

International Business & Management

Module Handbook

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1. Learning objectives 1 of the Bachelor's programme "International Business & Management" IB&M, Münster University of Applied Sciences

- I. Graduates will be able to demonstrate and apply relevant knowledge of the key disciplines of management and international business in various real world contexts with the help of quantitative and qualitative methods.
- II. Graduates are able to **identify**, **analyze and solve complex and ambiguous business issues** in order to find appropriate solutions.
- III. Graduates are capable of communicating appropriate solutions, either in their mother tongue or in the teaching language of their destination country, both orally and in writing at Level C1 (based on the CEFR), including digital communication.
- IV. Graduates are able to work effectively both individually and in multicultural teams based on their intercultural competence for their focus region.
- V. Graduates will be able to **identify and diagnose issues of business ethics and sustainability** within an international business environment.
- VI. Graduates are able to acquire, apply and critically question new knowledge independently in academic as well as in business contexts. They are able to adapt to changing environments.

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¹ Learning objectives are categorised based on the description of skills laid down in the *Deutscher Qualifikationsrahmen für lebenslanges Lernen* (AK DQR, 2011) and in compatibility with the *Qualifikationsrahmen für Deutsche Hochschulabschlüsse* (KMK, 2017). Social and people skills were formulated appropriately in close connection to subject expertise when drawing up the learning objectives, which is why it is not always possible to clearly separate some of the skills mentioned.

2. Skills matrix

	Basic Modules					Intermediate Modules								Specialisation Modules																								
	(1	st 8	& 2r	d S	eme	este	er =	60	EC1	S)	(3rd & 4th Semester = 60 ECTS) The order of modules in electives depends on students' individual students.								al study	(5th to 7th Sem = 60 ECTS) dy behavior and international mobility.																		
International Business & Management Modules		counting		Ф	nguage s Latin Amer. I **	nin.	esses		900	Latin Amer. II **	*****	ent ions of Econ.		Latin Amer. III	tainable Econ.	erman**/***	Activity				usiness Mgmt.	Jement			nal Management & Ecs.		stic = Latin America; e; EBP = worldwide	sity abroad or CALA domestic) Design	ures	Society and Econ.		ternat. Markets e	Agmt.	S. IIII UIII ativo	and Supply chain	
Intercultural Management is a compulsory course for all students to be combined with top up courses for incoming and CALA outgoing students ** For CALA incomings in the German track, ICM plus these courses add up to the "Regiona Studies of Europe"-Module (12 ECTS) *** For all incomings in the English track, ICM is topped up by "German Academia" (module: "ICM & German Academia") (6 ECTS)	agement Proce	egal Frameworks & A	lathematics licroeconomics	st Business-Language	:BP: Znd Business-Lai :ALA: Regional Studie	inancial Business Adr	rimary Business Proc	facroeconomics	st Business-Language	ALA Regional Studies	orporate Managemen	ntercultural Manageme :urop. Integr.: Foundat	st BusLanguage III	st busLanguage IV ALA Regional Studies	nternat. Econ. and sus	derman or Business G	ustainable Economic	usiness Informatics	intrepreneurship	nternational Mgmt.	inancial Aspects of Br IR Mamt./ Organisation	nternational HR Manag	lanaging Technology	ogistics tusiness game	urrent Issues in internatio	farketing Quantitative Methods I	nternship: CALA dome ALA Incoming = Europ	itudy at partner univer	tudents nternational Marketing	dvanced Organization	nternational New Vent	iustain. and Ethics in 9 Inerational Tax Theory	orporate Finance	itrat. of Success on In eadership and Chang	otential-oriented HR N	Nantitative Methods II	ngital Transromauon fromt FRP: Transfer Module	Sachelor's Thesis
Types of Exam Information on duration of exams indicate the overall workload	ites): 50% + Presentation: 50%	6	6 3	ement Test: 30%; Presentation 20%,	50% + Presentation 50%	mins)	6 6 6	S (suin	ement Test: 30%; Presentation 20%, h): 50%	Presentation: 33%	7 (Suiu	video covering critical incident P Ir nins); 75% + Pres. 25%	ement Test: 30%; Presentation 20%,	50% + Term Paper 17% + Presentation 3	nins) 70% + Report or Paper 30%	ement Test: 50%; Assignment 30%, 09.00%	s): 60% + Assignment: 40% 9 9 Ninos)	4 (suin	resentation 50%, Essay 20% o E	nd Final Presentation 40%/60% on Ir	min) 9 F nins): 65% + Sem. Paper: 35% 9 F	nins): 60% + Sem. Paper: 40%	30 mins) 40% + Assignm./Sem. Paper 9 N	mins): 75% + Case Study: 25% ss, Project Reports o B	entation/seminar papers depending on lec 9 C	mins) 50% + Sem. Paper: 50% 9 G	nt Report (15-20 Pages)	d on partner university	33%+Project 33%+Pap. & Pres. 33%	37,5%+Case Study 37,5%+Presentation 13,5%+Case Study 37,5%+Presentation 13,5%+Case Study 37,5%+Presentation 13,5%+Case Study 37,5%+Presentation 13,5%+Case Study 37,5%+Presentation 13,5%+Presentation 13,5	7,5% + Seminar Paper 12,5%	12 12	nins) 75% + Presentation/Paper 25%	66% + Paper & Pres. 34% Paper 25% + Written E. (90mins) 50% 15 Caper 25% + Written E. (90mins) 50%	(nim (Case studies 75%	mins) 75% + Case Study 25% 75 * 10 * 10 * 10 * 10 * 10 * 10 * 10 * 1	6/1: SISO
Percentages indicate the weight for final marks Language of instruction (E = English, F=French, G = German, P = Portugese, S = Spanish, C = Chinese)	Written	O Written E. (2h)	O Written E. (1h) O Written E. (1h)	Course-achiev	7 Term Papers:	D Written E. (106	D Written E. (2h)	Written E. (75r	Course-achievem + Written E. (2h):	O Essay: 66% +	O B Written E. (90r	Pres./Paper + Written E. (90r	Course-achiev	G Text summary	Written E. (90r	Course-achiev Presentation 2	Oral E. (90min O Written E. (90r	т Written E. (60r	Project 30%; F	Intermediate a	Mritten E. (90 Written E. (90 Written E. (90 Pc.)	т Written E. (90r	Presentation (6	O g Written E. (90r	S a Focus on pres	O Written E. (90r O Written E. (60r	Work Placeme	Exams depend	т Written E. (1h)	Written E. (1h)	Presentation 8	O Assignments 1 O Written E. (2h)	Written E. (90r	. Written E. (Zh) В Essay 25% + F	Ø Written E. (120	D Project 25% +	Written E. (90r 円 Essay (15-20 F	o ∰ Written Th
I. Graduates will be able to demonstrate and apply relevant knowledge of the key disciplines of management and international business in various real world contexts with the help of quantitative and qualitative methods.		х	x x			х	x x	X			x	x x		Х	х		хх	х		х	x x	X	x	х	х	хх					х							
II. Graduates are able to identify, analyze and solve complex and ambiguous business issues in order to find appropriate solutions.	S										X	x x		х	х		x x		х	x	х	X	X Z	x x	X	х	Х	х	х	x >	x	x x	x x	x x	X X	(X	x x	X
III. Graduates are capable of communicating appropriate solutions, either in their mother tongue or in the teaching language of their destination country, both orally and in writing at Level C1 (based on the CEFR), including digital communication.	х			x	х				x x		x .	x x	x :	x x	х	х	x x		хх	x x	х	x	x .	хх	х	хх	х	х	х	x >	x x	хх	x x	x x	x x	(X	x x	x
IV. Graduates are able to work effectively both individually and in multicultural teams based on their intercultural competence for their focus region.	x			X	x x					х		х					Х		Х	Х		х	x 2	x x	x		х	х	Х	X >	X			X	X	(X	
V. Graduates will be able to identify and diagnose issues of business ethics and sustainability within an international business environment.	X		Х			Х					x	x			х		Х			х		Х	Х			x	(X)	х			x	X		х			(X)) (X)
VI. Graduates are able to acquire , apply and critically question new knowledge independently in academic as well as in business contexts . They are able to adapt to changing environments .					Х							х			х				хх	(х	х				Х	х	х	x >	X	x x	x x	х	x x	(x	x x	X
IB&M (CALA) domestic students; 210 ECTS in total (compulsory mark: c = compulsory, e = elective) IB&M (EBP & Asia) domestic students; 210 ECTS in total (student mobility profile depends on partner	С	С	СС	С	С	С	c c	С	c	С	С	С	С	С	C 6			of 8				4 out of					С	substitut spec. mo substitut elec-tive	es od.	(if thesis =	6 ECTS) 4	48 out of	276 ECTS:-/	if thesis	= 12 ECTS)	36 ECIS	1	С
university) German track for IB&M (CALA) incoming students; >= 60 ECTS in total (requirements depend on home university)	C	С	C C	С	c	C	СС	С	C C	С	e	c c	С	C	C	e c				e: t of 72 E	6 out of	nterme	CTS if	thesis =	can		c c	elec-tive	:5	36 out o	int of 276 EC	termed. Mc CTS (+ 1 l	od. or Tran	sfer Mod.		= 6 ECTS	е	С
English track for IB&M (EBP) incoming students year 2; >= 60 ECTS in total (requirements depend on home university) English track for IB&M incoming students year 3; >=60 ECTS in total (requirements depend on home university)												С				С						72 ECT					С			36 out o		**			S can be r		by	С

3. Study Program

1st year

1st Language: Business English/French/Spanish/Portuguese I (B2.1) [MSB.1.0001.1.P / MSB.1.0001.1.P / MSB.1.0344.0.P/]									
Examination:		Course No:	ECTS credits:						
[MSB.1.0001.1.P /			4						
MSB.1.0001.1.P /									
MSB.1.0344.0.P] 1 st Lan									
Business Language I (B2	,								
Recommended classific	cation:	Compulsory mark:	Language of instruction:						
1 st semester		[PF]	English/ French/						
A		B	Spanish/Portuguese						
Module Leader:		Module frequency:	How to register:						
Jennifer Burkart, M.A. Claudia de Bornstedt, M.	٨	[WiSe]							
Cathrin Ruppe, M.A.	Α.								
Student support:									
Module leader Business	l anguage:	and lecturer							
	Students ar								
•	understa	and and put into contex	kt longer written and spoken texts of						
		•	ard to study, everyday life and						
		studies							
•	paraphr	ase general and specif	ic economical/business related						
	texts, or	ally and in writing, with	correct content (albeit with						
	linguistic	c deficits)							
•	present coheren		d to economic and business topics						
•	take act	ive part in conversatior	ns and discussions at an						
	intermed	diate level of language							
•	react ad	lequately on cultural pra	actices in everyday life of the target						
	country								
Type and length of •	Written	exam (90 minutes): 50	% of module grade						
examination	Course-	related achievement te	est: 30 % of module grade						
	homewo	ork assignments, essay	s, oral examinations, vocabulary						
	tests, et	ts, etc.)							
Presentation: 20 % of module grade									
Obligatory regular and active participation in the course									
Teaching format •	Teaching format • Teaching in the form of seminars								
•									
Teaching content •		nd administration in the	-						
•		e of economy and soci							
•	Econom	nically and socio-cultura	ally significant regions						

	Education system and higher education system	า						
	Working conditions and social system							
Workload	Face-to-face instruction: 4 hrs/wk per semester:	60 h						
	Preparatory and follow-up work by student:	60 h						
	Total:	120 h						
Requirements with	B1.2 level CEF (proven in internal IB&M assessment test)							
regard to content								
Formal	Obligatory regular and active participation in the co	ourse						
requirements								
Recommended	Information will be given during the course							
reading								

1st Language: Busi	ness Spai	nish I (B1.1)						
Examination:		Course No:	ECTS cre	edits:				
1st Language: Busines	s Spanish		4					
B1.1								
Recommended classi	fication:	Compulsory mark:	Language	e of instruction:				
1st semester		[PF]	Spanish					
Module Leader:		Module frequency:	How to re	egister:				
Claudia de Bornstedt, I	M.A.	[WiSe]						
Student support:								
Module leader, Lecture	er							
Learning Outcomes	Students a	are able to						
	• unders	stand standard texts (report	s, descriptior	ns, etc.),				
	• unders	stand key messages and im	portant detai	ils in business				
		pondence, interviews and p	•					
		both orally and in writing or						
	•	g, everyday working practic	•					
		ompanies,	, .					
		be and give reasons for the	ir views, actio	ons and				
		ons in conversations, and d						
	describe simple graphics,							
		resentations on products, co	ompanies an	d country-				
	specific topics using media resources,							
	 write application documents in a customary way and 							
		mails and simple business	•	•				
		ates, etc.).	1011010 (01190	oo, oopay				
Type and length of		n examination (90 minutes)	: 50 % of mo	dule grade				
examination		xamination (presentation): 2		•				
		e-related achievement test:		•				
		work assignments, etc.)	70 70 01 11100	iaio grado				
	,	tory regular and active part	icipation in th	ne course				
Teaching format		ing in the form of seminars						
l cucining romac		ntations						
Teaching content			introductions	the school				
		tion and careers: personal introductions, the school n, apprenticeship trades, occupational activities, weekly						
	timeta	• • •	oupational a	ouvidos, woonly				
		ess contacts: manners and	forms of add	ress: telephone				
		rsations, short interviews, c		•				
		ds of products: devices and						
		als, packaging, product des		, p. op ooo,				
	profile of consumers: consumer habits, advertising campaigns							
	Business trajectory: history of the company, taking stock,							
	commenting on graphs							
		fairs: preparations for a trac	de fair, expre	ssing quantities				
		ng a trade fair	, <i>5</i> , pro	g 4aaniiiioo,				
Workload		ice instruction: 4 hrs/wk per	semester:	60 h				
		ry and follow-up work by stu		30 h				
	1 2 3 3 3 3	,						

	Total:	90 h
Requirements with	A2.2 level Spanish language skills (proven in inter	nal IB&M
regard to content	assessment test)	
Formal	Obligatory regular and active participation in the co	ourse
requirements		
Recommended	Information will be given during the course	
reading		

1st Language: Busi	ness Spar	nish I (B1.2)					
Examination:		Course No:	ECTS cre	dits:			
1st Language: Busines	ss Spanish		4				
B1.2							
Recommended class	ification:	Compulsory mark:	Language	of instruction:			
1st Semester		[PF]	Spanish				
Module Leader:		Module frequency:	How to re	gister:			
Claudia de Bornstedt, l	M.A.	[WiSe]					
Student support:							
Module leader, Lecture							
Learning Outcomes	Students a	are able to					
		stand key messages and impo		•			
	· ·	s, product descriptions and pro					
	-	both orally and in writing on the					
		es, company location and place elephone conversations and sl					
		intiate their own opinions, acti					
		rsations, and discuss them,	ons and ac	201310113 111			
		nguistically largely correct pre	sentations	on products.			
	companies and country-specific topics using media resource						
	take notes at meetings and write short reports about business.						
	activiti	es and developments using graphics,					
	• write e	emails and simple business let	ters				
Type and length of		n exam (90 minutes): 50 % of	•				
examination		e-related achievement test: 30		•			
		vork assignments, oral exami	nations, gra	ammar /			
		ulary tests, etc.)					
		ntation: 20 % of module grade					
		tory regular and active partici	pation in th	e course			
Teaching format		ing in the form of seminars					
		ntations					
Teaching content		on and place of residence: site	•	•			
		rial cities, company description nce and how they live	ns, descrip	tions of place of			
		g and selling, placing and conf	firmation of	orders			
		wledgement of receipt, payme					
	compla		m proces	mig arra			
		ng hours and ways to work: sh	nift work, co	ommuting			
		en home and the workplace, r		_			
	work s	ituation					
Workload	Face-to-fa	ce instruction: 4 hrs/wk per se	emester:	60 h			
	Preparato	ry and follow-up work by stude	ent:	30 h			
	Total:			90 h			
Requirements with		Spanish language skills (prov	en in interi	nal IB&M			
regard to content	d to content assessment test)						

Formal	Obligatory regular and active participation in the course
requirements	
Recommended	Information will be given during the course
reading	

1st Language: Busi	ness Chin	ese I (A1.1) [MSB.1.0001	.6.P]				
Examination:		Course No:	ECTS cre	edits:			
1 st Language:Business	Chinese I		4				
[MSB.1.0001.6.P]							
Recommended class	ification:	Compulsory mark:	Language	Language of instruction:			
1 st semester		[PF]	Chinese, German				
Module Leader:		Module frequency:	How to re	low to register:			
Jennifer Burkart, M.A.		[WiSe]					
Student support:							
Lecturer							
Learning Outcomes	Students a	are able to					
	• unders	stand slowly spoken question	s and simp	ly worded			
	instruc	tions, and respond to them b	riefly,				
	• formul	ate everyday requests and re	spond to the	nem,			
	ask an	d respond to short simple que	estions abo	out themselves,			
	leisure	activities, studies and Jobs,					
	• unders	stand and express numbers, o	currency, ti	mes, days,			
	weeks	, months and years,					
	• enter i	nformation about themselves	on forms,				
Type and length of	Oral ex	xamination: 30% of the modu	le grade				
examination	 Vocab 	ulary tests: 20% of the modul	e grade				
	• Exami	nation: (50 minutes) 50% of t	he module	grade			
Teaching format	Teach	ing in the form of seminars					
Teaching content	Greetii	ngs and introductions: inform	ation about	one's name,			
	• Introdu	ictions: information about job	s, language	e, country,			
	origin.						
	Number	ers, currency, times, days, mo	onths and y	ears, make			
	appoin	tments and oral statements.					
Workload	Face-to-fa	ce instruction: 4 hrs/wk per s	emester:	60 h			
	Preparato	ry and follow-up work by stud	ent:	60 h			
	Total:			120 h			
Requirements with	None						
regard to content							
Formal	Obligatory	regular and active participati	on in the c	ourse			
requirements							
Recommended	_	A1–A2. Chinesisch für Anfär	nger. Autho	or: Hui Weber.			
reading	Klett-Sprachen, 2015.						
	Course bo	ok + practice file					

2nd Language: Bus	iness Fre	nch / Spanish A1.1						
Examination:		Course No:	ECTS cre	edits:				
2 nd Language: Busines	s French		3					
/ Spanish A 1.1 []								
Recommended class	ification:	Compulsory mark:	Language	e of instruction:				
1 st semester		[PF]	French					
Module Leader:		Module frequency:	How to re	egister:				
Cathrin Ruppe, M.A.		[WiSe]						
Claudia de Bornstedt, I	M.A.							
Student support:								
Lecturer								
Learning Outcomes	Students a	are able to						
	• unders	stand slowly spoken question	s and simp	ly worded				
	instruc	tions, and respond to them b	riefly,					
	• formul	ate everyday requests and re	spond to th	nem,				
	• glean	the relevant information from	short writte	n and oral				
	statem	nents,						
	ask ar	id respond to short simple qu	estions abo	out themselves,				
	the far	nily, leisure activities, studies	, careers a	nd jobs,				
	• under	stand and express numbers, _l	prices and t	times,				
	 give and ask information about eating habits, 							
	 enter i 	nformation about themselves on forms,						
	• make	appointments by email or letter and write simple						
	messa	ages about everyday life and the world of work.						
Type and length of	 Writter 	n exam (90 minutes): 50 % of	module gr	ade				
examination	• Course	e-related achievement tests:	30 % of the	module grade				
	(home	work assignments, oral exam	ninations, vo	ocabulary /				
	gramn	nar tests, etc.)						
	Oral e	xam: 20 % of the module gra	de					
	 Obliga 	tory regular and active partic	ipation in th	ne course				
Teaching format	Teach	ing in the form of seminars						
Teaching content	• Greeti	ngs and introductions: inform	ation about	one's name,				
	age, fa	amily, language, country, job,	hobbies, n	umbers				
	 First c 	ontacts in the workplace and	at universit	y: naming of				
	office	furniture and equipment and	department	s, hobbies,				
	leisure	activities and days of the we	ek					
	Getting	g around in the city. Reservat	ion of hotel	rooms, naming				
	of prob	plems with the hotel room, fin	ding one's	way around the				
	city, expression of the time of day and the time,							
	 Eating 	and drinking. Ordering of foo	od and drink	κ, naming of				
food items, packaging and dimensions, description of simple								
		s and eating habits.						
Workload		ce instruction: 4 hrs/wk per s		60 h				
		ry and follow-up work by stud	lent:	30 h				
	Total: 90 h							

Requirements with	None
regard to content	
Formal	Obligatory regular and active participation in the course
requirements	
Recommended reading	French: Quartier d'affaires débutant (A1). Français professionnel. Authors: Delphine Jegou; Mari Paz Rosillo. Klett-Sprachen, 2017. Livre de l'élève; Cahier d'activités.
	Spanish: Meta Profesional A1-A2. Spanisch für den Beruf. Klett-Verlag, 2014. Course + Practice Book. Units 1-4.

2nd Language: Bus	iness Chi	nese A 1.1 []		
Examination:			ECTS cre	dits:
2 nd Language: Business Chinese			3	
A 1.1				
Recommended classi	ification:	Compulsory mark:	Language	e of instruction:
1st semester			Chinese,	
Module Leader:			How to re	
Jennifer Burkart, MA		[WiSe]		
Student support:				
Lecturer				
Learning Outcomes	Students a	are able to		
	• ui	nderstand slowly spoken ques	tions and	simply worded
		tions, and respond to them bri		
	• fc	rmulate everyday requests an	d respond	to them,
		sk and respond to short simple		
	th	iemselves, leisure activities, st	udies and	Jobs,
	• ui			
		weeks, months and years,		
		 enter information about themselves on forms, 		
Type and length of	Oral examination: 30% of the module grade			
examination	 Vocab 	ulary tests: 40% of the module	e grade	
	• Examination (30 minutes): 30% of the module grade			
Teaching format	Teaching in the form of seminars			
Tanahing contout	0		4:	
Teaching content		ngs and introductions: informa		
		uctions: information about jobs	, language	e, country,
	origin.			
		ers, currency, times, days, mo	ntns and y	ears, make
Mandala ad		tments and oral statements	1	00 h
Workload		ce instruction: 4 hrs/wk per se		60 h
	Preparatory and follow-up work by student: 30 h			
Doguiromanta with	Total:			90 h
Requirements with	None			
regard to content Formal	Obligata	regular and active newtain -+:-	n in the c	ouroo
	Obligatory regular and active participation in the course			
requirements Recommended	l ána na:	A4 A2 Chinociash für Anfin	aar Auten	Uui Wahan
	Lóng neu A1-A2. Chinesisch für Anfänger. Autor:: Hui Weber.			
reading	Klett-Sprachen, 2015. Course book + practice file			
	Course bo	ook + practice tile		

2nd Language: Bus	iness Frei	nch / Spanish A2.1 []		
Examination:		Course No:	ECTS cre	edits:
[] 2 nd Language: Business			3	
French / Spanish A2.1				
Recommended classification:		Compulsory mark:	Language	e of instruction:
1 st semester		[PF]	French	
Module Leader:		Module frequency:	How to re	egister:
Cathrin Ruppe, M.A.		[WiSe]		
Claudia de Bornstedt, I	M.A.			
Student support:				
Lecturer	1			
Learning Outcomes		are able to		
	unders	stand simple information cond	erning wor	k and persons
	unders	stand the main points of short	, simple an	d precise
		iges and announcements		
		stand simple letters and email	s (appointr	nents,
	invitati	,		
		ne main information from simp	ole texts	
		n restaurants		
		ss wishes and criticism in sim	ple words a	and ask for
		mendations		
		er and transfer simple phone calls at the workspace		
		uce oneself in a text (educatio	n, protessi	onal experience
		nowledge)		
- 11 41 6	write short texts about organisations, persons, items			
Type and length of	Written exam (90 minutes): 50 % of module grade			
examination		e-related achievement tests:	30 % of the	module grade
	,	work assignments, etc.)	-1 -	
		xam: 20 % of the module grad		
Tanahina farmat		tory regular and active partici	pation in tr	ie course
Teaching format		ing in the form of seminars		
Tarabian andens		ntations		
Teaching content		ess lunch: In the restaurant		
		ersation: Childhood and youth, everyday experiences,		
		ys, future plans	al	
		ersation: daily work routine and working conditions enting professional profile and areas of activity		
		• •		•
		ntation of companies, busines	ss activities	, and products
	• Directions			otion lagrice -
		e phone: providing and requesting information, leaving a		
	messa	•		
Morklood		bank transactions	omosts=	45 b
Workload		ice instruction: 4 hrs/wk per s		45 h
	Total:	ry and follow-up work by stud	en.	45 h 90 h
L	างเลเ.			30 11

Requirements with	A1 level French language skills (proven in internal IB&M
regard to content	assessment test)
Formal	Obligatory regular and active participation in the course
requirements	
Recommended reading	French: Quartier d'affaires 1 (A2). Français professionnel et des affaires. Authors: M. Paz Rosillo, P. Macotta, M. Demaret. Klett-Sprachen, 2013. Livre de l'élève; Cahier d'activités
	Spanish : Meta profesional A1-A2 . Spanisch für den Beruf. Klett-Verlag, 2014. Course and Practice Book.

2nd Language: Business Fro	ench / Spanish B1.1			
Examination:	Course No:	ECTS cre	dits:	
[2 nd Language: Business French/		3		
Spanish B 1.1				
Recommended classification:	Compulsory mark:	Language	e of instruction:	
1 st semester	[PF]	French		
Module Leader:	Module frequency:	How to re	eaister:	
Cathrin Ruppe, M.A.	[WiSe]		9	
Claudia de Bornstedt, M.A.	[]			
Student support:				
Lecturer				
	are able to			
3		docorintion	o oto)	
	rstand standard texts (reports,	=	•	
	rstand key messages and impo			
	spondence, interviews and pre		•	
'	t both orally and in writing on s	J		
	ng, everyday working practices	s, occupatio	onal activities	
	companies,			
• desc	 describe and give reasons for their views, actions and 			
decis	decisions in conversations, and discuss them,			
• desc	 describe simple graphics, 			
• give	 give presentations on products, companies and country- 			
spec	specific topics using media resources,			
• write	write application documents in a customary way and			
	• write emails and simple business letters (enquiries, company			
	certificates, etc.).			
	en exam (90 minutes): 50 % of	module ar	ade	
I	exam (presentation): 20% of m	•		
0141	**	_		
	 Course-related achievement test: 30 % of module grade (homework assignments, etc.) 			
1	•	ination in th	o course	
_	atory regular and active partici	pation in ti	ie course	
	hing in the form of seminars			
	entations			
	ation and careers: personal int			
	m, apprenticeship trades, occu	upational ad	ctivities, weekly	
timet	ables			
	ng and spending money: incor			
subs	subsistence and consumer spending; customer consultation at			
the b	the bank; job applications			
Busir	Business contacts: manners and forms of address; telephone			
conversations, short interviews, company certificates			ficates	
• All ki	ids of products: devices and accessories, properties,			
	rials, packaging, product descr			
	face instruction: 4 hrs/wk per s	-	60 h	
	ory and follow-up work by stud		30 h	
I -	Total:			

Requirements with	A2.2 level French / Spanish language skills (proven in internal
regard to content	IB&M assessment test)
Formal	Obligatory regular and active participation in the course
requirements	
Recommended reading	French: Quartier d'affaires 2 (B1). Français professionnel et des affaires. Authors: D. Jegou, M. Paz Rosillo. Klett-Sprachen, 2014. Livre de l'élève; Cahier d'activités
	Spanish: Meta profesional B1. Spanisch für den Beruf. Klett- Verlag, 2015. Course and Practice Book.

2nd Language: Bus	siness Eng	glish/French/Spani	sh (B2.1)	
Examination: 2nd Language: Business		Course No:	ECTS credits	:
Language I (B2.1)				
Recommended class	sification:	Compulsory	Language of	instruction:
1 st semester		mark:	English/ Frenc	ch/ Spanish
		[PF]		
Module Leader:		Module	How to regist	ter:
Jennifer Burkart, M.A.		frequency:		
Claudia de Bornstedt,	M.A.	[WiSe]		
Cathrin Ruppe, M.A.				
Student support:			I .	
Module leader Busines	ss Language	e and lecturer		
Learning Outcomes	Students a			
Type and length of examination	of interregiona paraph texts, of linguist presentopics of take accommodate intermed react accommodate target of Written Course homew tests, of Present	ntation: 20 % of modu	regard to study ecific economical with correct conte ard to economic tions and discuss ge practices in eve 50 % of module t test: 30 % of m says, oral examin	// everyday life and //business related ent (albeit with and business sions at an ryday life of the grade odule grade nations, vocabulary
	Obligation	tory regular and activ	e participation in	the course
Teaching format	Teachi	ng in the form of sem	inars	
	Presen	ntations		
Teaching content	State a	and administration in t	he target country	y
-		ire of economy and s	•	-
		mically and socio-cult	•	regions
		tion system and highe		•
		ng conditions and soc	•	
Workload		ce instruction: 4 hrs/v		60 h
	semester:			30 h
	Preparator	y and follow-up work	by student:	90 h
	Total:			
Requirements with	B1.2 level	CEF (proven in interr	nal IB&M assess	ment test)
regard to content				

Formal	Obligatory regular and active participation in the course
requirements	
Recommended	Information will be given during the course
reading	

2 nd Language: Bus	iness Enal	ish/French/ Spanish (B2.	2)		
Examination:		Course No:	ECTS credit	ts:	
2 nd Language: English / French /		429601	3		
Spanish(B2.2)					
Recommended class	sification:	Compulsory mark:	Language o	f instruction:	
2 nd semester		[PF]	English/Fren	ch/Spanish/	
Module Leader:		Module frequency:	How to regi	ster:	
Jennifer Burkart, M.A		[SoSe]			
Claudia de Bornstedt	, M.A.				
Cathrin Ruppe, M.A.					
Student support:					
Module leader Busine	ess Language	e and lecturer			
Learning	Students a	re able to			
Outcomes	Compre	ehend lectures in general con	text and unde	rstand the	
	significa	ant details,			
	 Describ 	e issues of diverse topics ora	ally and in writi	ing, well	
	structur	ed, and in doing so, they use	a complex se	entence	
	structur	structure and specialist vocabulary,			
	Justify and defend own positions in discussions using relevant				
	explanations and comments,				
	Build a	g ,pp			
	points i	n an adequate manner and m	nention suppor	rting details,	
	Structu	re a presentation logically usi	ng visual tools	and present	
	it nearly without notes.				
Type and length of	 Written 	, ,			
examination	 Course 	-related achievement test: 30	% of module	grade (active	
	collabo	collaboration, homework assignments, oral exam, etc.)			
	Presentation: 20 % of module grade				
	 Obligate 	ory regular and active particip	oation in the co	ourse	
Teaching format	• Teachir	ng in the form of seminars			
	• Presen	tations			
Teaching content	Business forms and legal forms				
	Corpora	ate culture			
	Corporate structure und functions				
	 Planning and implementation of a business project 				
Workload	Face-to-fac	e instruction: 4 hrs/wk per se	mester:	60 h	
	Preparatory and follow-up work by student: 30 h			30 h	
	Total: 90 h				
Requirements with	2 nd Business Language has been completed successfully (B 2.1)				
regard to content					
Formal	Obligatory regular and active participation in the course				
requirements					

Recommended	Information will be given during the course
reading	

Legal Frameworks a Buchführung) [MSE		unting (Rechtliche Rahme	enbedingungen und
Examination:		Course No:	ECTS credits:
[MSB.1.0235.0.P] Lega	al		6
-	Frameworks and Accounting		
Recommended class		Compulsory mark:	Language of instruction:
1 st semester		[PF]	German
Module Leader:		Module frequency:	How to register:
Prof. Dr. Dirk Thoms-M	leyer	[WiSe]	
Student support:			
Prof. Dr. Dirk Thoms-N Prof. Dr. Isabel von Ke	•	Dr. Ronny Gebhardt, Prof. D . Olaf Tanto	r. Christoph Buchmüller,
Learning Outcomes		are able to	
3		the key factors of influence th	nat determine of private
		uals' tax burdens,	
		le to resolve basic taxation p	roblems independently by
		ng the expertise gained,	
	1	le to prepare a simple tax ret	urn, including taxable net
	incom	·	iam, meraamig taxabie net
	• unders	stand the importance of busir	ness accounting in general
	and bookkeeping in particular, and are able to get to grips with		
	technical terms properly,		
	are able to describe the components of annual financial		
	statements and their content,		
	are able to enter transactions correctly and to describe the second		
		they have on balance sheet	s, profit and loss accounts,
		luid assets,	
		and understand general legal	
		ations of contract law concerr	•
		le to evaluate the legislation	
	are ab acquir	le to reiterate, classify and exect	xpiaiii tile kilowiedge
		ed, pable of applying the knowle	dge gained to real facts
		usiness practice using the re	
		e cases by identifying legally	
		assess them from a legal per	•
		stify this solution using appro	-
Type and length of	Written exan (120 mins)		
examination		,	
Teaching format	Taxati	on part: Teaching in the form	of seminars
		art: Teaching in the form of s	
	groups	-	
		eeping and Accounting part:	Blended learning, i.e.
		endent processing of a web-b	•
	(ILIAS	platform) and teaching in the	e form of seminars
	supple	emented by tutorials	

Teaching content	 Taxation part: Fundamentals of the taxation of private individuals in due consideration of procedural law and income tax law Law part: Foundations of legal transactions (German Civil Code (BGB) and the German Commercial Code (HGB)), contractual obligations Bookkeeping and Accounting part: Foundations of accounting, the organisation of bookkeeping, the technique of bookkeeping, entering selected transactions, the effects of transactions on annual financial statements 		
Workload	Face-to-face instruction: 6 hrs/wk per semester:	90 h	
	Preparatory and follow-up work by student: Total:	90 h 180 h	
Requirements with	none	10011	
regard to content			
Formal	none		
requirements		-	
Recommended reading	Bornhofen: Steuerlehre 2, Gabler Verlag, neueste Auflage		
rodding	Friebel/ Rick/ Schneider/ Schoor: Fallsammlung Einkommensteuer, nwb-Verlag, neueste Auflage Schäfer-Kunz: Buchführung und Jahresabschluss, Schäffer-		
	Poeschel, neueste Auflage		
	Berens, Engel (Hrsg.): nwb Textausgabe, Wichtige Wirtschaftsgesetze für Bachelor Band 1, Aktuelle A	uflage	
	Mehrings, Jos: Grundlagen des Wirtschaftsprivatred Aktuelle Auflage	chts, Vahlen,	
	Baetge/ Kirsch/ Thiele, Bilanzen, IDW-Verlag, neue	ste Auflage	

· ·	Management Processes (Man		_		
Examination:		Course No:	ECTS credits:		
[MSB.1.0180.0.P] Management			8		
Processes					
Recommended classification:		Compulsory mark:	Language of instruction:		
1 st semester		[PF]	English		
Module Leader:		Module frequency:	How to register:		
Prof. Dr. Ulrich Balz		[WiSe]			
Student support:					
	rof. Dr. Tho	mas Jansen, Prof. Dr. Marcu	s Laumann, Prof. Dr.		
Jürgen Nonhoff					
Learning Outcomes	Students				
	• are ab	ole to describe the goal setting	g process and a generic		
	manag	gement process,			
	• are ab	le to reflect on goals and too	ls of socially responsible		
	manag	gement focusing on ethics an	d sustainability,		
		elected analytical tools and w	-		
	corpoi	rate ESG objectives from prin	nary materials for existing		
	companies in a differentiated manner,				
	are able to explain the relationship between strategy and				
	organisation as well as key terms and theories of organisation				
	theory,				
	are able to analyse simple processes, and model and optimise				
	them in BPMN 2.0,				
	 know the key challenges of organisational design, and are able 				
	to explain the different types of organisational structures and				
	· ·	dvantages and disadvantage			
		ole to describe the tasks and l			
		n resources management, an	•		
		ural problems in companies,	d discuss them related to		
		ole to create PowerPoint pres	entations: present them in a		
		ured manner; and give fellow	•		
		ole to prepare calculations us			
		s data in a flexible manner, fo	• .		
		ex functions (such as SVER)			
	-	search) and by filter functions			
		now to prepare tables of cont	•		
			•		
	bibliographies for academic texts using word-processing				
	programmes,				
	 learn how to apply fundamental constructs of programming (loops and branching) using self-created programmes. 				
Type and length of	· · ·	<u> </u>	· •		
Type and length of examination		kam (80 mins): 50% of module grade			
examination	Group pre	esentation: 50% of module gr	aut		
Teaching format	• Tooch	ing in the form of cominers			
reactiffy forfilat	Teaching in the form of seminars				
		e studies/exercises			
	Presentation by students including feedback				

Teaching content	- Company objectives				
reaching content	Company objectives Projections are proported and are a second and ar				
	Business management process The increase of a sight management in the second sec				
	Environment, goals and tools of socially responsible				
	management				
	Strategy and organisation				
	Organisation theory and organisational design				
	Organisational structure				
	Process organisation				
	Tasks and foundations of human resources ma	anagement			
	Presentation techniques				
	Word processing and spreadsheets				
	Development of programs				
Workload	Face-to-face instruction: 8 hrs/wk per semester: 120 h				
	Preparatory and follow-up work by student:	120 h			
	Total:	240 h			
Requirements with	none				
regard to content					
Formal	Proof of academic achievement in accordance with § 17 of the				
requirements	General Part of the Examination Regulations for the Bachelor and				
	Master Degrees at the University of Applied Sciences (AT PO)				
Recommended	Jones, Gareth: Organizational Theory, Design und Change,				
reading	current edition				
	Robbins, S. u. a.: Organizational Behavior				
	Robbins/ Coulter: Management, current edition				
	Molthan-Hill, P.:The Business Student's Guide to	Sustainable			
	Management				

Mathematics (Mathe	ematik) [N	/ISB.1.0185.0.P1		
Examination:		Course No:	ECTS credits:	
[MSB.1.0185.0.P] Mathematics			6	
Recommended classification:		Compulsory mark:	Language of instruction:	
1 st semester		[PF]	German	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Michael Bück	er	[WiSe]		
Student support:		1		
Prof. Dr. Michael Bück	er			
Learning Outcomes	 Students are able to know the foundations of linear algebra and are able to solve economic issues in connection with systems of linear equations and simple linear optimisation tasks, are familiar with sequences and series of numbers and are able to use them in economic issues (Financial Mathematics), know how to use functions (curve sketching) and are aware of important economic applications (such as cost, revenue, profit and price sales function and elasticities), are able to formulate and resolve relevant economic optimisation tasks using differential calculus with one or 			
		al variables, with and without		
		integral calculus as a basis o	• .	
	and statistics as well as key economic applications.			
Type and length of	Written exam (60 mins)			
examination				
Teaching format	Teaching in the form of seminars, exercises			
		ting teaching methods (tutori	<u> </u>	
Teaching content	 Activa Mathe Linear system Seque Functi Differe Integra Differe 	lassroom teaching including accompanying exercises ctivating elements of teaching (tutorials) lathematical foundations (logic, set theory, inequalities) mear algebra (vector space, algebra of matrices, linear systems of equations and inequations), equences, series and limits unctions (with economic applications) ifferential calculus of functions with one variable stegral calculus of functions with several variables		
Workload		ace instruction: 4 hrs/wk per s		
	Preparatory and follow-up work by student: 120 h			
	Total: 180 h			
Requirements with	Basic knowledge of school mathematics			
regard to content				
Formal	none			
requirements				
Recommended	Recommended Rade/ Wes		atische Formeln, Springer-	
reading	ling Verlag			

Garus, Westerheide: Differential- und Integralrechnung, Hanser Verlag

Nollau: Mathematik für Wirtschaftswissenschaftler, Vieweg + Teubner

Peters: Wirtschaftsmathematik, Verlag Kohlhammer, mit: Akkerboom, Peters: Wirtschaftsmathematik – Übungsbuch

Salomon/ Poguntke: Wirtschaftsmathematik, Fortis Verlag

Microeconomics (M	likroökono	omie) [MSB.1.0190.0.P]				
Examination:		Course No:	ECTS cre	dits:		
[MSB.1.0190.0.P]			3			
Microeconomics						
Recommended classification:		Compulsory mark:	Language of instruction:			
1st semester		[PF]	German			
Module Leader:		Module frequency:	How to register:			
Prof. Dr. Manuel Ruppi	recht	[WiSe]				
Student support:						
Prof. Dr. Manuel Ruppi	recht, Dr. O	liver Fohrmann				
Learning Outcomes	Students a	are able to				
	unders	stand and apply the key terms	s and methor	ods of		
	microe	economics,				
	unders	stand how competitive marke	ts and othe	r types of		
		t work, and predict changes i	•	d sales volumes		
		due to exogenous and endogenous effects,				
	understand and apply economic decision-making by both					
	manufacturers and consumers,					
	understand and apply the balance between the objectives of					
	economic efficiency and social justice.					
Type and length of	Written ex	am (60 mins)				
examination						
Teaching format	• Lectures					
	 Exerci 	ses				
	 Group 	work				
Teaching content	Foundations of microeconomics.					
Workload	Face-to-face instruction: 2 hrs/wk per semester: 30 h					
	Preparato	ry and follow-up work by stud	lent:	60 h		
	Total: 90 h					
Requirements with	none					
regard to content						
Formal	none					
requirements						
Recommended	Mankiw, G.: Grundzüge der Volkswirtschaftslehre, aktuelle					
reading	Auflage					

MSB.1.0002.1.P /		nglish/French/ Spanisl 002.2.P / MSB.1.0002.3	.P/]	·	
Examination:		Course No:			
[MSB.1.0002.1.P /		429601	4		
MSB.1.0002.2.P /					
MSB.1.0002.3.P] 1st					
Language: Business					
Language II (B2.2)					
Recommended		Compulsory mark:	Language of instruction:		
classification:		[PF]	English/French	n/Spanish/Portuguese	
2 nd semester					
Module Leader:		Module frequency:	How to register:		
Jennifer Burkart, M.A	۸.	[SoSe]			
Claudia de Bornstedt	t, M.A.				
Cathrin Ruppe, M.A.					
Student support:			l.		
Module leader Busin	ess Langu	age and lecturer			
Learning		are able to			
Outcomes	Com	prehend lectures in genera	al context and ur	nderstand the	
		ficant details,			
		ribe issues of diverse topic	cs orally and in v	vriting well	
		tured, and in doing so, the	•	•	
		specialist vocabulary,	y doc a complex	Scritchec structure	
		fy and defend own position	ne in discussions	using relevant	
		-	is iii discussions	daling relevant	
	explanations and comments,				
	Build a logical argumentation, thereby emphasize significant points in an adagusta manner and mantian augmenting details.				
	 in an adequate manner and mention supporting details, Structure a presentation logically using visual tools and present it 				
			iy using visual to	oois and present it	
T	nearly without notes.				
Type and length	Written exam (90 minutes): 50 % of module grade				
of examination	Course-related achievement test: 30 % of module grade (active)				
		boration, homework assigr		m, etc.)	
		entation: 20 % of module g			
	 Oblig 	atory regular and active pa	articipation in the	e course	
Teaching format	• Teac	hing in the form of semina	rs		
	• Pres	entations			
Teaching content	Busir	ness forms and legal forms	3		
		orate culture			
		orate structure und functio	ns		
	 Planning and implementation of a business project 				
Workload		<u> </u>	•	60 h	
TOINIOGU		face instruction: 4 hrs/wk per semester: ory and follow-up work by student:		60 h	
	Total:	ory and follow-up work by	Stadent.	120 h	
Requirements		Language I has been cor	mnleted success		
with regard to	Dusiliess	s Language i nas been col	npieteu success	iuiiy (D 2.1)	
_					
content					

Formal	Obligatory regular and active participation in the course
requirements	
Recommended	Information will be given during the course
reading	

1st Language: Busi	ness Spar	nish II (B1.2)		
Examination:		Course No:	ECTS cre	edits:
1st Language: Business Spanish			4	
B1.2				
Recommended classification: 2 nd Semester		Compulsory mark: [PF]	Languag Spanish	e of instruction:
Module Leader:		Module frequency:	How to re	eaister:
Claudia de Bornstedt, N	И. А.	[SoSe]		og.otor.
Student support:	****	[0000]		
Module leader, Lecture	r			
Learning Outcomes	Students a	are able to		
Two and longth of	 understand key messages and important details in company reports, product descriptions and presentations, report both orally and in writing on their work situation and activities, company location and place of residence, hold telephone conversations and short interviews, substantiate their own opinions, actions and decisions in conversations, and discuss them, give linguistically largely correct presentations on products, companies and country-specific topics using media resources, take notes at meetings and write short reports about business activities and developments using graphics, write emails and simple business letters 			is, situation and lence, lews, ecisions in on products, nedia resources, about business
Type and length of	Written exam (90 minutes): 50 % of module grade			
examination	 Course-related achievement test: 30 % of module grade (active collaboration, homework assignments, oral examinations, etc.) Presentation: 20 % of module grade Obligatory regular and active participation in the course 			
Teaching format	Teaching in the form of seminars Presentations			
Teaching content	 Location and place of residence: site profiles of important industrial cities, company descriptions, descriptions of place of residence and how they live Buying and selling: placing and confirmation of orders, acknowledgement of receipt, payment processing and complaints Working hours and ways to work: shift work, commuting between home and the workplace, reports about their own work situation 			
Workload	Face-to-face instruction: 4 hrs/wk per semester: 60 h Preparatory and follow-up work by student: 30 h Total: 90 h			30 h
Requirements with regard to content	Business Spanish B1.1 has been completed successfully.			
Formal requirements	Obligatory regular and active participation in the course			

Recommended	Information will be given during the course
reading	

1st Language: Business Spanish II (B2.1)					
Examination:		Course No:	ECTS credits:		
[1 st Language: Business			4		
Language II (B2.1)					
Recommended classification:		Compulsory mark:	Language of i	nstruction:	
2nd Semester		[PF]	Spanish		
Module Leader:		Module frequency:	How to registe	er:	
Claudia de Bornstedt,	M.A.	[WiSe]			
Student support:					
Module leader Busines					
Learning Outcomes	Students are	e able to			
		and and put into contex	•	·	
		diate difficulty with rega	ard to study, ever	ryday life and	
	regional				
		ase general and specif			
		ally and in writing, with	correct content	(albeit with	
		c deficits)			
	present information with regard to economic and business topics coherently.				
	coherently				
	 take active part in conversations and discussions at an intermediate level of language 				
	 react adequately on cultural practices in everyday life of the target 				
	country				
Type and length of	Written exam (90 minutes): 50 % of module grade				
examination	Course-related achievement test: 30 % of module grade				
	homework assignments, oral examinations, vocabulary tests, etc.)				
	 Presentation: 20 % of module grade 				
	Obligatory regular and active participation in the course				
Teaching format		g in the form of semina			
3	Presentations				
Teaching content	State an	d administration in the	target country		
		e of economy and soci	,		
		ically and socio-cultura	•	gions	
		on system and higher e			
		conditions and social	•		
Workload	Face-to-face instruction: 4 hrs/wk per semester: 60 h				
	Preparatory and follow-up work by student: 60 h				
	Total:				
Requirements with Business Language I has been completed successfully (B 1.2)					
regard to content					
Formal	Obligatory regular and active participation in the course				
requirements					
Recommended	Information	will be given during the	e course		
reading					

1st Language: Busi	ness Chin	nese II (A1.2) [1.0002.6.P]		
Examination:		Course No:	ECTS cre	edits:
1 st Language: Business Chinese			4	
II [1.0002.6.P]				
Recommended class	ification:	Compulsory mark:	Language	e of instruction:
2 nd semester		[PF]	Chinese,	
Module Leader:		Module frequency:	How to re	
Jennifer Burkart, M.A.		[SoSe]		
Student support:		1		
Lecturer				
Learning Outcomes	Students a	are able to		
•	• glean	the relevant information from	simple con	versations and
	texts,		•	
	• formul	ate and respond appropriatel	v to evervd	av questions
		quests,	,	, .
	• formul	ate greetings and apologies,	and accept	and refuse
	invitati		•	
	• formul	ate greetings and apologies,	and accept	and refuse
	invitati	ons,	•	
	• write s	imple texts about themselves	3,	
		be everyday daily routines, ur		e, reporting also
		the past,		, ,
	• write s	imple emails (hotel reservation	ons, confirn	nations of
		ntments).	,	
Type and length of	Oral ex	xamination: 30% of the modu	le grade	
examination		ulary tests: 20% of the modul	•	
	• Exami	nation: (50 minutes) 50% of t	he module	grade
Teaching format		ing in the form of seminars		
J				
Teaching content	• Introdu	uctions: information about fan	nilv. age. io	bs and hobbies.
J		: information about directions		
		around in the city, reservation		•
	0	and drinking. Ordering of foc		
	_	ems, packaging and dimension		
		s and eating habits.	•	•
Workload	Face-to-fa	ice instruction: 4 hrs/wk per s	emester:	60 h
	Preparato	ry and follow-up work by stud	ent:	60 h
	Total:			120 h
Requirements with	Business	Chinese I has been complete	d successf	ully (A1.1)
regard to content				
Formal	Obligatory	regular and active participati	ion in the c	ourse
requirements				
Recommended	_	A1-A2. Chinesisch für Anfär	nger. Autor	: Hui Weber.
reading	-	chen, 2015.		
	Course bo	ook + practice file		

2nd Language: Business French/Spanish A 1.2			
Examination: Course No: ECTS credits:			
2 nd Language: Business 3			
French/Spanish A1.2			
Recommended classification: Compulsory mark: Language of ins	struction:		
2 nd semester [PF] French			
Module Leader: Module frequency: How to register	:		
Cathrin Ruppe, M.A. [SoSe]			
Claudia de Bornstedt, M.A.			
Student support:			
Lecturer			
Learning Outcomes Students are able to			
glean the relevant information from simple conversation	ons and		
texts,			
 exchange simply worded information about directions 	s, modes		
of transport and accommodation in face-to-face conv			
and on the phone,			
make and cancel appointments,			
formulate and respond appropriately to everyday que	stions		
and requests,	0.110		
formulate greetings and apologies, and accept and re	•		
invitations	71400		
write simple texts about themselves and the world of	work		
 describe everyday daily routines, university life and 	work,		
professional life, reporting also about the past and			
write simple emails (hotel reservations, confirmations)	of		
appointments, invitations, etc.).	OI		
 Type and length of Written exam (90 minutes): 50 % of module grade Course-related achievement tests: 30 % of the module 	l		
Source related define related to the meda	ie grade		
(homework assignments, etc.)			
Oral exam: 20 % of the module grade			
	osilgatery regular and active participation in the coarse		
Teaching format • Teaching in the form of seminars			
Presentations			
Teaching content • Daily routines and everyday general and workplace a	ctivities		
 Travel: the weather, seasons and months; modes of 	transport,		
items of clothing and colours			
 Housing: apartments, residential areas and furniture; 	housing		
advertisements and house rules			
 Encounters and events: greetings and invitations; part 	rts of the		
body and diseases, advice on health; easy news broa	adcasts		
Workload Face-to-face instruction: 4 hrs/wk per semester: 60 h			
Preparatory and follow-up work by student: 30 h			
Total: 90 h			
Requirements with Business French / Spanish has been completed success	fully		
regard to content (A1.1)			

Formal	Obligatory regular and active participation in the course
requirements	
Recommended	French : Quartier d'affaires débutant (A1). Français
reading	professionnel. Authors: D. Jegou, M. Paz Rosillo. Klett-Sprachen, 2017. Livre de l'élève; Cahier d'activités
	Spanish: Meta profesional A1-A2. Spanisch für den Beruf. Klett-
	Verlag, 2014. Course and Practice Book.

2nd Language: Bus	iness Chi	nese A1.2 []		
Examination:		Course No:	ECTS cre	edits:
2 nd Language: Business Chinese			3	
A 1.2				
Recommended class	ification:	Compulsory mark:	Languag	e of instruction:
2 nd semester		[PF]	Chinese,	German
Module Leader:		Module frequency:	How to re	egister:
Jennifer Burkart, MA		[SoSe]		
Student support:				
Lecturer				
Learning Outcomes	Students a	are able to		
	• glean	the relevant information fron	n simple con	versations and
	texts,			
		ate and respond appropriate quests,	ely to everyd	lay questions
		quesis, ate greetings and apologies	and accent	t and refuse
	invitati		, and accept	and refuse
	• formul	ate greetings and apologies	, and accept	t and refuse
	invitati	ons,		
	 write s 	imple texts about themselve	es,	
	 descril 	oe everyday daily routines, ι	university life	e, reporting also
	about	the past,		
		imple emails (hotel reservati tments).	ons, confirm	nations of
Type and length of		xamination: 30% of the mod	ule grade	
examination	 Vocab 	ulary tests: 40% of the mod	ule grade	
	Exami	nation: (30 minutes) 30% of	the module	grade
Teaching format	• Teach	ing in the form of seminars		
Teaching content	• Introdu	uctions: information about fa	mily, age, jo	bs and hobbies.
	 Travel 	: information about direction	s, modes of	transport items,
	getting	around in the city, reservat	ion of hotel	rooms.
	_	and drinking. Ordering of fo		•
		ems, packaging and dimens	ions, descri _l	ption of simple
		s and eating habits.		
Workload		ce instruction: 4 hrs/wk per		60 h
	I	ry and follow-up work by stu	dent:	30 h
	Total:			90 h
Requirements with regard to content	Business	Chinese A1.1 has been com	pleted succ	esstully.
Formal	Obligatory	regular and active participa	tion in the c	ourse
requirements		J 12 212 21 2 P 20 11 21 P 20	0	
Recommended	Lóng neu	A1-A2. Chinesisch für Anfa	inger. Autor	: Hui Weber.
reading	_	chen, 2015.	J	
	Course bo	ook + practice file		
	<u> </u>	·		

2nd Language: Bus	iness Fre	nch / Spanish A2.2		
Examination:		Course No:	ECTS cre	edits:
[] 2 nd Language: Business			3	
French /Spanish A 2.2				
Recommended class	ification:	Compulsory mark:	Language	e of instruction:
2 nd semester		[PF]	French/Sp	oanish
Module Leader:		Module frequency:	How to re	egister:
Claudia de Bornstedt, l	M.A.	[SoSe]		
Cathrin Ruppe, M.A.		-		
Student support:				
Lecturer				
Learning Outcomes	Students	are able to		
	 welcon 	ne colleagues and customers,	to use pol	lite phrases, to
		ct a conversation	•	•
		tand information about interna	al and stan	dard everyday
		ts and services		
		others about planning, framev simple language	vork and p	roject status by
	_	about services and properties	of commo	dities (Computer
	Phone		OI COITIITIC	railles (Compater,
		, proposals, to give advice and i	recommen	dations, to frame
		g instructions		
		• draft simple reports on companies, projects, business situation,		
	proces			
	 write business emails ((information) request, complaints) by using simple and formal language 			
Type and length of		n examination (90 minutes): 50	0 % of mod	dule grade
examination		e-related achievement test: 30		•
		work assignments, etc.)	, , , , , , , , , , , , , , , , , , , ,	.a.e g.aae
	•	xamination: 20 % of module g	rade	
		tory regular and active particip		ne course
Teaching format		ing in the form of seminars		10 000100
Todoming Tormus		ntations		
Teaching content		nunication in meetings: agenda	nroject n	neeting
Touching content		sion of risks and opportunities	_	needing,
		ct presentation and manuals	•	
		ess correspondence		
		ess trips: preparation and follo	W UD	
		ct marketing	w-up	
Workload		ct marketing ace instruction: 4 hrs/wk per se	mester:	60 h
TTOIRIOGU		ry and follow-up work by stude		30 h
	Total:	ry and rollow-up work by stude	J11L.	90 h
Requirements with		French/Spanish A2.1 has bee	n complete	
regard to content	Dusinoss	i ronon, opanion Az. i nas bee	ii oonipidt	od odooosalaliy.
Formal	Obligator	regular and active participation	on in the co	ourse
requirements	Diligatory	Togalal alla ablivo participatio		- Gai 30
roquirements				

Recommended reading	French: Quartier d'affaires 1 (A2). Français professionnel et des affaires. Authors: M. Paz Rosillo, P. Macotta, M. Demaret. Klett-Sprachen, 2013. Livre de l'élève; Cahier d'activités
	Spanish : Meta profesional A1-A2. Spanisch für den Beruf. Klett-Verlag, 2014. Course and Practice Book.

2nd Language: Bus	iness Fre	nch / Spanish B 1.2		
Examination:		Course No:	ECTS cre	dits:
[2 nd Language: Business French			3	
/ Spanish B 1.2				
Recommended classification:		Compulsory mark:		e of instruction:
2 nd semester		[PF]	French /S	•
Module Leader:		Module frequency:	How to re	egister:
Cathrin Ruppe, M.A.		[SoSe]		
Claudia de Bornstedt,	M.A.			
Student support:				
Lecturer	10111			
Learning Outcomes		are able to		
		stand key messages and impo		•
	•	s, product descriptions and pre both orally and in writing on th		•
		es, company location and plac		
		elephone conversations and sh		
		intiate their own opinions, action		
		rsations, and discuss them,		
	 give lir 	nguistically largely correct pres	sentations	on products,
	compa	nies and country-specific topi	cs using m	nedia resources,
		otes at meetings and write sho	•	about business
		es and developments using gr	-	
	write emails and simple business letters			
Type and length of		n exam (90 minutes): 50 % of	•	
examination		xam (presentation): 20% of mo	•	
		e-related achievement test: 30	% of mod	lule grade
	`	work assignments, etc.)		
Ta a alalia ai fa iii. at		tory regular and active particip	pation in th	ie course
Teaching format		ing in the form of seminars		
T	+	ntations	6 11	<u> </u>
Teaching content		on and place of residence: site	•	•
		rial cities, company descriptior nce and how they live	ns, descrip	tions of place of
		g and selling: placing and conf	irmation of	f orders
	,	wledgement of receipt, payme		
	compl		р. ососо	9
	• Workir	ng hours and ways to work: sh	ift work, co	ommuting
		en home and the workplace, re	eports abo	ut their own
		ituation		T
Workload		ce instruction: 4 hrs/wk per se		60 h
	-	ry and follow-up work by stude	ent:	30 h
Doguiromanta with	Total:	Spaniah/Eranah D1 1 has been	n oomsist	90 h
Requirements with	Dusiness	Spanish/French B1.1 has beer	n complete	eu successiully.
regard to content Formal	Obligator	regular and active participation	on in the ex	Ource
	Obligatory	regular and active participation	ווו ווופ כנ	Juise
requirements				

Recommended reading	French: Quartier d'affaires 2 (B1). Français professionnel et des affaires. Authors: D. Jegou, M. Paz Rosillo. Klett-Sprachen, 2014. Livre de l'élève; Cahier d'activités.
	Spanish : Meta profesional B1 . Spanisch für den Beruf. Klett-Verlag, 2015. Course and Practice Book.

	Administi	ration (Finanzwirtschaft	liche BWL)
[MSB.1.0119.0.P] Examination: [MSB.1.0119.0.P] Fina	ncial	Course No:	ECTS credits:
Business Administration			
Recommended class	ification:	Compulsory mark:	Language of instruction:
2 nd semester		[PF]	German, English
Module Leader:		Module frequency:	How to register:
Prof. Dr. Ulrich Balz		[SoSe]	
Student support:			
Prof. Dr. Ulrich Balz, P	rof. Dr. Ron	ny Gebhardt, Prof. Dr. Klau	ıs Schulte
Learning Outcomes	Students a	are able to	
	• are ab	le to select methods of stat	ic and dynamic investment
	accou	nting and use them to prepa	are decisions on individual or
	compe	eting projects,	
			nificance and paths of internal
		ing, and of assessing exteri	nal financing instruments
	_	equity capital,	
		the key recognition, measur	
	_	•	sheet items of the German
		` ,	ernational Financial Reporting
		ards (IFRS), including the k	•
		• .	ace their deviating definition
		o the objectives pursued in	
	system; and are capable of applying these rules to specific accounting issues,		ing these rules to specific
		•	ranijananta ta prapara
		le to explain the functions,	
		nt of the notes to the financi	e with HGB and IFRS, and
			•
	_	gement report, the statemer sh flow statement,	it of changes in equity and
		in now statement, le to identify ESG issues in	investment decisions
		the terms and understand the	•
		ying standards of actual co	
		le to portray the fundament	-
		ard cost accounting models	-
Type and length of	Written exam (105 mins)		,.
examination	71111101107	(100 mmo)	
Teaching format	Teach	ing in the form of seminars	
		ed learning (investment and	I finance)
		ng team coaching/case stu	•
Teaching content	+	ment decisions under certa	
Todoming content		ng uncertainty	inty and an introduction to
		•	sternal financing instruments
		ssees and objectives of anr	_
	- Addres	ssees and objectives of alli	iuai iiiiaiibiai StateiiieiitS

	Decemblish management and displaying no	
	Recognition, measurement and disclosure re-	guiations
	according to HGB and IFRS	
	Notes to the financial statement, the manage totament of changes in aguity and the cash.	•
	statement of changes in equity and the cash	
	Cost-type accounting with actual costs; exam	ination of the
	most important cost types	
	Cost centre accounting, including internal cost	st allocation
	Cost unit accounting: all costing procedures	
	Cost splitting and costing on the basis of variable.	
	Short-term decision accounting and multi-stage	
Workload	Face-to-face instruction: 6 hrs/wk per semester:	90 h
	Preparatory and follow-up work by student:	90 h
	Total:	180 h
Requirements with	Foundations of bookkeeping	
regard to content		
Formal	none	
requirements		
Recommended	Brealy/Myers/Allen: Principles of Corporate Finar	nce, latest ed.,
reading	McGraw-Hill	
	Perridon/ Steiner/ Rathgeber: Finanzwirtschaft de neueste Aufl., Vahlen	er Unternehmung,
	Zantow/ Dinauer: Finanzwirtschaft des Unternehr Grundlagen des modernen Finanzmanagements Auflage, Pearson Studium	
	Baetge, Jörg/ Kirsch, Hans-Jürgen/ Thiele, Stefa neueste Auflage, Düsseldorf	n: Bilanzen,
	Buchholz, Rainer: Grundzüge des Jahresabschluund IFRS, neueste Auflage, München	isses nach HGB
	Coenenberg, Adolf Gerhard/ Haller, Axel/ Schultz Jahresabschluss und Jahresabschlussanalyse, n Stuttgart	
	Pellens, Bernhard/ Fülbier, R. U./ Gassen, J. /Se Internationale Rechnungslegung, neueste Auflag	
	Jossé, G.: Basiswissen Kostenrechnung, Müncheneuere Auflage)	en 2011 (oder

MSB.1.0065.0.P] Examination:		Course No:	ECTS credits:
[MSB.1.0065.0.P] Primary			6
Business Processes			
Recommended classi	ification:	-	Language of instruction:
2 nd semester		[PF]	German
Module Leader:			How to register:
Prof. Dr. Christiane Fül	hner	[SoSe]	
Prof. Dr. Carsten Feldn Schengber, Prof. Dr. F	nann, Prof.	Dr. Wolfgang Buchholz, Prof. Dr. Bert Kiel, Prof. Dr. Roland Prof. Dr. Christiane Fühner	
Learning Outcomes	Students		
	value of includi are ab calcula are ab split it operat know tools in	he individual tasks in the differ creation chain (procurement, ping the tools used and the logistle to derive material requirements order quantities, le to determine the production into internal batches, determining times for machines, and so he fundamentals of marketing in the marketing mix (product, pution policy).	production and marketing), stical implications, ents, schedule them and programme, schedule it, e intensities and chedule internal orders, and the four traditional
Type and length of		am (120 mins)	
examination			
Teaching format	• Indepe	es and teaching in the form of endent processing of tasks and k results	
Teaching content	 Procurement, production and logistics (analysis of range of materials, material requirement and order quantity planning, storage of materials, production programme planning, scheduling production, production distribution planning, size of order planning, operational scheduling) Foundations of marketing (market-oriented corporate management, marketing management process, information procurement, product, contracting, communication and distribution policy) 		
Workload		ce instruction: 6 hrs/wk per se	mester: 90 h
	Preparato	ry and follow-up work by stude	ent: 90 h
	Total:		180 h
Requirements with regard to content	none		<u> </u>
Formal requirements	none		

Recommended	Adam, D.: Produktionsmanagement, 9. Auflage, Wiesbaden 1998
reading	Corsten, H./ Gössinger, R.: Produktionswirtschaft, aktuelle Auflage, München
	Meffert, H./ Burmann, C./ Kirchgeorg, M.: Marketing, Grundlagen marktorientierter Unternehmensführung, aktuelle Auflage, Wiesbaden
	Wannenwetsch, H.: Integrierte Materialwirtschaft und Logistik, aktuelle Auflage, Berlin, Heidelberg, New York

MSB.1.0255.0.P] Examination:		Course No:	ECTS cre	dits:		
[MSB.1.0255.0.P] Statistics and			6			
Financial Mathematics						
Recommended classification:		Compulsory mark:	Language	of instruction:		
2 nd semester		[PF]	German			
Module Leader:		Module frequency:	How to register:			
Prof. Dr. Michael Bück	er	[SoSe]				
Student support:						
Prof. Dr. Michael Bück	1					
Learning Outcomes	Students a					
	_	sp the standard methods of da				
		otion (descriptive statistics) ar	nd to under	stand their		
		on and application,	ambiel =1-1'	tion		
		the basic methods of interference of the country of		•		
	-	endently carry out the practica				
		cal methods on the basis of e ished software (IBM SPSS),	xisting data	a by using		
		ehend and assess the quality	of regulte (abtained by non		
	-			botained by non-		
Type and length of		independent statistical investigations. Written exam (105 mins)				
examination	VVIIIICII CX	am (100 mms)				
Teaching format	Lectur	Lectures with integrated exercises				
U		- , , , , , ,				
		to consolidate lecture content and to create the basis for				
	exerci	ses				
Teaching content	Descriptiv	Descriptive statistics				
-	 Statist 	Statistical characteristics and statistical distributions				
	 Indicat 	tors of a sample				
	Measu	ires of association				
		tial statistics				
		ations of the calculation of pro				
		om variable and probability dis	tributions			
		ical estimation techniques				
		ical testing procedures/ unival	rıate, bivarı	ate and		
	multiva	ariate hypothesis testing				
	The statics	tics software IBM SPSS is use	ad through	out the course to		
		content using data analysis.	ou anought	Jat the Course to		
Workload		ice instruction: 5 hrs/wk per se	emester:	75 h		
		ry and follow-up work by stude		105 h		
	Total:	,		180 h		
Requirements with		ns in Mathematics are recom	mended	I		
rtoquironionito mitii	i oanaatio					

Formal	none
requirements	
Recommended	Kurzhals, R.: Schnellkurs Statistik, aktuelle Auflage, Wiley Verlag
reading	
	Kruschwitz, Lutz: Finanzmathematik, aktuelle Auflage, De Gruyter

Macroeconomics (Makroökonomie) [MSB.1.0178.0.P]					
Examination:	•	Course No:	ECTS credits:		
[MSB.1.0178.0.P]		5	5		
Macroeconomics					
Recommended class	ification:	Compulsory mark: L	Language of instruction		
2 nd semester		[PF]	German		
Module Leader:		Module frequency:	How to register:		
Prof. Dr. Jürgen Reckv	verth	[SoSe]			
Student support:		<u>, </u>			
Prof. Dr. Jürgen Reckv	verth				
Learning Outcomes	Students a	are able to			
	 explair 	n and apply the key terms and i	methods of		
	macro	economics			
	 explair 	n fundamental macroeconomic	interrelations and their		
	signific	cance for companies. In this res	spect, macroeconomic		
	interre	lations refer to:			
	0	Economic performance, its lor	ng-term development ar	nd	
		short-term fluctuations			
	0	The monetary sector and labo	our markets		
	0	International economic relation	ns		
	apply the models taught in lectures to issues and critically				
	assess the results.				
Type and length of	Written exam (75 mins)				
examination					
Teaching format	• Lectur	es			
	• Exerci	ses			
	Group	work			
Teaching content	• Found	ations of macroeconomics.			
Workload	Face-to-fa	ce instruction: 4 hrs/wk per ser	mester: 60 h		
	Preparato	ry and follow-up work by studer	nt: 90 h		
	Total:		150 h		
Requirements with	none		1		
regard to content					
Formal	none				
requirements					
Recommended	Mankiw, G	6.: Makroökonomie, aktuelle Au	ıflage		
reading					
	Mankiw, G	6.: Grundzüge der Volkswirtsch	aftslehre, aktuelle		
	Auflage				

Examination:		Course No:	ECTS credits:			
[MSB.1.0237.0.P] Regional		3				
Studies Latin America						
Recommended class	ification:		•	of instruction:		
1 st semester		[]	Serman			
Module Leader:			low to re	gister:		
Martina Ratermann		WiSe				
Student support:						
Dr. Frank Zirkl, Claudia	1					
Learning Outcomes	Students			a.		
		le to analyse interdependencies				
		aphical, historical, political, envir cultural conditions in Latin Amer		i and current		
		le to analyse the challenges of a	•	political and		
		mic nature, particularly in the tai		•		
		mme and at the partner univers	•			
	accord	•	ilies, and	to adapt		
		le to academically prepare and	nresent r	esults hoth		
		endently and in a team in a man	•			
	group.		nor cano	a to the target		
Type and length of		Presentation 50 %				
examination	Term pape	Term paper 50 % of the module grade				
Teaching format	Semin	ar				
	Praction	cal exercises				
Teaching content	Develo	ppment characteristics of Latin A	America			
	• Physic	al geographical and human geo	ographica	I foundations		
	Demo	graphic and social science aspe	ects			
	• Analys	is of the economic/economic ge	eographic	situation		
	• Urban	sation process and current urba	anisation	tendencies		
	Human	n-environment relations in Latin	America			
	• Intercu	ıltural experiences of students i	n Latin Aı	merica		
Workload	Face-to-fa	ce instruction: 4 hrs/wk per sem	nester:	40 h		
		ry and follow-up work by studen	ıt:	50 h		
	Total:			90 h		
Requirements with	none					
•						
regard to content						
Formal	none					
Formal requirements			/00	40)		
Formal requirements Recommended	Maihold, 0	6.; Sangmeister, H.; Werz, N. (F	• , ,	•		
Formal requirements	Maihold, 0	G.; Sangmeister, H.; Werz, N. (F erika. Handbuch für Wissenscha	• , ,	,		
Formal requirements Recommended	Maihold, C Lateiname Baden	·	aft und St	udium. Baden		

Werz, N. (2020): Lateinamerika: Geschichte und Gegenwart.
Stuttgart

[MSB.1.0238.0.P]	atın Ameri	ca II (Regionalstudien L	atemameri	ikas II)	
Examination:		Course No:	ECTS credits:		
[MSB.1.0238.0.P] Regional			3		
Studies Latin America II					
Recommended classification:		Compulsory mark:		e of instruction:	
2nd semester		[PF]	German		
Module Leader:		Module frequency:	How to re	egister:	
Martina Ratermann		WiSe/SoSe			
Student support:	audia Umar	azor guant			
Martina Ratermann, Cl Learning Outcomes	Students	izor, guest			
Learning Outcomes		ole to name the most importa	ant framowo	rk conditions	
		nfluence Latin American (LA			
		conomies, such as social ar	•		
		tions, the constitutional state	•		
		ple to classify current conditi	•	•	
		America and Europe from th		•	
	discip	-	o poroposiii	o or amoron	
	· ·	ole to name the main econor	nic structure	es in LA and use	
		as a decision-making and e			
	are able to independently interpret economic development				
	LA, • are able to apply concepts in the areas of economic theory				
	relation to LA,				
	are able to individually analyse research results and				
	summ	narise the results scientificall	y.		
Type and length of	• Politic	s: essay: 66 % of the modu	e grade		
examination	• Latin	American Economy: present	tation: 33 %	of the module	
	grade				
Teaching format		America conference open to	the public		
	Semir				
Teaching content		tific conference in collaborat	ion with Frai	nz Hitze Haus,	
		pen to the public			
		rence topics include globalis	sation, demo	ocratisation,	
		inequality, etc.			
	-	parison of political systems a	nd current s	ocietal issues in	
		d Europe			
		omic development in LA	,,,		
		sis of the economic situation		amination of	
		ed enterprises from the priv			
Manufal and 1	<u> </u>	sis of international competiti		45 5	
Workload		ace instruction: 4 hrs/wk per		45 h	
	-	ory and follow-up work by stu	ident:	45 h	
Doguiromanta with	Total:			90 h	
Requirements with	None				
regard to content	1				

Formal requirements	None
Recommended	
reading	

2nd year

Law and Taxation (Recht und Steuern) [MSB.1.0234.0.P]					
Examination:		Course No:	ECTS credits:		
[MSB.1.0234.0.P] Law and	d		4		
Taxation Recommended classification:		Compulsors mode	Language of inch		
3 rd semester		Compulsory mark: [WPF]	Language of instr German	uction:	
Module Leader:		Module frequency:	How to register:		
Prof. Dr. Christoph Buchm	üller	[WiSe]	now to register.		
Student support:	ulici	[Wice]			
	üller, P	rof. Dr. Olaf Tanto, Prof. Dr. D	irk Thoms-Meyer		
Learning Outcomes	Stude		,		
	for an ga are from (si an the an bu ca ex red bu	now and understand general legal foundations and the undations of contract law (in particular, sale of goods law) and are able to evaluate the legislation concerned, re able to reiterate, classify and explain the knowledge ained, re capable of applying the knowledge gained to real facts om business practice (cases) using the relevant laws ubsumption), nalyse cases by identifying legally relevant issues, elaborate em, assess them from a legal perspective, deliver a solution and justify this solution using appropriate arguments. Now the key influencing factors that determine corporate tax aurdens an independently solve basic tax problems using the acquired expertise, accognize interfaces between taxation and other areas of			
Type and length of		ancing or accounting. n exam (90 mins)			
examination Teaching format	• Ex	Teaching in the form of seminars Exercises Learning in small groups (case work)			
Teaching content	arCoarOvFu	Foundations of legal transactions (German Civil Code (BGB) and the German Commercial Code (HGB)) Contractual obligations and impairments of the performance of an obligation (in particular, sale of goods law) Overview of tort law and property law Fundamentals of current taxation of companies taking into account income tax law, trade tax law and corporate tax law			
Workload		to-face instruction: 4 hrs/wk p ratory and follow-up work by s		60 h 60 h 120 h	

Requirements with regard to content	none
Formal requirements	none
Recommended reading	Berens, Engel (Hrsg.): nwb Textausgabe, Wichtige Wirtschaftsgesetze für Bachelor Band 1, Aktuelle Auflage
	Mehrings, Jos: Grundlagen des Wirtschaftsprivatrechts, Vahlen, Aktuelle Auflage
	Bornhofen: Steuerlehre 2 (aktuelle Aufl.), Gabler-Verlag
	Grefe: Unternehmenssteuern (aktuelle Aufl.), Kiehl-Verlag

Business Informatics (Wirtschaftsinformatik) [MSB.1.0317.0.P]						
Examination:	-	Course No:	ECTS cr	edits:		
[MSB.1.0317.0.P] Business			4			
Informatics						
Recommended classification:		Compulsory mark:	Languag	e of instruction:		
3 rd semester		[WPF]	English			
Module Leader:		Module frequency:	How to r	egister:		
Prof. Dr. Jürgen Nonho	off	[WiSe]				
Student support:						
Prof. Dr. Jürgen Nonho	off					
Learning Outcomes	Students					
	• know l	pasic programming terms,				
	are ab	le to develop and create a pro	ogramme,			
	are ab	le to explain the basics of sta	ndard bus	iness software		
	(ERP	system),				
	are ab	le to design and create a data	abase,			
	are ab	le to formulate and apply que	ries in SQ	L.		
Type and length of	Written ex	am (60 mins)				
examination						
Teaching format	• Teach	Teaching in the form of seminars with a high degree of				
	practio	practical relevance				
	Accom	panying/ integrated exercise	s (on data	bases /		
	programming / ERP system) in the PC pool					
Teaching content	Course Business Informatics I, Software Development: design					
	progra	mmes, create programmes, t	est progra	mmes		
	• Course	Course Business information ii, Buttabuses: Beeigh untabuses				
	_	ERM, implement them (MySC	QL) and se	nd queries using		
	SQL					
Workload		ce instruction: 4 hrs/wk per s		60 h		
		ry and follow-up work by stud	ent:	60 h		
	Total:			120 h		
Requirements with	none					
regard to content						
Formal		cademic achievement in acco		-		
requirements		art of the Examination Regula				
December of the		egrees at the University of Ap		, ,		
Recommended	Staniknec	ht/ Hasenkamp: Einführung ir	i die Wirts	cnartsinformatik		
reading	Kompor /	Ufana: Datanhankayatama				
	Remper, F	Alfons: Datenbanksysteme				
	More read	ling is provided on the ILIAS I	Platform			
	Wiore read	ing is provided on the iLIAO I	audilli			

		ropean Integration (Volks		liche		
Examination:	opaischei	n Integration) [MSB.1.027 Course No:	ECTS cred	its:		
[MSB.1.0273.0.P] Eur	ropean		6			
Integration: Foundations of						
Economics						
Recommended class	ification:	Compulsory mark:	Language	of instruction:		
3 rd semester		[PF]	German			
Module Leader:		Module frequency:	How to reg	ister:		
Prof. Dr. Manuel Ruppi	recht	[WiSe]				
Student support:						
Prof. Dr. Manuel Ruppi						
Learning Outcomes		are able to				
		stand how European integrati				
		ects it has on companies, co		•		
		stand and apply the basic terr	•	tion theory,		
		nge rate systems and moneta				
		 apply the relationships learned to current economic policy 				
	issues and problems,					
	tackle complex economic topics with assistance, and prepare,					
	· ·	present and discuss them comprehensibly in the team.				
Type and length of		n exam (90 mins): 75 % of m	•			
examination	1					
Teaching format		ing in the form of seminars				
		ZACI GIGGS				
	Group work					
	 Preser 	ntation including a round of d	iscussions			
Teaching content		ations of integration theory, e	exchange rate	e analysis and		
	monet	ary policy				
		titutions and policy areas				
		ed aspects of European integ	•	equences and		
		ms of integration, financial cr		T		
Workload		ice instruction: 4 hrs/wk per s		60 h		
	I	ry and follow-up work by stud	lent:	120 h		
	Total:			180 h		
Requirements with	Lecture of	Microeconomics and Macroe	economics			
regard to content	1.200					
Formal	none					
requirements	Con la stre	en matarials				
Recommended	See lectur	re materials				
reading						

Intercultural Management (Intercultural Management) [MSB.1.0159.0.P]					
Examination:		Course No:	ECTS credit	s:	
[MSB.1.0159.0.P] Inte	ercultural	INC02	4		
Management					
Recommended class	ification:	Compulsory mark:	Language of	f instruction:	
3 rd semester		[PF]	English		
Module Leader:		Module frequency:	How to regis	ster:	
Prof. Dr. Marcus Laum	ann	[SoSe]			
Student support:					
Prof. Dr. Marcus Laum	1				
Learning Outcomes	 Students are able to explain the basis of cultural differences and the influences culture has on cognition, communication, conflicts, decision making and leadership based on cultural models (knowledge) reflect on their own intercultural competence and culture-based assumptions (reflection), recognize intercultural situations, perform a change of perspectives in interculturally sensitive situations and know strategies to overcome communication barriers and cultural differences (strategy), adapt their style of communicating and behavior to intercultural situations and reflect independently on intercultural situations (behavior), reflect their ethical standpoint in an international context, know how to carry out expert interviews and a content-analy 			ets, decision s (knowledge), d culture- nge of s and know and cultural to intercultural ural situations	
Type and length of		interview (scientific work). on (including analysis of int	torviouv)		
examination	rieseillali	on (including analysis of inc	.eiview)		
	4 hours per week taught "en bloc" (group work, role play, video				
Teaching format	-	,,,	oup work, role	play, video	
Teaching content	reflection, case studies)				
reaching content	 Methods to analyze cultures Influences of culture on management functions (communication, conflict management, leadership) Tools for reflection 			iip)	
Workload	Face-to-face instruction: 4 hrs/wk per semester: Preparatory and follow-up work by student: Total: 60 h 60 h 120 h				
Requirements with	Good bas	ic knowledge of English			
regard to content					
Formal		regular and active participa	ation in the cou	ırse	
requirements		ral Management"			
Recommended reading		.: International Dimensions ition, SAGE	of Organizatio	nal Behaviour,	
		in: The Culture Map: Breaki es of Global Business, 2014	•	e Invisible	

Thomas, D.C./ Inkson, K.: Cultural Intelligence – Living and
Working Globally, current edition, Berrett-Koehler Publishers

<u> </u>	nent (Unte	ernehmensführung)	-	
Examination:		Course No:	ECTS credits:	
[MSB.1.0365.0.P] Bus	siness		7	
Management				
Recommended class	ification:	Compulsory mark:	Language of instruction:	
3 rd / 4 th semester		[PF]	English, German	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Mike Wasseri	man	[WiSe/SoSe]		
Student support:				
Prof. Dr. Mike Wasseri	man, Prof. [Or. Olaf Arlinghaus		
Learning Outcomes		on objectives		
	The module consists of two courses			
	(I) Strateg	ic Management and (II)	Project Management.	
	_	ic Management		
	1. Experti			
		~	e in interdisciplinary strategic	
	_	ent topics		
	1	•	etween business strategy and	
		al implementation in the company divisions		
	_	sition of knowledge on h		
	· ·	tation of strategies in co	ompanies	
		lological skills:		
			c problems and develop	
	1	for solving them	ations of strategic management	
	2.2 The ability to apply the foundations of strategic management			
	The aim of this course is to provide an overview of strategic tools,			
process o		f implementation. This k	of drawing up a strategy and the knowledge is essential in order to	
		early stage with the recenternational professional	quirements and task fields in a all activity.	

II. Project Management

By the end of this course, students should be able to...

- explain all important project management processes and implement them in projects and
- use all important project management tools established in practice for controlling and managing projects.

III. Social Business

Students are able to differentiate between Social Businesses and For-Profit-Corporations based on their analysis of business issues and are able to apply their knowledge to selected cases.

Type and length of examination

Written exam (90 mins)

Teaching format	Lectures			
3	Teaching in the form of seminars			
	Exercises, case studies, presentations			
	 guided private study of additional reading material 			
Teaching content	Strategic Management	torial		
Todoming contone	Introduction			
	Vision and objectives Chartenia along in a			
	Strategic planning			
	Analysis and diagnosis			
	Mergers & acquisitions			
	Trends and objectives			
	Process/example			
	Pitfalls and successful integration			
	Project Management			
	Definition of projects and project management	nt		
	 Project management process groups 			
	 Initiation and planning 			
	 Implementation, controlling and completion 	on		
	 Project management knowledge areas 			
	 Project integration, scope and quality ma 	nagement		
	 Cost controlling and time management in 	projects		
	 Risk management in projects 			
	Personnel and communication management			
	Stakeholder management			
	• Further approaches of Project Management			
	 Critical Chain and Theory of Constraints 			
	 Deadline Project Management 			
	o International Aspects of Project Managen	nent		
	Social Business			
Workload	Face-to-face instruction: 5 hrs/wk per semester:	75 h		
	Preparatory and follow-up work by student:	135 h		
	Total:	210 h		
Requirements with	Basic knowledge of business processes in comp	anies, basic		
regard to content	knowledge of English for project management in English			
Formal	none			
requirements				
Recommended	Strategic Management:			
reading	Hungenberg, H.: Strategisches Management in Unternehmen:			
	Ziele, Prozesse, Verfahren, Gabler Verlag, Wiesbaden, neueste Auflage.			
	Johnson, G. / Scholes, K.: Strategisches Management - Eine			
	Einführung: Anaylse, Entscheidung und Umsetzung, Pearson, neueste Auflage.			

Balz, Ulrich/ Arlinghaus, Olaf (Hrsg.): Praxisbuch Mergers & Acquisitions, Verlag moderne industrie / Edition Manager Magazin, neueste Auflage.
Project Management Koster, K.: International Project Management, neueste Auflage.

International Econo		Sustainable Economy (Ir 3.1.0166.0.P]	nternationale \	VWL und
Examination:	, -	Course No:	ECTS credits:	:
[MSB.1.0166.0.P] Inte	[MSB.1.0166.0.P] International		7	
Economics and sustain	nable			
Economy				
Recommended class	ification:	Compulsory mark:	Language of i	instruction:
4 th semester		[PF]	German	
Module Leader:		Module frequency:	How to regist	er:
Prof. Dr. Manuel Ruppi	recht	[SoSe]		
Student support:				
Prof. Dr. Manuel Ruppi	recht, Prof.	Dr. Nina Michaelis		
Learning Outcomes		are able to		
	_	the previously learnt connecti		
		mics to current international i		ems, and
		ly assess the outcomes/solut		
	•	a sound theoretical approach		
	_	ing the complex societal and	•	
		work of sustainable developm		•
		business economic process,		discussions
	on these topics in a differentiated manner,			. 6.
	-	n corporate social responsibil	ity and assess s	specific
Towns and longith of	business distribution channels.			
Type and length of	Written exam (90 mins): 70 % of module grade Papert or presentation or discussion paper; 20 % of module			£
examination	Report or presentation or discussion paper: 30 % of module grade			r module
Tanahina farmat	grade			
Teaching format		ing in the form of seminars		
	Exerci			
Tarabian anders	Case studies in group work International economics			
Teaching content			:4:	
		ational trade flows and global	isation	
	_	ry of international trade		
		ations of international comme	• •	
	Analysis of exchange rates and balance of payments			
		ility in economics		
		nability as a complex challen	ge for all social	actors
		nability in economic theory		
	0	The role of the state, consul		
		implementation of a sustain		•
	0	Specific instruments for imp	iementing a sus	tainable
Mandala : 1	F	way of doing business		75 '
Workload		ice instruction: 5 hrs/wk per s		75 h
		ry and follow-up work by stud	ient:	135 h
	Total:			210 h

Requirements with	Foundations of Business Administration and Economics				
regard to content	(Microeconomics and Macroeconomics)				
Formal	none				
requirements					
Recommended	Krugman, Paul R.: Internationale Wirtschaft, Theorie und Politik				
reading	der Außenwirtschaft, Pearson				
	Rogall, H. (2012): Nachhaltige Ökonomie – Ökonomische Theorie und Praxis einer nachhaltigen Entwicklung, aktuelle Auflage, Marburg See also course material.				

[MSB.1.0239.0.P] Examination:		Course No:	ECTS credit	6'
		Course No.	4	5.
[MSB.1.0239.0.P] Regional Studies Latin America III			4	
Recommended classification:		Compulsory mark:	Language	f instruction:
3rd semester	ilication.	[PF]	German	i ilisti uction.
Module Leader:		Module frequency:	How to regis	etor:
Martina Ratermann		WiSe/SoSe	Tiow to regis	oter.
Student support:		VVIOC/000C		
Ulrike Bock, Wencke K	íuhs.			
Learning Outcomes	Students			
Loanning Gatoomico		the historic origin of current	social and politi	cal structures
		n American societies,	boolal and politi	odi oti dotaloo
		le to explain the legal syster	ns of Latin Ame	erican
		ies and illustrate how they a		
		ean legal systems.		iriliai to
Type and length of		y: text summary (50 %)		
examination	_	erm paper (17 %) and prese	ntation (33 %)	
Teaching format		America conference open to		
roughing roma.	Seminars			
Teaching content	Indigenous cultures prior to the Conquista			
roughing contont	Establishment and structures of colonial rule in Latin America			atin America
	and their effects on contemporary culture			
	Time of change: reform efforts, resistance and independence			
	movements			
	 Fundamental processes of the 19th century (state and nation- 			
	building, social and economic developments)			
		Integration process under business law in Latin America		
		Significance of the most important economic alliances to		
	_	an companies (NAFTA, MEF		
		any-relevant aspects of trade	•	oncluded
	_	en the EU and Latin America	•	
	investr	ment law)	, .	
	Special features of international trade and legal relations with			
	Latin A	American countries		
Workload	Face-to-face instruction: 4 hrs/wk per semester: 45 h			
	Preparato	ry and follow-up work by stu	dent:	75 h
	Total: 120 h			
Requirements with	None		_	
regard to content				
Formal	None			
requirements				
Recommended	Rinke, Stefan: Geschichte Lateinamerikas. Von den frühesten			
reading	Kulturen bis zur Gegenwart, München, Beck, 2010			

Holloway, Thomas H. (Hrsg.): A Companion to Latin American
History, Chichester u.a.: Wiley-Blackwell, 2011

1 st Language: Busi MSB.1.0004.1.P / N	_	lish/French/Spanish/P 4.2.P / ??1	ortuguese III –	· C1.1 [
Examination:		Course No:	ECTS credit	s:
[1 MSB.1.0004.1.P /		439601	4	
MSB.1.0004.2.P] 1 st Language:				
Business Language III	(C1.1)			
Recommended class	` ,	Compulsory mark:	Language o	f instruction:
3 rd semester		[PF]	English/ Frer	
			Spanish/Port	tuguese
Module Leader:		Module frequency:	How to regis	ster:
Jennifer Burkart, M.A.		[WiSe]		
Claudia de Bornstedt,	M.A.			
Cathrin Ruppe, M.A.				
Student support:				
Module leader Busines	ss Languag	ge and lecturer		
Learning Outcomes		are able to		
	• Unde	rstand longer, linguisticall	y sophisticated p	rofessional texts in
	whole	and in detail,		
	Comp	orehend complex informat	ion in meetings a	and presentations
		ole and are able to summ	•	•
	• Write	longer, study related texts	s in consideration	n of scientific
	 criteria, Write standard texts (i.a. applications, curriculum vitae) as far as possible independently and in accordance with the typical custom of the country. 			
		nunicate confidently and e	effectively in job i	nterviews an
		iations,	, ,	
	•	ent profession related issues including graphs.		
Type and length of				
examination	Cours	se-related achievement te	st: 80 % of modu	lle grade
	(home	ework assignments, essa	vs. case studies.	3
	`	oulary/grammar tests, etc.	•	
		exam (presentation, etc.):	•	grade
		atory regular and active p		~
Teaching format		ning in the form of semina		
. Jaoining Torrinat		•		
Teaching content	PresentationsSustainable business			
reacting content				
	Business management and working culture Human resource management			
	Human resource management Application training			
	Application training Marketing attacks rise			
	Marketing strategies			
Workload	Face-to-face instruction: 4 hrs/wk per semester: 45 h			
	_	ory and follow-up work by	and follow-up work by student: 75 h	
				120 h
Requirements with	Business	Languages II has been c	ompleted succes	sfully (B 2.2)
regard to content				

Formal	Obligatory regular and active participation in the course			
requirements				
Recommended	Information will be given during the course.			
reading				

1st Language: Business Spanish III (B2.1)					
Examination:		Course No:	ECTS credits:		
[1 st Language: Business			4		
Language II (B2.1)					
Recommended class	ification:	Compulsory mark:	Language of i	nstruction:	
3 rd Semester		[PF]	Spanish		
Module Leader:		Module frequency:	How to registe	er:	
Claudia de Bornstedt,	M.A.	[WiSe]			
Student support:					
Module leader Busines					
Learning Outcomes	Students are				
		and and put into contex	•	•	
		diate difficulty with rega	ird to study, evei	ryday life and	
	regional				
		ase general and specifi			
		ally and in writing, with	correct content	(albeit with	
		c deficits)			
	<u> </u>	present information with regard to economic and business topics			
	coherently				
	take active part in conversations and discussions at an intermediate level of lenguage.				
		intermediate level of language			
	 react adequately on cultural practices in everyday life of the target country 				
Type and length of	Written exam (90 minutes): 50 % of module grade				
examination	Course-related achievement test: 30 % of module grade				
Cxummation		homework assignments, oral examinations, vocabulary tests, etc.)			
	 Presentation: 20 % of module grade 				
		Obligatory regular and active participation in the course			
Teaching format	Teaching in the form of seminars				
	Presenta	•			
Teaching content		d administration in the	target country		
		e of economy and soci	•		
		•	•	gions	
	 Economically and socio-culturally significant regions Education system and higher education system 				
		conditions and social	•	•	
Workload	·			60 h	
	Preparatory and follow-up work by student: 60 h				
	Total:				
Requirements with	Business Language II has been completed successfully (B1.2)				
regard to content				•	
Formal	Obligatory regular and active participation in the course				
requirements					
Recommended	Information will be given during the course				
reading					

1st Language: Bus	iness Spar	nish III (B2.2)		
Examination:		Course No:	ECTS credits:	
1 st Language: Business		429601	4	
Language III (B2.2)	Language III (B2.2)			
Recommended class	sification:	Compulsory mark:	Language of instruction:	
3 rd semester		[PF]	Spanish	
Module Leader:		Module frequency:	How to register:	
Claudia de Bornstedt,	M.A.	[WiSe]		
Student support:			'	
Module leader Busine	ss Language	e and lecturer		
Learning	Students ar	re able to		
Outcomes	Compre	ehend lectures in general co	ntext and understand the	
	significa	ant details,		
	Describ	e issues of diverse topics of	rally and in writing, well	
	structur	ed, and in doing so, they us	e a complex sentence	
	structur	e and specialist vocabulary,		
	 Justify a 	and defend own positions in	discussions using relevant	
	explanations and comments,			
	Build a logical argumentation, thereby emphasize significant			
	points in an adequate manner and mention supporting details,			
	Structure a presentation logically using visual tools and present			
	it nearly without notes.			
Type and length of	• Written	exam (90 minutes): 50 % of	f module grade	
examination	Course	-related achievement test: 3	0 % of module grade (active	
	collaboi	ration, homework assignme	nts, oral exam, etc.)	
	 Present 	tation: 20 % of module grad	e	
	Obligate	ory regular and active partic	ipation in the course	
Teaching format		ng in the form of seminars		
•	Presentations			
Teaching content	Business forms and legal forms			
•		ate culture		
	Corporate structure und functions			
	-	g and implementation of a b	ousiness project	
Workload	Face-to-face instruction: 4 hrs/wk per semester: 60 h			
	Preparatory and follow-up work by student: 60 h			
	Total:			
Requirements with	Business Language II has been completed successfully (B2.1)			
regard to content				
Formal	Obligatory regular and active participation in the course			
requirements				
Recommended	Information will be given during the course			
	3 3			

Intercultural Management & Politics of Latin America (Intercultural				
	tik Latein	amerikas) [MSB.1.0160.0 Course No:		
Examination:			ECTS credits	
[MSB.1.0160.0.P] Inte			6	
Management & Politics	of Latin			
America				
Recommended class	ification:	Compulsory mark:	Language of	instruction:
4 th semester		[PF]	English	
Module Leader:		Module frequency:	How to regist	er:
Prof. Dr. Marcus Laum	ann	SoSe		
Student support:				
Prof. Dr. Marcus Laum				
Learning Outcomes		are able to		
		n the basis of cultural differer		
		e has on cognition, communic		
		g and leadership based on cu	•	- ,
		on their own intercultural cor	npetence and c	ulture-
		assumptions (reflection),		
	_	nize intercultural situations, p	•	
		ectives in interculturally sensi		
	strategies to overcome communication barriers and cultural			
	differences (strategy),			
		their style of communicating		
		ons and reflect independently	on intercultural	situations
	(behav	•		
		their ethical standpoint in an		
	know how to carry out expert interviews and a content-analy of the interviews (acinetific world)			ent-analysis
		interviews (scientific work)		
Type and length of		n exam (60 mins.): 33 % of th	•	•
examination	Presentation (67% of the module grade)			
Teaching format	Group activities, role plays, case studies, video analysis,			
	videos			
Teaching content		dologies for analyzing and br	• •	lifferences
	Impact of culture on management functions (e.g.			
		unication, leadership, conflict	management)	
	Tools for self-reflection			
Workload	Face-to-face instruction: 6 hrs/wk per semester: 68 h			
	' '			112 h
	Total: 180 h			180 h
Requirements with	Foundations of English			
regard to content	Oh!! (
Formal	Obligatory	regular and active participat	ion in the course	9
requirements	A -11 - 1 - 1 - 1	. 14		Dalaari
Recommended	Adler, J.N.: International Dimensions of Organizational Behaviour,			
reading	5th edition, SAGE.			

Meyer, Erin: The Culture Map: Breaking Through the Invisible Boundaries of Global Business, 2014.

Thomas, D.C.; Inkson, K.: Cultural Intelligence – Living and Working Globally, 2nd edition, Berrett-Koehler Publishers, 2009. Also available in Spanish: "Inteligencia cultural – Habilidades interpersonales para triunfar en la empresa global", Paidós, 2007.

1 st Language: Busin MSB.1.0005.1.P / M	_	sh/French/ Spanish/ Portu 5.2.P / ??1	uguese IV	– C1.2 [
Examination:		<u> </u>	ECTS cred	its:	
[14509] 1 st Language: E	[14509] 1 st Language: Business		4		
Language IV (C1.2)					
Recommended classi	fication:	Compulsory mark:	Language	of instruction:	
4 th semester		[PF]	English/ Fre	ench/ Spanish/	
			Portuguese	:	
Module Leader:		Module frequency:	How to reg	jister:	
Jennifer Burkart, M.A.		[SoSe]			
Claudia de Bornstedt, M	Λ.А.				
Cathrin Ruppe, M.A.					
Student support:					
Module leader Busines					
Learning Outcomes	Students a				
	-	rehend longer presentations a			
	-	of economy and business adn			
	-	rehend longer, complex specia	alist texts in	general and in	
	detail,				
	Articulate their personal opinion in a differentiated and				
	plausible manner,				
	Take active and effective part in demanding conversations,				
	discussions and debates				
	 Present information sensibly structured, fluently and tailored to the audience. 				
Type and length of	• Course	e-related achievement test: 80	% of modu	le grade	
examination	(homework assignments, essays, case studies,				
	vocabulary/grammar tests, etc.)				
	Oral exam (presentation, etc.): 20 % of module grade				
	Obligatory regular and active participation in the course				
Teaching format	 Teach 	ing in the form of seminars			
	Preser	ntations			
Teaching content	• Interna	ational trade			
	• Marke	t and sales			
	• Transp	port and logistics			
	 Project 	t finance			
Workload	Face-to-face instruction: 4 hrs/wk per semester: 60 h				
	Preparatory and follow-up work by student: 60 h				
	Total: 120 h			120 h	
Requirements with	Business Languages III has been completed successfully (C 1.1)				
regard to content					
Formal	Obligatory regular and active participation in the course				
requirements					
Recommended	nended Information will be given during the course				
reading					

1st Language: Business Spanish IV (B2.2)					
Examination:		Course No:	ECTS credits:		
1 st Language: Business		429601	4		
Language IV (B2.2)					
Recommended class	sification:	Compulsory mark:	Language of instruction:		
4 th semester		[PF]	Spanish		
Module Leader:		Module frequency:	How to register:		
Claudia de Bornstedt,	M.A.	[SoSe]			
Student support:					
Module leader Busine					
Learning	Students ar	e able to			
Outcomes	-	hend lectures in general cor	ntext and understand the		
	•	ant details,			
		e issues of diverse topics or	-		
		ed, and in doing so, they use	e a complex sentence		
		e and specialist vocabulary,			
	,	and defend own positions in	discussions using relevant		
	explanations and comments,				
	Build a logical argumentation, thereby emphasize significant				
	points in an adequate manner and mention supporting details,				
		e a presentation logically us	ing visual tools and present		
		without notes.			
Type and length of		exam (90 minutes): 50 % of	•		
examination		-related achievement test: 30	• ,		
		ration, homework assignmen			
		ation: 20 % of module grade			
		ory regular and active particip	oation in the course		
Teaching format	Teaching in the form of seminars				
	Presentations				
Teaching content		ss forms and legal forms			
	-	ate culture			
	•	ate structure und functions			
		g and implementation of a bu			
Workload	Face-to-face instruction: 4 hrs/wk per semester: 60 h				
	Preparatory and follow-up work by student: 60 h				
	Total: 120 h				
Requirements with	Business Language III has been completed successfully (B2.1)				
regard to content					
Formal	Obligatory regular and active participation in the course				
requirements	Information will be given during the				
Recommended	Information will be given during the course				
reading					

1 st Language: Business Spanish IV – C1.1					
	Examination:		ECTS credits	 S:	
1 st Language: Business		Course No: 439601	4	•	
Language IV (C1.1)			-		
Recommended class	ification:	Compulsory mark:	Language of	instruction:	
4 th semester	inoution.	[PF]	Spanish	motraotion.	
Module Leader:		Module frequency:	How to regis	ter:	
Claudia de Bornstedt,	МА	[WiSe]	lion to regio		
Student support:		[
Module leader Busines	ss Languag	e and lecturer			
Learning Outcomes		are able to			
	• Unde	rstand longer, linguistically s	ophisticated pr	ofessional texts in	
		and in detail,			
	Comp	orehend complex information	in meetings a	nd presentations	
	-	ole and are able to summari	•	•	
	• Write	longer, study related texts in	n consideration	of scientific	
	criteri	a,			
	• Write	standard texts (i.a. application	ons, curriculum	n vitae) as far as	
	possil	ole independently and in acc	ordance with t	he typical customs	
	of the	country.			
	Communicate confidently and effectively in job interviews an				
	negotiations,				
	Present profession related issues including graphs.				
Type and length of					
examination	Course-related achievement test: 80 % of module grade (horse-world achievement test: 80 % of module grade)				
	(homework assignments, essays, case studies,				
	vocabulary/grammar tests, etc.)				
	Oral exam (presentation, etc.): 20 % of module grade Obligatory regular and estive portion in the source.				
	Obligatory regular and active participation in the course				
Teaching format		ning in the form of seminars			
		entations			
Teaching content		inable business			
		ness management and working culture			
		an resource management			
		cation training			
144111	1	eting strategies		451	
Workload	Face-to-face instruction: 4 hrs/wk per semester: 45 h				
	Preparatory and follow-up work by student: 75 h				
Poquiromente with	Total:	Languagos III has been see	nnloted auges	120 h	
Requirements with	Business Languages III has been completed successfully (B2.2)				
regard to content	Obligatory regular and active participation in the savere				
requirements	Obligatory regular and active participation in the course				
Recommended	Information will be given during the course.				
reading	iniomation will be given during the course.				
reading	<u> </u>				

Managing Technolo	ogy (Mana	ging Technology) [MSB.	1.0367.0.F	 P1	
Managing Technology [Course No:	ECTS cre	_	
MSB.1.0367.0.P]			6		
Recommended classification:		Compulsory mark:	Language	e of instruction:	
3 rd /4 th semester		[WPF]	English		
Module Leader:		Module frequency:	How to re	egister:	
Dr. Sandy Fisher		WiSe/SoSe			
Student support: Dr. Sandy Fisher					
Learning Outcomes	 Students are able to Apply knowledge of individual, organizational, and societal factors that encourage and inhibit technological innovation evaluate and plan technology investments, Use qualitative and quantitative tools to assess the value or innovation projects, both individually and as part of a portfo Describe and evaluate processes for managing technology innovation (e.g., alliances, stage gates, team development) Discuss how technology and innovation can support busine and societal goals of sustainability, Analyze issues and challenges related to the development cutting edge technology under ambiguous circumstances, Apply tools and concepts to analyze real-world examples or 			s the value of art of a portfolio, g technology levelopment), upport business levelopment of umstances,	
Type and length of		innovation and technology management. Presentation (30 minutes): 40% of module grade			
examination		Assignment/seminar paper: 60% of module grade			
Teaching format		· ·		roup work.	
Teaching format	Teaching in the form of seminars; case studies / group work; classroom discussions of concepts in the context of recommended readings.				
Teaching content	 Technology diffusion and adoption models New product development processes and decision making processes Intellectual property protection Organizational structures and processes to enhance creativity and innovation 				
Workload	Face-to-fa	ace instruction: 4 hrs/wk per s	emester:	60 h	
	Preparatory and follow-up work by student:		120 h		
	Total: 180 h			180 h	
Requirements with regard to content	None				
Formal requirements	None				
Recommended		articles from the English lang	-	=	
reading	(publications such as Harvard Business Review, The Economist)				
	will be rec	commended for each class pe	riod.		

International HRM (International HRM) [MSB.1.0366.0.P]				
Examination:		Course No:	ECTS cred	dits:
International Human Resource			6	
Management [MSB.1.0366.0.P]				
Recommended class	ification:	Compulsory mark:	Language	of instruction:
3 rd /4 th semester		[WPF]	English	
Module Leader:		Module frequency:	How to re	gister:
Dr. Sandy Fisher		[WiSe/SoSe]]		
Student support: Dr. Sandy Fisher		,		
Learning Outcomes	Students	are able to		
	 Students are able to Describe the primary types of international human resource (HR) strategies and practices associated with each, Apply knowledge of differences among cultures, analyzing hor national culture affects the effectiveness of HR practices, Compare German employment and labour law to such laws in other countries, identifying similarities and differences, Identify ethical challenges in international HR and propose solutions to these challenges, Describe the purpose of using expatriates as part of a global HR system and identify appropriate techniques for selecting, training, and repatriating these employees, Explain how HR practices affect sustainable use of human capital, Evaluate multinational companies' use of various HR 			each, s, analyzing how practices, to such laws in rences, nd propose art of a global for selecting, e of human
Type and length of examination	Written examination (90 mins): 60% of module grade Assignment/seminar paper: 40% of module grade			
Teaching format	Teaching in the form of seminars; case studies / group work;			
· ·	classroom readings.	discussions of concepts in th	e context o	f recommended
Teaching content	 International human resource management strategies and techniques (recruiting, selection, talent management) Cultural differences in human resources management practices Employment and labour law from an international perspective Management of expatriate employees 			
Workload	Face-to-fa	ce instruction: 4 hrs/wk per se	emester:	60 h
	Preparato	ry and follow-up work by stude	ent:	120 h
	Total:	-		180 h
Requirements with regard to content	None			
Formal requirements	None			

Recommended	Individual articles from the English language business press				
reading	(publications such as <i>HR Magazine, People & Strategy</i>) will be recommended for each class period.				

		wirtschaftliche Grundlag	en der		
Unternehmensführt Examination:	ung) į wise	Course No:	ECTS cred	ite:	
[MSB.1.0128.0.P] Financial		B84201, B84401	6	113.	
Foundations of Busines		B01201, B01401			
Management					
Recommended class	ification:	Compulsory mark:	Language	of instruction:	
3 rd / 4 th semester		[WPF]	German, Er		
Module Leader:		Module frequency:	How to reg	•	
Prof. Christian Tallau		[WiSe/SoSe]			
Student support:		,	<u> </u>		
	Prof. Dr. Ulr	ich Balz, Prof. Dr. Juliane Wo	olf, Lecturers		
Learning Outcomes	Students a				
	analys	e enterprises on the basis of	cash flow-or	iented key	
	1	mance indicators,		,	
	 prepar 	e integrated financial plannin	g,		
	 descril 	be the key elements of the op	oerative risk r	management	
	proces	•			
	 explair 	n the deficits and advantages	of alternative	e financial	
	objecti	ives,			
	 make 	investment decisions under i	mperfect cap	ital market	
	conditi	ons,			
	explain and use portfolio theory and the Capital Asset Pricing				
	Model	(CAPM) as theoretical mode	ls to calculate	e risk adjusted	
	equity	costs.			
Type and length of	Written exam (90 mins)				
examination					
Teaching format	Teaching	in the form of seminars with ϵ	exercises/ ca	se studies	
Teaching content	 Cash f 	low statements and working	capital		
	Integrated financial planning				
	The ris	sk management process (risk	dentification	n, risk	
	assess	sment, risk reporting, risk ma	nagement, ris	sk monitoring)	
	• Financ	cial objectives			
	Investment accounting with capital rationing, taxes and risk			es and risk	
	 Portfol 	lio theory and CAPM			
Workload	Face-to-fa	ice instruction: 4 hrs/wk per s	emester:	60 h	
	Preparatory and follow-up work by student: 120 h				
	Total: 180 h			180 h	
Requirements with		Bookkeeping course			
regard to content		Investment and Finance cour	se		
Formal	None				
requirements					
Recommended	Perridon/ Steiner/ Rathgeber: Finanzwirtschaft der Unternehmung,				
reading	München,	ab 12. Aufl.			

Vanini: Risikomanagement: Grundlagen, Instrumente, Unternehmenspraxis, Stuttgart 2012
Brealey/ Myers/ Allen (BMA): Principles of Corporate Finance, Global Edition, latest ed., McGraw-Hill

	nt una ER	P-Systeme) [MSB.1.0138				
Examination:		Course No:	ECTS cre	dits:		
[MSB.1.0138.0.P] Foundations			6			
of Process Management and						
ERP Systems Recommended class	ification.	Compulson, mode	Language	of inchmication.		
3 rd / 4 th semester	incation:	Compulsory mark: [WPF]	•	of instruction: Id German		
Module Leader:		Module frequency:	How to re			
Prof. Dr. Appelfeller		[WiSe/SoSe]	11011 1010	9.0.0		
Student support:		[[[]				
Prof. Dr. Wieland Appe	elfeller, Prof	. Dr. Carsten Feldmann, Prof	Dr. Jürgen	Nonhoff,		
Lecturers	Ct d =t-					
Learning Outcomes		are able to	nanta and a	liationuiah		
	-	n process orientation requirer		-		
	-	ss-oriented companies from o	-			
		ntiate and explain fundament gement, and to relate them to		•		
	1	and analyse processes and				
		• •	o opumse	uieiii, iii		
	-	particular, on an ERP basis,				
		 explain the structure, mode of operation and characteristics of ERP systems, 				
		 put process management and ERP systems into relation with 				
		each other and to comprehend and test processes selected for				
	this purpose on the system.					
Type and length of		Written exam (90 mins): 75 % of the module grade				
examination		Study (approximately 20-30 n	•			
		odule grade		,		
Teaching format	Lectures, case study work in small groups, presentation of case					
•	study results by students, work on an ERP system					
Teaching content	The business process management system as a frame of					
	refere	nce				
	 Analys 	sing, modelling and optimising	g business រុ	orocesses		
	The si	gnificance of ERP systems fo	r business	process		
	manag	gement				
	The st	ructure, mode of operation ar	nd characte	ristics of ERP		
	systen	systems				
	ERP systems for companies of different sizes					
	Practical work on a range of ERP systems					
Workload		ace instruction: 4 hrs/wk per s		60 h		
	Preparatory and follow-up work by student: 12			120 h		
	Total:			180 h		
Requirements with	None					
regard to content						
Formal	None					
requirements						

Recommended reading	Fischermanns, Guido: Praxishandbuch Prozessmanagement, 10. aktualisierte Auflage, Gießen 2012
	Gronau, Norbert: Enterprise Resource Planning: Architektur, Funktionen und Management von ERP-Systemen, München 2010
	Schmelzer, Hermann, J./ Sesselmann, Wolfgang: Geschäftsprozessmanagement in der Praxis, aktuelle Auflage, München

Logistics (Logistik)	[MSB.1.0	177.0.P]		
Examination:		Course No:	ECTS credits:	
[MSB.1.0177.0.P] Log	[MSB.1.0177.0.P] Logistics		6	
Recommended classification:		Compulsory mark:	Language of instruction:	
3 rd / 4 th semester		[WPF]	English, German	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Michael Dirck	sen	[WiSe/SoSe]		
Student support:				
Prof. Dr. Michael Dirck				
Learning Outcomes	 Students are able to are able to define and use the key terms in logistics and explain the different objectives pertaining to logistics, are able to name the latest developments / framework conditions and derive their impact on logistics, are able to explain and differentiate between traditional logistical tasks and the logistics systems associated with them in the individual phases of the value creation process (procurement, production, distribution and disposal), are capable of investigating logistical issues, critically questioning existing concepts and developing new solution concepts, present their proposals for solutions comprehensibly and defend these using reasoned arguments in discussions with superiors and customers, organise case study work independently in a team 			
Type and length of	(multicultural teams when possible)Written exam (90 mins.): 75 % of module grade			
examination		study: 25 % of module grade	dule grade	
Teaching format				
reaching format	Teaching in form of seminars Eveursions			
	ExcursionsCase studies			
Teaching content			00	
. sadimiy dontent	 Strategic planning of logistics systems Extended TUL logistics divided into procurement, production, distribution and disposal/ return according to the Supply Chain Operations Reference Model Current trends in logistics Objectives of logistics 			
Workload	Face-to-fa	ce instruction: 4 hrs/wk per se	emester: 60 h	
	Preparato	ry and follow-up work by stude	ent: 60 h	
	Case-studies: 60 h			
	Total: 180 h			
Requirements with regard to content	Content of the foundation module "Primary Business Processes"			
Formal requirements	None			

Recommended	Schulte, C.: Logistik – Wege zur Optimierung der Supply Chain,
reading	aktuelle Auflage, München
	Gleißner / Femerling: Logistik, 2. akt. u. erw. Aufl., Wiesbaden
	Pfohl, HC.: Logistiksysteme, aktuelle Aufl., Berlin / Heidelberg
	Werner, H.: Supply Chain Management, aktuelle Aufl., Wiesbaden

Marketing (Marketin	ng) [MSB.	1.0184.0.P]			
Examination:	<u> </u>	Course No:	ECTS cre	dits:	
[MSB.1.0184.0.P] Ma	rketing		6		
Recommended class	ification:	Compulsory mark:	Language	e of instruction:	
3 rd / 4 th semester		[WPF]	German		
Module Leader:		Module frequency:	How to re	egister:	
Prof. Dr. Ralf Schengb	er	[WiSe/SoSe]			
Student support:					
		Carmen-Maria Albrecht, Har	tmut Günth	er, M.A.	
Learning Outcomes	Students				
	 are ab terms, 	le to explain and differentiate	between m	narket research	
	are ab	le to describe the fundamenta	al methods	of primary and	
		dary research, and create a h		•	
	releva		- J	•	
	are ab	le to describe the typical sequ	uence of a i	market research	
		ss and apply it to specific app			
	_	ss phases "Identification of inf			
	"Surve	ey", "Analysis", "Interpretation	and "Decis	sion" can be	
	specifi	ed with regard to content using	ng example	s,	
	• are ab	le to illustrate fundamental re	lations due	to their in-depth	
	knowle	edge gained in selected analy	tical metho	ds (e.g. conjoint	
	analys	sis),			
	• know t	the standards of professional ethics (IHK/ESOMAR) and			
	are ab	ole to apply them to specific cases. They are able to			
	identif	y the possible competition lav	v conseque	nces of	
	breach	nes of these standards,			
	• know t	the main features and explan	atory appro	aches of the	
	buyer	behaviour of consumers and	companies		
Type and length of	Written ex	am (90 mins.)			
examination					
Teaching format	Lecture				
Teaching content	 Marke 	t research (specialist foundat	ions, rules o	of professional	
	ethics	of market researcher IHK/ES	OMAR, sel	ected methods	
	of inst	rument-based market researd	ch, conjoint	measurement,	
		les of developing questionna	ires, consu	mer research	
		st markets)			
	_	behaviour (purchase behavio		* *	
		decisions and objects of pur	•	• .	
	_	typologies, purchase behavio	-		
	-	s, classification of types of bu	ısiness, buy	ing centre	
	analys	· · · · · · · · · · · · · · · · · · ·		T	
Workload		ice instruction: 4 hrs/wk per s		60 h	
	-	ry and follow-up work by stud	ent:	90 h	
	Total:			180 h	

Requirements with	Foundations of marketing
regard to content	
Formal	none
requirements	
Recommended	Weis, Steinmetz , aktuelle Aufl., Marktforschung
reading	
	Backhaus/ Erichson/ Plinke/ Weiber, aktuelle Aufl.: Multivariate
	Analysemethoden
	Kroeber-Riehl, Gröppel-Klein, aktuelle Aufl.:
	Konsumentenverhalten
	Backhaus, aktuelle Auflage: Industriegütermarketing

		ent/ Organizational Behaviour) [MS		0 P 1	
Examination:	ciid Oigai	Course No:	ECTS cre		
[MSB.1.0208.0.P] Hu	man		6		
Resources Manageme					
Organisational Behavio					
Recommended class	ification:	Compulsory mark: Language of ins		of instruction:	
3 rd / 4 th semester		[WPF]	German		
Module Leader:		Module frequency:	How to re	gister:	
Prof. Dr. Thomas Jans	en	[WiSe/SoSe]			
Student support:					
Prof. Dr. Thomas Jans	en, Prof. Dr	n, Prof. Dr. Annette Nagel			
Learning Outcomes	Students a	are able to			
	 systen 	natically portray and substant	iate the infl	uence human	
	resour	ces management has on bus	iness succe	ess,	
	 analys 	e and assess business mana	igement me	easures and	
	instrur	nents to control staff behavio	ur at the inc	lividual, group	
	and or	rganisational level,			
	• structu	ure groups on the basis of behavioural scientific findings			
	and m	nanage group processes,			
	 analys 	se approaches to motivate individuals, to influence			
	values	and attitudes, and to optimis	e decisions	s, and assess	
	them v	vith regard to their use in per	orming ma	nagement tasks.	
Type and length of	Written ex	ritten exam (90 mins): 65 % of module grade (Jansen); 90 % of			
examination	_	ade (Nagel)			
	•	nt/seminar paper: 35 % of mo	odule grade	(Jansen); 10 %	
	of module	grade (Nagel)			
Teaching format	 Teach 	ing in the form of seminars			
	• Case s	studies / group work			
	 Moder 	ated development of compete	encies and	knowledge	
	proces	ssing			
Teaching content		onship between human resou ess success	rces manaç	gement and	
		rate policy and performance i	manademei	nt	
		management	nanagemei		
		gement of individuals			
	- Wanag	Join of Marviadais			
Workload	Face-to-fa	ce instruction: 4 hrs/wk per s	emester:	60 h	
	Preparato	ry and follow-up work by stud	ent:	120 h	
	Total:			180 h	
Requirements with	None				
regard to content					
Formal	None				
requirements					
Recommended	See lectur	e materials			
reading					

Quantitative Method	ds I (Quan	titative Methoden I) [MSB	3.1.0228.0	.P]
Examination:	· · ·	Course No:	ECTS cre	dits:
[MSB.1.0228.0.P] Qu	antitative		6	
Methods				
Recommended class	ification:	Compulsory mark:	Language	of instruction:
3 rd /4 th semester		[WPF]	German	
Module Leader:		Module frequency:	How to re	aister:
Prof. Dr. Reiner Kurzha	als	[WiSe/SoSe]		9.0.01
Student support:		[11100/0000]		
	als Dr Nina	Büchel, Prof. Dr. Christiane F	- Fühner Pro	of Dr Ania
Stumpf	alo, Dr. 14111c	Buonoi, 1 Ton. Br. Chinetiane 1	umor, i ic	51. 51. 7 tilja
Learning Outcomes	Students	Students should		
Learning Outcomes		n-depth theoretical and practic	al knowled	dae of planning
		ecision-making techniques,	ai Kilowiec	ige of plaining
		e to use suitable operations re	search sof	ftware in
		ng the quantitative methods m		twale III
		content from the GM Statistics		a market
		ch project using IBM SPSS,	icolaic lo	a mantet
		er an existing empirical data se	et to strate	nic
		.	•	•
		recommendations for action using intelligent, statistical IBM SPSS analyses, illustrated by a convincing business MS		
		PowerPoint presentation.		
Type and length of		Written exam (60 mins): 50 % of module grade		
examination		Seminar papers/case study: 50 % of module grade		
Teaching format	Lectures/ exercises, teaching in the form of seminars with a high			
Todoming Tormut		of case studies, projects and		~
	exercises	or oddo otdaloo, projecto and	compator	alded praetical
Teaching content		on to Operations Research		
Touching Conton		ations of operations research		
		ations of decision theory		
		optimisation		
		rk technique		
	Statistical	tools and methods		
		ntroduction/in-depth study of IE	BM SPSS	
		ption and processing of case s		ng IBM SPSS
		uction to multivariate analysis		•
Workload		ce instruction: 4 hrs/wk per se		60 h
		ry and follow-up work by stude		120 h
	Total:	. ,		180h
Requirements with	Contents	oft he module Statistics		
regard to content				
Formal	None			
requirements				
Recommended	Kurzhals.	R.: Schnellkurs Statistik, aktue	elle Auflage	e, Wiley Verlag.
reading		,,		, , ,,
,g	1			

Backhaus, K. u.a.: Multivariate Analysemethoden, aktuelle Auflage, Springer Verlag, Berlin
Bühl, A./ Zöfel, P.: SPSS Version 20, Einführung in die moderne Datenanalyse unter Windows, aktuelle Auflage, München

Accounting (Rechn	ungswese	en) [MSB.1.0232.0.P]	
Examination:	<u> </u>	Course No:	ECTS credits:
[MSB.1.0232.0.P] Ac	counting		6
Recommended class	ification:	Compulsory mark:	Language of instruction:
3 rd /4 th semester		[WPF]	German
Module Leader:		Module frequency:	How to register:
Prof. Dr. Martin Schrei	ber	[WiSe/SoSe]	
Student support: Prof. Dr. Martin Schrei Holger Pooten, Prof. D		r. Ronny Gebhardt, Prof. Dr. hulte	Isabel von Keitz, Prof. Dr.
Learning Outcomes			ensfer with regard to otions and discretionary the German Commercial em within accounting policy anner, fons of accounting policy in tor-based balance sheet areas of indicator analysis, corate management ata and
Type and length of		ually all practical cases. cam (90 mins)	
examination	VVIII.OII OX	an (66 mile)	
Teaching format	• Teach	ing in the form of seminars	
Todoming Tormat		ing team coaching	
		study processing and exercis	se units
Teaching content		nting policy and balance she	
g		nting policy objectives	or analysis
		sment criteria of accounting	policy instruments
	Accou	nting policy instruments for sand for allocation of profits po	styling and presenting the
		lations of indicator-based fina	•
		Accounting II	andar statement analysis
		entiated full cost accounting (activity-based costing)
		entiated variable costing with	• • • • • • • • • • • • • • • • • • • •
		n accounting	sidetage containation
	_	ard costing and deviation and	alyses
	0	Static standard costing	,
	0	Flexible budgeting base	d on full costing
	o va		e standard costing based on

	 International approaches in designing cost acc 	ounting systems				
	(e.g. Standard Cost Accounting)					
Workload	Preparatory and follow-up work by student: Total: Relevant knowledge from the basic module Financial Business Administration II none rements mmended Coenenberg/ Haller/ Schultze: Jahresabschluss und					
	Preparatory and follow-up work by student:	120 h				
	Relevant knowledge from the basic module Financial Business Administration II none					
Requirements with	G					
regard to content	content Administration II					
Formal	none					
requirements						
Recommended	Coenenberg/ Haller/ Schultze: Jahresabschluss und					
reading	Jahresabschlussanalyse, aktuelle Auflage					
	Freidank/ Velte: Rechnungslegung und Rechnung	slegungspolitik,				
	aktuelle Auflage					
	Friedl/ Hofmann/ Pedell, B.: Kostenrechnung, aktu	elle Auflage				

Taxation (Steuern)	MSB.1.02	257.0.P]			
Examination:	-		ECTS cr	edits:	
[MSB.1.0257.0.P] Tax	xation	6	3		
Recommended class	ification:	Compulsory mark:	Languag	e of instruction:	
3 rd /4 th semester		[WPF]	German		
Module Leader:		Module frequency:	How to r	egister:	
Prof. Dr. Dirk Thoms-M	1eyer	[WiSe/SoSe]			
Student support:					
Prof. Dr. Dirk Thoms-M	leyer, Prof.	Dr. Olaf Tanto			
Learning Outcomes	Students				
	know t	he principles of entering and va	aluing as	sets in the tax	
	baland	e sheet and how it differs to the	e trade b	alance sheet,	
		le to recognize legal options in		•	
	for tax	r tax purposes and to use it in a targeted manner,			
		explain the European turnover tax system of the all-phase net			
		er tax with input tax deduction,			
		le to evaluate real supply and p			
		rning their relevance to value-a	dded tax	(.	
Type and length of	Written ex	am (90 mins)			
examination				-	
Teaching format	_	in the form of seminars, includi	ng nume	rous examples,	
		case studies			
Teaching content	baland princip baland valuing • Transa determ service	nination of profits for tax purposes sheets (types of profit determined, differences between trade be sheets, scope of business as grassets and liabilities) [23 contraction taxes, especially turnove nination of the place of performines, tax exemptions, taxation profitions) [23 contact hours]	nination, palance s ssets, en tact hour er tax (tax ance for	the authoritative sheets and tax tering and s] cable items, deliveries and	
Workload	Face-to-fa	ce instruction: 4 hrs/wk per ser	mester:	60 h	
	Preparato	ry and follow-up work by stude	nt:	120 h	
	Total:			180 h	
Requirements with regard to content	Contents	of Financial Business Administr	ration I +	II	
Formal	None				
requirements					
Recommended	_	etze (und auszugsweise Steue	errichtlinie	en) + Lehrbücher	
reading	(alt.):				
	Steuerbila	anzen:			
		W.: Besteuerung von Unterneh	nmen II. I	Maus. G.:	
		rerrecht, Koltermann, J.: Fallsa			
	Umsatzst	euer:			

Bornhofen, M.: Steuerlehre 1 + Übungsbuch; Walkenhorst, J.:
Umsatzsteuer + Fallsammlung Umsatzsteuer
Im Übrigen wird auf aktuelle Literaturempfehlungen der Dozenten
verwiesen.

Business Law II (Wi	irtschaftsr	echt II) [MSB.1.0339.0.P]		
Examination:		Course No:	ECTS cre	dits:	
[MSB.1.0339.0.P] Bus	siness	B81101	6		
Law II					
Recommended class	ification:	Compulsory mark:	Language	of instruction:	
3 rd / 4 th semester		[WPF]	German		
Module Leader:		Module frequency:	How to re	gister:	
Prof. Dr. Rainer Herzog	g	[WiSe/SoSe]			
Student support:					
Prof. Dr. Rainer Herzog	g				
Learning Outcomes	Students	should			
		e to resolve simple to modera	ately difficul	t cases from	
	-	business law appropriately,			
	_	n the ability to recognise in practice the legal relevance of sumstances and to act accordingly,			
		· · · · · · · · · · · · · · · · · · ·	•		
		develop their understanding	of law and	legislation, and	
T		now to work with laws.			
Type and length of	Written ex	am (90 mins)			
examination	-				
Teaching format	_	in the form of			
	Semin				
	Exerci				
Tanahina anatan	Group				
Teaching content		ations of commercial law			
		ations of company law			
Workload		ice instruction: 4 hrs/wk per s		60 h	
	Total:	ry and follow-up work by stud	ient:	120 h 180 h	
Requirements with		wledge of the German Civil C	ada (PCP)		
regard to content		ontract law; basic knowledge	` ,		
Formal	none	onitaetiaw, basie knowleage	or property	law	
requirements	110110				
Recommended	Führich: V	Virtschaftsprivatrecht, Bürger	liches Rech	t. Handelsrecht.	
reading		aftsrecht, aktuelle Aufl., Vahl			
		,			
	Klunzinge	r, Eugen: Grundzüge des Ge	sellschaftsr	echts, aktuelle	
	Aufl., Vah	len: München			
	•	Grundzüge des Wirtschaftsp	rivatrechts,	aktuelle Auf.,	
	Vahlen, M	ünchen			
	Teichman	n, Arthur: Handelsrecht. aktu	elle Aufl., B	aden-Baden	

3.1.0199.0.P] Sustainable 6 comic Activity commended classification: Compulsory mark: Language of instruction German or English		le			xamination:
comic Activity commended classification: h Semester Compulsory mark: [WPF] Canguage of instruction German or English		le	-		
bright Semester Compulsory mark: Language of instruction German or English Compulsory mark: German or English			aina		
h Semester [WPF] German or English					conomic Activity
1 1		on:	fica	d class	ecommended cla
ule Leader: Module frequency: How to register:				er	rd /4 th Semester
· · · · · · · · · · · · · · · · · · ·				er:	lodule Leader:
Dr. Nina Michaelis [WiSe/SoSe]			S	Michaeli	rof. Dr. Nina Mich
ent support:				ort:	tudent support:
Dr. Nina Michaelis, Prof. Dr. Bert Kiel, Prof. Dr. Nora Verfürth	Ве	f. Dr. E	s, Pr	Michaeli	rof. Dr. Nina Mich
ning Outcomes Students are able to	re	lents a	Stu	comes	earning Outcome
discuss social corporate responsibility and the necessary	; 5	discuss	•		•
social and economic policy framework conditions for					
sustainable development,					
 explain issues superior to the business process and to 			•		
participate in discussions on these topics in a differentiated					
manner,	-				
describe specific corporate starting points and are capable of			•		
assessing these,apply the knowledge gained on sustainable economic activity					
in case studies et al.			•		
			Ora	ath of	ype and length o
,	, ,			, O.	xamination
module grade		•			Adminution
					eaching format
Teaching in the form of seminars					cacining format
	Case studies				
		_			
	Simulation				
Business games				4 4	1
			•	tent	eaching content
Sustainability in economic theory			•		
The role of the State, consumers and companies in the			•		
implementation of a sustainable economic system	e	mplem			
Specific instruments for implementing sustainable	c i	Specific	•		
management practices	er	manag			
kload Face-to-face instruction: 4 hrs/wk per semester: 60h	се	e-to-fac	Fa		/orkload
Preparatory and follow-up work by student: 120h	y	parator	Pre		
Total: 180h		ıl:	To		
uirements with Foundations of Economics and Business Administration	เร	ndation	Fo	with	equirements wit
rd to content				tent	egard to content
nal None		е	No		ormal
irements					equirements
mmended Molthan-Hill, P.:The Business Student's Guide to Sustainable	II,	han-Hi	Мо	d	ecommended
ing Management	n	ageme	Ма		eading
Rogall, H.: Nachhaltige Ökonomie – Ökonomische Theorie und	Ν	all, H.:	Ro		
Praxis einer nachhaltigen Entwicklung, aktuelle Auflage, Marburg	r	is eine	Pra		

Economics II: Globa Europäische Integra		nd European Integration (Globalisi	erung und	
Examination:	ation) [wic		ECTS cre	dits:	
[MSB.1.0279.0.P] Glo	balisation		6		
and European Integrat					
Recommended class		Compulsory mark:	Language	of instruction:	
3 rd /4 th semester		-	German o		
Module Leader:			How to re		
Prof. Dr. Jürgen Reckv	verth	[WiSe/SoSe]		3	
Student support:					
· ·	verth, Prof. I	Dr. Nina Michaelis, Prof. Dr. Ma	anuel Rup	precht	
Learning Outcomes	Students a	are able to	·		
	 unders 	stand how globalisation and Eu	ıropean int	tegration work,	
		sess their effects on corporate	-	•	
	• know a	and apply the basic terms and	concepts	of international	
	busine	ess analysis and integration the	ory, in pai	ticular describe	
	and ap	pply simple trade theory models	S,		
	 apply t 	he relationships learned to cur	rent econo	omic policy	
	issues	and problems,		•	
	prepar	e, present and discuss comple	x econom	ic topics with	
		assistance in the team.			
Type and length of	Written exam (90 mins): 70 % of module grade				
examination	Assignme	nts: 30 % of module grade			
Teaching format	Teaching	in the form of			
	 Semin 	ars			
	• Exerci	ses			
	 Group 	work			
	 preser 	itation including a round of disc	cussions		
Teaching content	• Found				
	exchai	nge rate analysis			
	 Select 	ed aspects of globalisation (ins	stitutions, e	effects,	
	develo	ping countries, problems, finar	ncial crisis	,)	
	EU ins	titutions and policy areas			
Workload	Face-to-fa	ce instruction: 4 hrs/wk per sei	mester	60 h	
	Preparatory and follow-up work by student: 120 h			120 h	
	Total:			180 h	
Requirements with	none				
regard to content					
Formal	none				
requirements					
Recommended	See lectur	e materials			
reading					

Business game (Pla	enenial) [M	MSB 1 0200 0 D 1		
Examination:	anspiei/[i	Course No:	ECTS cre	dits:
Business game		B40201	6	aits.
[MSB.1.0209.0.P]		D+0201	O	
Recommended class	ification:	Compulsory mark:	Language	of instruction:
3 rd semester		[WPF]	German o	
Module Leader:		Module frequency:	How to re	
Prof. Dr. Benjamin Mat	tthies	[WiSe/SoSe]		•
Student support:				
Prof. Dr. Thomas Baak	ken, Prof. Dr	r. Frank Dellmann, Prof. Dr. C	hristiane F	ühner, M.A.
Hartmut Günther, Prof.	Dr. Thorste	en Kliewe, Prof. Dr. Benjamin	Matthies, F	Prof. Dr. Martin
Schreiber, Prof. Dr. Kla	aus Schulte,	Prof. Dr. Dirk Thoms-Meyer		
Learning Outcomes	Students			
	 learn h 	now to think, plan and act entr	epreneuria	lly using
		ss games, case studies or pr	•	
	 recogn 	nise and take into account cor	nections a	nd
	depen	dencies between different ent	repreneuria	al factors of
	succes	ss and consider these in their	activities a	nd decisions,
	• apply	oroblem-oriented methods an	d procedur	es to solve
	tasks a	and organise their implementa	ation (cours	e of action,
	allocat	ion of tasks, etc.) independer	ıtly,	
	are ab	are able to portray and represent the results generated in the		
	form of lectures, project reports, etc.			
Type and length of	Presentati	ons, lectures, project reports,	results of b	ousiness games
examination		of examination are defined for	r each cou	rse on a task-
	related ba	sis)		
Teaching format		ess game		
	• Case s	studies		
	 Projec 	t-based tasks		
Teaching content		game TOPSIM – Going Globa		
	-	Zina opromodnar ammang, planing and domig in an		
		tional environment		
	-	sion strategy (market barriers	s, forms of r	narket entry and
		t development)		
		gic marketing (competitor and	•	eting mix,
		ct life cycles and corporate ide	• ,	
		Operational management (production management, human		
	resource planning, procurement planning, logistics, finance and accounting)			
		σ,		
	Alternating topics in the form of case studies and project work are			
		and introduced by the lecture		ı
Workload		ce instruction: 4 hrs/wk per se		45 h
		ry and follow-up work by stud	ent:	135 h
	Total:			180 h
Requirements with	none			
regard to content				

Formal	none
requirements	
Recommended	Published individually, depending on the course
reading	

Entrepreneurship (Entrepren	eurship) [MSB.1.0271.0.P	·]	
Examination:		Course No:	ECTS cre	dits:
Entrepreneurship [6	
MSB.1.0271.0.P]				
Recommended class	ification:	Compulsory mark:	Language of instruction	
3 rd semester		[WPF]	English	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Mike Wasserr	man	[WiSe/SoSe]		
Student support:				
Prof. Dr. Mike Wasserr	man / Dr. Sເ	ue Rossano-Rivero		
Learning Outcomes	Students a	are able to		
	 descril 	be and recognise entrepreneu	ırial thinkinç	g and acting,
	• apply	their knowledge and skills to t	heir own bu	ısiness idea,
	 develop this idea to a conceptual prototype, 			
	 develo 	p social and human resource	s skills,	
	work in	work in multicultural teams.		
Type and length of	Presentation: 50% of module grade, project: 30 % of module			
examination	grade, ess	grade, essay 20% of module		
Teaching format	Project work with coaching			
Teaching content	• Entrep	Zini spreme and a mining, dealing and semespreme		
	Concept and prototype testing			
	Comm	unicating and presenting you	r concept	
	• Financ	cially proving your concept		
Workload	Face-to-fa	ice instruction: 4 hrs/wk per se	emester:	60 h
	•	ry and follow-up work by stud	ent:	120 h
	Total:			180 h
Requirements with	none			
regard to content				
Formal	none			
requirements				
Recommended	none			
reading				

Project (Projekt) [M	ISB.1.027	1.0.P]		
Examination:		Course No:	ECTS cre	edits:
Project [MSB.1.0271.0.P]			6	
Recommended classi	ification:	Compulsory mark:	Language	e of instruction:
3 rd semester		[WPF]	English, G Spanish	German or
Module Leader:		Module frequency:	How to re	egister:
Prof. Dr. Ulrich Balz		[WiSe/SoSe]		
Student support:				
Prof. Dr. Ulrich Balz, Pi	rof. Dr. Mar	cus Laumann		
Learning Outcomes	Students	should		
	• develo	op their technical, method	ological, social	and self-
	compe	etencies according to their	r own interests	by working on a
	task o	f their choice.		
Type and length of	 Repor 	Report and/ or presentation		
examination				
Teaching format	Project work with coaching			
Teaching content	Students	apply course content to a	defined task. T	ask and content
	are arrang	ged individually.		
Workload	Face-to-fa	ace instruction: 0 hrs/wk p	er semester:	0 h
	Preparato	ry and follow-up work by	student:	180 h
	Total:			180 h
Requirements with	none			
regard to content				
Formal	none			
requirements				
Recommended	none			
reading				

	nent (Un	ternehmensführung) [M	SB.1.0365.0.P]		
Incomings			FOTO and dita		
Examination:			ECTS credits:		
[1.0365.0.P] Business			6		
Management		Communication and the second s	I amount of instruction.		
Recommended		Compulsory mark:	Language of instruction:		
classification: 3 rd semester		[PF]	German, English		
		Madula francia ave	How to register.		
Module Leader: Prof. Dr. Carsten Feldr	mann	Module frequency:	How to register:		
Student support:	Папп	[SoSe]			
= =	nann Dro	of. Dr. Olaf Arlinghaus, Prof. N	lika Wassarman, PhD		
Learning Outcomes		ation objectives	Wine Wasselman, Fild		
Learning Outcomes		dule consists of two courses			
		egic Management and (II) Pro	niect Management		
	(1) Ollali	ogio managomoni ana (ii) Fic	Joor Managomoni.		
	I. Strate	gic Management			
	1. Expe				
		uisition of basic knowledge in	interdisciplinary strategic		
		ment topics			
		ognition of connections between	een business strategy and		
	operational implementation in the company divisions				
	1.3 Acquisition of knowledge on how to achieve the				
	implementation of strategies in companies				
	2. Methodological skills:				
	2.1 The ability to analyse strategic problems and develop				
	proposa	ls for solving them	·		
	2.2 The	ability to apply the foundation	ns of strategic management		
	The aim	of this course is to provide a	n overview of strategic tools,		
	sheddin	g light on the procedure of dr	awing up a strategy and the		
	process	of implementation. This know	vledge is essential in order to		
	deal at a	an early stage with the require	ements and task fields in a		
	potentia	I international professional ad	ctivity.		
	II. Proje	ct Management			
	_	end of this course, students st	nould be able to		
	_	ain all important project mana			
	· ·	ement them in projects and			
	use all important project management tools established in				
	practice for controlling and managing projects.				
Type and length of	· -	exam (90 mins)			
examination		•			
Teaching format	• Lect	ures			
	• Tea	ching in the form of seminars			
		rcises, case studies, presenta	ations		
		ed private study of additional			
I		. , , , , , , , , , , , , , , , , , , ,			

Teaching content	Strategic Management				
l reactiffing content					
	Vision and objectives				
	Strategic planning				
	Analysis and diagnosis				
	Mergers & acquisitions				
	Trends and objectives				
	Process/example				
	Pitfalls and successful integration				
	Project Management				
	Definition of projects and project management				
	Project management process groups				
	 Initiation and planning 				
	 Implementation, controlling and completion 				
	Project management knowledge areas				
	 Project integration, scope and quality management 				
	Cost controlling and time management in projects				
	○ Risk management in projects				
	 Personnel and communication management 				
	○ Stakeholder management				
	Further approaches of Project Management				
	Critical Chain and Theory of Constraints				
	Deadline Project Management				
	International Aspects of Project Management				
Workload	Face-to-face instruction: 4 hrs/wk per semester: 60 h				
	Preparatory and follow-up work by student: 120 h				
	Total:				
Requirements with	Basic knowledge of business processes in companies, basic				
regard to content	knowledge of English for project management in English				
Formal	none				
requirements	none				
Recommended	Strategic Management:				
reading	Hungenberg, H.: Strategisches Management in Unternehmen:				
reading	Ziele, Prozesse, Verfahren, aktuelle Auflage, Gabler Verlag,				
	Wiesbaden				
	Wiespadeli				
	Johnson, G. / Scholes, K. (2011): Strategisches Management -				
	Eine Einführung: Anaylse, Entscheidung und Umsetzung, aktuelle				
	Auflage Pearson				
	Balz, Ulrich/ Arlinghaus, Olaf (Hrsg.) (2007): Praxisbuch Mergers				
	I & Acallicitions Merica moderne industrie / Edition Michaec				
	& Acquisitions, Verlag moderne industrie / Edition Manager				
	Magazin, aktuelle Auflage				

Project Management Institute: Guide to the Project Management Body of Knowledge – PMBoK, current Edition, PMI, 2013
Andler, Nicolai: Tools for Projektmanagement, Workshops and Consulting: A Must-Have Compendium for Essential Tools and Techniques (current edition), Publicis Publishing

International Manag	gement (In	ternational Management)	[MSB.1.0	161.0.P]	
Examination:	•	Course No:	ECTS cre	dits:	
International Management		B8IM01	6		
[MSB.1.0161.0.P]					
Recommended classification:		Compulsory mark:	Language	of instruction:	
3 rd semester		[WPF]	English		
Module Leader:		Module frequency:	How to re	gister:	
Prof. Dr. Marcus Laum	ann	WiSe/SoSe			
Student support:					
Prof. Dr. Marcus Laum	ann, Prof. D	r. Mike Wasserman			
Learning Outcomes	Students a	are able to			
	 explair 	n challenges in international n	nanagemer	nt,	
	 contrib 	oute to the formulation of inter	national str	ategy,	
	 evalua 	te international market oppor	tunities,		
	• unders	stand the domain of corporate	social resp	oonsibility in an	
	interna	itional context,			
	 apply l 	knowledge learned in class to	a specific	company project	
	while \	vorking in multicultural teams	•		
Type and length of	Two prese	entations (intermediate and fir	nal presenta	ation): 40% and	
examination	60% of mo	odule grade			
Teaching format	Seminar				
Teaching content	The lecture "International Management" conveys practically				
		nowledge of planning, manag	ement and	controlling of	
	international business networks.				
	Introduction to (Strategic) international Management				
	The external environment				
	International coordination				
	Selected International Value Chain Activities (Sales,				
	Distrib	ution, R&D)			
Workload		ce instruction: 4 hrs/wk per s		60 h	
		ry and follow-up work by stud	ent:	120 h	
	Total:			180 h	
Requirements with	None	None			
regard to content					
Formal	None				
requirements		0.14.11.17.01.1.101.1			
Recommended reading		G., Mellahi, K.: Global Strateo cford University Press.	gic Manage	ment, current	
	Lassere, F	P.: Global Strategic Managem	ent, curren	t edition	
		, D.; Schramm-Klein, H. & Ze nal Management, Text and Ca		•	

Current Issues in International Management and Economics (Current Issues in International Management and Economics)					
Examination:		Course No:	ECTS cre	dits:	
Recommended classi	fication:	Compulsory mark:	Language	of instruction:	
3 rd /4 th semester		[WPF]	English or	Spanish	
Module Leader:		Module frequency:	How to re	gister:	
Prof. Dr. Ulrich Balz		[0]			
Student support:					
Prof. Dr. Ulrich Balz, Pi		cus Laumann, guest lecturers	8		
Learning Outcomes		are able to			
		current issues in the field of l	nternational	Management	
	or Econon			and the sector	
		trategies to overcome these i	ssues while	working in	
	multicultui	ai teams.			
	Cturdonto u	will be a set and and the different	4 la : 4		
T		will have to adapt to different			
Type and length of	Depending on content, guest lecturer and format (online or in clas			online or in class	
examination	room): Presentation, seminar paper, etc.				
Teaching format	Teaching in the form of lectures or seminars; case studies / group				
	work; classroom discussions of concepts in the context of				
	recommended readings. Teaching could be in class rooms or				
	online.				
Teaching content		sues from international Mana g on the particular input of the			
Workload		ice instruction:	,	Split	
	Preparato	ry and follow-up work by stud	lent:	depending on	
	Total:			lecturer	
				180 h	
Requirements with	None			<u>I</u>	
regard to content					
Formal	None				
requirements					
Recommended	Depending	g on lecturer			
reading	·				

Business English (E	Business I	English)		
Examination:		Course No:	ECTS credit	s:
Business English			6	
Recommended classi	ification:	Compulsory mark:	Language of	f instruction:
3 rd semester			English	
Module Leader:		Module frequency:	How to regis	ster:
Cathrin Ruppe				
Student support:			-	
Cathrin Ruppe, Jennife	r Burkart			
Learning Outcomes	Students			
	• unders	tand longer, complex specia	lised texts and to	extract global
	and inc	lividual statements from the	m,	_
		e to actively participate in c		discussions
		inicating in an effective mar		
		e to hold well-structured pre	-	/, taking into
		t the respective (internation		
		e to write standard docume	, , ,	
		oondence) independently ac e to effectively take part in j		ary practice,
		e to write a CV for an intern		
Type and length of			<u> </u>	odule grade
examination		 Assessments during the course of study: 50 % of module grade (20% presentation, 10% written homework, 20% CV and job 		
CAMIIIIation	, .	interview)		
		exam (120 min.): 50 % of r	nodule grade	
	_	tory regular and active partic	ipation in course '	'Business
	English			
Teaching format		oom teaching / seminars		
	Exercis			
Tacching content		ng in small groups, including	presentation	
Teaching content		ing and brand positioning		
	Financi Organia	ing sation and operations mana	gement	
	_	resources management	gement	
		tional trade		
	Intercu	Itural skills and communicat	ion	
Workload		ce instruction: 4 hrs/wk per s		45 h
	Preparatory	y and follow-up work by stud	lent:	135 h
	Total:			180 h
Requirements with		nglish language skills (prove	n in assessment to	est or successful
regard to content	•	of the BER module)		
Formal		regular and active participat	ion in the "Busines	ss English"
requirements	course			
Recommended		vid/ Falvey, David/ Kent, Sir		er: Intermediate
reading	Business E	inglish Course Book, 3rd Ed	Ition	
	Harlow: Pe	arson Education Limited, 20	10	
		a	. •	

3rd year

Labour Law and Social Law (Arbeits- und Sozialrecht) [MSB.1.0031.0.P]				
Examination:	-	Course No:	ECTS cre	dits:
[MSB.1.0031.0.P] Lab	[MSB.1.0031.0.P] Labour Law		12	
and Social Law				
Recommended class	ification:	Compulsory mark:	Language	e of instruction:
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:		Module frequency:	How to re	egister:
Prof. Dr. Andrea Kersti	ing	[WiSe/SoSe]		
Student support:				
Prof. Dr. Andrea Kersti	ing, Dr. Bert	thold Hilderink		
Learning Outcomes	Students			
	• know	and understand the practice-r	elevant fou	indations of
	labour	law and social law in the are	a of human	resources, and
	are ca	pable of reiterating, assigning	g and expla	ining them,
	 recogn 	nise practice-relevant problem	n areas in tl	ne area of labour
	law, a	nd are able to assess them in	dependent	ly and resolve
	them i	n a practice-oriented manner	,	
	are ab	are able to work on a practice-relevant topic methodically and		
		natically on the basis of releva		
	the res	the results in an academic work (seminar paper).		
Type and length of	Written exam (90 mins): 75 % of module grade			
examination	Seminar p	paper: 25 % of module grade		
Teaching format	 Teach 	ing in the form of seminars ar	nd exercise	s
	• Work	in small groups (case work)		
		sion to the Labour Court		
Teaching content		lual labour law (including emp	oloyment co	ontracts/ right to
		ate employment)		
		tive labour law (including indu	ustrial cons	titution law,
		collective agreement law)		
		r law seminar (selected curre	. ,	
		law (including insurance/ car	e/ company	y pension
	schemes/ data protection)			
Workload		ace instruction: 8 hrs/wk per s		120 h
	Preparatory and follow-up work by student: 240 h			
	Total: 360 h			
Requirements with	none			
regard to content				
Formal		ents for admission to the mod	dule examin	nation: at least
requirements	72 CP.			
Recommended	Senne: Ar	beitsrecht, aktuelle Auflage		
reading				
	Dütz: Grundrisse des Arbeitsrechts, aktuelle Auflage			

Advanced Organization Design (Advanced Organization Design)				
[MSB.1.0378.0.P]	Examination:		ECTS cre	dite
			12	uits.
•	Advanced Organisation Design		12	
[MSB.1.0378.0.P]	· • · · · · · · · · · · · · · · · · · ·		•	
Recommended class	ification:	Compulsory mark:		e of instruction:
5 th / 6 th / 7 th semester		[WPF]	Englisch	
Module Leader:		Module frequency:	How to re	egister:
Prof. Dr. Wolfgang Bud	hholz	[WiSe/SoSe]		
Student support:				
		. Dr. Wieland Appelfeller, Prof	f. Dr. Carst	en Feldmann,
Prof. Dr. Marcus Laum	ann, Prof. D	Dr. Jürgen Nonhoff		
Learning Outcomes	The stude	nts can		
	 derive 	, explain and apply practically	relevant c	oncepts in the
		of Corporate organization, Go		
		ling, Process standardization		_
	•	n and apply selected tools for	Quality, In	novation and
	-	t management,	d . 112 1	L
		 explain and apply selected tools for modelling business processes, 		
	-		ress stand:	ardisation hased
		 derive the role of IT-support for Process standardisation based on examples, 		
Type and length of	Written exam (60 min.): 37,5 % of module grade			
examination		study presentation: 37,5 % of	•	
	Presei	ntation: 25 % of module grade)	
Teaching format	 Lectur 			
		study work, Case study prese	ntation	
		lecturers		
Teaching content		gy and Corporate Organisatio		
		ss Standardisation and Suppo		
		 Quality Management & Tools for Advanced Organisation Design 		
	_	ced Business Process Modell	lina	
Workload		ice instruction: 8 hrs/wk per se		120 h
Violkiouu		ry and follow-up work by stud		240 h
	Total:	ry and follow-up work by stud	CIII.	360 h
Requirements with	Basic Know-how in Organisational management, Project			
regard to content		•	agement, r	Tojeci
Formal	Management and Business IT			
requirements	Requirements for admission to the module examination: at least 72 CP.			
Recommended	Grant, R. M./Jordan, J. (2012): Foundations of strategy,			
reading	Chicheste	,	טווס טו אוופ	аседу,
reaumy	Chicheste	1 2012		
	Bach, N,/E	Brehm, C./Buchholz, W./Petry	, T. (2017):	: Organisation -
	Gestaltun	g wertschöpfungsorientierter /	Architekture	en, Prozesse
	und Strukturen, 2., vollständig überarbeitete und erweiterte Aufl.,			
	Wiesbade	n 2017		

Dumas, M., et al.: Fundamentals of Business Process
Management, Berlin, Second Edition, 2018

Digital Transformation and Supply Chain Management (Digital Transformation and Supply Chain Management) [MSB.1.0379.0.P]					
Examination:	cappiy c	Course No:	ECTS credit		
Digital Transformation	Digital Transformation and		12		
Supply Chain Manager					
[MSB.1.0379.0.P]					
Recommended classi	ification:	Compulsory mark:	Language of	f instruction:	
5 th , 6 th and 7 th semeste	r	[WPF]	German and	English	
Module Leader:		Module frequency:	How to regis	ster:	
Prof. Dr. Wolfgang Bud	hholz	WiSe/ SoSe			
Student support:					
	•	Dr. Wieland Appelfeller,	Prof. Dr. Christ	tiane Fühner,	
Learning Outcomes	Students				
	 understand what is meant by the digital transformation of companies and the elements it involves, are able to describe selected elements of digital transformation and to assess and structure the use of such elements in companies, understand the importance of ecosystems and digital platforms for businesses, are able to develop and design business models for digital platforms, are familiar with IT systems that are relevant for procurement, and are able to explain their application, are able to shape the digital transformation of purchasing and are able to independently structure and model decision problems from industrial production and logistics on the basis of case studies, and to solve them using optimising methods or heuristic algorithms. 			digital the use of such and digital models for digital nt for application, of purchasing odel decision gistics on the	
Type and length of		am (90 mins): 75 % of mo	-		
examination	Presentation of case studies: 25 % of module grade				
Teaching format		ing in the form of seminar	S		
		study work			
		ntation of case studies			
	Practical exercises on an SRM system				
	Guest lectures				
Teaching content	Selected aspects of the digital transformation				
	Platform economy Digital transformation in procurement				
	Digital transformation in procurementSupply chain and production analytics				
Workload		ice instruction: 8 hrs/wk pe		120 h	
	-	ry and follow-up work by s	student:	240 h	
	Total:			360 h	
Requirements with		wledge in the subject area	•	ion, logistics,	
regard to content	business i	business informatics and operations research			

Formal	Requirements for admission to the module examination: at least			
requirements	72 CP and successful completion of all module examinations from			
	the first and second semesters.			
Recommended	Appelfeller, W./Feldmann, C. (2018): Die digitale Transformation			
reading	des Unternehmens, Wiesbaden 2018 (neuste Auflage)			
	Bach, N,/Brehm, C./Buchholz, W./Petry, T. (2017): Organisation - Gestaltung wertschöpfungsorientierter Architekturen, Prozesse und Strukturen, 2., vollständig überarbeitete und erweiterte Aufl., Wiesbaden 2017 (neuste Auflage)			
	Parker, G. G./Van Alstyne, M. W./Choudary, S. P. (2016): Platform Revolution, New York 2016 (latest edition)			
	Appelfeller, W./ Buchholz, W. (2011): Supplier Relationship Management – Strategie, Organisation und IT des modernen Beschaffungs-management, 2. Auflage, Wiesbaden 2011 (neuste Auflage)			
	Appelfeller, W. (2019): e-Supplier Relationship Management und die digitale Transformation der Beschaffung, in: Tobias Kollmann Handbuch Digitale Wirtschaft, Berlin, 2019			
	Günther, HO., Tempelmeier, H. (2020): Supply Chain Analytics, Operations Management und Logistik, 13. Auflage, Books on Demand, Norderstedt 2020. (neuste Auflage)			
	Tempelmeier, H. (2020): Analytics in Supply Chain Management und Produktion, Übungen und Mini-Fallstudien, 7. Auflage, Books on Demand, Norderstedt 2020 (neuste Auflage)			
	Slack, N., Chambers, St., Johnston, R. (2016): Operations Management, 8. Auflage 2016. (neuste Auflage)			

International New Ventures				
Examination:		Course No:	ECTS cre	dits:
			12	
Recommended class	Recommended classification:		Language	of instruction:
5 th /6 th semester		[WPF]	English	
Module Leader:		Module frequency:	How to re	gister:
Prof. Dr. Michael Wass	serman	[0]		
Student support:				
		cus Laumann, Prof. Dr. Micha	ael Wasserr	man
Learning Outcomes		are able to	_	
	_	se and develop a financial pla		
		ategic entry into international	markets, wi	th an emphasis
		erging markets,		
		business valuation methods t		
	contex	e financing needs and oppor	ıurıılıes iri a	n mlemalionai
		ate and learn from events who	are the new	venture
		ss is both successful and uns		venture
		se and overcome challenges	•	rv mode
		ctual property rights, negotiat	`	•
		anagement and CSR) for new	-	-
		emerging market,		
	_	 Apply their knowledge of concepts from finance, start- 		
		up/innovation processes and emergent market (risk) using		
	case study analysis,			
	Work effectively in multicultural teams.			
Type and length of	Presentat	ion/ video presentation: 87,5	% of module	e grade
examination	Assignme	nt/seminar paper: 12,5 % of r	module grad	de
Teaching format		in the form of lectures and se	· ·	
	group work; classroom discussions of concepts in the context of			
		nded readings.		
Teaching content		ess plans and financial needs		
		ess valuation models for new	ventures in	an international
	contex		d	ratas
		enture processes for start-up	•	
	•	ic challenges for new venture	U	U
	(including intellectual property protection in emerging markets)			
Workload	Face-to-fa	ce instruction: 8 hrs/wk per s	emester:	90 h
	Preparato	ry and follow-up work by stud	lent:	270 h
	Total: 360 h			360 h
Requirements with	None			
regard to content				-
Formal		need to have taken at least or		lowing
requirements		ate modules: International ma	nagement,	
	Entrepreneurship, or Finance			

Recommended reading

Chokhani, R. (2017). Challenges and opportunities for Indian start-ups; Key points to note. *Financial* Express.

https://www.financialexpress.com/industry/challenges-and-opportunities-for-indian-start-ups-key-points-to-note/524728/Befus, D., & Grosse, R. (2017). Sustainable Finance for Small and Medium-Sized Enterprises in an Emerging Market (2 Bridges for Economic Growth in Honduras). Harvard Business School Case Study.

Ferreira, J., & Ferreira, J. (2018). <u>Challenges and Opportunities of New Retail Horizons in Emerging Markets: The Case of a Rising Coffee Culture in China</u>. Harvard Business School Case Study.

James, M., & Koller, T.M. (2000). Valuation in emerging markets. *McKinsey Quarterly*, 78-85.

Martinez, A., & Whitaker, J. (2018, Feb). 3 Emerging Market Risks Companies Should Watch for in 2018, *Harvard Business Review*.

Nasser, S. (2016). Valuation for startups – 9 methods explained. Medium. https://medium.com/parisoma-blog/valuation-for-startups-9-methods-explained-53771c86590e

Roggi, O., Giannozzi, A.,& Baglioni, T. (2016). Firm valuation in emerging markets and the exposure to country risk. *Global Journal of Management and Business Research*, 16(1) 1-19.

Shu, E. (2017) Emergent strategy in an entrepreneurial firm: the case of Lenovo in its formative years, *International Journal of Emerging Markets*, *12*(3), 625-636.

Tian, X. (2016): Managing International Business in China. Parboteaah, K.P. & Cullen, J.C. (2017): International Business: Perspectives from developed and emerging markets.

Operational Tax The	eory I (Beti	riebliche Steuerlehre I) [MSB.1.0060.0.P]	
Examination:		Course No:	ECTS credits:	
[MSB.1.0060.0.P] Ope	erational	B93A01, B93B01,	12	
Tax Theory I		B93C01, B93D01		
Recommended class	Recommended classification:		Language of instruction:	
5 th / 6 th / 7 th semester		Compulsory mark: [WPF]	German	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Dirk Kiso		[WiSe/SoSe]		
Student support:		[[]	<u> </u>	
	of. Dr. Olaf Ta	anto, Prof. Dr. Dirk Thoms-M	Mever (
Learning Outcomes	Students a		,	
	are able to develop a practice-relevant solution to cases from the areas of fiscal accounting methods, including their connection to the balance of trade law and company taxation,			
	particul law,	arly income tax law, corpora	ation tax law and trade tax	
	includir	ne taxation concepts of the ing mixed forms – as well as pective assessment bases,	ndividual legal forms – the calculation schemes for	
			nd tools of fiscal procedural	
	law. They will gain profound knowledge in the area of redress and appeal procedures,			
	 are able to calculate fiscal effects of alternative circumstances. 			
		re capable of conducting sin		
	enabling them to comment on fiscal effects of company decisions (e.g. legal form/financing),			
		, , , ,		
	are able to systematise the fiscal effects of the circumstances avalered and communicate them using adequate methods.			
		explored and communicate them using adequate methods		
	are able to discuss substantive issues concerning the module			
	•	ofessional level,		
		ike an informed discretionar	y judgement on technical	
	issues,			
	-	pable of solving simple circul	•	
		strative instructions and case	e-law.	
Type and length of	Written exa	am (120 mins)		
examination				
Teaching format	Lecture			
	• Case s			
	Exercise			
	• Excurs			
Teaching content	· -	procedural law (fiscal code,	code of procedure for fiscal	
	courts)			
	Tax acc	counting law		
	• Taxatio	on of business income, partic	cularly partnerships	
	• Taxatio	n of private limited compani	es	
	Special	l aspects of mixed legal form	ns and corporate groups	

Workload	Face-to-face instruction: 8 hrs/wk per semester:	120 h			
	Excursions:	20 h			
	Preparatory and follow-up work by student:	220 h			
	Total:	360 h			
Requirements with	Expertise in income tax issues and the determinat	ion of profits			
regard to content	pursuant to commercial law and for tax purposes, as taught in the				
	modules Financial Foundations I and II and in the	advanced			
	module Taxation. Basic knowledge of corporation	and trade tax,			
	as taught in the module Financial Foundations I.				
Formal	Requirements for admission to the module examin	ation: at least			
requirements	72 CP.				
Recommended	Tax laws/ tax regulations/ tax abatements, comme	ents, use of the			
reading	internet, textbooks, especially:				
	Ax, R./ Große, T./ Melchior, J.: Abgabenordnung u				
	Finanzgerichtsordnung, aktuelle Auflage, Stuttgart	:			
	Birk, D.: Steuerrecht, aktuelle Auflage, Heidelberg				
	Endriss u.a.: Steuerkompendium, Band 1, Ertragsteuern, aktuelle				
	Auflage				
	Grefe: Unternehmenssteuern, aktuelle Auflage				
	Hoffmann: Einführung in die Körperschaftsteuer, aktuelle Auflage				
	Lammerding: Abgabenordnung FGO, aktuelle Auflage, Achim				
	Niehus/ Wilke: Besteuerung der Personengesellschaften, aktuelle Auflage				
	Niehus/ Wilke: Besteuerung der Kapitalgesellschaften, aktuelle Auflage Preißler u.a.: Unternehmenssteuerrecht und Steuerbilanzrecht, aktuelle Auflage				
	Reichert: Lehrbuch der Gewerbesteuer, aktuelle A	uflage			
	Tipke, K./ Lang, J., Steuerrecht, aktuelle Auflage,	Köln			

Operational lax The	eory II (Bet	riebliche Steuerlehre II) [MSB.1.	0062.0.P]
Examination:	-	Course No:	ECTS cr	edits:
[MSB.1.0062.0.P] Ope	rational		12	
Tax Theory II				
Recommended classification:		Compulsory mark:	Languaç	ge of instruction:
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:		Module frequency:	How to r	egister:
Prof. Dr. Dirk Thoms-M	eyer	[WiSe/SoSe]		
Student support:				
Prof. Dr. Dirk Thoms-M	eyer, Prof. D	Dr. Olaf Tanto, Lecturers		
Learning Outcomes	Students			
	 know the able to of inher assigning are able software and present and present and present and the software and present and known identify and known internat are able perspect 	know the basics of legal and testamentary succession and are able to explain the consequences of assigning assets in terms of inheritance tax and demonstrate design options for assigning operating assets, are able to enter current business transactions using Datev software, issue annual financial statements and assessments and prepare corporate tax returns and partners' income tax returns, know the principles of international taxation law and the methods used to avoid double taxation. They are able to identify the tax consequences of direct foreign investments and know the fundamentals of transfer pricing problems in international tax law, are able to assess cross-border issues from a turnover tax perspective, have knowledge of selected current tax developments.		
Type and length of examination	Written exam (120 mins)			
Teaching format	Teaching in the form of			
	 Semina 	ırs		
	• Case st	tudies		
	Exercis	es		
Teaching content	• Internat	tional taxation law		
	 Succes 	sion to an enterprise and ass	signment	of assets
	 Datev of 	case study		
	 In-depti 	h aspects of turnover tax		
	 Current 	Current tax developments		
Workload	Face-to-face instruction: 8 hrs/wk per semester: 120 h			120 h
	Preparator	y and follow-up work by stude	ent:	240 h
	Total:	•		360 h
Requirements with regard to content	 Total: 360 h Expertise in turnover tax issues and the determination of profits pursuant to commercial law and for tax purposes, as taught in the advanced module Taxation Expertise in profit determination for tax purposes and company taxation, as taught in the extension module Operational Tax Theory I 			

Formal	Requirements for admission to the module examination: at least
requirements	72 CP.
Recommended	Tax laws/ tax regulations/ tax abatements, comments, use of the
reading	internet, textbooks, especially:
	Tipke/ Lang: Steuerrecht, aktuelle Aufl., Dr. Otto Schmidt, Köln
	Bornhofen: Buchführung 1 + 2, aktuelle Aufl., Gabler, Wiesbaden
	Bornhofen: Steuerlehre 1 (Umsatzsteuer), akt. Aufl., Gabler, Wiesbaden
	Brähler: Internationales Steuerrecht, akt. Aufl., Gabler, Wiesbaden
	Halaczinsky: Schenken, Erben, Steuern, Stotax, akt. Aufl., Bonn

Examination:		Course No:	ECTS credit	s:
[MSB.1.0077.0.P] Business			12	
Information Systems				
Recommended class	ification:	Compulsory mark:		finstruction:
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:	-tt	Module frequency:	How to regis	ster:
Prof. Dr. Jürgen Nonho Student support:	ווכ	[SoSe]		
• •	off Prof Dr	Michael Bücker, Prof. Dr. No	orman Lahme-I	Hütia
Learning Outcomes	Students	Wildiael Ducker, Froi. Dr. No	Jilliali Laliille-i	lutig,
Learning Outcomes		rise themselves with operation	onal transactio	ınal
		ical (standard) software syste		
	-	re systems,	ome and web b	aooa
		le to explain basic architectu	res of web app	lications.
		le to use basic technologies		,
		le to model and use databas		
Type and length of	Written exam (120 min): 75 % of module grade			
examination	Presentation/ seminar paper: 25 % of module grade			
Teaching format	Teaching in the form of seminars			
	Case studies (independent work in small groups)			
	Tutorials and exercises for standard business software (PC			
	pool)			
	Seminar paper/seminar lectures			
		External practical lectures, Excursions In this module, students are given an integrated view of business		
Teaching content			•	
		application systems, ranging from the analysis, design, development and application of information systems.		
	The significance of electronic services and channels of distribution			
	_	tly increasing. In particular, v		
		ies and systems are address		
	_	ise resource planning (ERP)		
	-	r semester	,	
	b. Web de	velopment, contact time: 4 h	rs/wk per seme	ester
	c. Databas	se systems, contact time: 2 h	nrs/wk per sem	ester
Workload	Face-to-fa	ice instruction: 8 hrs/wk per s	semester:	120 h
		ry and follow-up work by stud	dent:	240 h
	Total:			360 h
Requirements with	None			
regard to content				
Formal	Requirements for admission to the module examination: at least			on: at least
requirements	70 (10			
requirements	72 CP.	ht/ Hacankama: Einführung:	n dia Mirtaahat	toinformatile
requirements Recommended reading		ht/ Hasenkamp: Einführung i	n die Wirtschaf	tsinformatik

Controlling (Controlling) [MSB.1.0079.0.P]				
Examination:		Course No:	ECTS credits:	
[MSB.1.0079.0.P] Cor	ntrollina	334.331.131	12	
Recommended classification:		Compulsory mark:	Language of instruction:	
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Martin Schrei	ber	[WiSe/SoSe]		
Student support:				
Prof. Dr. Martin Schrei	ber, Prof. D	r. Benjamin Matthies, Prof. D	r. Kerstin Gerke, Prof. Dr.	
Klaus Schulte,				
Learning Outcomes	Students should learn the professional requirements needed to become a controller. This is achieved by expanding the basic knowledge gained in the relevant basic and advanced module teaching new subject-specific knowledge and methods, and considering interdisciplinary approaches.			
	applybe pro are probe abl	nts should derstand the main controlling instruments and be able to ply them in a targeted manner, proficient in dealing with special controlling problems that a previously unknown to them, able to present technical problems and the solutions veloped accordingly (in writing and orally).		
Type and length of	Written exam (120 mins) on the three lectures: 75 % of module			
examination	 grade Presentations and work results in the seminar: 25 % of module grade 			
Teaching format	Teaching	Teaching in the form of seminars, case-studies, seminars		
Teaching content	Cost nTransfIndicaBenchManagContro	onal Controlling (lecture) nanagement fer prices tors and indicator systems marking gement reporting billing organisation f IT in controlling		
	 Organ Division Cross Profit 3. Strateg Share Strate 	2. Operational Planning (lecture) Organisation of the planning process Divisional planning Cross-divisional planning Profit planning 3. Strategic Controlling (lecture) Shareholder value Strategic planning Strategic controlling instruments		

	4. Controlling Seminar (seminar)				
	Practical projects, such as:				
	Introducing a cost accounting system				
	Developing a balanced scorecard				
	Optimising a reporting system				
Workload	Face-to-face instruction: 8 hrs/wk per semester:	120 h			
	Preparatory and follow-up work by student:	240 h			
	Total:	360 h			
Requirements with	Subject-specific prior knowledge from the basic r	nodule Financial			
regard to content	Business Administration II and from the advance	d module			
	Accounting				
Formal	Requirements for admission to the module exam	ination: at least			
requirements	72 CP.				
Recommended	Weber, Jürgen/ Schäffer, Utz: Einführung in das	Controlling,			
reading	aktuelle Auflage, Stuttgart, Schäffer-Poeschel				
	Horváth, Péter: Das Controlling-Konzept. Der Weg zu einem				
	wirkungsvollen Controllingsystem, aktuelle Auflage, München, dtv				
	Horváth, Péter: <i>Controlling</i> , aktuelle Auflage, München, Vahlen				
	Baum, HG./ Coenenberg, A.G./ Günther, T.: Strategisches				
	Controlling, Stuttgart, aktuelle Auflage	4.09/00/100			
	Controlling, Claringari, altiablic / lallage				

Corporate Finance	(Corporate	e Finance) [MSB.1.0081.0).P]	
Examination:	`	Course No:	ECTS cre	dits:
[MSB.1.0081.0.P] Corporate			12	
Finance				
Recommended classification:		Compulsory mark:	Language	e of instruction:
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:		Module frequency:	How to re	gister:
Prof. Dr. Juliane Wolf		[WiSe/SoSe]		
Student support:				
Prof. Dr. Juliane Wolf,	Prof. Dr. Ulı	rich Balz, Prof. Dr. Christian 1	allau	
Learning Outcomes	Students a	are able to		
_	 explair 	n the functionality, design, tra	de and sigr	nificance of the
	most i	mportant derivatives, use the	m for simple	e trading
		gies and arbitrage, in particula	-	~
	purpos	ses, critically evaluate this an	d describe,	apply and
	assess	s central valuation models,		
	 determ 	nine capital costs from capital	market da	ta, taking into
		nt leverage effects,		
		business valuation methods (net value, e	entity and
		es methods) to pre-structure		-
	_	s the use of financial instrume		
		ding on different financing sit		•
	investors' and borrowers' interests.			
Type and length of	Written ex	am (90 mins): 75 % of modul	e grade	
examination		on/ paper: 25 % of module gi	•	
Teaching format	• Teach	ing in the form of seminars		
•	• Case s	studies		
	Praction	cal projects		
Teaching content	Overvi	ew of monetary markets		
_	• Forwa	rds, futures, options, swaps a	nd credit d	erivatives
	 Capita 	capital costs and capital structure		
	Net value, discounted cash flow and multiples methods			
	• Financ			
	makin	g criteria (bank financing, priv	ate equity,	going public,
	asset-	backed security, factoring, ra	ting)	
Workload	Face-to-fa	ice instruction: 8 hrs/wk per s	emester:	120 h
	Preparato	ry and follow-up work by stud	ent:	240 h
	Total: 360 h			360 h
Requirements with	Advanced	Module Financial foundation	s of busine	ss management
regard to content				
Formal	Requirem	ents for admission to the mod	lule examin	ation: at least
requirements	72 CP.			
Recommended	Hull: Optio	onen, Futures und andere De	rivate, 8. A	ufl., Pearson
reading	Studium, 2012 (oder neuere Auflage)			
-				
	ı			

Beike/ Schlütz: Finanznachrichten lesen – verstehen – nutzen: Ein Wegweiser durch Kursnotierungen und Marktberichte, Schäfer-Poeschel, 5. Aufl., 2010 (oder neuere Auflage)

Ernst/ Schneider/ Thielen: Unternehmensbewertungen erstellen und verstehen, 5. Auflage, München 2012 (oder neuere Auflage)

Peemöller, Volker (Hrsg): Paxishandbuch der Unternehmensbewertung, 5. Auflage, Herne 2012 (oder neuere Auflage)

Portisch, Wolfgang: Finanzierung im Lebenszyklus, München 2008 (oder neuere Auflage)

Zantow/ Roger: Finanzwirtschaft des Unternehmens: Die Grundlagen des modernen Finanzmanagements, 3. Auflage, München 2011 (oder neuere Auflage)

Strategies of Success on International Markets (Erfolgsstrategien auf internationalen Märkten) [MSB.1.0096.0.P]				
Examination:	kten)	Course No:	ECTS credits:	
[MSB.1.0096.0.P]		Jourse No.	12	
Strategies of Success of	n .			
International Markets	J11			
Recommended		Compulsory	Language of instruction:	
classification:		mark:	German	
5 th / 6 th / 7 th semester		[WPF]	Coman	
Module Leader:		Module	How to register:	
Prof. Dr. Olaf Arlinghau	IS	frequency:	It is essential to register for course via	
Tron. Br. Glar / timigria		[WiSe/SoSe]	myFH-Portalfrom 1 to 30 September	
		[VVICO/CCCC]	(winter semester) or from 1 to 28	
			February (summer semester). If the	
			number of participants exceeds 40,	
			participants will be selected. Up to 5	
			additional places for ERASMUS	
			students. Those who fail the	
			examination on the final examination	
04			date will be secured a place to resit it.	
Student support:	. Dra	f Dr. Jürgen Deelayer	th Dunt Du Manual Dunnunght	
			th, Prof. Dr. Manuel Rupprecht	
Learning Outcomes		•	paring students in international	
	•	• •	. In order to perform strategic and	
	-		ully, it is vital to have knowledge of	
			ernational subject areas, complemented	
	by va	arious practical project	s and topics.	
	Ctud	ents should		
		•	h and be able to apply analytical	
		•	ionally established approaches for the	
			of an international activity,	
			e to apply the basics of international	
		•	analysis for assessing country risks	
	ır	ncluding, in particular		
			applying methods and instruments of	
		country risk	•	
		·	ly assessing general and economic	
		• •	s and problems of economies	
		 recognise relationships between the international corporate 		
		• •	ional implementation in divisions,	
		•	thical problems and develop solutions	
			nd be capable of applying the basics of	
	ir	nternational managem	ent.	
Type and length of	•	seminar paper / preser	ntation: 33 3 % of module grade	
examination		Seminar paper / presentation: 33.3 % of module grade		

	The minimum number of points must be gained	l in each		
	examination part.			
Teaching format	Teaching in the form of seminars			
	Practical projects			
	• Exercises			
	Group work			
	Presentation with discussion			
Teaching content	Business part (4 hrs/wk per semester)			
	Intercultural management			
	Going public - managing a successful stock ma	rket launch		
	International risk management			
	Economics part (4 hrs/wk per semester)			
	Foundations of country risk and growth analysis			
	Case studies on country risk analysis and assessment			
	Framework conditions of international trade			
Workload	Face-to-face instruction: 8 hrs/wk per semester: 120 h			
	Preparatory and follow-up work by student:	240 h		
	Total: 360 h			
Requirements with	Basic knowledge of international business and economic			
regard to content	correlations			
Formal	Requirements for admission to the module examination	ation: at least		
requirements	72 CP.			
Recommended	See lecture materials			
reading				

External Accounting	g (Externe	es Rechnungswesen) [I	MSB.1.0118.0.P]	
Examination:		Course No:	ECTS credits:	
[MSB.1.0118.0.P] Exte	[MSB.1.0118.0.P] External		12	
Accounting				
Recommended class	Recommended classification:		Language of instruction:	
5 th / 6 th / 7 th semester		[WPF]	German, English	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Holger Pooter	า	[WiSe/SoSe]		
Student support:				
Prof. Dr. Holger Pooter	n, Prof. Dr. I	Ronny Gebhardt, Prof. Dr. I	sabel von Keitz	
Learning Outcomes	In this mo	dule, students should learn	the professional	
	requireme	ents needed to issue and re	ad annual financial	
	statement	s. This is achieved by expa	nding the basic knowledge	
	gained in	the relevant compulsory an	d advanced modules,	
	learning n	ew subject-specific knowled	dge and methods, and	
	considerin	ng interdisciplinary approacl	nes.	
	Students	should		
	expan	d their knowledge of the ma	ain differences between	
	accou	nting based on national prir	nciples (in particular, the	
	Germa	an Commercial Code, HGB) and in accordance with	
	interna	international standards (in particular, the International		
	Financ	Financial Reporting Standards, IFRS) and the accounting		
	leeway	leeway offered by different sets of regulations,		
	 learn t 	he methods for dealing with	n special accounting	
	proble	ms that are unknown to the	em,	
	 be fan 	niliar with the key standards	of group accounting,	
	be abl	e to assess the economic s	ituation of a company on the	
			t that is unknown to them and	
		e to present technical probl		
		pped accordingly (in writing		
Type and length of		n exam (90 mins): 75 % of i	· .	
examination		ntation or seminar paper: 2		
Teaching format			minars, case study work and	
Todoming Tormat	exercise u		maio, case stady work and	
Teaching content		counting (in accordance with	h HGB and IFRS):	
Todoming Contone	Found	• ,		
		accounting obligations		
	-	onsolidation		
		rtional consolidation		
	-	uity method.		
	At-equ	inty method.		
	Internation	nal accounting:		
		ationalisation of accounting	in Germany	
			-	
		ations of the IASB set of re	•	
		arison of key recognition, as	_	
	require	ements in accordance with	HGB versus IFRS	

	Annual financial statements and financial statement analysis			
	Objectives and steps involved in an indicator-based annual			
	financial statement analysis			
	Indicators of a fiscal and performance-related a	annual financial		
	statement analysis			
	Possibilities and limitations of an indicator-base	ed overall		
	assessment formation			
Workload	Face-to-face instruction: 8 hrs/wk per semester:	120 h		
	Preparatory and follow-up work by student:	240 h		
	Total:	360 h		
Requirements with	Requirements with regard to content: Profound know	owledge gained		
regard to content	from relevant courses in the module "Financial Bus	siness		
	Administration II" and the advanced module "Accounting"			
Formal	Requirements for admission to the module examin	ation: at least		
requirements	72 CP.			
Recommended	Baetge/ Kirsch/ Thiele: Konzernbilanzen, neueste	Auflage		
reading				
	Coenenberg/ Haller/ Schultze: Jahresabschluss und			
	Jahresabschlussanalyse, neueste Auflage			
	Küting/ Weber: Die Bilanzanalyse, neueste Auflag	е		
	Pellens/ Fülbier/ Gassen/ Sellhorn: Internationale			
	Rechnungslegung, neueste Auflage			

Functional Human Personalmanagem		Management (Funktional	es	
Examination:	oncy [MIOD		ECTS credits:	
[MSB.1.0130.0.P] Functional			12	
Human Resources Management				
Recommended class		Compulsory mark:	anguage of insti	ruction:
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Sonja Öhlsch	nlegel	[WiSe/SoSe]		
Student support:				
Prof. Dr. Sonja Öhlsch				
Learning	Students a			
Outcomes		the strategic significance of pro-	•	
	_	ement and evaluate, apply and	•	
		nel selection and personnel ma	rketing instrument	ts and
	method	,	in - 4 ()	
	_	e and shape incentive schemes	•	
	 explain controll 	the significance and design va	riants of personne	el .
		irig, nd assess personnel controllin	a tools	
		it, apply, criticially reflect and a	-	
Type and length of	 empirical social research related to human resource issues. Written exam (60 mins): 25 % of module grade 			
examination	Project: 50 % of module grade			
	_	A		
Teaching format	Teaching in the form of seminars with a high degree of			
G	activation			
	Group work/ case studies			
	 Concep 	tual design, implementation of	an assessment ce	entre
	 Project 	• Projects		
Teaching content	 Strateg 	ic significance, assessment, le	gal aspects and	
	implem	entation of target-oriented HR	marketing and the	use of
	personi	nel selection instruments		
	 Motivat 	ion and performance		
		tions, legal aspects and the sh	aping of material a	and
		iterial incentives		
	_	ance and design variants of pe	rsonnel controlling	9
		nel controlling instruments		
		tion of method		
Workload		ce instruction: 8 hrs/wk per sem		
		y and follow-up work by studen		
Degularen ente culti	Total:		360 h	
Requirements with	None			
regard to content Formal	Doguiromo	nto for admission to the module	a avamination: ct !	00ct 70
	-	nts for admission to the module	e examination: at i	east /2
requirements	CP.			

Recommended	Literature will be provided during the course
reading	

Leadership and Change (Führung und Wandel) [MSB.1.0129.0.P]				
Examination:		Course No:	ECTS credits:	1
[MSB.1.0129.0.P] Leadership			12	
and Change				
Recommended class	ification:	Compulsory mark:	Language of i	nstruction:
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:		Module frequency:	How to regist	er:
Prof. Dr. Annette Nage	I	[WiSe/SoSe]		
Student support:				
Prof. Dr. Annette Nage	l			
Learning Outcomes	Students	should		
	 know t 	he key scientific findings on o	cause-effect rela	itionships in
	humar	resources management and	l change manag	jement,
	be able	e to apply these findings to p	ractical scenario	s both
	analyti	cally and in practical simulati	ons,	
	be able	e to prepare independent sub	ject-relevant ac	ademic
	work o	n the basis of professional re	search alone ar	nd/or in the
	team a	and to present it appropriately	′ ,	
	be able	e to organise themselves in a	target-oriented	manner,
	both a	both alone and in a team.		
Type and length of	• Essays throughout the semester: 25 % of the module grade			
examination	Semin	ar paper: 25 % of the module	grade	
	Written exam (90 mins): 50 % of the module grade			
Teaching format	• Learni	ng in team work		
	• Plenur	Plenum		
	• Case s	Case study work		
	Praction	Practical simulations		
Teaching content	• Leadin	ig employees		
_	Specia	al aspects of leadership in cha	ange processes	
	• Frame	work conditions of leadership	and change ma	anagement
		nt special topics on human re	-	-
	change	e management	·	
Workload	Face-to-fa	ce instruction: 8 hrs/wk per s	emester:	120 h
	Preparatory and follow-up work by student: 270 h			270 h
	Total: 360 h			
Requirements with	Foundatio	ns of human resources mana	gement and pri	nciples of
regard to content	managem	ent concerning behavioural s	cience	
Formal	Requireme	ents for admission to the mod	dule examinatior	n: at least
requirements	72 CP.			
Recommended	Literature	will be provided during the co	ourse	
reading				

International Marke	ting (Inter	nationales Marketing)	[MSB.1.0167.0.P]		
Examination:			ECTS credits:		
[MSB.1.0167.0.P] Inte	ernational		12		
Marketing					
Recommended classification:		Compulsory mark:	Language of instruction:		
5 th / 6 th / 7 th semester		[WPF]	English		
Module Leader:		Module frequency:	How to register:		
Dr. Sue Rossano Rive	ro	[WiSe/SoSe]			
Student support:	ro Prof Dr	Thomas Baakon, Claudia	Umanzor M So		
Learning Outcomes		Thomas Baaken, Claudia	n domain specific knowledge		
Learning Outcomes		ecture Sessions in Intern			
	_	and it will help Students to	_		
		and critical skills by its Cas	•		
	_	it the course.	se Studies approach		
	unougnoc	it the course.			
	After succ	essfully completing this co	urse, Students will be able to:		
		stand the basic foundations			
		ational context,	or mandamig in the		
		,	pts to the resolution of case		
		s and real business project	•		
	 learn that international marketing is about striking the balance 				
		between maximizing the similarities across cultures and custo-			
		mising marketing to important local differences,			
	_				
	marketing research in an international environment.				
Type and length of	• Writte	n exam (60 mins): 33,3 % o	of module grade		
examination	Semin	• Seminar paper and presentation: 33,3 % of module grade			
	• Prese	ntation and project work: 3	3,3 % of module grade		
Teaching format	• Lectur	Loctaro, stadonte roda chaptero er a demined rodaer prior to the			
	class.	class. During the class content will be discussed and			
	deepe	ned. In-depth case study a	nalysis		
	• Case	study analysis, dynamic dis	scussions, team problem		
	solving	g.			
		nting Consulting Methods a	-		
		ting, seminar and exercise			
		ntations, feedback evaluation			
	_	t work on a real world proje	ect for a company in the		
		in Strategic Marketing			
Teaching content	Content:		M 1 (1 1 0 11 / 5 11		
			Marketing I & II (Population,		
	-	ling, Secondary & Primary	•		
		Management in Internationa			
		Ps and the 7 Ps in Internal	<u> </u>		
		B2B Marketing in the Inte			
		ardisation vs. Differentiation			
	 Marke 	 Market Entry Strategies in International Markets 			

	 Market Development Strategies in International Markets Cultural Aspects in International Marketing Communication Policy in International Marketing Distribution Policy in International Marketing Product Policy in International Marketing Services Policy in International Marketing Pricing Policy in International Marketing Global Marketing Marketing Controlling and Adjustments 		
	 Methods trained on cases: Project Management Defining an Agenda and writing Minutes Selecting Sources of Information in Desk Research Designing Research Instruments Excel: Database Management Quantitative Research Approaches Qualitative Research Approaches Quantitative and Qualitative Analysis and Reports Generating and Deriving Recommendations Beyond Bullet Points in Power Point Presenting Research Results 		
Workload	Boosting Presentation Skills Face-to-face instruction: 8 hrs/wk per semester: Preparatory and follow-up work by student: Total:	120 h 240 h 360 h	
Requirements with regard to content	Basics in Marketing		
Formal requirements	Requirements for admission to the module examina 72 CP.	ition: at least	
Recommended reading	Cateora, P. R., Gilly, M. C., & Graham, J. L. (2016). marketing. McGraw-Hill Education.	International	
	Douglas, S. P., & Samuel Craig, C. (2011): The role assessing international marketing opportunities. Into Marketing Review, 28(2), 150-162.	ernational	
	Isayeva, A. (2014). Ethics in International Marketing Journal of Economic Practices and Theories, 4(5),		
	Samiee, S., Chabowski, B. R., & Hult, G. T. M. (201 International Relationship Marketing: Intellectual Fo Avenues for Further Research. Journal of Internation Marketing, 23(4), 1-21.	undations and	

Schweitzer, S. (2015). Access to Asia: Your Multicultural Guide to Building Trust, Inspiring Respect, and Creating Long-lasting Business Relationships. John Wiley & Sons.

Usunier, J. C., Lee, J. A., & Lee, J. A. (2013). Marketing across cultures. Pearson Education.

Westjohn, S. A., Singh, N., & Magnusson, P. (2012). Responsiveness to global and local consumer culture positioning: A personality and collective identity perspective. Journal of International Marketing, 20(1), 58-73.

	ing (Opera	atives Marketing) [MSB.1	_
Examination:		Course No:	ECTS credits:
[MSB.1.0206.0.P] Ope	erational		12
Marketing			
Recommended classification: 5 th / 6 th / 7 th semester		Compulsory mark: [WPF]	Language of instruction: German
Module Leader:		Module frequency:	How to register:
Prof. Dr. Roland Multh	aup	[WiSe/SoSe]	_
Student support:			
Prof. Dr. Roland Multh	aup, Prof. D	r. Bert Kiel	
Learning Outcomes	Students are able to • appropriately select important price analysis, price setting or price variation methods as each situation demands in the framework of price policy, apply them with the support of specialist literature and discuss price-strategic decisions, • identify and reproduce relevant operational product policy decisions in the context of market stimulation strategies, and reflect on important methods of product policy critically and select them as each situation demands, • discuss basic decisions and concepts of brand management, • define objectives, strategies and measures of communication policy, and reflect on them in planning, implementation and control with regard to practical cases, • discuss the manufacturers' perspective within distribution policy using the various distribution policy alternatives in a		uation demands in the em with the support of ce-strategic decisions, crational product policy etimulation strategies, and duct policy critically and ands, ots of brand management, casures of communication ing, implementation and es, ctive within distribution
Type and length of examination	1	ner-oriented manner. cam (120 mins)	
Teaching format	Teaching	in the form of seminars	
Teaching content	proces studyii variati Product selling their e orienta cost of Comm comm overvi comm Distrib compa	colicy: the significance of pricesing of price information, pricesing demand, determinants of pon, price-strategic concepts of policy: the significance of proposition, life-cycle models ffect on operational product pation, quality orientation, progrientation and brand orientation unication policy: foundations unication under the condition ew of communication policy in unication unication of acquisitive distributionle of the contract of sale, phy	ce-analytical instruments for price policy and price product policy, unique so corporate strategies and policy decisions, innovation gramme range orientation, on of communication theory, so of information overload, instruments, personal of distribution policy, on with the abstraction

	about locations, direct selling, indirect selling,	motivational	
	effects and the suitability of compensation systems in sales		
Workload	Face-to-face instruction: 8 hrs/wk per semester:	120 h	
	Preparatory and follow-up work by student:	240 h	
	Total:	360 h	
Requirements with	Foundations of marketing gained from the course	"Primary	
regard to content	Business Processes" (2 nd semester)		
Formal	Requirements for admission to the module exam	ination: at least	
requirements	72 CP.		
Recommended	Meffert/ Burmann/ Kirchgeorg: ,Marketing', aktuelle Auflage		
reading	Diller, Hermann: ,Preispolitik', aktuelle Auflage		
	Bruhn, Manfred: ,Kommunikationspolitikʻ		
	Pepels, Werner: ,Kommunikations- und Identitäts	spolitik'	
	Pepels, Werner (Hrsg.): ,Distribution und Verkaut	fspolitik'	

		sources Management (Po	tenzialorientiertes	
Personalmanageme	ent) [MSB		FOTO	
Examination:		Course No:	ECTS credits:	
[MSB.1.0211.0.P] Potential- oriented Human Resources			12	
	irces			
Management Recommended class	ification	Compulsory mark:	Language of instruction:	
5 th /6 th /7 th semester	ilication.	[WPF]	German	
Module Leader:		Module frequency:	How to register:	
Prof. Dr. Thomas Jans	en	[WiSe/SoSe]	now to register.	
Student support:	<u> </u>	[[[[]]]		
	en Prof Dr	. Sonja Öhlschlegel-Haubrock		
Learning Outcomes	Students	. Conja Omsomeger Haabrook	.	
Learning Outcomes	 are able to plan, organise and assess training and continuing 			
		tion in companies on the basis	•	
	provisi	-	or applicable statutely	
	•	le to carry out and evaluate tra	aining and continuing	
		tion processes on the basis of	•	
		sychology of learning,		
		are capable of analysing target groups, formulating target		
	group-related educational objectives and creating teaching-			
	learning situations,			
	 unders 			
	develo	development,		
	are ab	le to identify the personnel de	velopment needs for a	
	company required within its strategic orientation.			
Type and length of	Written ex	am (120 mins)		
examination				
Teaching format	 Teach 	Teaching in the form of seminars, including a high degree of		
	activat	ion		
	•	work/ case studies		
	<u> </u>	nentation of specific training u		
Teaching content	•	egal and economic basics of training and continuing		
	educa			
		ng and organisation of training	,	
	· -	nentation and evaluation of tra	aining and continuing	
	educa			
		ations of organisational develo	•	
Wouldood		ication of personnel developm		
Workload		ice instruction: 8 hrs/wk per se		
	Preparato	ry and follow-up work by stude		
Requirements with	None		360 h	
regard to content	INOTIE			
Formal	Requirem	ents for admission to the mod	ule examination: at least	
requirements	72 CP.	อกเอ เบเ สนท์กออเบท เบ เท อ ที่ใบนัก	uie examination, at icast	
requirements	12 01.			

Recommended	Literature will be provided during the course
reading	

		on and Business Informatio	` •	studium
Examination:	/irtscn	aftsinformatik) [MSB.1.0225 Course No:	ECTS cre	dita
[MSB.1.0225.0.P] Project		Course No.	12	uits.
Course Organisation and			12	
Business Informatics	i i u			
Recommended		Compulsory mark:	Language	e of instruction:
classification:		[WPF]	German	
5 th / 6 th / 7 th semester		[]		
Module Leader:		Module frequency:	How to re	egister:
Prof. Dr. Wieland Appe	elfeller	[WiSe/SoSe]		· ·
Student support:		-	ı	
Prof. Dr. Wieland Appe	elfeller, l	Prof. Dr. Wolfgang Buchholz, Pro	of. Dr. Micha	ael Dircksen,
Prof. Dr. Carsten Feldn	nann, P	rof. Dr. Marcus Laumann, Prof. I	Dr. Jürgen N	Nonhoff, Prof. Dr.
Franz Vallée,				
Learning Outcomes	Stude	nts are able to		
	• ca	rry out projects in practice, trans	ferring the k	knowledge
	ga	lined in one or more lectures on	the topics o	f organisation,
	pu	irchasing, business informatics o	r logistics to	o a practical
	case,			
	develop analyses and concepts in the form of workshops			-
	together with company employees and to propose the results			ose the results
		to executives in a convincing manner,		
	develop communication and change concepts for specific			
	changes.			
Type and length of	Presentation and discussion of a change management and			
examination	communication concept: 20 % of module grade			
		Kick-off presentation: 10 % of module grade		
		p = 7 / 0 / 110 and 9 and		
		Commented final presentation: 30 % of module grade		
		Oral examination: 20 % of module grade		
Teaching format		Project work		
		paching of project groups		
		ock course involving seminars or	n the topics	of change
T		anagement and communication	l C:	
Teaching content	During the project course, between three and five students work			
	on a specific project in company. Examples of projects include analysing organisations, optimising processes, introducing new IT			
	,		-	•
		ns, optimising purchasing and lo	-	
	projects usually require students to be at the company for two			•
	days a week. A coaching meeting with the supervising professor is held once a week at the university of applied sciences. Change			_
	and communication concepts are developed for the projects In ar			•
		npanying three-day block course	•	o projecto in ali
Workload	1	to-face instruction: 8 hrs/wk per		90 h
TOTALO		ratory and follow-up work by stu		270 h
	Total:	.a.s.y and lonow up work by stu		360 h
<u> </u>	i otai.			000 11

Requirements with	Participation in the course on "Meeting Management" in the partial
regard to content	module SK III/ SK Occupation-Specific Skills
Formal	Requirements for admission to the module examination:
requirements	at least 72 CP
	 successful completion of the advanced module "Foundations of Process Management and ERP Systems" or the advanced module "Logistics"
Recommended	Doppler, K./ Lauterburg, C.: Change Management – Den
reading	Unternehmenswandel gestalten, aktuelle Auflage, Frankfurt
	Jenny, B.: Projektmanagement: Das Wissen für eine erfolgreiche
	Karriere, aktuelle Auflage, Zürich

Quantitative Metho	ds II (Quar	ntitative Methoden II) [MSB.1.0229.0).P]
Examination:		Course No:	ECTS cred	lits:
[MSB.1.0229.0.P] Quantitative			12	
Methods II				
Recommended classification:		Compulsory mark:	Language	of instruction:
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:	Module Leader:		How to reg	gister:
Prof. Dr. Michael Bück	er	[WiSe/SoSe]		
Student support:				
Prof. Dr. Michael Bück	er, Prof. Dr.	Reiner Kurzhals		
Learning Outcomes	Students	Students should		
	be able to independently implement market research and			earch and data
	mining	projects in professional p	actice and res	ponsibly in a
	team,			
	• be abl	e to apply data mining met	hods to suit the	e problem,
	be abl	e to classify the term 'big d	ata' and its ass	sociated
		mic and social significance		
		n-depth theoretical and pra		ge of
	multiva	multivariate and statistical analytical methods and should be able to apply and interpret these for economic issues,		
	 gain an understanding of applying risk management software 			ment software.
Type and length of	Project: 25 % of module grade			
examination	Term paper, case studies: 75 % of module grade			
Teaching format	Lectures/ exercises			
· ·	Teaching in the form of seminar with a high proportion of case			
		s, projects and computer-a	• •	•
Teaching content		uction to data mining	·	
•		ata mining process		
		uction to big data		
		nment of big data seminar t	opics, including	q
	metho	methodological classification, providers, societal challenges,		
	trainin	g options and professional	fields, trends,	legal elements
	Multiva	ariate methods		
	• Introdu	uction to risk management	software	
Workload	Face-to-fa	ace instruction: 8 hrs/wk pe	r semester:	120 h
	Preparato	ry and follow-up work by s	tudent:	240 h
	Total:	•		360 h
Requirements with	None			
regard to content				
Formal	Requirem	ents for admission to the m	nodule examina	ation: at least
requirements	72 CP.			
Recommended	Han, J./ K	amber, M.: Data Mining –	Concepts and	Гесhniques
reading				
		n, Ronald: Big Data - Fluch		
	im Spiege	l gesellschaftlichen Wande	eis, mitp veriag	, 2 014
	Backhaus	, K. u.a.: Multivariate Analy	semethoden a	aktuelle
		Springer Verlag, Berlin	John Janouri, 6	

Quantitative Method	ds III (Qua	ntitative Methoden III) [MS	SB.1.023	30.0.P]
Examination:		Course No:	ECTS cr	edits:
[MSB.1.0230.0.P] Quantitative			12	
Methods III				
Recommended classification:		Compulsory mark:	Languag	e of instruction:
5 th / 6 th / 7 th semester		[WPF]	German	
Module Leader:		Module frequency:	How to r	egister:
Prof. Dr. Anja Stumpf		[WiSe/SoSe]		
Student support:		-		
Prof. Dr. Anja Stumpf,	Prof. Dr. Mi	chael Bücker, Prof. Dr. Reiner	Kurzhals	s, Prof. Dr.
Christiane Fühner				
Learning Outcomes	Students	are able to		
	• recogn	nise, model, mathematically for	mulate. s	solve and
	_	et linear, whole-number and, w		
		economic optimisation problem		
		re for problem-solving,		
		re rational decisions for resolving	na practio	cal economic
			• .	
		 problems using methods related to decision theory, recognise and model discrete simulation problems, conduct 		
		simulations using suitable software, validate simulation models		
	and interpret simulation results,			
		understand and apply risk analysis-simulation software to unptify risks.		
Type and length of	quantify risks. Combination of case studies: 50% of module grade			
examination	Presentation: 25% of module grade			
Examination	Seminar paper: 25% of module grade			
Teaching format				
l reaching format	Lectures involving accompanying exercises Activation to achieve a lease at a decimal and accompanying exercises.			
Tooching content		Activating teaching elements (case study work/ presentation)		
Teaching content	Linear, whole-number and, where applicable, non-linear			
	optimi			
		ons in the event of risks, multi-	stage de	cisions, group
		ons, game theory and others		
		ation, particularly discrete even		
		uctory course in Monte Carlo si		software (e.g. by
		e Crystal-Ball or @risk by Palisa		
Workload		ace instruction: 8 hrs/wk per se		120 h
		ry and follow-up work by stude	nt:	240 h
	Total:			360 h
Requirements with		wledge of business mathemati		tics and
regard to content		ve methods would be beneficial		
Formal	Requirements for admission to the module examination: at least			
requirements	72 CP.			
Recommended	Zimmerma	ann, HJ: Operations Researcl	h, aktuell	e Aufl., Vieweg,
reading				 .
	_	G./ A.G. Coenenberg: Betriebs		attliche
	Entscheid	ungslehre. Vahlen, aktuelle Au	fl.	

Wenzel, S./ Weiß, M./ Collisi-Böhmer, S./ Pitsch, H., Rose, O.: Qualitätskriterien für die Simulation in Produktion und Logistik, Planung und Durchführung von Simulationsstudien, Springer, 2008
User Guide Crystal-Ball von Oracle

	g (Strate	gisches Marketing) [MS				
Examination:		Course No:	ECTS credits:			
[MSB.1.0368.0.P] St	rategic	B95602	12			
Marketing						
Recommended		Compulsory mark:	Language of instruction:			
classification:		[WPF]	English			
5 th / 6 th / 7 th semester						
Module Leader:		Module frequency:	How to register:			
Dr. Kerstin Kurzhals		[WiSe/SoSe]				
Student support:						
	Prof. Dr. C	Carmen Maria Albrecht, Carir	na Alfert, M.A., Prof. Dr. habil.			
Thomas Baaken						
Learning		o present a coherent argum	ent in support of an action or			
Outcomes	position					
		dge and understanding:				
		ole of marketing within an o	ganisation at corporate and			
	functi	ional level,				
	settin	ig objectives adopting SMAF	RT criteria,			
	• the to	ools, concepts and models fo	or strategic marketing evaluation,			
	decis	decision and implementation,				
	the importance of the planning process within the context of Strategic Marketing and developing a marketing plan The					
	requirements for implementation of a co-ordinated strategic					
	mark	eting programme.				
	Transferable Skills:					
		evelop skills relating to the presentation of academic material				
	verba	ally an applying it in practice,				
	Critic	al Thinking Analysis of case	study material and academic			
	pape					
Type and length of		kly individual Assignments: 2	•			
examination	 Case 	study assignment on Innova	ation Marketing: 25 % of module			
	grade					
			lethods": 50 % of module grade			
Teaching format		•	of a defined reader prior to the			
		_	II be discussed and deepened. In-			
	depth	n case study analysis				
	Case study analysis, dynamic discussions, team problem solving					
	• Prese	enting Consulting Methods a	nd Tools for Project in Marketing,			
	Prese semire	enting Consulting Methods a nar and exercise and record	nd Tools for Project in Marketing,			
	Prese semir feedb	enting Consulting Methods a nar and exercise and record pack evaluation	nd Tools for Project in Marketing, ed classroom presentations,			
	Prese semir feedbProje	enting Consulting Methods a nar and exercise and record pack evaluation	nd Tools for Project in Marketing,			

	T				
	Baaken, T., Kiel, B., & Kliewe, T. (2015). Real world companies supporting competence development in International Journal of Higher Education, 4(3), 129. http://scholar.google.de/scholar?hl=de&q=baaken+k	higher education.			
Teaching content	 Content: Fundamentals of Relationship Marketing Externals Relationships to Stakeholders in the Value Net Analysing Buying Behaviour Segmenting, Targeting, Positioning Product & Service Process and Decisions Pricing Decisions Distribution Decisions Communication Decisions Branding Strategies Implementation and Controlling of the Marketing Planning Process Developing and Managing Customer Relations 				
Workload	 Methods trained on cases: Project Management Defining an Agenda and writing Minutes Selecting Sources of Information in Desk Resear Designing Research Instruments Excel: Database Management Quantitative Research Approaches Qualitative Research Approaches Quantitative and Qualitative Analysis and Report Generating and Deriving Recommendations Beyond Bullet Points in Power Point Presenting Research Results Boosting Presentation Skills Face-to-face instruction: 8 hrs/wk per semester: 				
Requirements with	Preparatory and follow-up work by student: Total: Basics in Marketing	240 h 360 h			
regard to content	Dasics III Warkethy				
Formal requirements	Requirements for admission to the module examinat	tion: at least 72 CP.			
Recommended reading	Cravens, D. W., & Piercy, N. (2006). Strategic market York: McGraw-Hill.	eting (Vol. 7). New			
	Grönroos, C. (1994). From marketing mix to relation towards a paradigm shift in marketing. <i>Management</i> 20.				
	Hollensen, S., & Opresnik, M. O. (2015). <i>Marketing:</i> perspective. Vahlen. READER	A relationship			

Maciariello, J. (2009). Marketing and innovation in the Drucker Management System. *Journal of the Academy of Marketing Science*, 37(1), 35-43.

McDonald, M. (1996). Strategic marketing planning: theory, practice and research agendas. *Journal of Marketing Management*, *12*(1-3), 4-27.

Meffert, H. (2013). *Marketing-Management: Analyse—Strategie—Implementierung*. Springer-Verlag.

Ravald, A., & Grönroos, C. (1996). The value concept and relationship marketing. *European journal of marketing*, *30*(2), 19-30.

Stone, M., Woodcock, N., & Wilson, M. (1996). Managing the change from marketing planning to customer relationship management. *Long Range Planning*, *29*(5), 675-683.

Wilson, R. M., & Gilligan, C. (2012). *Strategic marketing management*. Routledge.

Auditing (Wirtschaf	tsprüfung) [MSB.1.0333.0.P]				
Examination:		Course No:	ECTS cre	dits:		
[MSB.1.0333.0.P] Aud	liting		12			
Recommended classification:		Compulsory mark:	Language	of instruction:		
5 th / 6 th / 7 th semester		[WPF]	German			
Module Leader:		Module frequency:	How to re	gister:		
Prof. Dr. Dirk Thoms-M	1eyer	[WiSe/SoSe]				
Student support:						
Prof. Dr. Dirk Thoms-M		Dr. Gregor Solfrian, Prof. Dr.	Olaf Tanto			
Learning Outcomes	Students					
	 know t 	the most important profession	nal principle	s for auditors,		
	are ab	le to explain and substantiate	risk-orient	ed auditing		
	metho	ds,				
		pasic auditing techniques and				
		on-dependent and audit area				
		le to apply their knowledge of		•		
		g techniques in case studies		p a technically		
		solution to moderately difficu				
		the most important methods of		•		
		discounted cash flow and mu	•	,		
		in case studies. They unders		ect of valuation		
-	-	iptions on the company value	9.			
Type and length of	Written exam (120 mins)					
examination						
Teaching format						
		• Exercises				
		studies				
Teaching content		ng (rules governing the auditing		on, risk-oriented		
		auditing approach, auditor's report) Auditing technique (auditing methods and techniques;				
		ation of accounting principles				
		an Commercial Code, HGB)	accorda	100 Will 110		
	Busine	ess valuation in accordance w	vith IDW S	1 (Principles for		
		rformance of Business Valua	,			
Mandala ad		study seminar (on accounting				
Workload		ice instruction: 8 hrs/wk per s		120 h		
	Total:	ry and follow-up work by stud	ent.	240 h 360 h		
Requirements with	None			300 11		
regard to content	INOLIC					
Formal	Requirem	ents for admission to the mod	lule examin	ation: at least		
requirements	72 CP.	onto for admission to the mot	aulo caariiii	นแบบ. ฉะ เธลอะ		
Recommended		nmentare, IDW-Standards, In	ternet und l	ehrhücher		
reading	insb.:	monard, ibiv diamand, in	Cornot unu I	_01110401101,		
. Jaamiy						
	Marten/ O	uick/ Ruhnke: Wirtschaftsprü	fung. Schäf	fer-Poeschel		
			g, 2011d1			
	Ballwieser	: Unternehmensbewertung, S	Schäffer-Po	eschel		

Hommel/ Dehmel: Unternehmensbewertung case by case
Peemöller: Praxishandbuch der Untbewertung, nwb
Henselmann/ Kniest: UntBew.: Praxisfälle mit Lösungen, nwb

Business Law III (Wirtschaftsrecht III) [MSB.1.0342.0.P]						
Examination:		Course No:	ECTS cr	edits:		
[MSB.1.0342.0.P] Bus	iness Law		12			
III						
Recommended classification:		Compulsory mark:	Languaç	ge of instruction:		
5 th / 6 th / 7 th semester		[WPF]	German			
Module Leader:		Module frequency:	How to I	register:		
Prof. Dr. Rainer Herzog	9	[WiSe/SoSe]				
Student support:						
Prof. Dr. Rainer Herzog						
Learning Outcomes	Students	should				
	• gain s	ound, practically applicable le	gal knowl	edge in selected		
	areas	and be able to use it suitably	for busine	ess practice,		
	 be able 	e to grasp and assess law as	an instrur	ment for settling		
	social	and economic problems,				
	_	onfidence in using legal work	•	•		
		e to apply these techniques v		*		
		learn how to deal with judgements, legal literature and				
		electronic databases, and use these sources in the relevant				
	context,					
		now to become acquainted wi				
		solve them appropriately in a	a limited p	eriod of time		
	using the knowledge gained.					
Type and length of	Seminar paper (max. 15 pages): 20 % of module grade					
examination		r recentation (10 mino), o 70 or mediate grade				
		n exam (120 mins): 75 % of n	nodule gra	ade		
Teaching format	 Teach 	ing in the form of seminars				
		sion (Münster Regional Court	, Chambe	r for Commercial		
	Matter	s)				
	Preser	ntation				
Teaching content	 Select 	ed areas of private business	law			
	•	ts of international law				
Workload		ce instruction: 8 hrs/wk per s		120 h		
	•	ry and follow-up work by stud	ent:	240 h		
	Total:			360 h		
Requirements with		owledge of civil law (1st to 3r	d book of	BGB),		
regard to content		al law and company law				
Formal	•	ents for admission to the mod	lule exam	ination: at least		
requirements	72 CP.	1/11 \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	<u> </u>			
Recommended		ngel (Hrsg.): Wichtige Wirtscl	nattsgeset	tze für Bachelor/		
reading	Master Ba	nd 1, current edition				

Sustainability and in Society and Eco		Society and Economy (S	ustainabilit	y and Ethics		
Examination	ilomy/ [ilic	Course No.	ECTS cred	dits:		
[MSB.1.0261.0.P] Sustainability			12			
and Ethics in Society	•					
Economy	•					
Recommended class	ification	Compulsory mark:	Language	of instruction:		
5 th /6 th /7 th . Semester		[WPF]	German			
Module Leader:		Module frequency	How to re	gister:		
Prof. Dr. Nina V. Mich	aelis	[WiSe/SoSe]				
Student support:						
• •	aelis, Prof. [Dr. Bert Kiel, Dr. Therese Kir	sch, Cathrin	Ruppe, M.A		
Learning Outcomes		are able to	<u> </u>			
3	discuss q	uestions and intermittent co	nflicts that ar	e superordinate		
	to the bus	siness management process	in a structur	ed and		
	differentia	ited way.				
	discuss a	nd reflect on economic decis	sion-making	processes		
	based on	ethical principles.				
		nd apply CSR tools - also in		•		
		nmunicate the results compr	•	• •		
		e special marketing challeng	, ,	·		
		nonprofit organizations, and engaged citizens in influencing				
	1	socially desirable behavior.				
		establish or expand knowledge in the area of academic research as well as scientific work through the accompanied creation of				
		project work.	accompanie	a creation of		
	-	team on the conception or i	mnlementati	on of CSR		
		and social marketing camp	•			
Type and length of	Assignments (100 % of Module grade, home- and project-work,					
examination	moderation, presentation)					
Teaching format	Seminaristic teaching with a high degree of activation					
3		p work / case studies				
	 • proje 	•				
Teaching content	. ,	omic Case Studies (2 hrs/w	oek Cerma	n): Deenening		
reaching content		itent from the macroeconom		,		
		ed case studies / seminar pa		C 20313 01		
		ness Ethics (2 hrs/week, En	•	ng ethical		
		es and concepts to selected	• ,	•		
		ct (2 hrs/week, German): Ap				
	_	Corporate Social Responsit	•			
		I Marketing (2 hrs/week, Er		ing traditional		
		eting concepts to social issue		•		
Workload		ace instruction: 8 hrs/wk per		120 h		
	Preparato	ory and follow-up work by stu	ıdent,	240 h		

	Total:	
Requirements with regard to content	Advanced module "Sustainable economic activity" completed successfully.	has been
Formal requirements	Requirements for admission to the module examin 72 CP.	ation: at least
Recommended reading	Literature will be provided during the course	

Thesis and Placement/ Internship

Transfer Module (Transfermodul) [MSB.1.0266.0.P]					
Examination:		Course No:	ECTS cre	edits:	
[MSB.1.0266.0.P] Tran	sfer		6		
Module					
Recommended class	ification:	Compulsory mark:	Language	e of instruction:	
7 th semester		[WPF]	English, G	German	
Module Leader:		Module frequency:	How to re	egister:	
Prof. Dr. Ulrich Balz		[WiSe/SoSe]			
Student support:					
All lecturers. For this m	nodule, stud	ents must find a university led	cturer who i	is willing to act	
as their supervisor.					
Learning Outcomes	Students a	are able to			
	 transfe 	er selected lecture content, e.	g. from one	e or more	
	extens	ion modules, to a practical ca	ase, a pract	tical example,	
	prepar	e specialist topics in writing in	n a structur	ed manner,	
	taking	into account basic academic	rules,		
	 critical 	ly reflect on their own actions	and, if app	olicable, actions	
	within	the company.			
Type and length of	A roughly	15-20 page essay (report)			
examination					
Teaching format	A case stu	ıdy within Münster University	of Applied	Sciences or a	
	case study in collaboration with a company; also a work placement				
	in a company, if applicable				
Teaching content	The specialised content may come from any subject area				
	taught	on the EBP Bachelor's progr	amme		
	• In the	event of a work placement, th	ne module r	may involve	
	comparing the content of the work placement with the content				
	learne	d during lectures, questioning	j it critically	and consciously	
	applyir	ng the lecture content to prac	tice as bes	t as possible	
	• In the	event of a case study, the ain	n is to shov	v how selected	
	lecture	content can be applied to a	real or fictit	ious example	
	• The co	ontent of the work placement	or case stu	dy can be used	
	as pre	paration for the thesis or to e	xpand sele	cted aspects of	
	the the	esis.			
Workload	Face-to-fa	ce instruction: 0 hrs/wk per s	emester:	-	
	Preparato	ry and follow-up work by stud	ent:	180 h	
	Total:			180 h	
Requirements with	None				
regard to content					
Formal	None				
requirements					
Recommended	None				
reading					

Internship (Praxisse	Internship (Praxissemester) [MSB.1.0217.0.P]					
Examination:		Course No:	ECTS cre	edits:		
[MSB.1.0217.0.P] Internship			30			
Recommended classification:		Compulsory mark:	Language	e of instruction:		
5 th / 6 th semester		[PF]	German,	English, Spanish		
Module Leader:		Module frequency:	How to re	egister:		
Prof. Dr. Carmen-Maria	a Albrecht	[WiSe/SoSe]				
Student support:						
Prof. Dr. Klaus Kobold						
Learning Outcomes	Students a	are able to				
	• solve	oractice-oriented problems in	the compa	iny		
	indepe	endently, accompanied by the	ir supervis	or, using the		
	skills g	gained so far on the course,				
	• apply t	the models and methods lear	ned to solv	e practice-		
	oriente	ed problems,				
	 critical 	ly reflect on practical solution	s on the ba	asis of the skills		
	develo	ped during the course,				
	 progre 	ss in their decision-making p	rocess con	cerning their		
	choice of further specialisations and their future career based					
	on the experience gained during the work placement.					
Type and length of	Work plac	ement report: 15-20 pages n	et (excludin	ng images,		
examination	tables, ap	pendix)				
Teaching format	Accompar	nied work placement				
Teaching content	Practice-o	riented activities and/or proje	cts			
Workload	Face-to-fa	ice instruction: 0 hrs/wk per s	emester:	800 h		
				(internship)		
	Preparato	ry and follow-up work by stuc	lent:	100 h		
	Total:	. ,		900 h		
Requirements with	Recomme	endation: The student should	have taken			
regard to content	and/or ext	ension modules in the area o	f the work	placement.		
Formal	None			-		
requirements						
Recommended	None					
reading						

Bachelor's thesis –	12 ECTS	(Bachelorarbeit lang) [MSB.1.0017.0	.A1		
Examination:		Course No:	ECTS credits:			
[MSB.1.0017.0.A] Bach	nelor's	-	12			
thesis - long						
Recommended class	ification:	Compulsory mark:	Language of in	struction:		
6th/ 7th semester		[PF]	German, English	n, Spanish,		
			French			
Module Leader:		Module frequency:	How to register			
Prof. Dr. Ulrich Balz		[WiSe/SoSe]	It is essential to	register via		
			form. Form shou	ıld be		
			downloaded the	exams office		
			website.			
Student support:						
Full-time teachers of th	e faculty					
Learning Outcomes	The thesis	s should be application-o	oriented.			
	Students	are able to				
	• under	stand application-oriente	ed business or eco	nomic issues,		
	• structu	ure those issues consiste	ently,			
	• put the	em into context,				
	• sort e	conomic literature and id	lentify convenient	economical		
	metho	methods to resolve the issue,				
	• develo	develop a consistent structure,				
	resolve the issue in a differentiated way, using the identified					
	metho	methods.				
	The main	topic of the thesis can b	e the independent	t resolution of		
	a scientific	c issue,				
	if a conve	nient application-oriente	d issue is lacking	or		
	the studer	nt must meet the standa	rd period of study	or		
	the studer	nt must write a thesis wit	th 12 ECTS points	due to an		
		t with the partner univer	sities.			
Type and length of	The writte	n thesis is assessed				
examination						
Teaching format	Written th	esis				
Teaching content	Stude	nts exercise an independ	dent solution of a	defined issue		
3		earn how to resolve the				
	-	ex issue developing a ju	• •			
	appro					
		of business administrati	ion and related are	eas		
		omics, IT, Law, Taxation				
Workload	,	ace instruction: 0 hrs/wk		0 h		
		ry and follow-up work by	•	360 h		
	Total:	,	,	360 h		
Requirements with		nmended to have taken	at least one extens			
regard to content		itic area of the thesis.				
	נווט נווטווומנוט מופמ טו נוופ נווכאס.					

Formal	Proof of having earned at least 96 credit points from module
requirements	examinations in accordance with § 5 BB PO 2016.
Recommended	None
reading	

Bachelor's thesis -	6 ECTS (E	Bachelorarbeit kurz) [l	MSB.1.0017.0.A	\1		
Examination:	<u> </u>	Course No:	ECTS credits:	<u> </u>		
[MSB.1.0017.0.A] Back	nelor's	_	6			
thesis - short	10101 0					
Recommended classi	ification	Compulsory mark:	Language of i	netruction:		
6 th / 7 th semester	ilication.	[PF]				
0 // Semester	6 / 7 semester		English, Germa	arı, opariisii,		
Module Leader:		Module frequency:	How to registe			
Prof. Dr. Ulrich Balz		[WiSe/SoSe]	It is essential to	•		
			form. Form sho			
			downloaded the	e exams office		
			website.			
Student support:						
Full-time teachers of th						
Qualification	Thesis sh	ould be literature-based.				
objectives						
	Students	are able to				
	unders	stand business or econor	nic issues indepe	endently,		
	structure those issues consistently,					
	sort economic literature and check it with reference to its					
	relevance and applicability,					
	develop a consistent structure, Consistent structure, Consistent str					
	 resolve the issue in a differentiated and justified way, using the identified methods. 					
Type and length of						
Type and length of	The written thesis is assessed.					
examination	187 11 11	,				
Teaching format	Written the	esis				
Teaching content	Stude	nts exercise an independ	ent solution of a	defined issue		
		earn how to resolve the i				
	1	on-based approach	1 3	,		
		of business administration	on and related are	eas		
		omics, IT, Law, Taxation,				
Workload	,	ace instruction: 0 hrs/wk p		0 h		
- TOTALOUG		ry and follow-up work by		180 h		
	Total:	i y and rollow up work by	otadorit.	180 h		
Requirements with		nmended to have taken a	t least one exten			
regard to content		itic area of the thesis.	LICASE OHE EXICH	Sion module III		
Formal	None	area or the thesis.				
requirements	INOHE					
Recommended	None					
	None					
reading						

Incomings

A1.1 German as a fe	oreign lan	guage		
Examination:			CTS cred	dits:
		MSB.1.0085.0.V.1 6	;	
Recommended class	ification:	Compulsory mark: L	anguage	of instruction:
5 th semester		-	Serman	
Module Leader:		Module frequency:	low to reg	gister:
Kristina Wedi		WiSe/SoSe	·	
Student support:				
Kristina Wedi and lectu	ırer			
Learning Outcomes	Students a	are able to		
	• unders	stand slowly spoken questions a	and simply	/ worded
	instruc	tions, and respond to them brie	efly,	
	• formul	ate everyday requests and resp	ond to the	em,
	• glean	he relevant information from sh	ort writter	n and oral
	statem	ents,		
	ask an	d respond to short simple ques	tions abou	ut themselves,
	the far	nily, leisure activities, studies, c	areers an	d jobs,
	• unders	stand and express numbers, pri	ces and ti	mes,
	give a	nd ask information about eating	habits,	
	enter information about themselves on forms,			
	make appointments by email or letter and write simple messages			
	about everyday life and the world of work.			
Type and length of	Written exam (100 min): 50 % of the module grade			
examination	Course-related achievement tests: 30 % of the module grade			
	(homework assignments, e.g. self-study units, ilias mini-			
	exams, active collaboration)			
		9. a		
		igatory regular and active participation in the course		
Teaching format	seminars			
Teaching content		ngs and introductions: informati		
	_	imily, language, country, job, ho		
		ontacts in the workplace and at		•
		furniture and equipment and de	•	s, nobbles,
		activities and days of the week		
	Getting around in the city. Finding one's way around the cit			ound the city,
	expression of the time of day and the time			naming of
	Eating and drinking. Ordering of food and drink, naming of food items, packaging and dimensions, description of simple.			•
		food items, packaging and dimensions, description of simple recipes and eating habits.		
	-			
Workload		ce instruction: 4 hrs/wk per sen	nester	60 h
		ry and follow-up work by studer		120 h
	Total:	, in a remain up werk by etader		180 h
Requirements with	none			
regard to content				
- 3	1			

Formal	Obligatory regular and active participation in the course
requirements	
Recommended	Klett A1 Netzwerk neu Kursbuch, Klett A1 Netzwerk neu
reading	Übungsbuch, ilias-Self-study units

A1 2 Cormon oo o fe	oroian lon	au a		
A1.2 German as a for Examination:	oreign ian	guag Course No:	ECTS cre	dite
Examination.		MSB.1.0372.0.V.1	6	uits.
Recommended class	ification:	Compulsory mark:		of instruction:
5 th semester	inoution.	[PF]	German	or motraotion.
Module Leader:			How to re	aister:
Kristina Wedi		Module frequency: WiSe/SoSe (depends)		9.00.
Student support:		(40)		
Kristina Wedi and lectu	ırer			
Learning Outcomes	Students a	are able to		
	• unders	stand slowly spoken questions	s and simpl	y worded
		tions, and respond to them b	•	•
	• formul	ate everyday requests and re	spond to th	em,
	• glean	the relevant information from	short writte	n and oral
	statem	ents,		
	• ask an	d respond to short simple que	estions abo	ut themselves,
	the far	nily, leisure activities, studies,	, careers ar	nd jobs,
	• unders	stand and express numbers, p	orices and t	imes,
	give and ask information about eating habits,			
	 enter information about themselves on forms, 			
	make appointments by email or letter and write simple			
	messages about everyday life and the world of work.			
Type and length of	Written exam (100 min): 50 % of the module grade			
examination	Course-related achievement tests: 30 % of the module grade			
	(homework assignments, e.g. self-study units, ilias mini-			
	exams, active collaboration)			
	Oral examination: 20 % of the module grade Obligatory regular and active participation in the accuracy.			
	Obligatory regular and active participation in the course			
Teaching format	seminars			
Teaching content		_ife (office, bank, media, sma		rk)
		(body parts, illnesses, Jobs i		
		(rooms, furniture, colours, for	ms of living)
	_	ind Education		
	Clothes and Shopping			
	Travelling (weather, sights, travel organisation)			
Workload		ce instruction: 4 hrs/wk per so		60 h
	=	ry and follow-up work by stud	ent:	120 h
Doguiromanta with	Total:	on completed (preven in inte	rnol cocce	180 h
Requirements with	A I. I Nas I	pen completed (proven in inte	mai assess	ment test)
regard to content Formal	Obligator	regular and active participati	on in the co	NITEA
requirements	Obligatory	regular and active participati	on in the CC	Jul SC
Recommended	Klett Δ1 N	etzwerk neu Kursbuch, Klett	A1 Netzwe	rk neu
reading		ch, ilias-Self-study units	AL INGLEWE	TRIIGU
reading	Douligable	on, mas-odii-study units		

A2.1 German as a fo	oreign lan	ansae		
Examination:			ECTS cre	dits:
		MSB.1.0085.0.V.2	3	
Recommended classi	fication:	Compulsory mark:	Language	of instruction:
5 th semester		[PF]	German	
Module Leader:		Module frequency:	How to re	gister:
Kristina Wedi		WiSe/SoSe		
Student support:				
Kristina Wedi and lectu	irer			
Learning Outcomes	Students a	are able to		
	• unders	stand simple information about	people an	id work; key
	messa	iges from short, simple announ	cements a	and messages;
	most i	mportant information from simp	ole texts a	nd summarise
	them r	oughly.		
		simple phone calls at work; car	•	
		location or directions and ask f	•	•
		ntations on familiar topics in sim	nple words	s and with the
	· •	f notes.		
		ose simple written text message	`	
	invitations, etc.); short texts about organisations and objects;			
	personal introductions in a short text and report regarding			
T	training, professional experience and professional activities.			
Type and length of	Written exam (100 min): 50 % of the module grade			
examination	Course-related achievement tests: 30 % of the module grade (homowork assignments of a self-study units ilias mini-			
	(homework assignments, e.g. self-study units, ilias mini-			
	exams, active collaboration)Oral examination: 20 % of the module grade			
	 Oral examination. 20 % of the module grade Obligatory regular and active participation in the course 			
Tacching format				
Teaching format Teaching content	 seminars Talking about one's Past and Life (Job, Hobbies, Preferences) 			o Droforonoco)
reaching content	1	•	ю, порые	s, Preferences)
	B.A. 11	tional System Germany		
		Life		
		ons and what to express		
		ng in Germany		
Workload		ice instruction: 4 hrs/wk per ser	mostor:	60 h
VVOIRIOAU		ry and follow-up work by stude		120 h
	Total:	iy ana ionow-up work by stude		180 h
Requirements with		pen completed (proven in interr	nal assess	
regard to content			455556	
Formal	Obligatory	regular and active participation	n in the co	ourse
requirements	3			
Recommended	Klett A2 N	etzwerk neu Kursbuch, Klett A	2 Netzwe	rk neu
reading		ch, ilias-Self-study units		

A2.2 German as a fo	oreign lan	guage		
Examination:	<u> </u>	Course No:	ECTS cre	edits:
		MSB.1.0373.0.V.1	6	
Recommended classi	ification:	Compulsory mark:	Language	e of instruction:
5 th semester		[PF]	German	
Module Leader:		Module frequency:	How to re	egister:
Kristina Wedi		WiSe/SoSe (depends)		
Student support:			1	
Kristina Wedi and lectu	ırer			
Learning Outcomes	Students	are able to		
Type and length of examination	messa most i them r • make about preser help o • composinvitati persor trainin • Writte • Cours (home	ntations on familiar topics in f notes. ose simple written text mestions, etc.); short texts about nal introductions in a short g, professional experience in exam (100 min): 50 % of e-related achievement test ework assignments, e.g. se	can provide ask for guident simple texts and simple word sages (appoint organisation text and report and profession the module ges: 30 % of the	and messages; and summarise information dance; give short s and with the intments, as and objects; at regarding onal activities. rade e module grade
		s, active collaboration) xamination: 20 % of the mo	odule grade	
	Obliga	atory regular and active par	ticipation in th	ne course
Teaching format	seminars			
Teaching content	Mobilit	ty – Public and Individual T	ransport	
	• Learni	ing and Working		
	• Living	and Ways of Life		
	• Time I	Management and Free time	e, Future Plan	S
	 Travel 	lling and Entertaining in Ge	ermany	
Workload	Face-to-fa	ace instruction: 4 hrs/wk pe	r semester:	60 h
	-	ry and follow-up work by st	tudent:	120 h
	Total:			180 h
Requirements with	A2.1 has	ben completed (proven in i	nternal asses	sment test)
regard to content				
Formal	Obligatory	/ regular and active particip	oation in the co	ourse
requirements				
Recommended		letzwerk neu Kursbuch, Kl	ett A2 Netzwe	erk neu
reading	Übungsbu	uch, ilias-Self-study units		

∣ B1.1 German as a fo	B1.1 German as a foreign language				
Examination:		Course No:	ECTS cre	dits:	
		MSB.1.0085.0.V.3	6		
Recommended classification:		Compulsory mark:	Language	of instruction:	
5 th semester		[PF]	German		
Module Leader:		Module frequency:	How to re	gister:	
Kristina Wedi		WiSe/SoSe			
Student support:					
Kristina Wedi and lectur					
Learning Outcomes	Students a	are able to			
		stand key messages in repor	ts, letters, p	resentations	
		terviews			
		imple conversations about p	roblems, ac	tivities and work	
	proces		iono		
	•	edia-based simple presentat			
Type and length of	write standard enquiries and letters Write a group (400 pain): 50 % of the group days.			rada	
examination	Written exam (100 min): 50 % of the module grade Course related achievement tester 20 % of the gradule grade.				
CXAIIIIIAIIOII	Course-related achievement tests: 30 % of the module grade (homework assignments, e.g. self-study units, ilias mini-				
	exams, active collaboration)				
	Oral examination: 20 % of the module grade				
	Obligatory regular and active participation in the course				
Teaching format	seminars				
Teaching content		ling in Germany			
reaching content		Media & Customer Services			
		ones in life: Past and Change			
		ng in Germany	73		
		for the Environment			
Workload		ce instruction: 4 hrs/wk per s	emester:	60 h	
Workload		ry and follow-up work by stud		120 h	
	Total:	y and follow up work by state	JOHL.	180 h	
Requirements with		pen completed (proven in inte	ernal assess		
regard to content	1100 k				
Formal	Obligatory	regular and active participat	ion in the co	ourse	
requirements		5			
-	Klett B1 Netzwerk neu Kursbuch + Übungsbuch, ilias-Self-study				
Recommended	VIEIT D I IN	CIZWCIK HEU KUISDUUH 1 ODI	angsbuch, n	las-ocii-staay	

B1.2 German as a fo	oreign lan	guage		
Examination:		Course No:	ECTS cre	dits:
			6	
Recommended classification:		Compulsory mark:	Language	of instruction:
5 th semester	5 th semester		German	
Module Leader:		Module frequency:	How to re	egister:
Kristina Wedi		WiSe/SoSe (depends)		
Student support:				
Kristina Wedi and lectu	rer			
Learning Outcomes	Students a	are able to		
		stand key messages in report	s, letters, p	resentations
		terviews		
		simple conversations about pr	oblems, ac	tivities and work
	proces			
	_	edia-based simple presentat		
Type and length of		tandard enquiries and letters		rada
examination	Written exam (100 min): 50 % of the module grade Only to a state of a chick are at the state 20 % of the gradual grade.			
CAUTITION	Course-related achievement tests: 30 % of the module grade (homework assignments a great study units illing mini			
	(homework assignments, e.g. self-study units, ilias mini- exams, active collaboration)			
	Oral examination: 20 % of the module grade			
	 Obligatory regular and active participation in the course 			
Teaching format	seminars			ie course
Teaching content	Interpersonal relationship and interaction: Charity, Projects,			
reaching content	-	cts and Discussions	action. Cha	rity, Frojects,
	_	and German Health Care Sy	ıstem	
		and Urban Life, Germany and		ntries
		ean Union	ounci oou	11005,
	•	ng and Money		
Workload		ice instruction: 4 hrs/wk per s	emester:	60 h
TTOTALOGG		ry and follow-up work by stud		120 h
	Total:	. y ama tenen ap mem by etae		180 h
Requirements with		pen completed (proven in inte	rnal assess	
regard to content				 /
Formal	Obligatory	regular and active participat	ion in the co	ourse
requirements	,			
Recommended	Klett B1 N	etzwerk neu Kursbuch, Klett	B1 Netzwe	erk neu
reading	Übungsbu	ich, ilias-Self-study units		

B2.1 German as a for Examination:	oreign lan		CTS cre	dita	
Examination:				uits:	
Danaman dad alaas	! : ! 4!	MSB.0.0060.0.V 6	<u> </u>	- £ ! £ ! £ !	
Recommended class	ification:	-		of instruction:	
5 th semester			German		
Module Leader:		<u> </u>	low to re	gister:	
Kristina Wedi		WiSe/SoSe (depends)			
Student support:					
Kristina Wedi and lectu					
Learning Outcomes	Students a				
		stand and put into context longe		•	
		f intermediate difficulty with reg	jard zu sti	udy, everyday	
	life and	d regional studies			
		nrase general and specific econ			
		orally and in writing, with correc	t content	(albeit with	
	linguis	tic deficits)			
	preser	nt information with regard to eco	onomic ar	nd business	
	topics	topics coherently			
	• take a	take active part in conversations and discussions at an			
	intermediate level of language				
	react adequately on cultural practices in everday life of the				
	target	country			
Type and length of	 Writter 	n exam (100 min): 50 % of the r	nodule gr	ade	
examination	Course-related achievement tests: 30 % of the module grade				
	(home	work assignments, e.g. self-stu	dy units, i	ilias mini-	
	exams	exams, active collaboration)			
	 Oral examination: 20 % of the module grade 				
	 Obliga 	tory regular and active participa	ation in th	e course	
Teaching format	seminars				
Teaching content	Migrat	ion – Opinions and Experiences	S		
	 target- 	orientated language: small talk	and busin	ness talk	
	• Jobs ir	• •	larking in	_	
	9 0003 11	า Germany: Finding a Job an W	orking in	Germany	
		n Germany: Finding a Job an W sary language skills for later ac	•	•	
	• Neces	sary language skills for later ac	•	•	
Workload	Neces speech	sary language skills for later ac n, passive voice, connectors)	ademic w	•	
Workload	Neces speecl Face-to-fa	sary language skills for later ac n, passive voice, connectors) ice instruction: 4 hrs/wk per sen	ademic w	riting (indirect	
Workload	Neces speecl Face-to-fa	sary language skills for later ac n, passive voice, connectors)	ademic w	riting (indirect	
Workload Requirements with	Neces speecl Face-to-fa Preparato Total:	sary language skills for later ac n, passive voice, connectors) ice instruction: 4 hrs/wk per sen ry and follow-up work by studer	ademic w nester: nt:	riting (indirect 60 h 120 h 180 h	
Requirements with	Neces speecl Face-to-fa Preparato Total:	sary language skills for later ac n, passive voice, connectors) ice instruction: 4 hrs/wk per sen	ademic w nester: nt:	riting (indirect 60 h 120 h 180 h	
	Neces speecl Face-to-fa Preparato Total: B1.2 has b	sary language skills for later ac n, passive voice, connectors) ice instruction: 4 hrs/wk per sen ry and follow-up work by studer oen completed (proven in intern	ademic w nester: nt: nal assess	60 h 120 h 180 h sment test)	
Requirements with regard to content Formal	Neces speecl Face-to-fa Preparato Total: B1.2 has b	sary language skills for later ac n, passive voice, connectors) ice instruction: 4 hrs/wk per sen ry and follow-up work by studer	ademic w nester: nt: nal assess	60 h 120 h 180 h sment test)	
Requirements with regard to content	Neces speecl Face-to-fa Preparato Total: B1.2 has b Obligatory	sary language skills for later ac n, passive voice, connectors) ice instruction: 4 hrs/wk per sen ry and follow-up work by studer oen completed (proven in intern	ademic we mester: nt: nal assess n in the co	60 h 120 h 180 h sment test)	

B2+ Business Gern	nan			
Examination:		Course No:	ECTS cre	dits:
Regional Studies Euro	Regional Studies Europe TP 1		6	
Recommended class	ifications	Compulsory marks	Language	o of instructions
5 th /6 th semester	incation.	Compulsory mark: [PF]	German	e of instruction:
Module Leader:		Module frequency:	How to re	anister:
Kristina Wedi		WiSe/SoSe		,g.otor i
Student support:				
Kristina Wedi				
Learning Outcomes	Students			
		and longer listening and i	•	
		studies and business in		
	•	portant individual items		· ·
		to accurately reproduce		•
	-	t texts both orally and in	writing, albeit	with linguistic
	shortcon	•	oppior (Currio	ulum Vitaa
		to write an application d letter) according to cust	•	
	_	dent manner,	ornary practic	cs in a largery
	 are able to hold interviews at an intermediate language level in a communicative and effective manner, albeit with minor 			anguage level in
	errors,			
	are able	are able to give presentations on business topics including		
	graphic illustration.			
Type and length of	- \\/\rittop	2 (100 min), E0 (/ of	the medule of	wo do
examination		exam (100 min): 50 % of related achievement test	-	
CAUIIIIIation		ork assignments, e.g. se		•
	`	active collaboration)	ii-study uriits,	IIIas IIIIII-
		ation: 20 % of the module	e grade	
Teaching format	Seminar		9. 5. 6. 5	
J	Presenta			
Teaching content	The Ger	man business landscape	e: history and	development,
•		ncerns, small and mediu	•	•
	business	ses, legal forms		
	Job application training			
	Business	s practice: location factor	rs, market stra	ategies
		ically and socio-culturally	•	7
Workload		e instruction: 4 hrs/wk pe		60 h
		and follow-up work by s	tudent:	120 h
	Total:			180 h
Requirements with	B2 of the CE	EFR, proven in internal a	ssessment te	st
regard to content	Oblined	andan and setting the	-4i ! 0	
Formal	Obligatory re	egular and active particip	pation in the co	ourse
requirements				

Recommended	Schubert: Entscheidungen, Deutsch als Verhandlungssprache,
reading	Klett B2 Daf im Unternehmen, Waxmann-Verlag: Dammers/Wedi:
	Deutsch für Wirtschaftswissenschaftler, Schubert-Verlag:
	Exportwege neu 3,

_		German Academia (Inter	cultural Ma	anagement &	
German Academia) Examination:	[IVISB.1.0	Course No:	ECTS cre	dite	
	Intercultural Management &		6	cuits.	
German Academia	CIIL CL				
[MSB.1.0133.0.P]					
Recommended class	ification	Compulsory mark:	Language	o of instructions	
3 rd /4 th semester	ilication.	[PF]	English	e of instruction:	
Module Leader:		Module frequency:	How to re	egister:	
Prof. Dr. Marcus Laum	ann	[WiSe/SoSe]			
Student support:					
Prof. Dr. Marcus Laum	ann, Consta	antina Rokos, M.A., Cathrin	Ruppe, M.A.	., Jennifer	
Burkart, M.A.					
Learning Outcomes	Students	are able to			
	 explain 	n the basis of cultural differe	nces and the	e influences	
	culture	e has on cognition, communi	cation, confl	icts, decision	
	makin	g and leadership based on c	ultural mode	els (knowledge),	
	 reflect 	on their own intercultural co	mpetence a	nd culture-	
		assumptions (reflection),	•		
	_	ectives in interculturally sens		•	
	strategies to overcome communication barriers and cultural				
	differences (strategy),				
		 adapt their style of communicating and behavior to intercultural 			
	-	ons and reflect independent			
	(behav	•	y on moroa	itarar ottaationo	
	 know how to carry out expert interviews and a content-analy 			content_analysis	
		interview (scientific work),	nowo ana a	contont analysis	
	work in multicultural teams,				
	 get familiar with the German academic system and evaluation 			and evaluation	
	criteria		erriic systerri	and Evaluation	
	 be abl 	e to reflect on changes in the	eir everyday	life,	
	understand and analyze cultural differences between Ge		etween Germany		
	and th	eir respective country,			
	• be abl	e to discuss current topics o	f German po	olitics, economy	
	and so	ociety.			
Type and length of	Presentat	ion and written assignments			
examination	Preser	ntation: 66% of the module			
	Writter	n Assignment: 33% of the m	odule		
Teaching format	Interactive				
Teaching content		ultural Management			
		and studying in Germany, th	ne German a	academic system	
	_	nt topics of German politics,		-	
Workload		ace instruction: 4 hrs/wk per		60 h	
TTOINIOAU		ry and follow-up work by stu		120 h	
	Total:	ry and ioliow-up work by Stu	uent.	180 h	
	างเสเ.			100 11	

Requirements with	advanced level of English
regard to content	
Formal	none
requirements	
Recommended	Steers, R. M., Nardon, L., Sanchez-Runde, C. J.: Management
reading	Across Cultures – Developing Global Competencies, 2 nd edition,
	2013.
	Meyer, E.: The Culture Map – Breaking Through The Invisible
	Boundaries of Global Business, Public Affairs, 2014.
	Thomas, A.: Beruflich in, book series, Vandenhoeck &
	Ruprecht.
	Schroll-Machl, S.: Doing Business with Germans – Their
	Perception, Our Perception, Vandenhoeck & Ruprecht.

1 – Wirtschaftsdeut Examination:	SCII) [WOD.		CTS credits:	
[MSB.1.0236.1] Regional Studies		4		
Europe TP 1				
Recommended classification:		Compulsory mark: L	anguage of inst	ruction:
5 th /6 th semester		[PF]	German	
Module Leader:		Module frequency: H	low to register:	
Prof. Dr. Marcus Laumann		WiSe/SoSe		
Student support:				
Cathrin Ruppe (respon	sible), Kristina	Wedi (implementing)		
Learning Outcomes	Students			
	 understa 	nd longer listening and readi	ngs texts related	to
	regional	studies and business in a bro	ader context and	l to
	glean im	portant individual items of inf	ormation from the	em,
	are able	to accurately reproduce the o	content of genera	l and
	specialis	t texts both orally and in writi	ng, albeit with ling	guistic
	shortcomings,			
	are able to write an application dossier (Curriculum Vitae,			
	•	letter) according to customar	y practices in a la	argely
	independent manner,			
	are able to hold interviews at an intermediate language level in			
	a communicative and effective manner, albeit with minor			
	errors,			
	are able to give presentations on business topics including			
	graphic i	lustration.		
Type and length of	Homework (10 % of module grade): prese	entation (7 % of n	nodule
examination	Homework (10 % of module grade); presentation (7 % of module grade); written examination (100 mins, 16,3 % of module grade)			
Teaching format	Seminars	<u> </u>	<u>,,, , , , , , , , , , , , , , , , , , </u>	, ,
	Presenta			
Teaching content		cation training		
rodoning contont	I = = =	Business practice: location factors, market strategies		
		•	•	
	Economi	cally and socio-culturally imp	ortant regions	ll and
	EconomiThe Gerr	cally and socio-culturally imp	ortant regions ge concerns, sma	
Workload	EconomiThe Gerr medium-	cally and socio-culturally imp man business landscape: larq sized enterprises, family bus	ortant regions ge concerns, sma inesses, legal for	
Workload	Economi The Gerr medium- Face-to-face	cally and socio-culturally imp man business landscape: larg sized enterprises, family bus instruction: 4 hrs/wk per sen	ortant regions ge concerns, sma inesses, legal for nester: 45 h	
Workload	Economi The Gerr medium- Face-to-face	cally and socio-culturally imp man business landscape: larq sized enterprises, family bus	ortant regions ge concerns, sma inesses, legal for nester: 45 h	
Workload Requirements with	Economi The Gerr medium- Face-to-face Preparatory	cally and socio-culturally imp man business landscape: larg sized enterprises, family bus instruction: 4 hrs/wk per sen	ortant regions ge concerns, sma inesses, legal for nester: 45 h nt: 75 h	
	Economi The Gerrence medium- Face-to-face Preparatory Total:	cally and socio-culturally imp man business landscape: larg sized enterprises, family bus instruction: 4 hrs/wk per sen	ortant regions ge concerns, sma inesses, legal for nester: 45 h nt: 75 h	
Requirements with	Economi The Gerrence medium- Face-to-face Preparatory Total: none	cally and socio-culturally imp man business landscape: larg sized enterprises, family bus instruction: 4 hrs/wk per sen	ortant regions ge concerns, sma inesses, legal for nester: 45 h nt: 75 h 120 h	ms
Requirements with regard to content	Economi The Gerr medium- Face-to-face Preparatory Total: none At least Leve	cally and socio-culturally imp man business landscape: larg sized enterprises, family bus instruction: 4 hrs/wk per sen and follow-up work by studer	ortant regions ge concerns, sma inesses, legal for nester:	t test
Requirements with regard to content Formal	Economi The Gerr medium- Face-to-face Preparatory Total: none At least Leve Regular and	cally and socio-culturally important business landscape: large sized enterprises, family buse instruction: 4 hrs/wk per sent and follow-up work by studer by B1.2 of the CEFR, proven in	ortant regions ge concerns, sma inesses, legal for nester:	t test ourse

Stefan Fodor, Regine Grosser, et al.: DaF im Unternehmen B2.
Intensivtrainer Grammatik. ISBN 978-3-12-676467-4

TP 2 – Politik Europas I) [MSB.1 Examination:		Course No:	ECTS cre	dits:	
[MSB.1.0236.2] Regional Studies		C59101	2		
Europe TP 2					
Recommended classification:		Compulsory mark:	Language of instruction		
5 th /6 th semester		[PF]	German o	-	
Module Leader:		Module frequency:	How to re	egister:	
Martina Ratermann		WiSe			
Student support:					
Omar Handabaka	T =				
Learning Outcomes	Students:				
		to identify the most impo			
		ence German and Europ			
	economies, such as social and power structures, institutions,				
	the rule of law, international relations and economics				
	• understand and explain today's conditions and developments in Germany and Europe.				
	III Geiille	any and Europe.			
Type and length of	Presentation (16,7 % of module grade)				
examination					
Teaching format	Seminar				
Teaching content	Historica	torical, political and economic developments in Germany			
	and Euro				
	Current :	social issues in Germany	and Europe		
Workload	Face-to-face	e instruction: 2 hrs/wk pe	r semester:	23 h	
	Preparatory and follow-up work by student:		udent:	37 h	
	Total:	60 h			
Requirements with	none				
regard to content					
Formal	none				
requirements					
Recommended	Schmidt, Manfred G.: Das politische System der Bundesrepublik				
reading	Deutschland	Deutschland. Bundeszentrale für politische Bildung, Bonn, 2016			
	Stiftung Wis	tiftung Wissenschaft und Politik: Dokumente, Berichte, Dossiers			
und Analysen (www.swp-berlin.org)					

Examination:		Course No:	ECTS cre	dits:	
[MSB.1.0236.3] Regional Studies Europe TP 3			4		
Recommended classification:		Compulsory mark:	Language	e of instruction:	
5 th /6 th semester		[PF]	English		
Module Leader:		Module frequency:	How to re	egister:	
Prof. Dr. Marcus Laumann		WiSe/SoSe			
Student support:					
Prof. Dr. Marcus Laum					
Learning Outcomes		Students are able to			
	-	he basis of cultural differe			
		as on cognition, communi	•	•	
	_	and leadership based on o			
		n their own intercultural co	mpetence a	na culture-	
		ssumptions (reflection), e intercultural situations, p	orform a ch	ango of	
		e intercultural situations, p ives in interculturally sens		•	
		•			
	strategies to overcome communication barriers and cu differences (strategy),				
	 adapt their style of communicating and behavior to intercultural 				
situations and reflect independently on intercultura					
	 (behavior), Know how to carry out expert interviews and a content-analysis of the interviews (scientific work), 				
	work effe	ectively in multicultural tea	ms.		
Type and length of	Presentation	ı (33,3 % of module grade)		
examination		(**)*	,		
Teaching format	4 hrs/wk sho	ort intensive course (group	exercises, i	ole play, video	
J		case studies)			
Teaching content	 Methods 	nods for analysing and bridging cultural differences			
		e of culture on all importan	_		
	`	nication, conflict managen	nent, leaders	ship)	
		reflection			
Workload		instruction: 4 hrs/wk per		45 h	
		and follow-up work by stu	dent:	75 h	
	Total:			120 h	
Requirements with	none				
regard to content			,, , , , , , , , , , , , , , , , , , ,		
Formal	active and regular participation in the "Intercultural Management"				
requirements	course	ntamatianal Discourse:	f Ones::== '	anal Dahardar	
Recommended	5th edition,	nternational Dimensions o	organizati	onai Benaviour,	
reading	Juli Guidon, C				
		The Culture Map: Breaking	ng Through t	he Invisible	
	I Roundaries	of Global Business, 2014			

Thomas, D. C./ Inkson, K.: Cultural Intelligence – Living and
Working Globally, 2nd edition, Berrett-Koehler Publishers, 2009

Regional Studies E	•	ıropean Politics II (Reç 1.0236.4]	gionalstud	ien Europas
Examination:		Course No:	ECTS cre	dits:
[MSB.1.0236.4] Regional Studies			2	
Europe TP 4				
Recommended classification:		Compulsory mark:	Language	e of instruction:
5 th /6 th semester		[PF]	German	
Module Leader:		Module frequency:	How to re	egister:
Prof. Dr. Marcus Laum	ann	SoSe		
Student support:				
Martina Ratermann, Co	onstantina Rol	kos		
Learning Outcomes	Students			
Type and length of	 are able to name the most important framework conditions that influence Latin American and European societies and economies, such as social and power structures, institutions, the constitutional state, and international relations, are able to classify current conditions and developments in Latin America and Europe from the perspective of different disciplines. Seminar paper (16,7 % of module grade)			
examination				
Teaching format	Public conference			
Teaching content	 Comparison of political systems in Latin America and Europe Political and economic relations between Latin America and Europe Current societal issues in Latin America and Europe 			
Workload	Face-to-face	to-face instruction: 2 hrs/wk per semester: 23 h		
	Preparatory and follow-up work by student: 37 h			
	Total: 60 h			
Requirements with	none			
regard to content				
Formal	none			
requirements				
Recommended	Various, depends on subject of conference			
reading				