

# **Module descriptions handbook**

**International Business – English taught Bachelor's Degree Program**

# Anhalt University of Applied Sciences

## **STATUTES** supplementing

the  
**Degree Program and Examination Regulations**  
for obtaining the academic degree of

## **BACHELOR**

in the degree program

## **INTERNATIONAL BUSINESS (IBS)**

**Program-specific regulations**  
dated December 11, 2019

As part of the further development and for the purpose of expanding the internationalization of the International Business (IBS) degree program, the following statutes have been approved for the Bachelor's degree program in International Business and will supplement the existing degree program and examination regulations as program-specific regulations. Dated December 11, 2019 (*Amtliches Mitteilungsblatt der Hochschule Anhalt/Official Bulletin of Anhalt University of Applied Sciences*, No. 84/2020).

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## **§ 1**

### **Admission requirements and starting the program**

- (1) The General Degree Program and Examination Regulations for Bachelor's degree programs at Anhalt University of Applied Sciences (*Allgemeine Bestimmungen zu Studien- und Prüfungsordnungen für das Bachelorstudium an der Hochschule Anhalt*) apply.
- (2) Applicants must submit proof of proficiency in English with any one of the following tests:
  - TOEFL: with at least a score of 88 internet based / or 605 paper based
  - CPE (Certificate of Proficiency in English): Grades A / B / C
  - CAE (Certificate of Advanced English): Grades A / B / C
  - IELTS (International English Language Testing System): with a minimum overall band score of 6.5
- (3) Teaching commences on the first day of the winter semester and the summer semester.

## **§ 2**

### **Goals and structure of the program**

- (1) One credit point is equal to one credit point according to the European Credit Transfer System (ECTS). A credit is based on 30 hours of work.
- (2) The purpose of the program is to enable graduates to work successfully in multinational companies and organizations by imparting and acquiring specialist and practical knowledge and skills as well as methods of international business administration.
- (3) The degree program consists of compulsory modules and elective modules.
- (4) An internship with a minimum duration of 18 weeks is part of the degree program.
- (5) A minimum of 180 credits are required in the Bachelor's degree program and must be obtained by completing compulsory and elective modules, the internship as well as the bachelor's thesis and the bachelor's colloquium.
- (6) Courses are taught in English.

## **§ 3**

### **Bachelor's degree**

After successful completion of the bachelor's degree examination, the Department of Economics awards the academic degree of

#### **Bachelor of Arts (B.A.).**

Anhalt University of Applied Sciences will then issue a certificate indicating the date when the last assessed coursework was passed.

## **§ 4**

### **Standard period of study**

The normal program length including the Bachelor's degree examination is six semesters. Both the course sequence and the module structures (see Appendices 1 and 2) are designed in such a way that the student can complete the bachelor's degree examination in the sixth semester. Examinations may also be taken earlier than stipulated.

## **§ 5**

### **Studium Generale**

The "Studium Generale" module must be completed and is intended to enhance students' personal development and social skills. Five credits are awarded upon successful completion of the module. Module regulations allow the recognition of other modules not included in Appendices 1a/b as well as projects supervised by university lecturers. Up to 3 credits (1 per semester) can be awarded on the basis of participation in collaborative academic management processes (*Hochschulsebstverwaltung*) or public relations activities of Anhalt University. The examinations committee responsible for the degree program examinations decides on the recognition of credits upon application.

## **§ 6**

### **Recognition of coursework and examinations**

- (1) In contradiction to Section 13, clause 3 of the General Regulations (*Allgemeine Bestimmungen*), the following provision is made: Coursework and credits are recognized by the examinations committee on the basis of a proposal by the person responsible for the module. Negative decisions must always be justified in writing.
- (2) The module for which examinations are recognized or credited by the examinations committee according to clause 1 is to be identified by a superscript "A" at the grade and the following footnote on the Bachelor's examination certificate (Appendix 4): "Assessed coursework recognized by examinations committee or accepted non-academic competences."
- (3) In cases of incomparable grading systems, the module is to be credited without a grade as 'passed'. The module is not included in the calculation of the final grade of the bachelor's degree examination according to § 27 of the General Regulations.
- (4) A specific note according to clause 2 is not required if the examination prerequisite has been recognized/credited and if the graded examination has been taken in this degree program.

**§ 7**  
**Examiners**

To supplement Section 7, clause 1 of the General Regulations (*Allgemeine Bestimmungen*) the following provision is made:

Lecturers (*Lehrkräfte für besondere Aufgaben*) and academic members of staff (*wissenschaftliche Mitarbeiter*) performing teaching duties may be appointed as examiners. In addition, temporary lecturers (*Lehrbeauftragte*) and external professionals with experience in professional practice and training may also be appointed as examiners.

**§ 8**  
**Registration for and admission to bachelor's thesis**

- (1) As a rule, the application for admission to the bachelor's thesis semester is to be submitted to the examinations committee at the end of the penultimate semester. For admission to be approved, modules totaling 120 credits must have been successfully completed.
- (2) The topic of the bachelor's thesis is to be assigned in English and the thesis itself is to be supervised in English. The topic is assigned after consultation with the student. The bachelor's thesis is to be supervised by a professor or by a temporary lecturer (*Lehrbeauftragter*) who assigns the topic and supervises the thesis as part of the temporary teaching assignment (*Lehrauftrag*).

**§ 9**  
**Final bachelor's degree examination grade**

The first sentence of Section 27, clause 1 of the General Provisions (*Allgemeine Bestimmungen*) shall be amended as follows:

"Examination grades for compulsory and elective modules of the 1st to 5th semesters according to the curriculum and examination schedule (degree program-specific regulations, appendix 1) are calculated by weighting credits with the average grade to one decimal place in accordance with Section 5, clause 18."

**§ 10**  
**Alternative regulations**

The provisions of Section 9, clause 4 of the General Provisions (*Allgemeine Bestimmungen*) do not apply.

**§ 11**  
**Comes into effect**

- (1) These examination and degree program regulations are valid for all students enrolled in the English-taught International Business (IBS) degree program after October 1, 2020.
- (2) These regulations will become effective after approval by the President of Anhalt University of Applied Sciences and on the day following their publication.
- (3) Issued on the basis of the decision by the Executive Committee of the Department of Economics on December 11, 2019 and approval by the President of Anhalt University of Applied Sciences on August 31, 2020.
- (4) Published in *Amtliches Mitteilungsblatt der Hochschule Anhalt* (Official Bulletin of Anhalt University of Applied Sciences) No. 84/2020 as well as on Anhalt University's website.

Köthen, August 31, 2020

Prof. Dr.-Ing. Jörg Bagdahn  
President of Anhalt University of Applied Sciences

**Curriculum and examination schedule for the degree program IBS (English-taught)**

The curriculum specifies the number and allocation of the modules for each individual semester within the normal program length and the number of credits required. Components of the bachelor's degree examination are: the compulsory and elective module examinations, internship, the bachelor's thesis and the bachelor's colloquium. Requirements for admission to examinations are the prerequisites set out in this appendix.

Module number	Semester	Hours per week per semester 15 weeks			Examination prerequisite	Type of examination	Length of examination	Credits
		V	Ü	P				
<b>1st Semester</b>								
<b>Compulsory modules</b>								
410	Business Administration	2	1			K	90	5
411	Softskills	2	1		LNW	B		5
412	Mathematics	2	1			K	90	5
413	Economics I	2	1			K	90	5
414	German Law	2	1		LNW	K	90	5
415	German as a foreign language – basic course		3		LNW	K	90	5
<b>Total 1st semester</b>		<b>10</b>	<b>8</b>					<b>30</b>
<b>2nd Semester</b>								
<b>Compulsory modules</b>								
416	Human Resources	2	1			K	90	5
417	Marketing	2	1			K	90	5
418	Statistics	2	1			K	90	5
419	Economics II	2	1			K	90	5
420	International Law	2	1		LNW	K	90	5
<b>Elective module</b>								
	German as a foreign language		3			Appendix 1b		5
<b>Total 2nd semester</b>		<b>10</b>	<b>8</b>					<b>30</b>
<b>3rd semester</b>								
<b>Compulsory modules</b>								
422	International Finance	2	1			K	90	5
423	Logistics	2	1			K	90	5
424	Reporting	2	1			B		5
425	Intercultural Seminar	2	2			P/H		10
<b>Elective module</b>								
	German as a foreign language		3			Appendix 1b		5
<b>Total 3rd semester</b>		<b>8</b>	<b>8</b>					<b>30</b>
<b>4th semester</b>								
<b>Compulsory modules</b>								
426	Seminar International Management	2	2			P/H		10
427	Intercultural Business Administration Project	2	2			PRO		10
405	Studium Generale; general studies	2	1		LNW	oP		5
<b>Elective module</b>								
	German as a foreign language		3			Appendix 1b		5
<b>Total 4th semester</b>		<b>6</b>	<b>8</b>					<b>30</b>

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Module number	Semester	Hours per week per semester 15 weeks			Examination prerequisite	Type of examination	Length of examination	Credits
		V	Ü	P				
<b>5th Semester</b>								
<b>Compulsory modules</b>								
429	Interdisciplinary Seminar	2	2			P/H		10
428	Project	2	1		LNW	oP		5
430	Second foreign language*		3		LNW	M	20	15
<b>Total 5th semester</b>		<b>4</b>	<b>6</b>					<b>30</b>
<b>6th Semester</b>								
<b>Compulsory modules</b>								
<b>Internship</b>					LNW	oP		15
<b>Bachelor's Thesis</b>					§ 30	H		12
<b>Bachelor's Colloquium</b>					§ 33	C/P	15 min	3
<b>Total 6th semester</b>								<b>30</b>
<b>Degree program total</b>								<b>180</b>

Module completion:

- K Written examination (*Klausur*)
- B Paper
- M Oral examination
- PRO Project
- H Term paper (*Hausarbeit*)
- P/H Presentation/assignment
- P Presentation
- C Colloquium
- oP without examination

Examination prerequisite: LNW Ungraded Assessment (*Leistungsnachweis*)

\* The following may be offered as a second foreign language: French, Spanish, Russian.

Elective modules

Appendix 1b

Module number		Hours per week per semester 15 weeks			Examination prerequisite	Type of examination	Length of examination	Credits
		V	Ü	P				

German as a foreign language								
431	German as a foreign language - Business		3		LNW	K	90	5
432	German as a foreign language - Media/Politics/History		3		LNW	K	90	5
433	German as a foreign language - Intercultural Seminar		3		LNW	R/H		5
434	German as a foreign language - Intercultural Project		3		LNW	PRO		5

Module completion:

- K Written examination (*Klausur*)
- M Oral examination
- PRO Project
- H Term paper (*Hausarbeit*)
- R Research presentation on an assigned topic
- R/H Research presentation/Term paper

Examination prerequisite: LNW Ungraded Assessment (*Leistungsnachweis*)

Standard course sequence

Appendix 2

1st semester	15 weeks - lectures, practical courses, lab/studio classes, excursions	3 weeks examinations	30 Credits
2nd semester	15 weeks - lectures, practical courses, lab/studio classes, excursions	3 weeks examinations	30 Credits
3rd semester	15 weeks - lectures, practical courses, lab/studio classes, excursions	3 weeks examinations	30 Credits
4th semester	15 weeks - lectures, practical courses, lab/studio classes, excursions	3 weeks examinations	30 Credits
5th semester	15 weeks - lectures, practical courses, lab/studio classes, excursions	3 weeks examinations 8 weeks internship	30 credits
6th semester	10 weeks internship 10 weeks bachelor's thesis colloquium		30 credits

The module examinations preferably should take place during the designated examination period, optionally during the course of study.



Module nr.	405
Module title	<b>Studium Generale</b>
Semester	4 <sup>th</sup> semester
Duration of the module	1 Semester
Module type	Compulsory module
Module type	Each semester
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Marie Mouton
Name of the lecturer	Lecturer of the department
Instruction language	English
ECTS credits	5
Workload	- 150 hours in total
Semester hours per week	3
Type of examination/ prerequisite	Ungraded assessment / without examination
Weighting of the grade in overall grade	2.66 %
Learning outcomes	<p>Students receive an offer of interdisciplinary modules developing specialist, methodological, personal and social skills from the context of entrepreneurial thinking and acting as well as and social events.</p> <p>The participants should increase their professional and social skills, gain an additional qualification and thus strengthen their decision-making and action skills.</p>
Content of the module	Various events at the departmental and university level on topics such as intercultural competence, political education, time management, management skills, corporate management, philosophy, etc.
Type of instruction	Lecture = 2 hours Exercise, seminar = 1 hour
Specialities	
Literature	Depending on the subject

Module nr.	410
Module title	<b>Business Administration</b>
Semester	1 <sup>st</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	Basis for all following business modules.
Person responsible for the module	Prof. Dr. Björn Peters
Lecturer	Prof. Dr. Björn Peters
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours</li> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 55 hours self-study</li> <li>- 48.5 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	<p>The students should be able to describe simple problems within the scope of the performance and management process of companies using the technical language.</p> <p>They should be able to get an overview of various functional areas of business administration and be able to understand basic structures and concepts of these areas.</p>
Module content	<ul style="list-style-type: none"> <li>• History and methods of Business Administration</li> <li>• Companies and environment</li> <li>• Constitutive decisions</li> <li>• Concepts of Strategic Management</li> <li>• Concepts of Management</li> <li>• Concepts of Leadership</li> <li>• Concepts of Motivation</li> <li>• Service and production</li> <li>• Concepts of personal management</li> <li>• Concepts of marketing</li> </ul>

	<ul style="list-style-type: none"> <li>• Concepts of organizational design</li> </ul>
<p>Type of instruction and types of media used</p>	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, case studies, Moodle learning platform.</p>
<p>Specialities</p>	
<p>Literature</p>	<p>Northouse, P.: Introduction to Leadership: Concepts and Practice, Sage Publications.</p> <p>Hill, C. W. L., Schilling, M. A., Jones, G. R.: Strategic Management. An integrated Approach, Cengage Learning.</p> <p>Kinicki, A.: Williams, B. K.: ISE Management, McGraw-Hill.</p> <p>McShane, S., Von Glinow, M.: Organizational Behavior: Emerging Knowledge. Global Reality, McGraw-Hill.</p> <p>Luthans, F.: Organizational Behavior, McGraw-Hill.</p>

Module nr.	411
Module title	<b>Softskills</b>
Semester	1 <sup>st</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	Basis for all following business modules.
Person responsible for the module	Timo Schröder
Lecturer	Timo Schröder
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours</li> <li style="padding-left: 20px;">- thereof:</li> <li style="padding-left: 40px;">- 45 hours lecture/tutorial</li> <li style="padding-left: 40px;">- 16 hours self-study</li> <li style="padding-left: 40px;">- 39 hours preparation term paper/assignment</li> <li style="padding-left: 40px;">- 0.5 hours topic presentation</li> <li style="padding-left: 40px;">- 49.5 hours written tasks/compositions</li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Ungraded assessment and term paper
Weighting of the grade in overall grade	2.66%
Learning outcomes	In addition to the theoretical discussion of essential soft skills, a practical implementation of the idea behind intercultural competence takes place in a simple and playful way. In this context, students will get an idea how to interact successfully and appropriately with individuals and groups from other cultures - in the narrower sense, students gain their ability to deal with people of different cultural orientations in a mutually satisfactory manner.

Module content	<ul style="list-style-type: none"> <li>• Analysis of cultural origin</li> <li>• Identity, Stereotypes and culture shock</li> <li>• Communication and perception</li> <li>• Identification of cultures and how they differ from each other</li> <li>• Principles, theories and models of cultural studies and dimensions (Hofstede, Trompenaars, GLOBE-study, etc)</li> <li>• Gender and diversity competence</li> <li>• Concepts and dimensions of corporate culture</li> <li>• Globalization and ethics</li> <li>• East vs. West – a matter of culture</li> </ul>
Type of instruction and types of media used	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, Moodle learning platform, etc.</p>
Specialities	
Literature	<p>Books:</p> <p>Deutscher Manager-Verband e.V. (2003) Handbuch Soft Skills Band I: Soziale Kompetenz, vdf - Management, 1. Auflage</p> <p>Hofstede (2001) Culture´s consequences: Comparing values, behaviors, institutions and organisations across nations, 2. Auflage, Thousand Oaks CA – London</p> <p>Hall, S. (1994) Rassismus und kulturelle Identität, Verlag Argument – Hamburg</p> <p>Trompenaars, F. &amp; Hampden-Turner, C. (2008) Riding the waves of culture: Understanding cultural diversity in business, 2. Auflage, NBP – London</p> <p>Hall E. T. (1996) Beyond culture, Doubleday Anchor Books</p> <p>Online:</p> <p><a href="https://geerthofstede.com/">https://geerthofstede.com/</a></p> <p><a href="https://globeproject.com/study_2004_2007">https://globeproject.com/study_2004_2007</a></p>

Module nr.	412
Module title	<b>Mathematics</b>
Semester	1 <sup>st</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Prof. Dr. Achim Wübker
Lecturer	Prof. Dr. Achim Wübker, Dr. Abujarad
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours <ul style="list-style-type: none"> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 69.5 hours self-study</li> <li>- 34 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	Strengthen the ability to apply mathematical and statistical methods to business and economic problems.
Module content	<p>Fundamentals of financial mathematics</p> <ul style="list-style-type: none"> <li>• Mathematical basics</li> <li>• Depreciation</li> <li>• Introduction to the calculation of interest and compound interest</li> <li>• Introduction to the calculation of annuities</li> <li>• Introduction to the amortization calculation</li> <li>• Calculation of effective interest rates</li> </ul> <p>Basics of calculus</p> <ul style="list-style-type: none"> <li>• Mathematical function concept and economic functions</li> <li>• Differential quotient and differential</li> <li>• Economic applications of differential calculus</li> </ul>

	<ul style="list-style-type: none"> <li>• Integral calculus and economic applications (consumer and producer surplus)</li> <li>• Taylor's theorem for approximating differentiable functions</li> </ul> <p>Basics of linear algebra</p> <ul style="list-style-type: none"> <li>• Introduction to the calculus of matrices</li> <li>• Applications of the calculus of matrices</li> <li>• Linear systems of equations and their applications</li> </ul>
<p>Type of instruction and types of media used</p>	<p>Lecture = 2 hours                  Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, Moodle learning platform</p>
<p>Specialities</p>	
<p>Literature</p>	<p>Hammond; Sydsaeter; Strom: Essential Mathematics for Economic Analysis                  Simon; Blume: Mathematics for economists</p>

Module nr.	413
Module title	<b>Economics I</b>
Semester	1 <sup>st</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	Basis for all following business modules.
Person responsible for the module	Prof. Dr. Peter Grösche
Lecturer	Prof. Dr. Peter Grösche
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours</li> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 73.5 hours self-study</li> <li>- 30 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	<p>This course covers the principles of macroeconomics. After successfully completing the course, the students have a sound understanding of the interactions between key economic variables such as value added, national income, inflation, and unemployment. Furthermore, they are able to assess the social relevance of business cycles and know the effects of macroeconomic stabilization policy measures.</p>



Module content	<ul style="list-style-type: none"> <li>• Macroeconomic goals and the aims of stabilization policy</li> <li>• National Accounting</li> <li>• Price indices and inflation measurement</li> <li>• Elements of the aggregate demand: the goods market</li> <li>• Money supply and money demand: the money market</li> <li>• Fiscal policy and monetary policy in the IS/LM model</li> <li>• Wage bargaining, the demand for labor, and unemployment: the labor market</li> <li>• The social cost of inflation and unemployment</li> <li>• Limits of macroeconomic stabilization policy</li> </ul>
Type of instruction and types of media used	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, Moodle learning platform, video tutorials</p>
Specialities	
Literature	<p>Burda, Michael C., Wyplosz, Charles: Macroeconomics – A European Text, Oxford University Press</p> <p>Dorman, Peter, Macroeconomics – A Fresh Start, Springer</p>

Module nr.	414
Module title	<b>German Law</b>
Semester	1 <sup>st</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Timo Schröder
Lecturer	Timo Schröder
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours               <ul style="list-style-type: none"> <li>- thereof:                   <ul style="list-style-type: none"> <li>- 45 hours lecture/tutorial</li> <li>- 16 hours self-study</li> <li>- 39 hours preparation term paper/assignment</li> <li>- 1.5 hours examination</li> <li>- 48.5 hours written tasks/compositions</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination and ungraded assessment
Weighting of the grade in overall grade	2.66%
Learning outcomes	<p>Students received an overview of the entire German legal system to familiarize themselves more deeply with selected areas of law for further studies. The students understand the German state in its historical development, how it is organized nowadays and the relativity of constitutional solutions in different contexts. Moreover, students are able to consider basic concepts in terms of civil law as well as classify related legal issues.</p>

<p>Module content</p>	<ul style="list-style-type: none"> <li>• General structures of the German legal landscape</li> <li>• Field of law</li> <li>• Sources of law and hierarchy of norms</li> <li>• General structures and principles of jurisdiction</li>   <li>• Introduction to public law</li> <li>• Fundamental/basic rights (German Basic Law)</li> <li>• Constitutional structure principles</li> <li>• Constitutional bodies</li>   <li>• Introduction to private law</li> <li>• General part of the German Civil Code</li> <li>• Law of obligations</li> <li>• Property law</li> <li>• Family and inheritance law</li> </ul>
<p>Type of instruction and types of media used</p>	<p>Lecture = 2 h          Exercise, seminar = 1 h</p> <p>Blackboard explanations, presentations, Moodle learning platform, etc.</p>
<p>Specialities</p>	
<p>Literature / essential reading</p>	<p>PPT:          Timo Schröder / German Business Law .ppt</p> <p>Books:          Robbers, Gerhard (2016) An Introduction to German Law; 6<sup>th</sup>-edition; Nomos</p> <p>Text of law:          German Civil Code          German Basic Law</p> <p>Online:  <a href="https://www.bmjv.de/DE/Startseite/Startseite_node.html">https://www.bmjv.de/DE/Startseite/Startseite_node.html</a>  <a href="https://www.bundesregierung.de">https://www.bundesregierung.de</a>  <a href="https://www.bundestag.de">https://www.bundestag.de</a>  <a href="https://www.bundesrat.de">https://www.bundesrat.de</a>  <a href="https://www.bpb.de">https://www.bpb.de</a>  <a href="https://beck-online.beck.de">https://beck-online.beck.de</a></p>

Module nr.	415
Module title	<b>German as a foreign language - basic course</b>
Semester	1 <sup>st</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Marie Mouton
Lecturer	Marie Mouton
Instruction language	English/German
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours</li> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 71 hours self-study</li> <li>- 32.5 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination 90 min and ungraded assessment
Weighting of the grade in overall grade	25%
Learning outcomes	The language level starts with A1. Based on the language level of the students, the course conveys and deepens important basics of the selected language. After completing the module, the students master the basic linguistic structures (lexis, grammar, phonetics and intonation) of the respective language and can understand the main content of texts and express themselves clearly.
Module content	<p>Grammar</p> <p>Listening and reading comprehension</p> <p>Writing skills</p> <p>Discussion and speech assessment</p>

Type of instruction and types of media used	Exercise, seminar = 3 hours Grammar exercises, texts with exercises, newspaper articles, radio and video interviews, presentations, Moodle learning platform
Specialities	
Literature	Exercise materials are given out by the lecturer during the course.

Module nr.	416
Module title	<b>Human Resources</b>
Semester	2 <sup>nd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Prof. Dr. Jens Beyer
Lecturer	Prof. Dr. Jens Beyer
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours <ul style="list-style-type: none"> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 48.5 hours self-study</li> <li>- 55 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	<p>The course gives the students a basic introduction to the content-related tasks of company organization and personnel management. The students should:</p> <ul style="list-style-type: none"> <li>• get to know the most important organizational theories and their contribution to the analysis of organizational structures</li> <li>• get to know alternative structures of organisations</li> <li>• get to know modern structural forms</li> <li>• recognize the tasks of the personnel management as well as their classification in the company management</li> <li>• get to know the essential methods and processes of personnel planning and selection, personnel deployment, personnel evaluation and development as well as employee remuneration</li> <li>• evaluate and select HR management instruments in selected situations and develop basic skills with regard to their application</li> <li>• get to know the basic co-determination regulations in the Federal Republic of Germany</li> </ul>

	<ul style="list-style-type: none"> <li>record the special requirements of international personnel management</li> </ul> <p>In addition to imparting methodological and conceptual knowledge, the focus of the module is the development of skills / competencies for practical application as well as the development and evaluation of the instruments of personnel management and organizational design.</p>
Module content	<ul style="list-style-type: none"> <li>Basics of business organization</li> <li>Development of organizational theory</li> <li>Development and design of the organizational structure</li> <li>Alternative forms of organizational structure</li> <li>Human resource management tasks</li> <li>Personnel planning, selection and deployment</li> <li>Performance management</li> <li>Personnel development and talent management</li> <li>Compensation management</li> <li>Co-determination regulations</li> </ul>
Type of instruction and types of media used	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, Moodle learning platform</p>
Specialities	
Literature	<p>Schreyögg, G.: Organisation – Grundlagen der modernen Organisationsgestaltung, 5. Aufl., Wiesbaden 2008.</p> <p>Kieser, A./ Ebers, M. (Hrsg.): Organisationstheorie, 6. Aufl., Stuttgart 2006.</p> <p>Armstrong, M.: Handbook of Human Resource Management Practice, 11th edition, Chicago 2010.</p> <p>Drumm, H.: Personalwirtschaft, 5. Aufl., Berlin 2005</p> <p>Lazear, E.P.: Personnel Economics for Managers, Hoboken, NJ1998.</p>

Module nr.	417
Module title	<b>Marketing</b>
Semester	2 <sup>nd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Prof. Dr. Stefan Stumpp
Lecturer	Prof. Dr. Stefan Stumpp
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours <ul style="list-style-type: none"> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 35 preparation for the lecture</li> <li>- 40 hours self-study</li> <li>- 28.5 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	The course provides students with a basic introduction to marketing issues. They should be able to understand essential components of the market orientation.
Module content	<ul style="list-style-type: none"> <li>• Development of marketing</li> <li>• Marketing theories as well marketing strategies</li> <li>• Market orientation</li> <li>• Consumer behavior</li> <li>• Marketing instruments (4Ps)</li> </ul>
Type of instruction and types of media used	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, Moodle learning platform</p>



Specialities	The course provides students a basic introduction to marketing fundamentals. The students should be able to understand essential components of market orientation. In addition, it is the aim that students are able to distinguish between the different marketing mix types and get an overview of the core tasks of these operational aspects. It also addresses the ongoing change in marketing discipline and explains the challenges of digital brand communication.
Literature	Kotler, P. & Armstrong, G. (2020): Principles of Marketing, 18th edition, Pearson Education Limited.  Weitz, B. & Wensley, B. (2002): Handbook of Marketing, Publisher: Sage Publications London  Meffert, H., Burmann, C. & Kirchgeorg, M. (2015): Marketing - Grundlagen marktorientierter Unternehmensführung, Konzepte – Instrumente – Praxisbeispiele, 12., überarbeitete Auflage. Springer Fachmedien: Wiesbaden. doi: 10.1007/978-3-658-02344-7

Module nr.	418
Module title	<b>Statistics</b>
Semester	2 <sup>nd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	Follow-up modules: Mathematics
Person responsible for the module	Prof. Dr. Achim Wübker
Lecturer	Prof. Dr. Achim Wübker
Instruction language	English
ECTS credits	5
Workload	- 150 hours - thereof: - 45 hours on campus class - 74 hours self-study - 29.5 hours special exam preparation - 1.5 hours examination
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	The students should be familiarized with static methods and their application in business administration. They should be able to apply these to business problems using statistical software.
Module content	Basic methods of descriptive statistics and their application in business administration. <ul style="list-style-type: none"> <li>• Basics R</li> <li>• Basic statistical terms and frequency distributions</li> <li>• Visualisation possibilities in statistics</li> <li>• Statistical measures (position and dispersion parameters)</li> <li>• Correlation analysis</li> <li>• Regression analysis</li> <li>• Introduction to sampling theory</li> <li>• Introduction to probability theory</li> </ul>

	<ul style="list-style-type: none"> <li>• The Strong Law of Large Numbers</li> <li>• The Central Limit Theorem</li> <li>• Basics of Monte Carlo Simulations</li> </ul>
Type of instruction and types of media used	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, Moodle learning platform</p>
Specialities	
Literature	<p>P. Dalgaard, Introductory Statistics with R J. K. Blitzstein: Introduction to Probability N. Zuemel, J. Mount: Practical Data Science with R D. Spiegelhalter: The Art of Statistics</p>

Module nr.	419
Module title	<b>Economics II</b>
Semester	2 <sup>nd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	Firstly, the behavioral models learned in the course relate to all modules in business administration that address individual decision-making. Secondly, together with the module macroeconomics (economics I) the course constitutes a basis for advanced studies in economics (applied economics) and business administration (management, human resources). Thirdly, the course provides an understanding for optimization and efficiency in business context and thus is a preparation for modules in behavioral economics on the level of Master courses.
Person responsible for the module	Prof. Dr. Henrik Egbert
Lecturer	Prof. Dr. Henrik Egbert
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours</li> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 80 hours self-study</li> <li>- 23.5 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	Participants learn the economic perspective on consumer choice and production theory. Students study the meaning of fundamental concepts in economics and the application of these concepts to specific situations. Such concepts include scarcity, opportunity costs, elasticity, optimization, equilibria, and efficiency. Furthermore, participants learn to apply economic models on three levels. Firstly, logic argumentation based on assumptions, secondly the use and interpretation of graphic models, and, thirdly, the mathematical solution of equation systems. Finally, students acquire a good

	<p>understanding of the functioning of markets, of equilibria and disequilibria. After successful participation of the course, students are able to formulate solutions for economic problems based on rational choice theory and through the application of related models.</p>
Module content	<ol style="list-style-type: none"> <li>1. Introduction: Problems and fundamental concepts</li> <li>2. Market demand and supply, market equilibrium</li> <li>3. Consumer choice             <ol style="list-style-type: none"> <li>3.1. Budget constraint</li> <li>3.2. Preferences and utility</li> <li>3.3. Utility maximization and demand of individual households</li> <li>3.4. Individual demand functions</li> </ol> </li> <li>4. Production theory             <ol style="list-style-type: none"> <li>4.1. Production functions and technology</li> <li>4.2. Profit maximization</li> <li>4.3. Costs and cost functions</li> <li>4.4. Market supply</li> </ol> </li> <li>5. General equilibrium on markets</li> <li>6. Market structure             <ol style="list-style-type: none"> <li>6.1. Perfect competition and equilibria</li> <li>6.2. Imperfect markets</li> </ol> </li> <li>7. Pareto efficiency</li> </ol>
Type of instruction and types of media used	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Whiteboard explanations, slides, Moodle learning platform, reading texts, exercises, games</p>
Specialities	
Literature	<p>Main textbook: Mankiw, Nicholas Gr., Taylor, Mark P. (newest edition): Microeconomics.</p> <p>Additional: Pindyck, Robert S., Rubinfeld, Daniel L. (newest edition): Microeconomics, Pearson. Varian, Hal. (newest edition): Intermediate Microeconomics.</p>

Module nr.	420
Module title	<b>International Law</b>
Semester	2 <sup>nd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Timo Schröder
Lecturer	Timo Schröder
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours               <ul style="list-style-type: none"> <li>- thereof:                   <ul style="list-style-type: none"> <li>- 45 hours lecture/tutorial</li> <li>- 16 hours self-study</li> <li>- 39 hours preparation term paper/assignment</li> <li>- 0.5 hours topic presentation</li> <li>- 49.5 hours written tasks/compositions</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination and ungraded assessment
Weighting of the grade in overall grade	2.66%
Learning outcomes	Students will acquire knowledge about the international legal landscape as well as gain their understanding how processes in nowadays globalization are interacting with international, European and national regulations. Moreover, students will be able to consider which law is applicable in complex matters and certain situations/circumstances. Aside from that, students recognize which institutions and organizations are dealing within the field of international law.

<p>Module content</p>	<ul style="list-style-type: none"> <li>• Fundamentals: Legal sources of international law</li> <li>• International economic order Economic areas, institutions and organizations:</li> <li>• UN → WTO (GATT, GATS, TRIPS), World Bank Group, IMF, OECD</li> <li>• Principles: International trade relations and free-trade agreements → NAFTA, ASEAN, CETA, TTIP etc.</li> <li>• Protectionism vs. free trade → David Ricardo; Adam Smith</li> <li>• Monetary systems and exchange Rates → Bretton Woods System</li> </ul>
<p>Type of instruction and types of media used</p>	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, Moodle learning platform, etc.</p>
<p>Specialities</p>	
<p>Literature</p>	<p>Books: Herdegen, M.: Internationales Wirtschaftsrecht, Beck, Munich, (2014)</p> <p>Online: <a href="http://www.un.org">www.un.org</a> <a href="http://www.wto.org">www.wto.org</a> <a href="http://www.oecd.org">www.oecd.org</a> <a href="http://www.imf.org">www.imf.org</a> <a href="http://www.worldbank.org">www.worldbank.org</a> <a href="https://europa.eu/european-union/index_de">https://europa.eu/european-union/index_de</a> <a href="https://www.nato.int/nato-welcome/index_de.html">https://www.nato.int/nato-welcome/index_de.html</a></p>

Module nr.	422
Module title	<b>International Finance and International Accounting</b>
Semester	3 <sup>rd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Prof. Dr. Cornelia Scott
Lecturer	Prof. Dr. Cornelia Scott
Instruction language	Englisch
ECTS-Credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours</li> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 75 hours self-study</li> <li>- 28.5 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	<p>The aim of the course is to provide students with a sound understanding of international financial accounting and finance in a national and international context and the ability to analyse the financial situation of a business using the information provided in the financial statement and use traditional and contemporary types of finance. Students learn to understand the importance of financial accounting and finance for managers and understand the needs of the different user groups and the financial community. Contemporary international areas such as investor relations and corporate governance are also studied at a national and international level.</p>



<p>Module content</p>	<p>Students study German financial accounting and internationally accepted accounting standards (US-GAAP and IFRS) and analyse the reasons for differences in financial accounting and study steps undertaken to harmonize financial accounting at a national, supra-national and international level. Students also examine the institutional organisations behind these different accounting systems which enables them to understand the development of principles in a different light and in an international context. The respective conceptual frameworks and fundamental principles are also studied by students which enable them to compare the results of the different accounting systems.</p> <p>Students consolidate their theoretical knowledge by working with case studies using DAX companies this will help them become familiar with the German business environment and the range of different branches with different financial needs and investment activities. The relationship between accounting and corporate finance and the differences at an international level are studied within the course.</p>
<p>Type of instruction and types of media used</p>	<p>Lecture = 2 hours; exercise = 1 hour; Presentations and discussions</p>
<p>Specialities</p>	
<p>Literature</p>	

Module nr.	423
Module title	<b>Logistics</b>
Semester	3 <sup>rd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Prof. Dr. Sebastian Trojahn
Lecturer	Prof. Dr. Sebastian Trojahn, Prof. Dr. Frank Himpel
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours</li> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 55 hours self-study</li> <li>- 48.5 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	Students learn about the different roles in logistics, which can later represent areas of work for the students themselves. Case studies and practical examples explain essential challenges in the different areas of logistics. Students learn about different methods of problem solving and apply them independently.
Module content	<ul style="list-style-type: none"> <li>• Basics of logistics and logistics planning</li> <li>• Investment decisions, controlling</li> <li>• Case studies</li> <li>• Logistics chains and interdependencies</li> <li>• 8 R's of logistics</li> <li>• Inventory strategy, risk management</li> <li>• Sustainability, recycling and remanufacturing</li> <li>• Digitalization</li> <li>• Requirement and functional specifications</li> </ul>

	<ul style="list-style-type: none"><li>• Method deepening among other things: Evaluation methods, network diagram technique, product, process, order, utility value analysis, morphology, Ishikawa diagram</li></ul>
Type of instruction and types of media used	Lecture = 2 hours Exercise, seminar = 1 hour  Blackboard explanations, presentations, Moodle learning platform
Specialities	
Literature	

Module nr.	424
Module title	<b>Reporting</b>
Semester	3 <sup>rd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	Controlling; Production-Theory; Logistics Accounting; Statistics
Person responsible for the module	Prof. Dr. Markus Holz
Lecturer	Prof. Dr. Markus Holz
Instruction language	English
ECTS credits	5
Workload	- 150 hours - thereof: - 45 hours on campus class - 65 hours self-study - 40 hours special preparation and revision
Semester hours per week	3
Type of examination/ prerequisite	Presentations during the classroom hours, minimum 90% presence, paper
Weighting of the grade in overall grade	2.66%
Learning outcomes	The participants will receive a basic training, which is an important part of various advanced business courses / learning content (accounting, controlling, sales and production planning, various management-oriented courses, etc.).
Module content	The training includes inter alia: <ul style="list-style-type: none"> <li>• Creation of deviation analyzes</li> <li>• Reporting structures, how to create and to establish</li> <li>• Development of reporting processes – Value Chain oriented</li> <li>• Differentiation between internal and external reporting (HGB &amp; IFRS)</li> <li>• Development and application of key performance indicators (KPI)</li> <li>• Structure and use of balance scorecard systems</li> </ul>

<p>Type of instruction and types of media used</p>	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Presentation of own solutions to exercises / case studies, discussion of specific case studies</p> <p>PPT Presentations, Blackboard explanations, group presentations, Moodle learning platform</p>
<p>Specialities</p>	
<p>Literature</p>	<p>Kaplan, Robert S./Norton, David P.; The Balanced Scorecard; Kindle Book Copyright 1996</p> <p>Melville, Alan; International Financial Reporting; 7<sup>th</sup> edition, 2019; Pearson Education, UK</p> <p>Marr, Bernhard; Key Performance Indicators; 2012; Pearson Education, UK</p> <p>Williams, Jan R./Haka, Susan F./Bettner, Mark S./Carcello, Joseph V.; Financial and managerial accounting; 18<sup>th</sup> ed. 2016; McGraw Hill Education, Dubuque</p>

Module nr.	425
Module title	<b>Intercultural Seminar</b>
Semester	3 <sup>rd</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	Basis for all following business modules.
Person responsible for the module	Timo Schröder
Lecturer	Timo Schröder
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours</li> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours lecture/tutorial</li> <li>- 16 hours self-study</li> <li>- 39 hours preparation term paper/assignment</li> <li>- 0.5 hours topic presentation</li> <li>- 49.5 hours written tasks/compositions</li> </ul> </li> </ul>
Semester hours per week	4
Type of examination/ prerequisite	Research presentation of assigned topic
Weighting of the grade in overall grade	2.66%
Learning outcomes	In addition to the theoretical discussion of essential “Soft skills”, a practical implementation of the idea behind intercultural competence takes place in a simple and playful way. In this context, students will get an idea how to interact successfully and appropriately with individuals and groups from other cultures - in the narrower sense, students gain their ability to deal with people of different cultural orientations in a mutually satisfactory manner.

Module content	<ul style="list-style-type: none"> <li>- Analysis of cultural origin</li> <li>- Identity, stereotypes and culture shock</li> <li>- Communication and perception</li> <li>- Identification of cultures and how they differ from each other → Principles, theories and models of cultural studies and dimensions (Hofstede, Trompenaars, GLOBE-study, etc)</li> <li>- Gender and diversity competence</li> <li>- Concepts and dimensions of corporate culture</li> <li>- Globalization and ethics</li> <li>- East vs. West – a matter of culture</li> </ul>
Type of instruction and types of media used	<p>Lecture = 2 hours Exercise, seminar = 1 hour</p> <p>Blackboard explanations, presentations, Moodle learning platform, etc.</p>
Specialities	
Literature / essential reading	<p>Books:</p> <p>Morrison, T. &amp; Conaway, W. A. (2006) Kiss, bow or shake hands, Second edition, Avon - Massachusetts</p> <p>Hofstede (2001) Culture´s consequences: Comparing values, behaviors, institutions and organisations across nations, 2. Auflage, Thousand Oaks CA – London</p> <p>Hall, S. (1994) Rassismus und kulturelle Identität, Verlag Argument – Hamburg</p> <p>Böttcher, S. (1999) Kulturelle Unterschiede – Grenzen der Globalisierung; Der Vergleich zwischen dem Westen und Ostasien, Duncker &amp; Humblot – Berlin / München</p> <p>Trompenaars, F. &amp; Hampden-Turner, C. (2008) Riding the waves of culture: Understanding cultural diversity in business, 2. Auflage, NBP – London</p> <p>Hall E. T. (1996) Beyond culture, Doubleday Anchor Books</p> <p>Online:  <a href="https://geerthofstede.com/">https://geerthofstede.com/</a>  <a href="https://globeproject.com/study_2004_2007">https://globeproject.com/study_2004_2007</a></p>

Module nr.	426
Module title	<b>Seminar International Management</b>
Semester	4 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Marie Mouton
Lecturer	Lecturer
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours <ul style="list-style-type: none"> <li>- thereof: <ul style="list-style-type: none"> <li>- 60 hours on campus class</li> <li>- 50 hours self-study</li> <li>- 38.5 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	4
Type of examination/ prerequisite	Presentation /Term paper
Weighting of the grade in overall grade	2.66%
Learning outcomes	As part of the module, the students gain an insight into different aspects of international corporate governance as well as into special problems and approaches to solving global business. International management is an inherent part of modern operational management and affects all important functional areas of organizations. The module provides a practical introduction to the topic aiming to develop leadership-oriented skills.
Module content	<ul style="list-style-type: none"> <li>• Internationalization in a historical context</li> <li>• Management aspects of the international economy</li> <li>• Dynamics and prognosis of international economic development</li> <li>• Framework conditions for internationally active companies</li> <li>• Drivers and trends related to globalization and digitization</li> <li>• Important international organizations</li> <li>• Types and structures of international companies</li> <li>• International enterprise theory</li> </ul>



	<ul style="list-style-type: none"> <li>• Management problems of international companies</li> <li>• Internationalization strategies</li> <li>• Relevant theoretical and practical questions about the handling of business transactions (customs, certification, international price calculation)</li> <li>• Organizational problems of international companies</li> <li>• Culture of international companies</li> <li>• Management of intercultural performance groups</li> </ul>
<p>Type of instruction and types of media used</p>	<p>Lecture = 2 hours Exercise, seminar = 2 hours</p> <p>Blackboard explanations, presentations, Moodle learning platform, use of modern media, discussions</p>
<p>Specialities</p>	
<p>Literature</p>	<p>Whitebook 4.0 / Weissbuch 4.0, BMAS, 2016 Grant „Contemporary Strategy Analysis, 2010 Kutschker/Schmidt „Internationales Management“, 2011 Perlitz „Internationales Management“, 2011 Meckl „Internationales Management“, 2008</p> <p>Script</p>

Module nr.	427
Module title	<b>Intercultural Business Administration Project</b>
Semester	4 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Prof. Dr. Björn Peters
Lecturer	Prof. Dr. Björn Peters
Instruction language	English
ECTS credits	10
Workload	<ul style="list-style-type: none"> <li>- 300 hours</li> <li>- thereof: <ul style="list-style-type: none"> <li>- 60 hours on campus class</li> <li>- 220 hours self-study (project research, report)</li> <li>- 15 hours special exam preparation</li> <li>- 5 hours presentation</li> </ul> </li> </ul>
Semester hours per week	4
Type of examination/ prerequisite	Block seminar, project
Weighting of the grade in overall grade	2.66%
Learning outcomes	<p>As a basis the students get to know the central concepts of the concept of culture and receive an overview of the possible uses and limitations of essential traditional and modern cultural theories. They have analyzed the main influencing factors on situations of intercultural communication and developed a basic understanding of cultural influences in interpersonal situations. Against the background of the business activities of international companies, the students dealt with the complex interplay of cultural levels and their influence on employees and corporate culture. Furthermore, depending on the situation, they are able to recognize the influence of cultural differences on corporate strategy, organizational design, as well as the management concepts and negotiation strategies used. The students have reflected on their own cultural are aware of the inherent risk of stereotyping. They have developed a feeling for the complex influences and effects of culture on economic relationships. They are able to reflect on their own behavior against the background of other</p>

	value systems and to analyze the behavior of others from different perspectives. The students can work constructively in an international working group.
Module content	<ul style="list-style-type: none"> <li>• Organizational culture</li> <li>• Cultural influences on organizational design</li> <li>• Cultural influence of culture on employee behavior, management and leadership styles, motivation, conflict management</li> <li>• Acculturation strategy</li> <li>• Diversity and Managing Diversity</li> <li>• Intercultural communication</li> </ul>
Type of instruction and types of media used	<p>Lecture = 2 hours Exercise, seminar = 2 hours</p> <p>Blackboard explanations, presentations, Moodle learning platform, interactive group work, intercultural training and coaching methods</p>
Specialities	Intercultural training and coaching methods
Literature	<p>Hofstede, G.: Culture´s consequences: Comparing values, behaviors, institutions and organizations across nations.</p> <p>House, R.J., Hanges, P.J., Javidan, M., Dorfman, P.W., Gupta, V. (Hrsg.): Culture, Leadership, and Organizations. The GLOBE Study of 62 Societies.</p> <p>Lang R., Baldauf N.: Interkulturelles Management</p> <p>Ternès, A., Towers, I.: Interkulturelle Kommunikation: Länderporträts - Kulturunterschiede – Unternehmensbeispiele.</p> <p>Thomas, D.C., Peterson, M.F.: Cross-Cultural Management: Essential Concepts.</p>

Module nr.	428
Module title	<b>Project</b>
Semester	5 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Marie Mouton
Lecturer	Lecturer of the department
Instruction language	English
ECTS credits	5
Workload	150 hours
Semester hours per week	3
Type of examination/ prerequisite	Ungraded assessment/without examination
Weighting of the grade in overall grade	2.66%
Learning outcomes	The students are able to carry out their own scientific work and present the results in a representative way. The focus is on strengthening analysis, problem-solving and decision-making as well as social skills.
Module content	Content-related project on selected business and economic topics.
Type of instruction and types of media used	Lecture = 0 hours Exercise, seminar = 3 hour  Research using modern media and presentation applications
Specialities	
Literature	Depending on the subject

Module nr.	429
Module title	<b>Interdisciplinary Seminar</b>
Semester	5 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Timo Schröder
Lecturer	Timo Schröder
Instruction language	English
ECTS credits	10
Workload	<ul style="list-style-type: none"> <li>- 150 hours <ul style="list-style-type: none"> <li>- thereof: <ul style="list-style-type: none"> <li>- 60 hours on campus class</li> <li>- 16 group work</li> <li>- 73.5 h preparation term paper/assignment</li> <li>- 0.5 h topic presentation + disputation</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	4
Type of examination/ prerequisite	Research presentation of assigned, interdisciplinary topic
Weighting of the grade in overall grade	2.66%
Learning outcomes	The interdisciplinary seminar combines previously imparted marketing, management and entrepreneurship competencies from a selected interdisciplinary subject area with current economic relevance. Interdisciplinary approaches regarding the international economic development will be internalized. Furthermore, and as main part of the seminar, a scientific problem statement will be considered, a proposed solution developed and finally presented.
Module content	<p>Phase 1: General module introduction and term schedule.</p> <p>Phase 2: Students work in small groups on a specific and novel interdisciplinary topic what is currently highly relevant in business and research.</p> <p>Phase 3: In a term paper/report, students document their results and present them in a final presentation at the end of the semester.</p>

Type of instruction and types of media used	Lecture = 2 hours Exercise, seminar = 2 hours  Blackboard explanations, presentations, Moodle learning platform
Specialities	
Literature	<ul style="list-style-type: none"> <li>- Lecturer provides documents, ppts, scripts and tasks via Moodle</li> <li>- Transcripts from previous modules such as: <ul style="list-style-type: none"> <li>Business administration</li> <li>International law</li> <li>Marketing</li> <li>International management</li> <li>Statistics</li> </ul> </li> </ul>

Module nr.	430
Module title	<b>Second foreign language</b>
Semester	5 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Prof. Dr. Uta Seewald-Heeg
Lecturer	Lecturer of the Language Centre
Instruction language	Spanish/Russian/French
ECTS credits	15
Workload	<ul style="list-style-type: none"> <li>- 150 hours               <ul style="list-style-type: none"> <li>- thereof:                   <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 70 hours self-study</li> <li>- 34.5 hours special exam preparation</li> <li>- 0.5 hour examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Oral examination 20 min and ungraded assessment
Weighting of the grade in overall grade	25%
Learning outcomes	The language level starts with A1 (beginner). Based on the language level of the students, the course conveys and deepens important basics of the selected language. After completing the module, the students master the basic linguistic structures (lexis, grammar, phonetics and intonation) of the respective language and can understand the main content of texts and express themselves clearly.
Module content	Grammar Listening and reading comprehension Writing skills Discussion and speech

Type of instruction and types of media used	Lecture = 2 hours Exercise, seminar = 1 hour  Grammar exercises, texts with exercises, newspaper articles, radio and video interviews, presentations, Moodle learning platform
Specialities	
Literature	Exercise materials are given out by the lecturer during the course.



Module nr.	431
Module title	<b>German as a foreign language - Business</b>
Semester	2 <sup>nd</sup> - 4 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Marie Mouton
Lecturer	Marie Mouton
Instruction language	English/German
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours <ul style="list-style-type: none"> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 81.5 hours self-study</li> <li>- 22 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination 90 min and ungraded assessment
Weighting of the grade in overall grade	25%
Learning outcomes	The module combines language skills and current economic topics and teaches the basics of business language.
Module content	<ol style="list-style-type: none"> <li>1. Business management and entrepreneurship</li> <li>2. Labour law</li> <li>3. Work life and regional networks</li> <li>4. Economic sectors</li> <li>5. International trade</li> <li>6. Marketing</li> </ol>
Type of instruction and types of media used	Lecture = 0 hours Exercise, seminar = 3 hours

	<ul style="list-style-type: none"><li>- Exercises</li><li>- Video and radio reports</li><li>- PowerPoint presentations</li><li>- Grammar exercises</li><li>- Interactive analysis of newspapers, journals and reports using multimedia methods</li><li>- Business administration and marketing vocabulary database</li><li>- Understanding journalistic and simple popular media texts, primarily from the fields of business administration</li></ul>
Specialities	
Literature	Exercise materials are given out by the lecturer during the course.

Module nr.	432
Module title	<b>German as a foreign language – Media/Politics/History</b>
Semester	2 <sup>nd</sup> - 4 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Marie Mouton
Lecturer	Marie Mouton
Instruction language	English/German
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours <ul style="list-style-type: none"> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 81.5 hours self-study</li> <li>- 22 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Written examination 90 min and ungraded assessment
Weighting of the grade in overall grade	25%
Learning outcomes	Both the current political situation and relevant aspects of history are explained and discussed. Media, including social media are presented and media change in politics is analyzed.
Module content	<ol style="list-style-type: none"> <li>1. Media and social Media</li> <li>2. Presentation of political parties</li> <li>3. Historically relevant facts to understand the development and the current situation of the Germany</li> </ol>
Type of instruction and types of media used	<p>Lecture = 0 hours Exercise, seminar = 3 hours</p> <ul style="list-style-type: none"> <li>- Smartboard presentation / projector</li> <li>- Grammar exercises</li> <li>- Video and radio reports</li> </ul>

	<ul style="list-style-type: none"><li>- Newspaper articles</li><li>- Analysis of newspapers and reports using multimedia methods</li><li>- Group work: conversation / discussion on given specialist topics</li><li>- Discussion and debate</li><li>- Understanding of audio texts that contain frequently used technical expressions</li></ul>
Specialities	
Literature	Exercise materials are given out by the lecturer during the course.

Module nr.	433
Module title	<b>German as a foreign language – Intercultural Seminar</b>
Semester	2 <sup>nd</sup> - 4 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Marie Mouton
Lecturer	Marie Mouton
Instruction language	English/German
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours               <ul style="list-style-type: none"> <li>- thereof:                   <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 81.5 hours self-study</li> <li>- 23 hours special exam preparation</li> <li>- 0.5 hours examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Research presentation on an assigned topic/term paper
Weighting of the grade in overall grade	25%
Learning outcomes	Intercultural issues are discussed in this course. The aim is to understand culture-specific features of negotiation and cross-border interaction and thereby avoid intercultural misunderstandings. Overall, a good intercultural knowledge is the basis for cooperative collaboration between German and foreign discussion partners. Discussions and debates are also part of the lecture and make it possible to practice what has been learned.
Module content	<ol style="list-style-type: none"> <li>1. Cultural and linguistic diversity</li> <li>2. Communication skills and models</li> <li>3. Intercultural communication</li> <li>4. Strategies and conflict resolution in negotiations</li> <li>5. Companies in comparison</li> <li>6. Subsidiaries abroad</li> <li>7. Hierarchical structures in companies</li> </ol>

Type of instruction and types of media used	Lecture = 0 hours Exercise, seminar = 3 hours  <ul style="list-style-type: none"><li>- Smartboard presentation / projector</li><li>- Case studies and exercises</li><li>- Video and radio reports</li><li>- Newspaper articles</li><li>- Discussion and debate</li><li>- Presentation on a specialist topic with subsequent discussion</li></ul>
Specialities	
Literature	Exercise materials are provided by the lecturer during the course.

Module nr.	434
Module title	<b>German as a foreign language – Intercultural Project</b>
Semester	2 <sup>nd</sup> - 4 <sup>th</sup> semester
Duration of the module	1 semester
Module type	Compulsory module
Module offer	Once in a year
Prerequisites	Enrolment in International Business – English taught program
Usability of the module	
Person responsible for the module	Marie Mouton
Lecturer	Marie Mouton
Instruction language	English
ECTS credits	5
Workload	<ul style="list-style-type: none"> <li>- 150 hours <ul style="list-style-type: none"> <li>- thereof: <ul style="list-style-type: none"> <li>- 45 hours on campus class</li> <li>- 81.5 hours self-study</li> <li>- 22 hours special exam preparation</li> <li>- 1.5 hours examination</li> </ul> </li> </ul> </li> </ul>
Semester hours per week	3
Type of examination/ prerequisite	Project + ungraded assessment
Weighting of the grade in overall grade	25%
Learning outcomes	In this module intercultural and communication skills are to be further developed. Moreover, students have the possibility to visit foreign companies in Germany and to have an insight into selected operational issues in an international or intercultural context.
Module content	<ol style="list-style-type: none"> <li>1. Business combinations in different countries</li> <li>2. Business letters and business letters and CV</li> <li>3. Contact with companies</li> <li>4. Tourism</li> <li>5. Company visits to foreign companies</li> <li>6. Project weeks</li> </ol>
Type of instruction and types of media used	Lecture = 0 hours Exercise, seminar = 3 hours

	<ul style="list-style-type: none"><li>- Smartboard presentation / projector</li><li>- CV exercises</li><li>- Video reports</li><li>- Participation in excursions or international student project weeks</li><li>- Work in groups</li></ul>
Specialities	
Literature	Exercise materials are given out by the lecturer during the course.