in general language situations when speaking slowly and clearly.

Students expand their linguistic competence and observe basic orthographic and phonetic rules.

Knowledge deepening

After completing the module, students will be able to understand and respond to short questions about themselves or well-known people and places.

Application and Transfer

Students will be able to use basic grammatical and syntactical structures as well as a basic vocabulary of general language and find their way around and express themselves in familiar communication situations.

After this course, they will be able to understand simple, clearly spoken sentences that refer to themselves; to follow a conversation if it is about a familiar everyday topic and is spoken slowly. In addition, students can introduce themselves and other people orally and in writing and report on and enquire about their own interests, preferences, abilities, plans, projects and hobbies.

Academic Innovation

Students can communicate in a simple way if the other person speaks slowly and clearly and is willing to help.

They can use simple words to express themselves on topics of general interest and exchange the most important information, also paying attention to non-verbal signals.

By learning elementary cultural characteristics in the respective language area, students develop a better sensitivity for the connections between language and culture, which enables better communication.

Communication and Cooperation

After completing the module, students can understand very simple, familiar sentences about familiar people and places and express themselves using simple, isolated and memorized phrases. Conversation is entirely dependent on statements and questions being formulated in very simple language and repeated and rephrased more slowly if they are not understood.

The students are therefore at the initial A1 level. In the global scale of the Common European Framework of Reference for Languages (CEFR), this elementary use of language at level A1 is described as follows:

"Can understand and use familiar, everyday expressions and very basic phrases aimed at the satisfaction of concrete needs. Can introduce him/herself and others and ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can communicate in a simple way if the other person speaks slowly and clearly and is prepared to help." (CEFR/ Brief information 2004: p. 3).

Literature

Lehrbuch "Most" Modernes Russisch, Arbeitsbuch, Grammatiktafel Russisch

Applicability of the module

Linkage to other modules

The module prepares students for the advanced module Russian A2.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Roussanova, Ekaterina

Teachers

- Roussanova, Ekaterina

[Back to Table of contents](#)

RUSSIAN A2

Russian A2

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1617 (Version 1) of 20.06.2024. Approval status: approved

Module identifier	22B1617
Module level	Bachelor
Language of instruction	Russian, German
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

This module builds on level A1 and ensures general language skills.

The module is aimed at students who have successfully passed Russian A1 (basic course) or can otherwise prove that they have reached Russian A2 level.

Teaching and learning outcomes

- Expansion of basic knowledge on the basis of everyday, regional and economic topics;
- Strengthening and further development of communicative skills in speaking, listening, reading and understanding;
Repetition and consolidation of basic grammar and vocabulary as well as their application in various everyday communication situations;
- Exercises in grammar, idioms, lexis and syntax; in-depth communication exercises; reading didactic and easy authentic texts; oral and written text reproduction

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours used in the Lecturer based learning Learning field are instructional hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

The portfolio examination is worth 100 points and consists of a one-hour written examination (K1), a presentation (PR) and an oral examination (M). K1 is weighted with 50 points. PR and M are each weighted with 25 points.

Exam duration and scope

Written examination as part of the portfolio examination: See the respective valid study regulations

Oral examination as part of the portfolio examination: see general section of the examination regulations

Written paper as part of the portfolio examination: approx. 5-10 pages

Presentation as part of the portfolio examination: approx. 5-10 minutes

The requirements are specified in the respective specific course.

Requirements for participation

Recommended prior knowledge

Russisch A1 (Grundkurs) bzw. bestandener Einstufungstest für das Niveau A2 oder höher

Competency-based learning outcomes

Knowledge Broadening

The module consolidates and secures general language skills and prepares students for the acquisition of technical language skills at level B1

Knowledge deepening

Basic grammatical and syntactic structures are repeated and consolidated and continuously developed so that students can use them in everyday communication situations.

Application and Transfer

- Individual presentations, group work and discussions on more complex everyday language topics
- Oral and written text productions on more complex everyday language issues and simple business language

Communication and Cooperation

With the help of oral and written text production as well as discussions and short presentations, students acquire a solid basis for acting in a culturally appropriate manner in more complex general language communication situations. Simple technical language structures are developed, thus laying the foundation for the acquisition of specific language skills in the following module.

Literature

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

Applicability of the module

Linkage to other modules

The module builds on the previous module Russian A1.

It prepares students for the advanced modules of the specialization "Business - Russian".

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Roussanova, Ekaterina

Teachers

- Roussanova, Ekaterina

[Back to Table of contents](#)

RUSSIAN B1 (LANGUAGE FOR SPECIFIC PURPOSES- BUSINESS)

Russian B1 (Language for Specific Purposes-Business)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1618 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1618
Module level	Bachelor
Language of instruction	Russian
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The Russian B1 module leads to the further development of skills at level B1 of the Common European Framework of Reference for Languages. The course enables students to use the language more independently in everyday, professional and academic situations, taking into account cultural particularities.

In order for students to be more confident in academic and professional situations, they must achieve an appropriate level of foreign language proficiency.

The main aim of this module is therefore to prepare students for higher education and/or employment in the world of business and management, where English/Spanish is the language of choice.

management where English/Spanish, etc. is spoken or used as a business language.

The module focuses on improving students' ability to communicate effectively in a variety of contexts by practicing and refining the key skills of speaking, reading, writing and listening.

The main focus of this module is on business language training, which serves to ensure confidence in dealing with subject-specific contexts.

Teaching and learning outcomes

- Reading, analysis and discussion of selected articles from textbooks and the foreign-language specialist press
- business terminology
- Written text production (e.g. business correspondence)
- Discussions and short presentations
- Repetition of grammatical and idiomatic structures in a specialist context

- Reading and listening comprehension strategies
- Language use and learning techniques
- Repetition of grammatical and idiomatic structures in a technical context

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours used in the Lecturer-based learning field are teaching hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

The portfolio examination (PFP-1) is worth 100 points and consists of a one-hour written examination (K1) and an oral examination (M). K1 and M are each weighted with 50 points.

The portfolio examination (PFP-2) is worth 100 points and consists of a written assignment (HA) and an oral presentation (PR). HA and PR are each weighted with 50 points.

Exam duration and scope

Written examination as part of the portfolio examination: See the respective valid study regulations

Oral examination as part of the portfolio examination: see general section of the examination regulations

Written assignment as part of the portfolio examination: approx. 10 pages

Presentation as part of the portfolio examination: approx. 5-10 minutes

The requirements are specified in the relevant class.

Requirements for participation**Recommended prior knowledge**

Russian A2 (advanced course) or passed placement test for level B1 or higher

Competency-based learning outcomes**Knowledge Broadening**

Learners can understand authentic texts on economic and social topics in Russia, reproduce them in a linguistically correct form and describe problem areas. They can research and present topics independently

Knowledge deepening

Knowledge of specialist vocabulary is expanded. In addition, increasingly complex grammatical, syntactic and idiomatic structures enable increasingly confident use in specialist contexts.

Knowledge Understanding

Students are able to report on current topics, economic players and trends in the relevant language area and explain connections.

In addition, they develop a broader understanding of the cultural characteristics of the target language countries in both a general and specialist context.

Application and Transfer

Students can distinguish and use technical terms in the foreign language [MA1].

They are able to understand economic contexts relatively independently and write specialist articles /business letters.

Students can create an (English) CV for job applications and are able to successfully take part in an interview.

They will be able to conduct and participate in discussions and conversations by explaining, justifying, defending and responding to their own opinions, points of view and plans.

They will be able to prepare and give subject-specific presentations.

Academic Innovation

Students are able to independently research, analyze and present specific topics of relevance to society as a whole

Communication and Cooperation

Students are able to communicate relatively confidently in the foreign language in subject-specific and university-specific contexts.

They can respond to questions (on specialist topics), lead a discussion and take part in a team discussion.

By learning the cultural characteristics of the respective language area and using extended vocabulary, students will be able to communicate relatively appropriately.

They develop a sensitivity for the connections between language and culture, which enables better intercultural communication.

Academic Self-Conception / Professionalism

Students are familiar with technical (business) terminology and case studies in a business context.

They have a better assessment [MA1] of their own language skills and know how to further develop their language skills if necessary.

Students develop a better [MA2] understanding of specialist literature and are better [MA3] prepared for later participation in (English-language) international conferences.

The skills acquired prepare students to take on management positions later on.

Literature

Aktuelle Zeitungsartikel, Script "Wirtschaftsrussisch- Mittelstufe"

Applicability of the module

Linkage to other modules

The Russian B1 module prepares students for the Russian B2.1 module

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Roussanova, Ekaterina

Teachers

- Roussanova, Ekaterina

[Back to Table of contents](#)

RUSSIAN B2.1 (LANGUAGE FOR SPECIFIC PURPOSES)

Russian B2.1 (Language for Specific Purposes)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1619 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1619
Module level	Bachelor
Language of instruction	Russian
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Level B2.1 covers technical language training and prepares students for studies and internships abroad

Teaching and learning outcomes

- Reading, analysis and discussion of authentic specialist texts on economic events in the respective language area
- In-depth study of topics in presentations, discussions and project work
- Exercises on text structure and presentation of complex contexts
- Consolidation of grammar, syntax and conversation structure
- Case studies on intercultural differences

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours used in the Lecturer-based learning field are teaching hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

PFP-1) The portfolio examination comprises 100 points and consists of a one-hour written examination (K1) and an oral examination (M). Each element is weighted with 50 points.

PFP-2) The portfolio examination comprises 100 points and consists of a term paper (HA) and a presentation (PR). Each element is weighted with 50 points.

Exam duration and scope

Written exam: See the respective valid study regulations

Oral examination as part of the portfolio examination: see general part of the examination regulations

Term paper as part of the portfolio examination: approx. 10 pages

Presentation as part of the portfolio examination: approx. 5-10 minutes

The requirements are specified in the respective course.

Requirements for participation

Recommended prior knowledge

Russian B1 (business language) or passed placement test for level B2 or higher

Competency-based learning outcomes

Knowledge Broadening

Learners can fulfill the tasks required of them during their studies and internships in Russian-speaking countries: They can independently research, analyze and present specific topics in economics and business administration and deal with basic company processes with linguistic competence. They have knowledge of the economic and social structure.

Literature

Lehrbuch "Wirtschaftsrussisch"; Fachartikel und Internetrecherchen

Applicability of the module

Linkage to other modules

This module prepares students for the Russisch B2.2 module.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Roussanova, Ekaterina

Teachers

- Roussanova, Ekaterina

[Back to Table of contents](#)

SOCIETAL PERSPECTIVE ON SUSTAINABLE DEVELOPMENT

Societal Perspective on Sustainable Development

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1399 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1399
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

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.

Teaching and learning outcomes

1. Basic concepts of sustainable development
 1. History and definitions of SD
 2. Possible approaches to SD (e.g. weak vs. strong sustainability)
 3. Local vs. global ecological limits, ecological footprint, planetary boundaries
2. SD as an ethical objective
 1. Ethical foundations of SD (from anthropocentric to holistic)
 2. Reconstruction of SD as a concern for comprehensive justice
 3. Arbitrating between conflicts of interest
3. Politics of SD
 1. SD in local, national and global political spheres
 2. Theories of societal transformation
 3. Individual, corporate and political action

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
15	Practice	Presence or online	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
50	Study of literature		-
30	Preparation/follow-up for course work		-
5	Reception of other media or sources		-
20	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Homework / Assignment or
- Portfolio exam

Remark on the assessment methods

Portfolio exam with a total of 100 points, consisting of a one-hour written exam and a written assignment with a maximum of 50 points each.

Exam duration and scope

Written examination: in accordance with the valid study regulations

Assignment: The written assignment should be about 12 to 18 pages.

Portfolio exam: The written assignment should be about 6 to 10 pages.

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Students taking this course are expected to have elementary knowledge of economics as taught in most introductory economics or microeconomics courses. Students without such preknowledge or those who need to refresh their memory should take any introductory economics textbook and study the chapters covering the homo oeconomicus decision making model, perfect competition and market failures.

Competency-based 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 and objectives.

Knowledge deepening

Students develop a differentiated understanding of SD challenges.

Knowledge Understanding

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

Application and Transfer

Students can apply central SD concepts to specific SD challenges in order to identify the relevant conflicting interests, constraints and required transformations.

Communication and Cooperation

Students can understand, describe and explain competing points of view on SD.

Academic Self-Conception / Professionalism

Students acquire a more differentiated understanding of rational judgment that enables them to develop a differentiated and well-grounded own position on SD controversies and to discuss the merits of evidence and arguments.

Literature

- Anand, Sudhir; Sen, Amartya K. 2000. Human Development and Economic Sustainability. *World Development* 28 (12): 2029–2049.
- Raworth, Kate. 2017. *Doughnut economics: Seven ways to think like a 21st century economist*. London: Random House.
- Rockström, Johan; Steffen, Will et al. 2009. A safe operating space for humanity. *Nature* 461 (7263): 472–475.
- Schneidewind, Uwe; Augenstein, Karoline. 2016. Three Schools of Transformation Thinking: The Impact of Ideas, Institutions, and Technological Innovation on Transformation Processes. *Gaia-Ecological Perspectives for Science and Society* 25 (2): 88–93.
- Sen, Amartya K. 2013. The Ends and Means of Sustainability. *Journal of Human Development and Capabilities* 14 (1): 6–20.

Applicability of the module

Linkage to other modules

This course is part of the specialization "Sustainable Economy and Sustainable Development". As such, it interlinks with the courses "Corporate Social Responsibility" and "Growth and Development". Taking all three courses will provide students with a broad perspective on and deep understanding of SD and what it means for the economy and for business.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- International Economics and Sustainability
 - International Economics and Sustainability B.A. (01.09.2024)
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Hirata, Johannes

Teachers

- Hirata, Johannes

[Back to Table of contents](#)

SPANISH A2 (ADVANCED COURSE)

Spanish A2 (Advanced Course)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1622 (Version 1) of 22.01.2025. Approval status: approved

Module identifier	22B1622
Module level	Bachelor
Language of instruction	Spanish, German
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The module consolidates and secures general language skills and prepares for the acquisition of technical language skills at level B1.

Teaching and learning outcomes

- Grammar: Verbs in the past tense, imperative, future tense, conditional clauses, pronouns, prepositions
- Listening and reading comprehension: texts from everyday life and regional studies
- Working techniques: methods of text development and text production
- Confidence in speaking: creating and presenting short presentations

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours used in the field of teacher-bound learning are teaching hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The portfolio exam comprises 100 points and consists of a 30-minute exam (K30), an oral exam (M), a written work sample (APS) and a one-hour exam (K1). K30 is weighted with 20 points, M with 25 points, APS with 15 points and K1 with 40 points.

Exam duration and scope

Written exams as part of the portfolio exam: See the valid study regulations.

Oral examination as part of the portfolio examination: see the general part of the examination regulations.

Written work sample as part of the portfolio exam: approx. 1-2 pages.

The requirements are specified in the respective specific course.

Requirements for participation

Recommended prior knowledge

Spanish A1 (basic course) or passed placement test for level A2 or higher

Competency-based learning outcomes

Knowledge Broadening

Learners can deal competently with the grammatical structures of the language, understand texts independently and produce short texts/lectures of their own.

Literature

Universo ele A2

Applicability of the module

Linkage to other modules

This module prepares students for the major in Spanish.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Rexach, Cesar Diego

Teachers

- Rexach, Cesar Diego
-

[Back to Table of contents](#)

SPANISH B1 (LANGUAGE FOR SPECIFIC PURPOSES-BUSINESS)

Spanish B1 (Language for Specific Purposes-Business)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1624 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1624
Module level	Bachelor
Language of instruction	Spanish, German
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm Modul frequency
More information on frequency	winter- and sommerterm
Duration	1 semester

Special features of the module

This module is supported by the Spanish department's tutorial program.

The tutorial program is run by Native speakers who study at the university and come from different countries in the Spanish-speaking world.

Students on this module are entitled to free additional Spanish lessons, which offer support in learning Spanish and at the same time promote cultural exchange. Individualized exercises in grammar, pronunciation and speaking are made possible.

The tutorial takes place in small groups, which makes it very effective and intensive, and can take place online or in person.

Module contents

Brief description

The Spanish B1 and B2 levels aim to prepare students for a semester abroad at a Spanish-speaking partner university. They therefore aim to provide a comprehensive linguistic, intercultural and economic study of the Spanish-speaking world. In addition to Spain, selected countries and regions of Latin America play a central role. Preparation for a semester abroad is based on 4 pillars:

1. targeted development of specialist vocabulary from the economic and social sciences
2. repetition, expansion and application of linguistic structures (e.g. verb tenses, sentence structure, text structure) in subject-specific contexts
3. acquisition of knowledge about the target language country Spain
4. acquisition and application of academic working techniques in the foreign language such as reading and writing strategies, presentations and discussions

Teaching and learning outcomes

Development of a basic vocabulary from the areas of companies, sustainability in companies and consumer behavior, current economic developments in Spain, the labor market and the situation of young people. In addition, vocabulary will be created from the presentation topics freely chosen by the students. These result from current topics in the daily press and can cover all areas of business, technology or society.

Repetition of past tenses. Introduction of subjunctive, future tenses 1 and 2 and passive voice. Word formation. Identification and use of key vocabulary. Sentence structure, text structure.

Presentation of important Spanish companies (poster presentations). Social impact of youth unemployment, start-ups, migration, education. Other current topics from the press and other media.

Reading - Writing - Discussing on the basis of current short articles. Description of a problem and formulation of an opinion. Preparation and presentation of a paper in small groups. Discussion of the problem areas presented in the papers. Controlled and free text production.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours used in the instructor-led learning field are instructional hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The portfolio examination comprises a total of 100 points and consists of two written examinations (40 minutes each), a presentation and an oral examination. The respective written exam (40 minutes each) is weighted with 25 points. The presentation is weighted with 30 points and the oral examination with 20 points. (Elements: K40 + K40 + PR + M; Points: 25 + 25 + 30 + 20).

Exam duration and scope

Portfolio Exam:

- Presentation: approx. 10-12 minutes
- Oral examination: see general part of the examination regulations
- Written examinations: see valid study regulations

The requirements will be specified in the respective concrete course.

Requirements for participation

Recommended prior knowledge

Solid knowledge of Spanish grammar and vocabulary of general Spanish (Spanish A2 (advanced course) or passed placement test for level B1).

Competency-based learning outcomes

Knowledge Broadening

Students can understand original texts on Spain economic and social issues, reproduce them in a linguistically correct manner, and describe problem areas. They can research and present topics independently.

Knowledge deepening

Die Kenntnisse des Allgemein- und Fachvokabulars werden erweitert. Die Studierenden können Fachbegriffe aus verschiedenen Geschäftsbereichen in ihre Kommunikation integrieren.

Außerdem ermöglichen komplexere grammatische, syntaktische und idiomatische Strukturen einen immer sicheren Umgang in fachlichen Zusammenhängen

Knowledge Understanding

Students are able to report on current topics, economic players and trends in the Spanish-speaking world and explain connections.

In addition, they develop a broader understanding of the cultural characteristics of the Spanish-speaking world in both a general and specialized context.

Application and Transfer

Students can distinguish and use subject-specific terms in the foreign language.

They are able to understand subject-specific contexts relatively independently and effectively write specialist articles, business letters, reports in Spanish.

They will be able to conduct and participate in discussions and conversations by explaining, justifying, defending and responding to their own opinions, points of view and plans.

They are able to prepare and give subject-specific presentations.

Academic Innovation

Students are able to independently research, analyze and present specific topics of relevance to society as a whole.

Communication and Cooperation

Students are able to communicate relatively confidently in the foreign language in subject-specific and university-specific contexts.

They can communicate appropriately with foreign business partners/colleagues in the foreign language.

They can respond to questions (on technical topics) and lead a discussion.

By learning the cultural characteristics of the respective language area and using extended vocabulary, students will be able to communicate relatively appropriately.

Academic Self-Conception / Professionalism

Students are familiar with business terminology and case studies in an entrepreneurial context.

They have a good assessment of their own language skills and know how to improve them if necessary.

They develop a better understanding of specialized literature and are better prepared for future participation in Spanish-language specialized business meetings and conferences.

The skills acquired provide students with better opportunities for entering professional life.

Literature

- eigenes Material
- Zeitungsartikel und Fachtexte aus der spanischsprachigen (Fach)presse
- diverses audiovisuelles Material aus dem Internet

Applicability of the module

Linkage to other modules

The module builds on previous Spanish 2 modules, in which the knowledge and skills listed under "Recommended prior knowledge" are promoted.

The module also prepares students for the specialization "Business Spanish".

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Paulus, Ana Patricia

Teachers

- Unknown person
- Paulus, Ana Patricia

[Back to Table of contents](#)

SPANISH B2 (LANGUAGE FOR SPECIFIC PURPOSES-BUSINESS)

Spanish B2 (Language for Specific Purposes-Business)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1625 (Version 1) of 05.12.2023. Approval status: approved

Module identifier	22B1625
Module level	Bachelor
Language of instruction	Spanish
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

The B2 level consists of acquiring basic knowledge about important Spanish-speaking countries, their economic and social structures and their integration into the world market. At the linguistic level, there are more complex questions and problem-solving requirements that require a more precise and detailed use of the foreign language. This includes the knowledge and definition of specific technical terms, the formulation of possibilities and options (conditional sentences), the linking of cause and effect (causal chains).

Teaching and learning outcomes

- Subject-related application of complex language structures
- Social studies of selected Latin American countries
- Analysis and presentation of current issues relating to society and the economy
- Leading and participating in discussion groups and talks
- Dealing with culture-specific values

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours used in the instructor-led learning field are instructional hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

The portfolio examination comprises a total of 100 points and consists of two written examinations (40 minutes each), a presentation and an oral examination. The respective written exam (40 minutes each) is weighted with 25 points. The presentation is weighted with 30 points and the oral examination with 20 points. (Elements: K40 + K40 + PR + M; Points: 25 + 25 + 30 + 20).

Exam duration and scope

Written examination as part of the portfolio examination: in accordance with the valid study regulations

Presentation within the scope of the portfolio examination: approx. 10-12 minutes.

Oral examination as part of the portfolio examination: see general part of the examination regulations.

The requirements will be specified in the respective concrete course.

Requirements for participation

Recommended prior knowledge

passed module Spanish B1 or admission to level B2

good knowledge of the Spanish language

Motivation to make your own contributions

Competency-based learning outcomes

Knowledge Broadening

Students can independently research, analyze and present specific topics of economics and business administration and deal with basic processes in the company linguistically competently. They have knowledge of the economic and social structure as well as the cultural characteristics of selected Spanish-speaking countries.

Knowledge deepening

The knowledge of the technical vocabulary is expanded. In addition, ever more complex grammatical, syntactical and idiomatic structures make it possible to deal more and more confidently in technical contexts.

The students can carry out analysis of current topics on society, companies and the market.

Knowledge Understanding

The students are able to report on current topics, economic actors and trends in the relevant language area and to explain connections. The students develop a broad and integrated understanding of the technical language.

Academic Innovation

Students are able to independently research, analyze and present specific topics that are relevant to society as a whole.

Communication and Cooperation

The students are able to use the foreign language in professional and university-specific contexts with relative confidence.

You can respond to queries (on technical topics), lead a discussion and take part in a team meeting.

By learning about the cultural characteristics of the respective language area and the use of extended vocabulary, the students are able to communicate relatively appropriately.

You develop a sensitivity for the connections between language and culture, which enables better intercultural communication.

Academic Self-Conception / Professionalism

The students are familiar with technical (business) terminology and case studies in an entrepreneurial context.

They have a very good ability to assess their own language skills and, if necessary, know how to further develop their language skills.

The students develop a very good understanding of the specialist literature.

Literature

eigenes Material

own material

Applicability of the module**Linkage to other modules**

This module Spanish B2 prepares for the modules Spanish C.1 and C1.2 (business language).

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Rexach, Cesar Diego

Teachers

- Rexach, Cesar Diego
-

[Back to Table of contents](#)

SPANISH C1.1 (LANGUAGE FOR SPECIFIC PURPOSES-BUSINESS)

Spanish C1.1 (Language for Specific Purposes-Business)

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1626 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1626
Module level	Bachelor
Language of instruction	Spanish
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm Modul frequency
More information on frequency	winter- and sommerterm
Duration	1 semester

Special features of the module

This module is supported by the Spanish department's tutorial program.

The tutorial program is run by Native speakers who study at the university and come from different countries in the Spanish-speaking world.

Students on this module are entitled to free additional Spanish lessons, which offer support in learning Spanish and at the same time promote cultural exchange. Individualized exercises in grammar, pronunciation and speaking are made possible.

The tutorial takes place in small groups, which makes it very effective and intensive, and can take place online or in person.

Module contents

Brief description

Consolidation of skills and competences at level C1.1 of the Common European Framework of Reference for Languages, which enables appropriate academic communication skills in all respects in university and professional contexts.

Students are able to use the language effectively and flexibly in social and professional life or in training and studies (concerns ILO3). At this level, students can use a variety of expressions that enable them to cover a wide range of topics in everyday and working life or in academic situations. The aim of this level is to prepare students for the semester abroad at a partner university. (concerns ILO1 and ILO6).

Teaching and learning outcomes

Development of a specialist vocabulary from the areas of companies, sustainability in companies and consumer behavior, current economic developments (in Spanish-speaking countries), labor market.

-Additional vocabulary from the presentation topics freely chosen by the students. These are derived from current topics in the daily press and can cover all areas of business, technology or society.

- New introduction of future tense and passive voice.

Word formation. Identification and use of key vocabulary. Sentence structure, text structure.

- Other current topics from the press and other media.

- Reading - writing - discussing using current short articles.

- Describing a problem and formulating an opinion.

- Preparation and presentation of a paper in small groups. Discussion of the problem areas presented in the papers.

- Controlled and free text production.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Further explanations

The hours used in the instructor-led learning field are instructional hours.

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam

Remark on the assessment methods

Remark on the assessment methods

The portfolio exam has 100 points and consists of a presentation (PR), an oral exam (O), a written work sample (WWS) and a one-hour exam (E1). PR and O are each weighted with 25 points, WWS with 20 points and E1 with 30 points.

Exam duration and scope

Exam duration and scope

Written examination: See the applicable study regulations

Presentation as part of the portfolio exam: approx. 10-15 minutes

Oral examination as part of the portfolio examination: see the general part of the examination regulations

Written work sample as part of the portfolio exam: approx. 1-2 pages.

The requirements are specified in the relevant class.

Requirements for participation

Recommended prior knowledge

- Successful completion of module Sspanisch B2 or corresponding admission to level C 1.1
- good knowledge of the Spanish language
- Motivation to make your own contributions

Competency-based learning outcomes

Knowledge Broadening

Students in this module are able to understand a wide range of demanding, longer texts and also grasp their implicit meanings (relates to ILO2). They are familiar with the definition of specific technical terms and can research and present topics independently.

Knowledge deepening

Repetition, enlargement and application of linguistic structures (e.g. verb tenses, sentence structure, text structure) in technical contexts.

Knowledge Understanding

Students are able to understand more complex questions and problem-solving requirements that require precise and detailed use of the foreign language. (concerns ILO6)

Application and Transfer

The Students acquire and apply techniques of academic work in the foreign language such as reading and writing strategies, presentations and debates.

Academic Innovation

Students are able to independently research, analyze and present specific topics in economics and business administration and deal with basic business processes in a linguistically competent manner (applies to ILO1, ILO2, ILO3 and ILO6).

Communication and Cooperation

Students can take part in negotiations. They are also able to write complete presentations and detailed minutes and actively participate in professional debates.

Academic Self-Conception / Professionalism

Die Studierenden sind in der Lage spezifische Themen der Volks- und Betriebswirtschaft selbstständig zu recherchieren, zu analysieren und darzustellen und mit grundlegenden Abläufen im Unternehmen sprachlich kompetent umgehen (betrifft ILO1, ILO2, ILO3 und ILO6)

Literature

wird zu Semesterbeginn bekanntgegeben

will be announced at the beginning of the semester

Applicability of the module

Linkage to other modules

This module prepares students for the advanced module Spanish C1.2.

Language modules also play an important role as part of a business degree, as they enable students to develop the necessary language skills that will later be necessary for international business relationships.

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Business and Management
 - International Business and Management, B.A.
- Public Management
 - Public Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Paulus, Ana Patricia

Teachers

- Paulus, Ana Patricia

[Back to Table of contents](#)

STATISTICS

Statistics

General information about the module

Faculty of Business Management and Social Sciences

Module 22B0753 (Version 1) of 15.01.2025. Approval status: approved

Module identifier	22B0753
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

This course is an intensive introduction to statistics aimed at preparing students for conducting a study in a real-world setting. The course provides the theoretical and technical details of various statistical methods, and serves as a tool to assist in all phases of the scientific process of statistical data analysis from data collection, via determining appropriate methods and statistical computing, to clearly communicating study outcomes.

Teaching and learning outcomes

1 Introduction to statistics

- 1.1 Key concepts
- 1.2 Qualitative and quantitative variables
- 1.3 Statistical software overview
- 1.4 Introduction to selected statistical software

2 One-dimensional frequency distribution

- 2.1 Empirical distribution function
- 2.2 Measures of location
- 2.3 Measures of scale
- 2.4 Graphical representation
- 2.5 Economic applications

3 Two-dimensional frequency distribution

- 3.1 Two-dimensional frequency tables
- 3.2 Marginal and conditional distributions
- 3.3 Contingency tables
- 3.4 Measures of association
- 3.5 Economic applications

4 Correlation and regression

- 4.1 Correlation analysis
- 4.2 Simple linear regression
- 4.3 Multiple linear regression
- 4.5 Economic applications

5 Basics of probability theory

- 5.1 Key concepts
- 5.2 Conditional probability, independence and Bayes' rule
- 5.3 Event trees
- 5.4 Economic applications

6 Probability distributions

- 6.1 Probability distributions for discrete random variables
- 6.2 Probability distributions for continuous random variables
- 6.3 Economic applications

7 Parameter estimation

- 7.1 Key concepts
- 7.2 Confidence intervals for the mean, proportion value and the variance
- 7.3 Economic applications

8 Hypothesis testing

- 8.1 Key concepts
- 8.2 One-sample tests
- 8.3 Two-sample tests
- 8.4 Economic applications

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
30	Practice	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Preparation/follow-up for course work		-
20	seminar paper		-
20	Study of literature		-
20	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Portfolio exam

Remark on the assessment methods

PFP comprises a total of 100 points and consists of a homework assignment (HA) and a one-hour written examination (K1). Both elements are assigned 50 points.

Exam duration and scope

Written examination: in accordance with the valid study regulations

Homework assignment as part of the PFP: approx. 15-20 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Arithmetic

Competency-based learning outcomes

Knowledge Broadening

Students distinguish the core areas of statistics. They can explain and illustrate the underlying ideas of specific methods and their principal areas of application.

Knowledge deepening

Students can justify the method selection, use software to do statistics, provide a comprehensive result interpretation, verify hypotheses, present the results, and summarize the outcomes in an integrative manner.

Knowledge Understanding

Students are able to critically reflect issues around the data. They can critically evaluate the collected datasets, statistical methods and their outcomes. They can also discuss their outcomes through theoretical- and practice-relevant arguments.

Application and Transfer

Students are able to transfer their knowledge to real-world case studies including summary statistics calculation, uni- and bi-variate frequency analysis, simple and multiple regression analysis, basic forecast, event tree analysis, parameter estimation, hypothesis testing, interpretation and visualisation of results, and the use of appropriate statistical software.

Academic Innovation

Students are able to formulate research questions and hypotheses, select appropriate methodology, undertake research, handle data issues, solve statistical problems and present outcomes. They are able to justify their decisions by means of statistical methods and comprehensive analysis.

Communication and Cooperation

Students can present, visualise and communicate the analysis outcomes in oral presentations and in comprehensible written reports.

Academic Self-Conception / Professionalism

Students are able to critically reflect, question, and communicate the potential and limitations of statistical methods in applied analyses. They are aware of basic data protection issues.

Literature

Chapman C & McDonnell Feit E (2015) R for Marketing Research and Analytics (2015th ed.), New York, NY, Springer.

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

McClave J, Benson G, & Sincich T (2021) Statistics for Business and Economics: Pearson New International Edition (14th ed.), Pearson.

Applicability of the module

Linkage to other modules

This module prepares students for data-based further studies in any subject area.

Applicability in study programs

- International Business and Management
 - International Business and Management, B.A.
- Business Management in the Health Sector
 - Business Management in the Health Sector, B.A.
- International Management
 - International Management, B.A.
- International Economics and Sustainability
 - International Economics and Sustainability B.A. (01.09.2024)
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Markovic-Bredthauer, Danijela

Teachers

- Markovic-Bredthauer, Danijela

[Back to Table of contents](#)

SUSTAINABLE VALUE CREATION

Sustainable Value Creation

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1834 (Version 1) of 17.12.2024. Approval status: approved

Module identifier	22B1834
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	winter- and summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

To develop knowledge of and appreciation for entrepreneurial management through the study of new ventures, intrapreneurship in corporate settings and the management of small firms. In this module, entrepreneurship is understood and presented as an opportunity for sustainable growth, not only offering pecuniary rewards for the owners but in addition generating positive societal impacts. Consequently, ethical considerations and responsible decision-making of the entrepreneurial team are particularly focused on.

The module aims at exploring the various dimensions of new venture creation and sustainable growth by addressing planning and implementation issues, such as conceptualizing, developing, and managing successful new ventures.

The module is designed to provide a broad overview of entrepreneurial activities and challenges, including but not limited to identifying a viable business opportunity with positive impacts, gathering funding for and launching a business, managing the organization in a period of growth and harvesting the rewards.

Teaching and learning outcomes

1. Defining Sustainable Entrepreneurial Ventures: Constraints, Rewards and Economic/Social Contributions
2. Characteristics and Competences of Entrepreneurs and Entrepreneurial Teams
3. Strategic Management for Entrepreneurs and Ethical Considerations
4. Managing Creativity
5. New Business Planning: Feasibility Analysis
6. New Business Planning: Business Model Generation
7. New Business Planning: Writing and Presenting a Business Plan
8. Business Model Analysis of Sustainable Ventures
9. Building the Financial Plan
10. Implementing the Operating Plan

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
30	Learning in groups / Coaching of groups	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
60	Work in small groups		-
30	Exam preparation		-

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Written examination

Remark on the assessment methods

The portfolio consists of 100 points: 60 points for a presentation (PR) and 40 points for a homework assignment/essay (HA).

Exam duration and scope

Written examination: in accordance with the valid study regulations

Presentation (PR): approx. 20-30 minutes

Homework assignment/essay (HA): approx. 5-10 pages

The requirements are specified in the relevant class.

Requirements for participation

Recommended prior knowledge

As successful entrepreneurs need to orchestrate resources across all business functions, this module requires students to draw on knowledge, skills and competences acquired in all previous modules. Entrepreneurship as an interdisciplinary activity builds on all foundation courses from the first stage of the study programme.

Competency-based learning outcomes

Knowledge Broadening

Students who successfully complete this module can explain the particular challenges and opportunities associated with entrepreneurial activities in both start-up businesses as well as corporate settings (i.e. intrapreneurship). Furthermore, students are capable of performing a business model analysis and employ various techniques to identify viable ideas for sustainable entrepreneurial ventures.

Knowledge deepening

Students who successfully complete this module can select and apply theories, frameworks, concepts as well as tools from areas of strategic management, finance, managerial economics, marketing, operations management and organizational behavior to the specific challenges of sustainable entrepreneurial ventures. They can forecast the impacts of the business idea and organise resources for a successful implementation.

Knowledge Understanding

Students who successfully complete this module can apply the studied methods and tools to specific business problems in the form of contemporary real-world business applications and/or case studies and address them effectively. They are able to critically analyse business ideas and assess their likely impacts regarding the economic, environmental and social dimensions. By considering the triple bottom line and adhering to highest ethical standards, students are able to diagnose not only the economic viability of new ventures but also conclude regarding the overall societal value that is being generated. The methodological competences enable students to develop entrepreneurial thinking: They can conceive of promising business ideas, design a corresponding novel business plan and put the latter in practice, thereby observing the needs of various stakeholders and generating societal value.

Application and Transfer

Students who successfully complete this module recognize and are able to address the particular challenges and opportunities associated with entrepreneurial activities in both start-up as well as corporate settings (i.e. intrapreneurship). They can apply business model analysis and use the insights to conclude regarding the societal value of ventures, adopt techniques to identify and develop sustainable ideas for entrepreneurial/intrapreneurial ventures and develop recommendations to improve existing business models. This enables them to assess various commercial options and make responsible decisions that stimulate value creation in business contexts. Furthermore, students are able to plan, implement, supervise and critically review entrepreneurial activities in practice.

Academic Innovation

Students who successfully complete this module are empowered to think and act as entre- and intrapreneurs. They can generate new ideas with positive impacts on societies, compile and analyze data with scientific methods and process fragmented pieces of information so that hidden patterns are recognized and can be interpreted. This empowers students to make evidence-based decisions.

Communication and Cooperation

Students who successfully complete this module can identify and describe advantages and disadvantages of new business models and communicate them effectively to those stakeholders having an interest in the new venture. Furthermore, students are able to express the key elements of a new business idea precisely to gain support for their venture. They actively seek feedback regarding their ideas, lead entrepreneurial teams and leverage diversity as a source of creativity and value-generation. They are able to deal with setbacks and understand iterations as opportunities for improvement. Finally, they enthuse others for their ideas and motivate their teams.

Academic Self-Conception / Professionalism

Students who successfully complete this module develop a professional self-image as responsible entrepreneurs/intrapreneurs and behave accordingly in their careers. They reflect on their behaviour in terms of business but also societal impact and develop a strong urge to identify areas of improvement and address them to improve economic, environmental and social matters.

Literature

Scarborough, N.M. and Cornwall, J.R. (newest edition), *Entrepreneurship and Effective Small Business Management*, Pearson.

Osterwalder, A. and Pigneur, Y. (newest edition), *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, Wiley.

Eckert, C. (2016), *Your Idea Starts Here – 77 Mind-Expanding Ways to Unleash your Creativity*, Storey Publishing.

Samson, D. and Gloet, M. (newest edition), *Innovation and Entrepreneurship - Creating New Value*, Oxford University Press.

Marr, B. (newest edition), *Key Performance Indicators – The 75 Measures Every Manager Needs to Know*, Pearson.

Joyce, A. and Paquin, R.L. (2016), The triple layered business model canvas: A tool to design more sustainable business models, *Journal of Cleaner Production*, Vol. 135, 1474-1486.

Bigelow, L.S. and Barney, J.B. (2021), What can Strategy Learn from the Business Model Approach? *Journal of Management Studies*, Vol. 58, No. 2, 528-539.

Wirtz, B.W. and Daiser, P. (2018), Business Model Innovation Process: A Systematic Literature Review, *Journal of Business Models*, Vol. 6, No. 1, 40-58.

Roy, R., Lampert, C.M. and Stoyneva, I. (2018), When dinosaurs fly: The role of firm capabilities in the 'avianization' of incumbents during disruptive technological change, *Strategic Entrepreneurship Journal*, Vol. 12, No. 2, 261-284.

Applicability of the module

Linkage to other modules

The module allows students to develop a sustainable business plan in a preferred industry or domain. Consequently, the module highlights the strong interrelations between various management aspects and how they are successfully put into practice in a specific entrepreneurial/intrapreneurial context with societal value. Finally, students with an appreciation for the value-generating power of entrepreneurship will adopt entrepreneurial thinking not only in succeeding modules but also in their professional behaviour.

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Hofmann, Kay Hendrik

Teachers

- Hofmann, Kay Hendrik

[Back to Table of contents](#)

THE INTERNATIONAL EVENT MARKET

The International Event Market

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1302 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1302
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only winterterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

This module conveys the international event perspective. Contemporary topics and issues in the planning and execution of international events of all kinds are presented and discussed. Demonstrating the positive and negative impacts and legacies of events, a variety of different events around the world are used as practical examples/case studies. The module demonstrates the importance of events for local, regional and national economies, international tourism and place/destination marketing.

Teaching and learning outcomes

1. Introduction to planned events and the international event market
2. Key players and stakeholders in the international event market
3. The role of events for tourism, destination marketing and local, regional and national economies
4. Events in a globalised world: organising and managing events for diverse target groups and different cultural backgrounds
5. Event impacts and legacies
6. Event design and co-creating value
7. Event Marketing
8. Event psychology and neuromarketing
9. Contemporary issues in Event Management

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
30	Lecture	Presence	-
15	Learning in groups / Coaching of groups	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
20	Preparation/follow-up for course work		-
20	Study of literature		-
45	Work in small groups		-
20	Creation of examinations		-

Requirements for the award of ECTS credit points

Graded examination

- Homework / Assignment or
- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

PFP-1 consists of a presentation (PR) and a written paper (HA). Students can get a maximum of 100 points: 30 points for the presentation and 70 points for the paper (HA).

PFP-2 consists of a written exam (K1), a presentation (PR) and a written project report (PSC). Students can get a maximum of 100 points: 50 points for the written exam (K1), 10 points for the presentation (PR) presentation and 40 points for the written project report (PSC).

Exam duration and scope

Written paper: approx. 15 pages

Presentation: approx. 15 minutes

Written project report: approx. 10-15 pages

Written exam: in accordance with the applicable study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

none

Competency-based learning outcomes

Knowledge Broadening

Students who have successfully completed this module develop a solid understanding of the international, interdisciplinary event market, including its key players and stakeholders and their interactions.

Knowledge deepening

Students who have successfully completed this module can explain the significant role of events for national, regional and local economies, international tourism and destination marketing. They recognise global market dynamics and review the interdependencies within and between key industry players.

Knowledge Understanding

Students who have successfully completed this module demonstrate a critical understanding of key socio-cultural, political, economic and environmental event impacts and their consequences. They can distinguish event impacts and event legacies and can recommend strategies on how to leverage positive event outcomes.

Application and Transfer

Students who have successfully completed this module can approach problems, issues and challenges in the planning and execution of events in a structured and self-reflected way. They identify and compile relevant pieces of information, source and analyse appropriate data and develop conclusive recommendations and strategies to deal with these issues.

Academic Innovation

Students who have successfully completed this module can elaborate on recent research findings in the context of international event planning and management and can transfer and apply them in practice.

Communication and Cooperation

Students who have successfully completed this module can communicate effectively and defend decisions and positions in a non-native language. They can liaise with the large variety of internal and external stakeholders in the event market and collaborate with them to create valuable events whilst using resources sustainably.

Academic Self-Conception / Professionalism

Students who have successfully completed this module can justify their actions and decisions with theoretical and methodological knowledge. They critically reflect on their actions in relation to social and (event) market expectations and consequences.

Literature

- Allen, J.; Harris, R.; Jago, L.; Tantrai, A.; Jonson, P.; D'Arcy, E. (2021). Festival and Special Event Management (Essentials Edition). Wiley, Milton.
- Arcodia, C. (2022). (Ed) The Routledge Handbook of Business Events. Routledge.
- Beech, J., Kaiser, S., & Kaspar, R. (2014). The Business of Events Management. Harlow, UK: Pearson
- Bladen, C.; Kennell, J.; Abson, E.; Wilde, N. (2018). Events Management: An introduction. Second edition. Routledge.
- Davidson, R. (2019). Business Events. Second edition. Routledge.
- Ferdinand, N.; Kitchin, P.J. (2017). Events Management: An International Approach. Second Edition. Sage.
- Getz, D.; Page, S.J. (2016). Event Studies: Theory, research and policy for planned events. Third edition. Routledge
- Jones, M. (2022). Sustainable Event Management: A practical guide. Third edition. Earthscan.
- Reic, I. (2017). Events Marketing Management: a consumer perspective. Routledge.
- Smit, B.; & Melissen, F. (2018). Sustainable Customer Experience Design: Co-creating Experiences in Events, Tourism and Hospitality. Routledge.
- Smith, A.; Mair, J. (2022). (Eds.) Events and Sustainability: Can Events Make Places More Inclusive, Resilient and Sustainable? Routledge.
- Werner, K.; Ding, Y. (2020). Events: Future, trends, perspectives. Utb Verlag, München.

Applicability of the module

Linkage to other modules

Together with the modules "Grundlagen des Veranstaltungsmanagements" (or "Principles of Event Management"), „Veranstaltungsmanagement in der Praxis" (or "Applied Event Management"), „Veranstaltungsrecht“, "Eventgestaltung: Dramaturgie, Inszenierung und Storytelling" (or "Event design and storytelling") and „Eventplanung und -umsetzung: hybrid, analog und digital“ (bzw. „Virtual, hybrid and in-person events – planning and execution“), this module forms the specialisation (Vertiefung) Event Management in the degree programmes listed below.

Applicability in study programs

- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Werner, Kim

Teachers

- Werner, Kim

[Back to Table of contents](#)

TREASURY-MANAGEMENT

Treasury-Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1826 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1826
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Special features of the module

This module can be taken either as part of the specialization finance and control or as a supplementary module

Module contents

Brief description

This module will equip students to confidently carry out all relevant tasks of a treasury manager with respect to all short, mid, and long-term financing and investment decisions. Students will apply knowledge, concepts and tools of corporate finance, asset management and risk management to all relevant financial decisions in multinational corporation.

Teaching and learning outcomes

1. The finance function, capital market and market efficiency
2. Short term finance, working capital management and budgeting
3. Financial Instruments
 - 3.1 Long term finance equity finance
 - 3.2 Long-term finance debt and hybrid finance
4. Investment Appraisal: applications and risk
5. Asset Management
 - 5.1 Portfolio selection
 - 5.2 Cost of capital
6. International Corporate Finance
 - 6.1 Mergers& Acquisitions and foreign direct investments
 - 6.2 Management of interest and exchange rate risks

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
40	Lecture	Presence	-
10	Learning in groups / Coaching of groups	Presence	-
5	Other	Presence or online	-
5	Other	Presence or online	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
90	Preparation/follow-up for course work		-

Requirements for the award of ECTS credit points

Graded examination

- Portfolio exam or
- Portfolio exam or
- Portfolio exam

Remark on the assessment methods

The portfolio exam 1 covers 120 points and consists of one presentation (PR) and a one-hour written examination (K1). The presentation and the examination are weighted by 60 points each.

The portfolio exam 2 consists of 120 points and consists of a one-hour written examination (K1) and a final one-hour written examination (K1). Each K1 is weighted by 60 points.

The portfolio exam 3 covers 120 points and consists of two written examination (40 minutes) and one presentation (PR). The written examinations and PR are weighted by 40 points each.

Exam duration and scope

Presentation of the portfolio-exams: approx. 20-40 minutes

Written examination of the portfolio exams: in accordance with the valid study regulations

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

Ideally students will have completed or are simultaneously enrolled in the introductory module financial management. Having completed a class in financial accounting and/or statistics may also be beneficial but is not required

Competency-based learning outcomes

Knowledge Broadening

students will appreciate the opportunities of globalization and discern the role treasury management plays in managing exchange rate and interest rate risks and foreign direct investments.

Knowledge deepening

Students will approach financing and investment decisions in a structured manner based on financial problem-solving skills such as investment appraisal, risk appraisal and cost of capital considerations

Knowledge Understanding

Students will internalize and critically reflect on the fundamental concepts of treasury management such as agency theory, the relationship between risk and return and shareholder value creation and management.

Application and Transfer

Students will make responsible and well justified financing and investment decisions, confidently using financial mathematical concepts and applying skills of modern portfolio building and selection and asset management.

Academic Innovation

Students will appreciate the opportunities of globalization and discern the role treasury management plays in managing exchange rate and interest rate risks and foreign direct investments.

Academic Self-Conception / Professionalism

Students can apply relevant knowledge and concepts of treasury management to their professional lives within any corporate setting as well as the realm of private finance. This course sustainably enhances financial decision making in all areas.

Literature

- Brearly, R. et al. (2023) Principals of Corporate Finance, 14th Edition
- Eitman et al, (2018), Multinational Business Finance. 15th, 14th edition
- Jaque, Laurent L., (2020) International Corporate Finance, 3rd edition
- Madura, Jeff (2020), International Financial Management (14th, 13th Edition)
- Ross, S., R. Westereld, J. Jae, G. Roberts, and H. Driss, Corporate Finance, eighth Canadian edition, McGraw-Hill Ryerson, Toronto ON, 2019
- Watson & Head (2016), Corporate Finance – Principles and Practices 7th edition

Applicability of the module

Linkage to other modules

This module is related to the further modules of the specialisation "Finance and Control".

Applicability in study programs

- International Management
 - International Management, B.A.

People involved in the module

Person responsible for the module

- Kruth, Bernd-Joachim

Teachers

- Kruth, Bernd-Joachim

[Back to Table of contents](#)

TRENDS AND CHALLENGES IN HUMAN RESOURCE MANAGEMENT

Trends and Challenges in Human Resource Management

General information about the module

Faculty of Business Management and Social Sciences

Module 22B1789 (Version 1) of 23.01.2025. Approval status: approved

Module identifier	22B1789
Module level	Bachelor
Language of instruction	English
ECTS credit points and grading	5.0
Module frequency	only summerterm
More information on frequency	-
Duration	1 semester

Module contents

Brief description

Developing HRM tools and strategies requires including the transformation of contextual issues such as culture, economy, or legal institution. Megatrends such as digitalization, ecology, and diversity influences this context. Based on a fundamental knowledge of human resources management, current developments and issues relevant to practice are examined. With the help of systematic solution strategies, current issues are to be dealt with in order to develop problem solving skills in HRM.

Teaching and learning outcomes

Relevant Megatrends in HRM such as:

- gender and age diversity
- sustainability (UN SGD)
- digitalization

and their impact on HRM strategies, tools and solutions in diverse fields of HRM.

Workload, teaching and learning methods

Overall workload

The total workload for the module is 150 hours (see also "ECTS credit points and grading").

Teaching and learning methods

Lecturer based learning

Hours of workload	Type of teaching	Media implementation	Concretization
10	Learning in groups / Coaching of groups	Presence or online	-
20	Lecture	Presence	-
5	Examination	Presence	-
5	Individual coaching	Presence or online	-
10	Practice	Presence or online	-
10	Seminar	Presence	-

Lecturer independent learning

Hours of workload	Type of teaching	Media implementation	Concretization
10	Creation of examinations		-
5	Peer-Feedback		-
5	Self-Assessment		-
25	Preparation/follow-up for course work		-
20	Work in small groups		-
25	Study of literature		-

Requirements for the award of ECTS credit points

Graded examination

- Written examination or
- Oral presentation, with written elaboration or
- Portfolio exam

Remark on the assessment methods

The portfolio exam covers 100 points and consists of a one-hour examination and a written case study. Each element is weighted by 50 points.

Exam duration and scope

Written examination: in accordance with the valid study regulations

Presentation: approx. 20-30 minutes with a written report of approx. 5-10 pages.

Portfolio exam: Written examination (see above) and written case study: approx. 10-15 pages

The requirements are specified in the respective lectures.

Requirements for participation

Recommended prior knowledge

"Human Resource Management and Legal Systems"/ "Personalmanagement und Arbeitsrecht"

Competency-based learning outcomes

Knowledge Broadening

After completing this course, students should be able to:

- classify the main effects of selected megatrends on HRM.
- identify underlying scientific approaches in the context of HRM.

Knowledge deepening

After completing this course, students should be able to

- characterizes the impact of current issues in HRM and of megatrends in companies and staff.
- contrast current HRM solutions and future scenarios in times of transformation.

Knowledge Understanding

After completing this course, students should be able to evaluate the significance of comprehensive statistics and the scholarly HRM discussion while working on a research question.

Application and Transfer

After completing this course, based on case studies students should be able to develop diverse approaches to HR solutions and implement solutions in line with current contextual challenges.

Academic Innovation

After completing this course, students should be able to

- determine the methodologies needed to obtain the required information for a chosen current HRM issue or megatrend from both primary and secondary resources.
- implement the appropriate methodologies in a research project and
- critically reflect own research results.

Communication and Cooperation

After completing this course, students should be able to

- orally present own research results in a well-organized, professional presentation and
- discuss recommendations to solve HRM problems with special regard to current contextual issues.

Academic Self-Conception / Professionalism

After completing this course, students should be able to:

- critically reflect their role as a careerists in times of transforamtion.
- give and reflect reasons for their preferences when facing current HRM issues and megatrends.

Literature

- Armstrong, Michael: Armstrongs´ Handbook of Human Resource Management Practice. London.
- Crawley, E. et al.: Introduction to International Human Resource Management. Oxford.
- Dowling, Peter J.; Festing, Marion; Engle, Allen D.: International Human Resource Management. Bath, Singapore.
- Ewards, Tony; Rees, Chris: International Human Resource Management. Harlow.

In the current Edition

Further literature will always be recommended at the beginning of the semester.

Applicability of the module

Linkage to other modules

This modul is based on completing "Personalmanagement und Arbeitsrecht" resp. "Human Resource Management and Legal Systems". It is interlinked and complementary to the moduls of the specialisation "Human Resource Management".

Applicability in study programs

- Business Law (Bachelor)
 - Business Law, LL.B.
- International Management
 - International Management, B.A.
- Business Administration and Management
 - Business Administration and Management, B.A.

People involved in the module

Person responsible for the module

- Böhmer, Nicole

Teachers

- Böhmer, Nicole

[Back to Table of contents](#)

