This studyplan is valid for GBM students starting their studies from WS 2025/26 and are studying according to the Study an Exam Regulation WS 2025/26.

Technische Hochschule Ingolstadt

Program and Course Description winter semester 2025/26

Global Economics and Business Management

Bachelor of Arts (B.A.)

THI Business School

Study regulation: SPO GBM for students starting their studies from WS 2025/26

as of: 30.10.2025

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1 Overview of the modules and hours*

CURRICULUM GLOBAL ECONOMICS AND BUSINESS MANAGEMENT		1. Semester		2. Semester		3. Semester	
No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS
1.1	Allgemeine Betriebswirtschaftslehre	4	5				
1.2	International Management	4	5				
1.3	Quantitative Methoden Grundlagen	4	5				
1.4	Volkswirtschaftslehre Grundlagen	4	5				
1.5	Business English	4	5				
1.6	Foreign Language I	4	5				
1.7	Quantitative Methoden Vertiefung			4	5		
1.8	Volkswirtschaftslehre Vertiefung			4	5		
1.9	Accounting Grundlagen			4	5		
1.10	Digital Business Fundamentals			4	5		
1.11	Operations Management			4	5		
1.12	Foreign Language II			4	5		
1.13	Marketing					4	5
1.14	HR Management & Organisation					4	5
1.15	Corporate Finance					4	5
1.16	Wissenschaftliches Arbeiten					4	5
1.17	Persönlichkeitsentwicklung					4	5
1.18	Foreign Language III					4	5
Total		**24**	**30**	**24**	**30**	**24**	**30**

CURRICULUM GLOBAL ECONOMICS AND BUSINESS MANAGEMENT		4. Semester		5. Semester		7. Semester	
No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS
2.1.1	Projekt Soziales Engagement	3	3				
2.1.2	Foreign Language IV	4	5				
2.1.3	Intercultural Competence	4	5				
2.1.4	International Economics	4	5				
2.1.5.1	Major Field of Study 1	2*4 = 8	2*5 = 10				
2.1.5.2	Major Field of Study 2			2*4 = 8	2*5 = 10		
2.1.6	Current Issues in Economics			4	5		
2.1.7	Projekt			4	5		
2.1.8	Strategic Management			4	5		
2.1.9	CSR & Sustainability			4	5		
2.1.10	Business Analytics					4	5
2.1.11	Business Simulation					4	5
2.1.12	Vertiefungsseminar 7. Sem					3	4
2.1.13	Modul zur Fachwissenschaftlichen/ Sprach- und Sozial-/ Nachhaltigkeitskompetenz	2	3			2	3
2.1.14	Bachelorarbeit						12
Total		**25**	**31**	**24**	**30**	**13**	**29**

The study program comprises a workload of 210 ECTS including the internship semester abroad (6th semester, 30 ECTS). Further details are specified in the attachment of the respective Study and Examination Regulation here.

* Hours per week

Program Director:

Name: Prof. Dr. Michael Jünger
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Phone: +49 (0) 841 / 9348-4120

2 Introduction

The bachelor's degree program Global Economics and Business Management (GBM) offers international management studies with a specific focus on one region of the world. In addition to English, the program includes the acquisition of another foreign language as well as a mandatory semester at a foreign partner university and an internship abroad. Depending on the chosen focus of study, our graduates are optimally qualified for work in internationally active companies, management consultancies and international organisations such as chambers of commerce abroad, companies for business settlement at home and abroad and competence centres for markets.

2.1 Objectives

The aim of the bachelor's program Global Economics and Business Management (GBM) is to enable students to recognize and analyze essential economic issues and interrelationships, especially in the field of international management, and to develop solutions by applying scientific methods. Besides the teaching of basic theoretical knowledge and skills, applied practical problems are included in the teaching of knowledge. The practical training and international orientation are ensured in particular by a university semester at a foreign partner university as well as an internship abroad.

After completing their studies, graduates should be in a position to perform highly qualified activities and, after appropriate training, to assume management tasks in internationally active companies and organisations. Graduates also will be able to support cross-border business initiations and value creation in institutions such as chambers of commerce or business development organizations with an international focus. In addition to imparting specialist knowledge and another foreign language other than English, the course of study promotes personality development and the acquisition of management knowledge and management techniques.

After seven semesters of study, the bachelor's degree provides students with an application-oriented, scientifically based degree that qualifies them for a profession. The course of study includes a further foreign language as a compulsory requirement beside business English. One university semester and the internship must be completed abroad, primarily in the same region of the world. More than half of the courses are taught in English or another foreign language. The program includes a Bachelor's Thesis.

2.2 Admission requirements

- The Global Economics and Business Management degree program starts in the winter semester. It is not necessary to apply via Hochschulstart (DOSV).
  Registration for the study program starts on May 2 for the winter semester. Online application is possible via the Primuss applicant portal of THI.
- Find more details on our bachelor application here.
- Applicants must be fluent in English. We recommend a minimum TOEFL score (computer-based) of 71.
- The following link provides information for university applicants from abroad about the application process at the THI.

2.3 Target group

The bachelor's program Global Economics and Business Management (GBM) distinguishes between two target groups. Students in target group 1 (*business function orientation*) have their focus on operational functions with subordinate macroeconomic competence. As an international management program, GBM offers broad opportunities for employment in business management functions at globally operating companies in the FMCG and automotive sectors, industrial and retail companies, as well as service and consulting firms.

Students in target group 2 (*global economics orientation*) have at least one major with a focus on business transactions abroad, business components of foreign trade, global structural understanding of markets, internationalization approaches and service transactions, etc.

Employability is enabled in internationally acting and global growth companies, but also in internationally active companies, management consultancies and international organisations such as chambers of commerce abroad, companies for business settlement at home and abroad and competence centres for markets. It is also possible to tap into a previously neglected employer segment.

2.4 Structure of the program

The standard period of study comprises seven semesters including the compulsory theoretical semester abroad and the compulsory internship semester abroad. The course of study is divided into two study sections. The first stage of study comprises three theoretical semesters. The second stage of study comprises three theoretical semesters of study and a practical semester, which must be completed abroad in accordance with subsection 3 of this section. In order to ensure intensive experience abroad, it is recommended that the theoretical and practical semesters abroad be completed en bloc, i.e. within one year.

From the fourth semester onwards, students are required to choose two areas of specialization. The choice of the majors must be made at the beginning of the third semester of study.

There are three options available to choose from: The focus area in Global Supply Chain Management is designed to enable students to consolidate their understanding of and ability to control a company's international value chains. Students selecting the focus area Digital Business and International Business Models will learn how to construct digital business models with an international focus. Those choosing the third alternative of Internationalization and Global Markets will be laying the foundations for a career on an institutional level, in which they will be acting as mediators and disseminators in support of global business developments across national borders.

The second focus area, beginning in the fifth semester, is Global Management and Intercultural Competencies. This is where students have a chance to focus on a particular region of the world. For this focus area, students will spend one semester studying abroad at one of our partner universities. The partner university can be located in one of three focus regions, depending on the foreign language that the student chose in the first semester. These regions are: EMEA (Europe, Middle East, Africa), AMER (North and South America) and APAC (Asia-Pacific, Australia, Oceania). In the sixth semester, students will additionally complete an international placement in a company or institutional organization.

Students must provide proof of a theoretical university semester abroad with a normal semester load of at least 15 ECTS as well as proof of an internship abroad with a normal semester load of at least 15 ECTS in a non-German-speaking country. In exceptional cases, in which students cannot complete the theoretical university semester abroad for reasons beyond their control, a corresponding university semester can be completed at Ingolstadt University of Applied Sciences. In exceptional cases, the internship semester abroad can also be completed in German-speaking countries, provided that a connection to foreign business outside of German-speaking countries is guaranteed (e.g. through work in the areas of export, international marketing, international finance or at institutions such as chambers of commerce or business development organizations with an international connection).

The following chart describes the course of study.

1. Semester			
Quantitative Methods Fundamentals	Business English	Economics Fundamentals	
General Business Administration	International Management	Foreign Language 1	
2. Semester			
Quantitative Methods Specialization	Accounting Fundamentals	Economics Specialization	
Digital Business Fundamentals	Operations Management	Foreign Language 2	
3. Semester			
Scientific Work	HR Management & Organization	Marketing	
Corporate Finance	Personal development	Foreign Language 3	
4. Semester			
Project Social Engagement	International Economics	Intercultural Competence	Major Field Study 1-I
Major Field of Study 1-II	Foreign Language 4	Module FW/SW/NW Competence	
5. Semester (Theoretical semester abroad)			
CSR & Sustainability	Current Issues in Economics	Strategic Management	
Major Field of Study 2-I	Major Field Study 2-II	Project	
6. Semester			
Internship semester abroad			
7. Semester			
Bachelor's Thesis	Advanced seminar	Module FW/SW/NW Competence	
Business Analytics	Business Simulation		

2.5 Prerequisites for advancement

§7 of the valid study and examination regulations for the study program Global Economics and Business Management (GBM) contains the following prerequisites for advancement:

- Only students who have earned at least 63 ECTS credit points from the modules of the first study section are entitled to enter the second study section.
- Entry into the internship semester abroad requires the completion of at least 20 ECTS credits from the fourth and fifth semesters of study in addition to the full achievement of the credit points from the first study phase.

For more details please refer to the respective study and examination regulations of the study program.

2.6 Concept and advisory board

The Global Economics and Business Management program was designed by the program director (Prof. Dr. Michael Jünger) on the basis of a detailed analysis of the relevant educational landscape. With regard to the scientific orientation, it was supported by the dean (Prof. Dr. Bernd Scheed) and other colleagues of the THI Business School. The perspective of practitioners has been incorporated in the conceptual phase through discussions with subject matter experts from selected industries as well as from companies of the institutional level.

3 Qualification profile

The qualification profile for the Global Economics and Business Management (GBM) degree program is based on the THI's mission statement (section 3.1) and the Business School's mission (section 3.2), to which the study objectives of all its degree programs are oriented. Finally, the specific objectives of the degree program are derived from this (section 3.3). Information on the examination concept (section 3.4.) and professional fields (section 3.5) round off chapter 3.

3.1 Mission statement

The training of "personalities for a future worth living" is anchored in the THI mission statement for teaching. The THI Business School has set itself a mission for teaching and research: "We develop personalities with responsible and innovative mindsets and comprehensive skills in general management for success in a globalised economy".

Graduates of the Global Economics and Business Management (GBM) degree program are internationally oriented and innovative personalities. They are highly qualified for management tasks in a global industrial environment and impress with their methodological and social skills. They are aware of their social responsibility and are prepared for the challenges of the future.

The following describes how the Global Economics and Business Management (GBM) program realizes the five aspects of the teaching mission statement.

1. We prepare our students for the challenges of the future
    - Promoting a spirit of innovation and teaching entrepreneurial thinking.
    - Enabling interdisciplinary collaboration in order to develop future-orientated solutions.
    - Qualification to help shape social changes such as digital transformation and technological change.
    - Raising awareness for a sustainable approach to the environment and resources, for socially responsible behaviour and for social commitment.
2. We enable our students to develop solutions to problems on the basis of scientific findings
    - Develop problem-solving skills through work placements, group and project work.
    - Acquisition of technical, information and methodological skills for practice and research as a basis for lifelong learning, supported by academic continuing education.
3. We open up outstanding regional and international perspectives for our students.
    - International experience in an internship semester and development of intercultural skills during the degree program.
    - English-language study programs and international students offer a cosmopolitan, international campus and promote foreign language skills.
    - Numerous co-operations between the THI and companies in the region enable students to enter the world of work at an early stage and guarantee an optimal career start both regionally and internationally.
4. We teach and learn through personal exchange
    - Seminar-style teaching in small groups enables individual exchange with students.

- Classroom teaching is supported by digital programs. This creates scope for interaction and new opportunities for individualisation.

5. We help our students to discover and realise their individual potential
   - Supporting the diversity of students and developing their talents and self-competence.
   - Strengthening social skills such as the ability to cooperate and deal with conflict and leadership skills.
   - Promoting performance in an appreciative environment. Mutual interaction with respect, tolerance and openness.

3.2 Study objectives

The competency goals and learning objectives for all Bachelor's Programs are based on the formulated mission of the THI Business School and can be seen in the following figure:

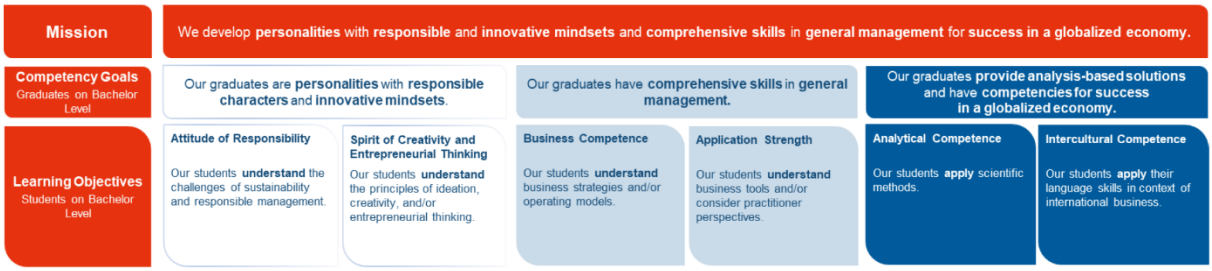

Figure 1 - AoL Overview THI Business School - Bachelor

3.2.1 Subject-specific competences of the study program

Subject-specific competencies are taught in the subjects of business administration, international management and economics. Through this combination, students are able to link a business-based expertise with fundamental knowledge from various areas of internationalization and global business activities. Some examples are:

- Understanding of the topics of strategy development in order to align companies for a successful future and on their global challenges and presence
- Functional understanding to optimize a company in their structures and processes
- Economic knowledge to evaluate global business activities also from a macroeconomic and regional perspective
- Digital Transformation to shape new and innovative business models and to improve internal efficiency (end-to-end)
- Intercultural and language competencies to be able to work and be successful in a world region and its specific environmental framework

The assignment of the modules to the subject-specific competences can be found in the competence matrix under 3.2.5.

3.2.2 Interdisciplinary competences of the study program

The following interdisciplinary competencies are of particular importance to the study program. An overview of competencies in context of the modules of the study program can be found in the competency matrix under 3.2.5

Functional competencies:

Functional competencies in the field of business administration, international management and economics give the ability to link, deepen and critically examine subject-related and interdisciplinary knowledge and enable to apply it in a real-world context. Such skills will be taught, discussed and trained through lectures as well as in group- and project work.

Methodological competencies:

Methodological competencies include the ability to work on concrete tasks in a targeted and efficient manner. Various modules teach methodological approaches in order to experience and apply them in a practical context through group work during the course of study. This also includes practice-oriented seminars, the practical semester, as well as scientific work for the preparation of a seminar paper or bachelor thesis.

Language competencies:

The development of language competencies distinguishes general language ability and individual language use. The study program also pursues the goal of fundamentally anchoring and teaching a second language related to a world region in addition to English as the core business language. The English language gets strengthened in a business-fluent and scientific manner.

Social and intercultural competencies:

The training and expansion of social, personal and intercultural competencies is an important pillar of our mission statement. In addition to imparting specialist knowledge, the study program also promotes personal development and the acquisition of leadership knowledge and management techniques. Strengthening social and intercultural competencies include the ability to cooperate and deal with conflicts, as well as leadership skills in different cultural frameworks. In addition, a framework of values for respectful interaction with tolerance and openness is taught. Central elements for the training are interdisciplinary cooperation in groups with strong interaction and communication, a mandatory internship and participation in a social project.

3.2.3 Examination concept of the study program

The examination concept for the bachelor's degree program in Global Economics and Business Management (GBM) provides for a varied portfolio of different certificates of achievement. The goal in assigning the certificates of achievement to the modules was to use the best possible performance record for each module to test the acquired competencies, and to ensure the studyability of the bachelor's degree at the same time.

The Annex of the valid Study and Examination Regulation provides an overview of the individual courses and the associated performance records.

3.2.4 Application of the study program

The practical relevance and the practical issues differ depending on the chosen major and the focused world region. Students are thus prepared in the best possible way either for work in internationally active companies or for their deployment in foreign chambers of commerce, competence centers for markets and as country specialists in international organizations.

Students are either directly involved in the development of cross-border business processes, end-to-end supply chains and business models, or they are experts at the interface between globally acting companies, companies and countries, different world regions and individual value chains.

The study program provides practical relevance through group work, projects with an international focus, a semester abroad and intensive discussions with internationally experienced lecturers. At the end of the study program, the bachelor thesis is the link between theoretical knowledge and practical application.

3.2.5 Contribution of individual modules to the objectives of the program

Competency Matrix

	Modules / Competencies	Functional	Methodological	Language	Social/Cultural
1.1	Allgemeine Betriebswirtschaftslehre	x	x		
1.2	International Management	x	x	x	x
1.3	Quantitative Methoden Grundlagen	x	x		
1.4	Volkswirtschaftslehre Grundlagen	x	x		
1.5	Business English			x	x
1.6	Foreign Language I			x	
1.7	Quantitative Methoden Vertiefung	x	x		
1.8	Volkswirtschaftslehre Vertiefung	x	x		
1.9	Accounting Grundlagen	x	x		
1.10	Digital Business Fundamentals	x	x	x	

1.11	Operations Management	x	x	x	
1.12	Foreign Language II			x	
1.13	Marketing	x	x	x	
1.14	HR Management & Organisation	x	x	x	
1.15	Corporate Finance	x	x	x	
1.16	Wissenschaftliches Arbeiten		x		
1.17	Persönlichkeitsentwicklung		x		x
1.18	Foreign Language III			x	
2.1.1	Projekt Soziales Engagement				x
2.1.2	Foreign Language IV			x	
2.1.3	Intercultural Competence			x	x
2.1.4	International Economics	x	x	x	
2.1.5.1	Major Field of Study 1	x	x		
2.1.5.2	Major Field of Study 2	x	x	x	x
2.1.6	Current Issues in Economics	x	x	x	
2.1.7	Projekt	x	x		
2.1.8	Strategic Management	x	x	x	
2.1.9	CSR & Sustainability	x	x	x	x
2.1.10	Business Analytics	x	x		
2.1.11	Business Simulation	x	x	x	
2.1.12	Vertiefungsseminar 7. Sem	x	x	x	
2.1.13	Modul zur Fachwissenschaftlichen/ Sprach- und Sozial-/ Nachhaltigkeitskompetenz	x	x	x	x
2.1.14	Bachelorarbeit	x	x		

3.3 Possible professional fields

The knowledge acquired in the bachelor's degree program Global Economics and Business Management enables graduates to take on the following tasks:

- Management position in internationally acting and global growth companies
- International Management Consultant
- Executive in competence centers for markets
- Country specialist in chambers of commerce and industry

4 Practical semester abroad

Further details are specified in the attachment of the respective Study and Examination Regulation (SPO WS 25/26). It can be found here.

5 Modules of Virtuelle Hochschule Bayern (vhb)

The following courses of the "Virtuelle Hochschule Bayern" (vhb) can be credited as compulsory elective module **management discipline**:

- International Marketing
- Leadership and Communication in Global Business

The following courses of the "Virtuelle Hochschule Bayern" (vhb) can be credited as compulsory elective module **sustainability discipline**:

- Humanitarian supply chain management

You can find more information on the contents, learning objectives, examination dates, examination form and examination venue at www.vhb.org. If you would like to take part in the course, you must register for it at the vhb, enroll in the chosen course and take the examination after completing the course. You do not need to register for an examination at the THI. The vhb courses are free of charge for you.

After passing the examination, please submit an application for credit/recognition of achievements and periods of professional practice exclusively digitally, via the PRIMUSS student portal under "My studies > Credit/recognition of achievements and periods of professional practice" and upload the graded certificate of the examiner (original). If credit is possible, the examination performance of the vhb course will be entered in the grade sheet with the title of the vhb course. Please note that a mere confirmation of participation is not sufficient for crediting.

Note: You can find the application for "Crediting/recognition of achievements and periods of professional practice" in PRIMUSS under "My studies > Crediting/recognition of achievements and periods of professional practice".

If you would like to receive credit for a vhb course other than those listed above, please contact the course director before starting the course to clarify whether the course can be credited. Please note that no courses with online examinations / online tests can be credited.

The courses offered at the vhb are not guaranteed by the THI or the GBM degree program and may change at short notice or on a semester-by-semester basis.

Please note also: Experience has shown that the issuing of graded certificates after an examination at the vhb takes some time and often extends into the next semester. We therefore recommend that you do not attend vhb courses in the last semester of your studies, as this can lead to an extension of your studies! If you would still like to attend vhb courses in the last semester of your studies, please make

sure to contact the respective lecturer of the course so that the issuing of the certificate can be accelerated if necessary.

6 Certifikate “Entrepreneurship und Unternehmertum”

Vorteile:

- Zusätzliche Fachkenntnisse: Methoden und Tools z. B. im Innovations- und Projektmanagement, Kenntnis und Lösung von unternehmerischen Hausforderungen.
- Eine Zusatzqualifikation zum Studienabschluss – Vorteile bei der Jobsuche oder bei der Gründung des eigenen Unternehmens.

Basis vs. Vertiefungszertifikat:

- Das Basiszertifikat ist in den Studiengang integriert.
- Das Vertiefungszertifikat erweitert die Basisleistungen um ein Projektmodul.

Voraussetzung Erhalt Basiszertifikat:

- 2 Veranstaltungen der Kategorie b

Voraussetzung Erhalt Vertiefungszertifikat:

- 2 Veranstaltungen der Kategorie b + 1 Veranstaltung der Kategorie v

Veranstaltungen der Kategorien b und v:

- Kategorie b: Digital Business Fundamentals, Pflichtfach, wird im SS angeboten
- Kategorie b: Strategic Management, Pflichtfach, wird im WS angeboten
- Kategorie v: in GBM wird kein entsprechendes Modul angeboten

Erhalt Zertifikat(e):

- Sobald die Anforderungen für das Basiszertifikat bzw. das Vertiefungszertifikat erfüllt sind.
- Das Zertifikat wird automatisch generiert und ausgestellt. Es bedarf keiner Beantragung.
- Information per E-Mail durch das THI Start-Up Center, wenn das Zertifikat zur Abholung bereitliegt.

7 Introduction to the module descriptions

1. Generic Legislation

The module guide elucidates the curriculum of the study program in detail and describes the modules and the courses of it. This handbook is a subsidiary of the respective Study and Exam Regulation of the study program, the General Statute of the University and the General Exam Regulations for Universities in Bavaria.

2. Modules and Courses

The module guide is divided into modules.

3. Prerequisite of attendance

The prerequisites of attendance are specified in the qualification requirements for the study program. In this regard an explicit reference is made to the respective Study and Exam Regulation SPO WS 25/26.

4. Usability of the modules

The usability of the modules of the Bachelor's Program GBM is limited. It will be specified explicitly in case of applicability for other study programs.

5. Lecturers of the modules

The assignment of the lecturers is not binding.

6. Additional lecture notes

Each Module has its own course room in our moodle learning platform. In the course rooms all additional learning material (scripts, tutorials, case studies, assignments with key hints, further references, journal articles, links, guides etc.) is for download available. Learning activities and the upload of preliminary and final results are announced as well.

8 Description of Modules

8.1 Compulsory Subjects

8.1.1 Allgemeine Betriebswirtschaftslehre

Module abbreviation:	GBM_ABWL	**SPO-No.:**	1.1
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Pflichtfach	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	Deutsch	1 Semester	nur Wintersemester

Responsible for module:	Jünger, Michael	
Lecturers:	Büchl, Reinhard; Jünger, Michael	
Credit points / SWS:	5 ECTS / 4 SWS	
Workload:	Contact hours:	47 h
	Self-study:	78 h
	Total:	125 h
Subjects of the module:	1.1: Allgemeine Betriebswirtschaftslehre	
Lecture types:	SU/Ü - seminaristischer Unterricht/Übung	
Examinations:	schrP90 - schriftliche Prüfung, 90 Minuten	
Usability for other study programs:	Keine	

Prerequisites according examination regulation:

Keine

Recommended prerequisites:

Keine

Objectives:

Fachkompetenz:

- Die Studierenden sind in der Lage, grundlegende betriebswirtschaftliche Begriffe und Konzepte zu erklären und anzuwenden.
- Die Studierenden verstehen die zentralen Funktionen eines Unternehmens, einschließlich Materialwirtschaft, Produktionswirtschaft, Marketing, Finanzierung und Personalwesen sowie deren Wechselwirkungen untereinander.
- Die Studierenden können betriebswirtschaftliche Zusammenhänge analysieren und deren Auswirkungen auf unternehmerische Entscheidungen bewerten.

Methodenkompetenz:

- Die Studierenden können betriebswirtschaftliche Probleme mit geeigneten Methoden und Modellen analysieren und Lösungsvorschläge erarbeiten.
- Die Studierenden sind in der Lage, grundlegende Daten und Informationen eines Unternehmens zu interpretieren und für Entscheidungsprozesse zu nutzen.
- Die Studierenden sind befähigt, einfache betriebswirtschaftliche Fallstudien strukturiert zu bearbeiten und praxisnahe Lösungen zu entwickeln.

Persönlichkeitskompetenz:

- Die Studierenden übernehmen Verantwortung für ihr eigenes Lernen und zeigen Eigeninitiative bei der Nachbereitung der vermittelten Inhalte und Bearbeitung von Aufgaben.
- Die Studierenden reflektieren zentrale Problemstellungen der Betriebswirtschaftslehre und beziehen diese bewusst in unternehmerische Entscheidungsprozesse ein.

Sozialkompetenz:

- Die Studierenden können in Gruppenarbeiten effektives Zeitmanagement betreiben, Aufgaben kooperativ bearbeiten und anderen Personen präsentieren.
- Die Studierenden kommunizieren ihre Arbeitsergebnisse klar und verständlich und gehen konstruktiv mit Feedback um.

Content:

Im Rahmen des Moduls erhalten die Studierenden Einblicke in das betriebswirtschaftliche Erkenntnisobjekt. Ziel ist es, praxisrelevante Fragestellungen aus verschiedenen Bereichen der Betriebswirtschaft (z. B. Marketing, Finanzierung, Personalwesen) zu analysieren und durch Anwendung betriebswirtschaftlicher Theorien und Methoden fundierte Lösungsansätze zu entwickeln.

Die zentralen Inhalte umfassen:

- Grundbegriffe, Theorieansätze und Einteilung der Betriebswirtschaftslehre
- Die Betriebswirtschaftslehre als Managementlehre und Transaktionsprozess
- Unternehmensziele und betriebswirtschaftliche Unternehmenskennzahlen
- Unternehmen und ihre Umwelt
- Konstitutive Entscheidungen von Unternehmen: Standortwahl, Rechtsformen, Unternehmenskooperationen und -konzentrationen
- Betriebliche Grundfunktionen: Material-, Produktions- und Absatzwirtschaft
- Betriebliche Querschnittsfunktionen: Personal-, Kapital- und Informationswirtschaft
- Organisationsformen und Geschäftsprozesse

Literature:

Verpflichtend:

- THOMMEN, Jean-Paul und Ann-Kristin ACHLEITNER, 2017. *Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht*. Wiesbadeb: Springer. ISBN 978-3658077679
- VAHS, Dietmar und Jan SCHÄFER-KUNZ, 2021. *Einführung in die Betriebswirtschaftslehre*. Freiburg: Schäffer-Poeschel Verlag. ISBN 978-3-7910-4821-5

Empfohlen:

- JUNG, Hans, 2016. *Allgemeine Betriebswirtschaftslehre*. 13. Auflage. ISBN ISBN 978-3-486-763768
- WETTENGL, Steffen, 2018. *Einführung in die Betriebswirtschaftslehre*. Weinheim: Wiley-VCH. ISBN ISBN 978-3-527-53046-5

Additional remarks:

Die Veranstaltung erfolgt als Präsenzveranstaltung. Sie kann in besonderen Fällen auch virtuell erfolgen.

8.1.2 International Management

Module abbreviation:	GBM_IM	SPO-No.:	1.2
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Compulsory Subject	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	English	1 semester	only winter term

Responsible for module:	Warrings, Vincent
Lecturers:	Warrings, Vincent
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	1.2: International Management
Lecture types:	SU/Ü - lecture with integrated exercises
Examinations:	schrP90 - written exam, 90 minutes
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Subject-specific competence:

- Students are able to identify, classify, and critically reflect on fundamental concepts, theories, and frameworks of International Management.
- Students understand global interrelations and trends of globalization and are able to analyze and assess their impact on society and business.
- Students can explain key institutional and legal frameworks relevant to international business.
- Students can describe internationalization strategies, organizational structures, and business models, and evaluate their suitability in a global context.

Methodological competence:

- Students are capable of applying models of trade theory and internationalization to concrete examples.
- Students can systematically analyze international case studies, develop solution approaches, and justify their reasoning.

Personal competence:

- Students develop their own positions on global economic issues and are able to present them in a well-argued manner.

- Students reflect on uncertainty and ambiguity in international contexts and consciously engage with conflicting perspectives.

Social competence:

- Students are capable of further developing their intercultural competencies and purposefully applying them in international contexts.
- Students are able to work effectively in intercultural teams and constructively integrate diverse perspectives into shared outcomes.

Content:

- Current world data and trends in globalization
- Benefits and challenges of globalization
- Major trade and capital flow theories
- International business strategies, organizational structures and global operations
- Global institutions and their roles in the international economic system
- Basics intercultural management and communication

Literature:

Verpflichtend:

- DANIELS, John D., Lee H. RADEBAUGH und Daniel P. SULLIVAN, 2018. *International Business: Environments & Operations, Global Edition*. 16. Auflage. ISBN 978-1-292-21473-3; 978-1-292-21474-0
- CAVUSGIL, S. Tamer , Gary KNIGHT und John R. RIESENBERGER, 2025. *International Business: The New Realities, Global Edition*. ISBN 978-1-292-30324-6

Empfohlen:

- BARTLETT, Christopher A., Paul W. BEAMISH und Andrew DELIOS, 2025. *Transnational management: concepts and cases in cross-border management*. Cambridge: Cambridge University Press. ISBN 9781009488556, 1009488554
- WILD, John J. und Kenneth L. WILD, 2023. *International Business: The Challenges of Globalization, Global Edition*. 10. Auflage. ISBN 978-1-292-45019-3
- O'ROURKE, Kevin H. , WILLIAMSON, Jeffrey J. . *When did globalisation begin? European Review of Economic History, Volume 6, Issue 1, April 2002, Pages 23–50* [online]. [Zugriff am:]. Verfügbar unter: https://doi.org/10.1017/S1361491602000023; https://www.nber.org/papers/w7632

Additional remarks:

The course is held on-site. However, under special circumstances, it may also take place virtually.

8.1.3 Quantitative Methoden Grundlagen

Module abbreviation:	GBM_QM_Grundlagen	**SPO-No.:**	1.3
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Pflichtfach	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	Deutsch	1 Semester	nur Wintersemester

Responsible for module:	Schauberger, Katharina	
Lecturers:	Schauberger, Katharina	
Credit points / SWS:	5 ECTS / 4 SWS	
Workload:	Contact hours:	47 h
	Self-study:	78 h
	Total:	125 h
Subjects of the module:	1.3: Quantitative Methoden Grundlagen	
Lecture types:	SU/Ü - seminaristischer Unterricht/Übung	
Examinations:	schrP90 - schriftliche Prüfung, 90 Minuten	
Usability for other study programs:	Keine	

Prerequisites according examination regulation:

Keine

Recommended prerequisites:

Keine

Objectives:

Fachkompetenz:

Die Studierenden

- können die für das mittlere und höhere Management erforderlichen statistisch-mathematischen Methoden überblicken.
- können Zins- und Zinseszinsrechnungen durchführen.
- können eine Barwertberechnung durchführen.
- können die grundlegenden Methoden der deskriptiven Statistik anwenden.
- können verschiedene Lage- und Streuungsparameter berechnen und interpretieren.
- können eine Konzentrationsberechnung durchführen und interpretieren.
- können Zusammenhangsmaße für nominale, ordinale und metrische Merkmale berechnen und interpretieren.
- können eine multiple Korrelations-/Regressionsberechnung durchführen und interpretieren.

Methodenkompetenz:

Die Studierenden

- können einen Sparplan differenziert nach Einzahlungsrhythmus und Einzahlungsdauer aufstellen.

- können einen Rentenplan differenziert nach Einzahlungsrhythmus und Einzahlungsdauer aufstellen.
- können einen Tilgungsplan differenziert nach Einzahlungsrhythmus und Einzahlungsdauer aufstellen.
- können Methoden der deskriptiven Statistik angemessen einsetzen.
- können multiple Korrelations-/Regressionsmodelle selektieren.

Persönlichkeits-/Selbstkompetenz:

Die Studierenden

- können die Relevanz der Konzepte der deskriptiven Statistik für Probleme der Praxis erkennen.
- können die Ergebnisse von deskriptiven Statistik-Methoden fundiert bewerten.
- können die Ergebnisse multipler Korrelations-/Regressionsberechnungen kritisch hinterfragen (impliziert durch die Fähigkeit zur Selektion und Interpretation, aber kann explizit gemacht werden).

Sozialkompetenz:

Die Studierenden

- können statistisch-mathematische Berechnungen und deskriptive Statistiken (impliziert durch das Anwenden und Interpretieren) nachvollziehbar kommunizieren.

Content:

- Exponential- und Logarithmusfunktion
- Zins- und Zinseszinsrechnungen
- Renten und Barwertberechnung
- Tilgungsrechnung
- Grundlegende Begriffe der deskriptiven Statistik, insbesondere Merkmale, Merkmalsausprägung, Skalierung, empirische Verteilungen, Häufigkeiten, Analysemethoden
- Beschreibung und Analyse von Daten
- Mittelwerte, Streuungsmaße, Konzentrationsmaße, Indexmaße, Korrelationsmaße
- Lineare Einfachregression
- Multiple Regression

Literature:

Verpflichtend:

- TIETZE, Jürgen. *Einführung in die Finanzmathematik Klassische Verfahren und neuere Entwicklungen: Effektivzins- und Renditeberechnung, Investitionsrechnung, Derivative Finanzinstrumente* [online]. Wiesbaden: Springer Spektrum [Zugriff am:]. Verfügbar unter: https://link.springer.com/book/10.1007/978-3-658-07157-8
- BOURIER, Günther, 2022. *Beschreibende Statistik: Praxisorientierte Einführung – Mit Aufgaben und Lösungen* [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-37021-3. Verfügbar unter: https://doi.org/10.1007/978-3-658-37021-3.

Empfohlen:

- PURKERT, Walter, HERZOG, Alexander, 2022. *Brückenkurs Mathematik für Wirtschaftswissenschaftler* [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-36742-8. Verfügbar unter: https://doi.org/10.1007/978-3-658-36742-8.
- TIETZE, Jürgen. *Übungsbuch zur Finanzmathematik Aufgaben, Testklausuren und ausführliche Lösungen* [online]. Wiesbaden: Springer [Zugriff am:]. Verfügbar unter: https://link.springer.com/book/10.1007/978-3-658-09074-6

Additional remarks:

In dem Modul Quantitative Methoden Grundlagen können Bonuspunkte in Höhe von maximal 10% der zu erreichenden Gesamtpunktzahl der schriftlichen Prüfung durch erfolgreiches Erstellen eines Lehrvideos während des Semesters erzielt werden. Näheres dazu geben die Dozenten in der Veranstaltung bekannt bzw. Informationen dazu findet man im Moodle-Kursraum.

In der Allgemeinen Prüfungsordnung der Technischen Hochschule Ingolstadt (APO §25 Abs. 2) findet man u.a. folgende Erläuterungen zu den Bonuspunkten:

"In einem Modul können Bonuspunkte vergeben werden für semesterbegleitend erbrachte Studienleistungen. Die Bewertung dieser optionalen Studienleistungen erfolgt durch Punkte. Die erzielten Bonuspunkte werden auf die Modulabschlussprüfung angerechnet. In den optionalen Studienleistungen können maximal 10% der in der Prüfungsleistung erreichbaren Punkte zusätzlich erworben werden. Erworbene Bonuspunkte verfallen mit Ablauf des Semesters, in dem sie erworben wurden und die Prüfungsleistung des Moduls nicht abgelegt wird, es sei denn, die Modulendprüfung wird nicht angeboten. Ein Übertrag von Bonuspunkten auf Wiederholungsprüfungen ist nicht möglich. Die Teilnahme am Bonussystem ist für die Studierenden freiwillig. Die im Einzelnen zu erbringenden optionalen Studienleistungen, deren jeweilige Bearbeitungsdauer bzw. Bearbeitungsfrist sowie die durch Studien- und Prüfungsleistungen jeweils und insgesamt erreichbare Punktzahl sind im jeweiligen Modulhandbuch/Studienplan zu konkretisieren."

Die Veranstaltung erfolgt als Präsenzveranstaltung. Sie kann in besonderen Fällen auch virtuell erfolgen.

8.1.4 Volkswirtschaftslehre Grundlagen

Module abbreviation:	GBM_VWL_Grundlagen	**SPO-No.:**	1.4
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Pflichtfach	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	Deutsch	1 Semester	nur Wintersemester

Responsible for module:	Schauberger, Katharina
Lecturers:	Schauberger, Katharina
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	1.4: Volkswirtschaftslehre Grundlagen
Lecture types:	SU/Ü - seminaristischer Unterricht/Übung
Examinations:	schrP90 - schriftliche Prüfung, 90 Minuten
Usability for other study programs:	Keine

Prerequisites according examination regulation:

Keine

Recommended prerequisites:

Keine

Objectives:

Fachkompetenz:
Die Studierenden

- können den Unterschied zwischen Angebots- und Nachfrageveränderungen erkennen.
- können das Theorem der komparativen Kosten verstehen und anwenden.
- können Kostenarten und -verläufe unterscheiden und interpretieren.
- können verschiedene Marktformen erkennen.
- können die wohlfahrtsökonomische Analyse auf Steuern, Subventionen und Handelsinstrumente anwenden.

Methodenkompetenz:
Die Studierenden

- können Nachfrage- und Angebotsänderungen hinsichtlich der Wirkungen auf Absatz, Preise und Gewinne beurteilen.
- können Elastizitäten interpretieren und Veränderungen derselben hinsichtlich der Wirkungen auf Absatz, Preise und Gewinne beurteilen.
- können das unterschiedliche Marktverhalten der Unternehmen analysieren.

- können optimale Produktionsentscheidungen vor dem Hintergrund der Wettbewerbssituation identifizieren.
- können die Notwendigkeit von Staatseingriffen erkennen, evaluieren und wohlfahrtsökonomisch beurteilen.

Content:

- Einführung: Die zehn volkswirtschaftlichen Prinzipien
- Theorem der komparativen Kosten
- Bestimmungsfaktoren von Angebot / Nachfrage; Elastizitäten
- Marktgleichgewicht und wohlfahrtsökonomische Betrachtung
- Auswirkung wirtschaftspolitischer Maßnahmen (insb. Steuern, Subventionen, Handelsinstrumente)
- Preis- und Marktverhalten von Unternehmen: Kostenfunktion, Polypol, Monopol, Oligopol, monopolistischer Wettbewerb
- Marktversagen: öffentliche Güter, externe Effekte und Umweltpolitik
- Ggfs. Bruttoinlandsprodukt
- Ggfs. Verbraucherpreisindex

Literature:

Verpflichtend:

- MANKIW, N. Gregory, 2024. *Grundzüge der Volkswirtschaftslehre*. Stuttgart: Schäffer-Poeschel . ISBN 978-3-7910-6261-7

Empfohlen:

Keine

Additional remarks:

Die Veranstaltung erfolgt als Präsenzveranstaltung. Sie kann in besonderen Fällen auch virtuell erfolgen.

8.1.5 Business English

Module abbreviation:	GBM_Business English	**SPO-No.:**	1.5
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Compulsory Subject	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	English	1 semester	only winter term

Responsible for module:	Reicherstorfer, Anja
Lecturers:	Reicherstorfer, Anja
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	1.5: Business English
Lecture types:	S - seminar
Examinations:	LN - written exam, 90 minutes
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Social competence:

- Students can communicate effectively in different business settings.

Professional, methodological and social competence:

- They are familiar with business situations in different cultural contexts.

Methodological and social competence:

- They know how to present successfully to an international audience.

Professional and social competence:

- They are aware of factors leading to a successful outcome in different types of negotiations and have learned how to overcome problems in business communication.

Content:

Presentation Skills

Negotiation Skills

Selected business topics such as

- Finance and Investment

- Business Disruptors
- Customer Engagement
- Managing Conflict

Situations will be looked at by analyzing case studies and by engaging in group work and role play activities.

Literature:

Verpflichtend:

- DUBICKA, Iwonna und andere, 2020. *Business Partner C1*. England: Pearson Education Limited. ISBN 978-3-86894-819-6

Empfohlen:

Keine

Additional remarks:

None

8.1.6 Persönlichkeitsentwicklung

Module abbreviation:	GBM-PersEntw	**SPO-No.:**	1.17
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Pflichtfach	1,3
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	Deutsch	2 Semester	nur Wintersemester

Responsible for module:	Habermann, Mandy
Lecturers:	Jünger, Nadine (GBM-PersEntW-Teil-1)
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 35 h Self-study: 90 h Total: 125 h
Subjects of the module:	1.17: Persönlichkeitsentwicklung Teil 1
Lecture types:	S - Seminar
Examinations:	PrSA - Prüfungsstudienarbeit
Usability for other study programs:	Das Modul wird in ähnlicher Form auch für die weiteren Bachelorstudiengänge der THI Business School angeboten. Da jedoch ein Teil des Moduls dem Teambuilding in der Studiengangkohorte dient, ist vorgesehen, die Vorlesung im eigenen Studiengang zu besuchen.

Prerequisites according examination regulation:

keine

Recommended prerequisites:

keine

Objectives:

Persönlichkeitsentwicklung Teil 1

Fachkompetenz

- Studierende haben Grundlagenwissen zu Persönlichkeitsentwicklung, insbesondere in den Bereichen Lerntechniken und Zeitmanagement.
- Sie verstehen, wie diese Inhalte helfen, das Studium erfolgreicher und selbstbestimmter zu gestalten.

Methodenkompetenz

- Studierende können verschiedene Lernmethoden sowie Strategien des Zeitmanagements gezielt anwenden.
- Sie sind in der Lage, diese Methoden an eigene Bedürfnisse und unterschiedliche Studienanforderungen anzupassen.

Persönlichkeits-/Selbstkompetenz

- Studierende haben ihre Selbstreflexion gestärkt und sind in der Lage, persönliche Stärken und Entwicklungspotenziale besser einzuschätzen.

- Sie haben mehr Eigenverantwortung entwickelt und ihre Fähigkeit zur selbstständigen Organisation verbessert.

Sozialkompetenz

- Studierende haben ihre Team- und Kommunikationsfähigkeiten ausgebaut, insbesondere durch gemeinsame Übungen und Teambuilding.
- Sie sind in der Lage, in Gruppen konstruktiv mitzuwirken und unterschiedliche Sichtweisen in Entscheidungen einzubeziehen.

Content:

Persönlichkeitsentwicklung Teil 1

- Kennenlernen der Mitstudierenden und des THI-Campus
- Code of Conduct für das Studium
- Ziele und grundlegende Konzepte zum Thema Lernen
- Der Lernprozess
- Lernorganisation, Zeit- und Selbstmanagement
- Prüfungen ohne Stress

Literature:

Verpflichtend:

- KOCH, Günther, 2020. *Studieren mit Köpfchen: clever lernen - entspannt planen - leichter punkten*. Paderborn: Ferdinand Schöningh. ISBN 978-3-8252-5324-0, 3-8252-5324-4
- VOSS, Rödiger, 2021. *Überleben im Studiendschungel: der Studienratgeber für Erstis*. München: UVK Verlag. ISBN 978-3-8252-5518-3

Empfohlen:

Keine

Additional remarks:

Die Prüfungsleistung zum Modul wird in Teil 2 erbracht.

Die Veranstaltung erfolgt als Präsenzveranstaltung. Sie kann in besonderen Fällen auch virtuell erfolgen.

8.2 Foreign Language I - IV

8.2.1 Chinesisch I

Module abbreviation:	GBM_EFL_I_Chinesisch	**SPO-No.:**	1.6
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Wahlpflichtfach zur Sprach- und Sozialkompetenz	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	Deutsch	1 Semester	nur Wintersemester

Responsible for module:	Chen, Jing
Lecturers:	Chen, Jing
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	1.6: Chinesisch I
Lecture types:	S - Seminar
Examinations:	LN - schriftliche Prüfung, 90 Minuten
Usability for other study programs:	Keine

Prerequisites according examination regulation:

Keine

Recommended prerequisites:

Keine

Objectives:

The students

- have been introduced to cultural differences and intercultural aspects
- have acquired the Chinese phonetic transcription (Pinyin) and the Chinese characters (Hanzi)

The students are able to

- understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs
- introduce themselves and others, ask and answer questions about personal details
- interact in a simple way

Content:

- Introduction to the Chinese language: Pinyin (Chinese phonetic writing system) and Hanzi (Chinese characters).

• Acquisition of most fundamental language concepts allowing students to communicate in every day situations. • Case studies to gain an understanding of certain aspects of Chinese business culture.
Literature:
Wird zu Beginn bekannt gegeben
Additional remarks:
Maximum of 25 students per class. Following literature for further reference will be announced during class.

8.2.2 Französisch I

Module abbreviation:	GBM_EFL_I_Französisch	SPO-No.:	1.6
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Wahlpflichtfach zur Sprach- und Sozialkompetenz	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	Deutsch	1 Semester	nur Wintersemester

Responsible for module:	Witschel, Laura Valérie
Lecturers:	Witschel, Laura Valérie
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 79 h Total: 126 h
Subjects of the module:	1.6: Französisch I
Lecture types:	S - Seminar
Examinations:	LN - schriftliche Prüfung, 90 Minuten
Usability for other study programs:	Keine

Prerequisites according examination regulation:

Keine

Recommended prerequisites:

Keine

Objectives:

The course will take students from level A1.1 to A2

Students are able to

- understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of needs
- introduce themselves and others
- ask and answer questions about personal details
- interact in a simple way

Content:

To introduce oneself, to speak about one's person and environment, studies, work, hobbies. Grammar: present, future + aller, passé composé, most important irregular verbs, pronunciation, questions, most important adjectives, adverbs, pronouns determinants, relative sentences.

Literature:

Verpflichtend:

- LAUDUT, Nicole, Christèle JANY und René NOHR, 2014. *Rebonjour: Auffrischungskurs Französisch. A2 Lehr- und Arbeitsbuch mit Audio-CD*. München: Hueber. ISBN 978-3-19-003373-7

• GRÉGOIRE, Maïa und Odile THIÉVENAZ, 2014. *Grammaire progressive du français. [4,1]. [Hauptband]: niveau intermédiaire; mit 680 Übungen*. ISBN 978-3-12-529854-5 Empfohlen: Keine
Additional remarks:
Keine Anmerkungen

8.2.3 Spanisch I

Module abbreviation:	GBM_EFL_I_Spanisch	SPO-No.:	1.6
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Wahlpflichtfach zur Sprach- und Sozialkompetenz	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	Deutsch	1 Semester	nur Wintersemester

Responsible for module:	Guzmán, Ximena
Lecturers:	Guzmán, Ximena; Valencia-Schüle, Belinda Patricia
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 79 h Total: 126 h
Subjects of the module:	1.6: Spanisch I
Lecture types:	S - Seminar
Examinations:	LN - schriftliche Prüfung, 90 Minuten
Usability for other study programs:	Keine

Prerequisites according examination regulation:

Keine

Recommended prerequisites:

Keine

Objectives:

Fachkompetenz

- Die Studierenden können sich in einfachen Alltagssituationen verständigen.
- Sie verstehen grundlegende spanische Wörter, Ausdrücke und Sätze zu vertrauten Themen.
- Sie sind in der Lage, einfache Sätze zu formulieren, um persönliche Informationen zu geben.

Methodenkompetenz

- Sie nutzen einfache Hilfsmittel (Wörterbuch, Lernkarten, digitale Tools), um ihre Sprachkompetenz zu verbessern.
- Sie können grundlegende sprachliche Strukturen identifizieren und anwenden.

Persönlichkeitskompetenz

- Die Studierenden entwickeln Interesse an der spanischsprachigen Welt und ihren Kulturen.
- Sie lernen, mit sprachlichen Unsicherheiten umzugehen und durchzuhalten.

Sozialkompetenz

- Die Studierenden kommunizieren in Partner- oder Gruppenarbeit.
- Sie zeigen Offenheit im interkulturellen Austausch.

Content:

- Persönliche Angaben (Name, Herkunft, Wohnort, Alter)
- Familie und Freunde
- Zahlen, Uhrzeit, Datum
- Wochentage, Monate, Jahreszeiten
- Alltag und Freizeit (Hobbys, Tagesablauf)
- Essen und Trinken
- Orientierung in der Stadt
- Einfache Dialoge: im Restaurant, beim Einkaufen, auf Reisen
- Grammatik: Präsens regelmäßiger Verben; ser/estar/hay; bestimmte/unbestimmte Artikel; einfache Satzstellung; Verneinungen; Fragen; Präpositionen
- Aussprache und Betonung im Spanischen

Literature:

Verpflichtend:

- GUERRERO GARCÍA, Encarnacíon und Núria XICOTA TORT, 2023. *Universo.ele intensivo A1/A2: Spanisch für Studierende; Kurs- und Arbeitsbuch plus interaktive Version*. München: Hueber Verlag. ISBN 978-3-19-154333-4

Empfohlen:

Keine

Additional remarks:

Maximum of 25 students per class.

Following literature for further reference will be announced during class.

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8.2.4 Spanisch II

Module abbreviation:	GBM_EFL_II_Spanisch	**SPO-No.:**	1.12
Curriculum:	**Program**	**Module type**	**Semester**
	Global Economics and Business Management (SPO WS 25/26)	Allgemeines Wahlpflichtfach	1,2
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	Deutsch	1 Semester	nur Wintersemester

Responsible for module:	Guzmán, Ximena
Lecturers:	Guzmán, Ximena
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	1.12: Spanisch II
Lecture types:	S - Seminar
Examinations:	LN - schriftliche Prüfung, 90 Minuten
Usability for other study programs:	Keine

Prerequisites according examination regulation:

Keine

Recommended prerequisites:

Keine

Objectives:

Fachkompetenz

- Die Studierenden verstehen häufig gebrauchte Ausdrücke in vertrauten Situationen.
- Sie können einfache Gespräche über Familie, Arbeit, Freizeit, Reisen führen.
- Sie sind in der Lage, einfache Texte zu schreiben.

Methodenkompetenz

- Die Studierenden wenden Strategien zum Lese- und Hörverstehen an.
- Sie recherchieren sprachliche Inhalte selbstständig mithilfe digitaler Medien.
- Sie verbessern gezielt ihre Ausdrucksfähigkeit durch Wiederholung und Übung.

Persönlichkeitskompetenz

- Die Studierenden reflektieren ihre Lernfortschritte.
- Sie entwickeln Selbstvertrauen im Umgang mit komplexeren Sprachsituationen.

Sozialkompetenz

- Die Studierenden interagieren angemessen in Alltagssituationen auf Spanisch.
- Sie zeigen Toleranz gegenüber sprachlichen Fehlern anderer.
- Sie beteiligen sich aktiv am sprachlichen Austausch in der Gruppe.

Content:
• Familie, Beziehungen, Biografie • Beschreibung eines Ortes • Informationen über Konsumgüter/ Kleidung einkaufen • Biografie und Lebenslauf • Das Vorstellungsgespräch • Der Besuch beim Arzt / in der Apotheke • Vertiefung verschiedener grammatikalischer Aspekte
Literature:
Verpflichtend: • GUERRERO GARCÍA, Encarnación und Núria XICOTA TORT, . *universo.ele intensivo A1/A2: Spanisch für Studierende*. München: Hueber. ISBN 978-3-19-154333-4 Empfohlen: Keine
Additional remarks:
Maximum of 25 students per class. Following literature for further reference will be announced during class. The course is held on-site. However, under special circumstances, it may also take place virtually.

8.3 Voluntary Elective Subjects

Voluntary elective subjects can be taken voluntarily. No ECTS credits are awarded.

Recommendations for GBM students in their **first semester**:

- English Refresher 1
- English Refresher 2 – Writing Skills

Course dates can be found in the respective timetable.

The module descriptions can be found in the module handbook of the THI language centre (> in Moodle Sprachenzentrum).