

International Management - Bachelor
SPO WS 14/15

Modules

as of SS 2019



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2. Erster Studienabschnitt/*First Section (1.-2. Semester)*

Lfd. Nr.	Module	SWS	Art der Lehrveranstaltung	Prüfungen	Bestehenserhebliche endnotenbildende studienbegleitende Leistungsnachweise (Gewichtung für die Bildung der Fachendnote 1,0, soweit nichts anderes angegeben)	Gewichtung für die Prüfungsgesamtnote (in%)	Leistungspunkte (ECTS)
No.	Modules	Hours per week	Course type	Type and duration in min.	Course-related assessments which have to be passed and compose the final grade	Weighting for the composition of the final grade	Credit points
1.1.	Internationales Management Grundlagen <i>Principles of International Management</i>					3	7
1.1.1	Einführungswoche <i>Introduction programme</i>	2	SU/Ü		LN ¹⁾²⁾		
1.1.2	Betriebswirtschaftliche und internationale Grundlagen <i>Principles of Business Administration and International Management</i>	5	SU/Ü	schrP 120	LN der lfd. Nr. 1.1.1.		
1.2	Microeconomics <i>Microeconomics</i>	4	SU/Ü	schrP 90		3	5
1.3	Quantitative Methoden <i>Quantitative Methods</i>	6	SU/Ü	schrP 120		3	6
1.4	IT-Management <i>IT Management</i>	4	SU/Ü	schrP 90		2	5
1.5	Internationale Bilanzierung <i>International Accounting</i>	4	Ü	schrP 90		2	5
1.6	International Cost Management <i>International Cost Management</i>	4	SU/Ü	schrP 90		2	5
1.7	Global Supply Chain Management <i>Global Supply Chain Management</i>	4	SU/Ü	schrP 90		2	5

1.8	Wirtschaftssprachen <i>Business Languages</i>						
1.8.1	Elective Foreign Language I ³⁾ <i>Elective Foreign Language I³⁾</i> (Spanisch/ <i>Spanish</i> , Französisch/ <i>French</i> oder/ <i>or</i> Chinesisch/ <i>Chinese</i>)	4	SU/Ü	LN ²⁾		2	4
1.8.2	Elective Foreign Language II ³⁾ <i>Elective Foreign Language</i> <i>II³⁾</i>	4	SU/Ü	LN ²⁾		2	4
1.8.3	Elective Foreign Language III ³⁾ <i>Elective Foreign Language</i> <i>III³⁾</i>	4	SU/Ü	LN ²⁾		2	4
Summe/Total		45				23	50

3. Zweiter Studienabschnitt/Second Section (3.-7. Semester)

Lfd. Nr.	Module	SWS	Art der Lehrveranstaltung	Prüfungen	Bestehenserbliche endnotenbildende studienbegleitende Leistungsnachweise (Gewichtung für die Bildung der Fachendnote 1,0, soweit nichts anderes angegeben)	Gewichtung für die Prüfungs-gesamtnote (in%)	Leistungs-punkte (ECTS)
No.	Modules	Hours per week	Course type	Examinations Type and duration in min.	Course-related assessments which have to be passed and compose the final grade	Weighting for the composition of the final grade	Credit points
2.1	Internationales Marketing <i>International Marketing</i>	4	SU/Ü	schrP 90		2	5
2.2	Internationale Finanzierung <i>International Finance</i>	4	SU/Ü	schrP 90		2	5
2.3	Internationale Besteuerung <i>International Taxation</i>	4	SU/Ü	schrP 90		2	5
2.4	International HR, Organisation and Leadership <i>International HR, Organisation and Leadership</i>	4	SU/Ü		SA/P	2	5
2.5	Internationales Recht <i>International Law</i>	4	SU/Ü	schrP 90		2	5
2.6	Elective Foreign Language (V ³) Elective Foreign Language (V ³)	4	SU/Ü	LN ²⁾		3	5
2.7	Internationale Unternehmensstrategie und Controlling <i>International Strategic Management and Controlling</i>	4	SU/Ü	schrP 90		4	6
2.8	International Business Diplomacy and Crosscultural Management <i>International Business Diplomacy and Crosscultural Management</i>	4	SU/Ü		SA/P	4	6

2.9	Internationaler Handel und Vertrieb <i>International Trade and Sales</i>	4	SU/Ü	schrP 90		4	5
2.10	Current Issues in Economics <i>Current Issues in Economics</i>	4	SU/Ü		LN ²⁾	4	6
2.11	Sustainability Management <i>Sustainability Management</i>	4	SU/Ü		SA/P	3	5
2.12	CSR and Compliance Management <i>CSR and Compliance Management</i>	4	SU/Ü	mdIP (15min)		3	5
2.13	Schwerpunkt International Industries ⁴⁾ <i>Focus International Industries⁴⁾</i>						10
2.13.1	International Management <i>International Management</i>						
2.13.1.1.	International Management I <i>International Management I</i>	4	SU/Ü	schrP 90		4	5
2.13.1.2	International Management II <i>International Management II</i>	4	SU/Ü		SA/P	4	5
2.13.2.	Green Technologies <i>Green Technologies</i>						
2.13.2.1.	Green Technologies I <i>Green Technologies I</i>	4	SU/Ü	schrP 90		4	5
2.13.2.2.	Green Technologies II <i>Green Technologies II</i>	4	SU/Ü		SA/P	4	5
2.13.3.	International Retail Management <i>International Retail Management</i>						
2.13.3.1.	International Retail Management I <i>International Retail Management I</i>	4	SU/Ü	schrP 90		4	5
2.13.3.2.	International Retail Management II <i>International Retail Management II</i>	4	SU/Ü		SA/P	4	5

2.14	Internationales Projekt <i>International Project</i>	4	PA		SA/P	4	5
2.15	Internationales Unternehmensplanspiel <i>International Business Simulation</i>	3	Ü		LN ²⁾	3	5
2.16	Internationales Vertiefungsseminar <i>Revision of Business Theory</i>	4	S	Koll.		3	5
2.17	Wahlpflichtmodul Fachkompetenzen I+II+III+IV ⁵⁾ <i>Electives: Business competences I+II+III+IV⁵⁾</i>	4x2	SU/Ü		4 LN ²⁾	6	12
2.18	Wahlpflichtmodul Sozialkompetenzen I+II ⁶⁾ <i>Electives: Social Competences I+II⁶⁾</i>	2x2	SU/Ü		2 LN ²⁾	3	6
2.19	Seminar zur Bachelorarbeit <i>Seminar Bachelor Thesis</i>	2	S		LN ¹⁾²⁾		2
2.20	Bachelorarbeit <i>Bachelor Thesis</i>	-	BA		LN der lfd. Nr. 2.19	15	12
	Summe/ Total	81				77	120

Abkürzungen / Abbreviations:

SWS	Semesterwochenstunden / Hours per week
LN	Leistungsnachweis / Exam
BA	Bachelorarbeit / Bachelor Thesis
Koll	Kolloquium / Colloquium
mdIP	mündliche Prüfung / Oral exam
schrP	schriftliche Prüfung / Written exam
PA	Projektarbeit / Project
prA	Praktische Arbeit mit Präsentation / Practical work and presentation
S	Seminar / Seminar
SU	Seminaristischer Unterricht / Seminar classes
SA/P	Seminararbeit mit Präsentation / Seminar report
Ü	Übung / Exercise

1) Bewertung durch das Prädikat "mit Erfolg abgelegt" oder "ohne Erfolg abgelegt". Der Leistungsnachweis muss bestanden sein. Der Umfang des Praxisberichts ohne Deckblatt beträgt mindestens acht Seiten, davon

maximal zwei Seiten Abbildungen oder Tabellen.

The course evaluation is on a pass/non-pass basis. Every course assessment has to be passed. The length of the report regarding the internship is eight pages (minimum) without coversheet with a maximum of two pages of tables or figures.

- 2) Bei den Leistungsnachweisen kann es sich um schriftliche Prüfungen (90-120 min), um mündliche Prüfungen (15-45 min), um praktische Arbeiten (zu erbringen während des Semesters; schriftliche Ausarbeitung eines Themas mit Praxisbezug im Umfang von ca. 10-15 Seiten mit 15-30 minütiger Präsentation in der Veranstaltung), um Referate (zu erbringen während des Semesters, 15-30 min) oder um Seminararbeiten (zu erbringen während des Semesters; schriftliche Ausarbeitung eines wissenschaftlichen Themas im Umfang von ca. 10-15 Seiten mit 15-30 minütiger Präsentation in der Veranstaltung) handeln. Das Nähere wird vom Fakultätsrat im Studienplan festgelegt. Jeder einzelner Leistungsnachweis muss mit mindestens ausreichender Bewertung bestanden sein.

The faculty council will define details, e.g. written exams (90-120 min), oral exams (15-45 min), reports or seminar papers (10-15 pages in combination with a presentation during class, 15-30 min), or presentations (15-30 minutes during class). Further concretization can be conducted in the module handbook by the board of faculty. Each assignment has to be passed.

- 3) Aus den Modulen Spanisch, Französisch und Chinesisch ist eine Sprache auszuwählen.

Students have to select one of the languages offered.

- 4) Von den Studierenden ist entweder der Schwerpunkt International Automotive Management (Module 2.13.1), der Schwerpunkt Green Technologies (Module 2.13.2) oder der Schwerpunkt International Retail Management (Module 2.13.3) zu wählen.

Students have to choose one of the three focuses: a) International Automotive Management (Module 2.13.1) or b) Green Technologies (Module 2.13.2) or c) International Retail Management (Module 2.13.3).

- 5) Aus den Fachkompetenzmodulen sind 4 mit jeweils 2 SWS auszuwählen. Jeder Leistungsnachweis muss mit mindestens ausreichender Bewertung bestanden sein.

4 classes (2 SWS/class) of Business Competences have to be chosen. Any class assessment has to be passed

- 6) Aus den Sozialkompetenzmodulen sind 2 mit jeweils 2 SWS auszuwählen. Jeder Leistungsnachweis muss mit mindestens ausreichender Bewertung bestanden sein.

2 classes (2 SWS/class) of Social Competences have to be chosen. Any class assessment has to be passed.

4. Ausbildungsplan Übersicht/ *Schedule overview*

1. Semester

1	2	3	4	5	6	7
Lfd. Nr.	Fach	SWS	Art der Lehrveranstaltung	Zulassungsvoraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
1.1.1	Einführungswoche (Betriebswirtschaftliche Lern- und Arbeitstechniken) Introductory Week	2	SU/Ü		2	WS
1.1.2	Betriebswirtschaftliche und internationale Grundlagen Principles of Business Administration and International Management	5	SU/Ü	LN of No 1.1.1	5	WS
1.3	Quantitative Methoden Quantitative Methods	6	SU/Ü		6	WS
1.4	IT-Management IT-Management	4	SU/Ü		5	WS ¹⁾
1.8.1	Elective Foreign Language I Elective Foreign Language I	4	SU/Ü		4	WS
1.8.2	Elective Foreign Language II Elective Foreign Language II	4	SU/Ü		4	WS
TOTAL		25			26	WS

2. Semester

1	2	3	4	5	6	7
Lfd. Nr.	Fach	SWS	Art der Lehrveranstaltung	Zulassungsvoraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
1.2	Microeconomics <i>Microeconomics</i>	4	SU/Ü		5	SS ¹⁾
1.5	Internationale Bilanzierung <i>International Accounting</i>	4	Ü		5	SS
1.6	International Cost Management <i>International Cost Management</i>	4	SU/Ü		5	SS
1.7	Global Supply Chain Management <i>Global Supply Chain Management</i>	4	SU/Ü		5	SS
1.8.3	Elective Foreign Language III <i>Elective Foreign Language III</i>	4	SU/Ü		4	SS
TOTAL		20			24	SS
	Grundpraktikum ²⁾ (<i>Basic Internship²⁾</i>)	8 weeks	Pr		10	

1) Das Fach IT-Management und Microeconomics wurden ab WS2016/2017 in der Reihenfolge getauscht. *IT Management and Microeconomics were changed in sequence in WS16/17.*

2) Das Grundpraktikum kann insgesamt am Ende des 2. Semesters abgeleistet werden, oder in zwei Teilen zu je 4 Wochen nach dem 1. und 2. Semester. Es muss bis spätestens zu Beginn des 4. Semesters abgeleistet sein. *There are two possibilities to complete the internship: 1x8 weeks until the end of 2nd semester or 2x4 weeks after 1st and 2nd semester.*

Zweiter Studienabschnitt / Vertiefungsstudium Second Section

Gemäß § 3 (1) S. 4 SPO sind das theoretische und praktische Auslandssemester innerhalb eines Jahres en bloc abzuleisten. Die folgende Semesterübersicht ist ein Musterablaufplan, der das theoretische Auslandssemester im 5. und das Auslandspraktikum im 6. Semester vorsieht. Bei anderer Planung können die Semester beliebig ausgetauscht werden, wobei den Studierenden die Belegung der Fächer im theoretischen Auslandssemester wie im 5. Semester aufgezeigt empfohlen wird. Jeder Student hat selbst dafür Sorge zu tragen, dass durch Anerkennung von Auslandsleistungen sein Workload in den betreffenden Semestern die vorgesehen 30 ECTS +/- 10% umfasst. Die Pflichtveranstaltungen werden in der Regel jährlich entweder im WS oder SS entsprechend dem folgenden Plan angeboten.

According to § 3 (1) S. 4 SPO both the theoretical and practical semester abroad have to be completed within one (1) year en bloc. The following semester plan is an example, which place the theoretical semester in the 5th and the practical semester in the 6th semester. Other sequences are possible. It is highly recommended to follow the example semester planning as the content of subject is ideal. Students should earn 30 ECTS +/- 10% abroad. Compulsory courses are given on a yearly basis (either during winter or summer semester).

3. Semester

1	2	3	4	5	6	7
Lfd. Nr.	Fach	SWS	Art der Lehrveranstaltung	Zulassungsvoraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
2.1	Internationales Marketing <i>International Marketing</i>	4	SU/Ü		5	WS
2.2	Internationale Finanzierung <i>International Finance</i>	4	SU/Ü		5	WS
2.3	Internationale Besteuerung <i>International Taxation</i>	4	SU/Ü		5	WS
2.5	Internationales Recht <i>International Law</i>	4	SU/Ü		5	WS
2.6	Elective Foreign Language IV <i>Elective Foreign Language IV</i>	4	SU/Ü		5	WS
2.8	International Business Diplomacy and Crosscultural Management <i>International Business Diplomacy and Crosscultural Management</i>	4	SU/Ü		6	WS
TOTAL		24			31	

4. Semester

1	2	3	4	5	6	7
Lfd. Nr.	Fach	SWS	Art der Lehrveranstaltung	Zulassungsvoraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
2.4	International HR, Organisation and Leadership <i>International HR, Organisation and Leadership</i>	4	SU/Ü		5	SS
2.7	Internationale Unternehmensstrategie und Controlling <i>International Strategic Management and Controlling</i>	4	SU/Ü		6	SS
2.9	Internationaler Handel und Vertrieb <i>International Trade and Sales</i>	4	SU/Ü		5	SS
2.11	Sustainability Management <i>Sustainability Management</i>	4	SU/Ü		5	SS
2.13	Schwerpunkt: International Industries <i>Focus: International Industries</i>	8	SU/Ü		10	SS
2.13.1.1.	International Automotive Management I <i>International Automotive Management I</i>	4	SU/Ü		5	SS
2.13.1.2.	International Automotive Management II <i>International Automotive Management II</i>	4	SU/Ü		5	SS

2.13.2.1.	Green Technologies I <i>Green Technologies I</i>	4	SU/Ü		5	SS
2.13.2.2.	Green Technologies II <i>Green Technologies II</i>	4	SU/Ü		5	SS
2.13.3.1.	International Retail Management I <i>International Retail Management I</i>	4	SU/Ü		5	WS/SS
2.13.3.2.	International Retail Management II <i>International Retail Management II</i>	4	SU/Ü		5	WS/SS
TOTAL		24			31	

5. Semester (University Exchange)

1	2	3	4	5	6	7
Lfd. Nr.	Fach	SWS	Art der Lehrveranstaltung	Zulassungsvoraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
2.10	Current Issues in Economics <i>Current Issues in Economics</i>	4	SU/Ü		6	WS
2.14	Internationales Projekt <i>International Project</i>	4	PA		5	WS
2.17	Wahlpflichtmodul: Fachkompetenzen I* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Business competences I</i> (see table at the end of the module guide)	2	SU/Ü		3	WS/SS
2.17	Wahlpflichtmodul: Fachkompetenzen II* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Business competences II</i> (see table at the end of the module guide)	2	SU/Ü		3	WS/SS
2.17	Wahlpflichtmodul: Fachkompetenzen III* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Business competences III</i> (see table at the end of the module guide)	2	SU/Ü		3	WS/SS

2.17	Wahlpflichtmodul: Fachkompetenzen IV* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Business competences IV (see table at the end of the module guide)</i>	2	SU/Ü		3	WS/SS
2.18	Wahlpflichtmodul: Sozialkompetenzen I* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Social competences I (see table at the end of the module guide)</i>	2	SU/Ü		3	WS/SS
2.18	Wahlpflichtmodul: Sozialkompetenzen II* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Social competences II (see table at the end of the module guide)</i>	2	SU/Ü		3	WS/SS
TOTAL		20			29	

* Die Fächer werden aus einem gemeinsamen Fächerpool mit BW angeboten. Es können nur die im Modulhandbuch aufgeführten Fächer gewählt werden. **Der Fächerpool wird semesterweise aktualisiert.** Alternativ können weitere Fächer z.B. aus dem Auslandsstudium nach Antrag anerkannt werden. Ein Anspruch darauf, dass sämtliche Wahlpflichtfächer tatsächlich angeboten werden, besteht nicht. Desgleichen besteht kein Anspruch darauf, dass solche Lehrveranstaltungen bei nicht ausreichender Teilnehmerzahl durchgeführt werden.

* *The FW/SW courses are identical with business administration studies. Only courses listed in the module handbook can be chosen. **The modul handbook is updated once a term.** Alternatively students can choose subjects from host universities during their term abroad based on the learning agreement. Students can not demand that always all FW and SW subjects are offered each term. Repeat exams are not offered. Moreover, FW and SW courses can be cancelled due to the lack of a sufficient number of participants.*

6. Semester (Internship)

Das praktische Studiensemester findet in den jeweiligen Unternehmen im nicht-deutschsprachigen Ausland statt (siehe Ausbildungsplan für die praktischen Studienzeiten).

The advanced practical training semester abroad (internship) should be completed during the 6th semester within a company in non-German speaking country.

Die beiden Auslandssemester sind zusammenhängend im Zeitraum vom 3. bis 6. Semesters abzuleisten.

The theoretical semester abroad and the advanced practical training semester abroad are supposed to be completed within one year from 3rd until the 6th semester (e.g. 5th and 6th semester).

7. Semester

1	2	3	4	5	6	7
Lfd. Nr.	Fach	SWS	Art der Lehrveranstaltung	Zulassungs-voraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
2.12	CSR und Compliance Management <i>CSR und Compliance Management</i>	4	SU/Ü		5	WS
2.15	Internationales Unternehmensplanspiel <i>International Business Simulation</i>	3	Ü		5	WS
2.16	Internationales Vertiefungsseminar <i>Revision of Business Theory</i>	4	S		5	WS
2.19	Seminar zur Bachelorarbeit <i>Seminar Bachelor thesis</i>	2	S		2	WS
2.20	Bachelorarbeit <i>Bachelor thesis</i>	-	BA	LN der No. 2.19	12	WS/SS
	TOTAL	13			29	

Abbreviations:

BA	=	Bachelor-Thesis
PA	=	Internship
S	=	Seminar
SU	=	Seminar Classes
SA	=	Seminar report
Ü	=	Exercise
LN	=	Exam
S	=	Seminar
WS	=	Winter Semester
SS	=	Summer Semester

5. Ausbildungsplan für die praktischen Studienzeiten / Training Schedule

und das praktische Studiensemester des Hochschulstudiengangs International Management mit Bachelorabschluss

Training schedule

and the advanced practical semester of the study programme B.A. International Management.

I. **Praktische Studienabschnitte (im 1. Studienabschnitt): Praktische Ausbildung 10 ECTS** **Basic internship**

Zeitlicher Umfang: 8 Wochen (auch aufteilbar in 2x4 Wochen)
Zeitliche Lage: während der vorlesungsfreien Zeiten des 1. Studienabschnitts bis spätestens zu Beginn des 4. Semesters

Duration: 8 Weeks (or 2x4 weeks)
The basic internship has to be completed during the semester break within the basic programme at the latest before the 4th semester.

Ausbildungsziel:

Überblick über die Arbeitsweisen in den kaufmännischen Bereichen eines internationalen Unternehmens. Einblick in die Komplexität betriebswirtschaftlicher Vorgänge. Kenntnis zeitgemäßer Arbeitsverfahren zur Lösung kaufmännischer Aufgaben. Hinführung zu betriebswirtschaftlicher Handlungskompetenz.

Objective:

The students know the working methods within the commercial fields of an international company. They have a general idea of the complexity of management procedures and know the current management methods. They have practical management competencies and skills.

Ausbildungsinhalt:

Die Studierenden sollen möglichst in zwei kaufmännischen Tätigkeitsbereichen eines internationalen Unternehmens eingesetzt und dort an selbständiges, eigenverantwortliches Handeln herangeführt werden.

Content:

During the basic internship students have the opportunity to work in two different business fields of an international company. The objective of the internship is to learn to act independently and self-dependent.

II. **Praktische Studienabschnitte (im 2. Studienabschnitt): Praktische Ausbildung 30 ECTS** **Advanced Practical Training Semester**

Zeitlicher Umfang: 20 Wochen
Zeitliche Lage: Zusammenhängend innerhalb eines Jahres mit dem theoretischen Auslandssemester

Duration: 20 weeks
The theoretical semester abroad and the advanced practical training semester abroad are supposed to be completed within one year (e.g. 5th and 6th semester).

Ausbildungsziel:

Hinführung in die Tätigkeiten eines Bachelor in einem internationalen Unternehmen durch selbstständige Mitarbeit an betriebsgestaltenden und prozessregelnden konkreten Aufgabenstellungen sowie Erwerb von Problemlösungskompetenz. Das Auslandspraktikum muss im nicht-deutschsprachigen Ausland abgeleistet werden.

Objective:

The students apply management methods independently at their own responsibility in an international environment, i.e. a non-German speaking company

Ausbildungsinhalt:

Die Studierenden sollen an Aufgaben mitarbeiten und Teilaufgaben selbständig und selbstverantwortlich ausführen, deren Schwierigkeitsgrad beim Ausbildungsstand und der späteren Aufgabenstellung als Bachelor in einem internationalen Unternehmen angemessen ist.

Content:

During the advanced internship the students work in a professional environment solving different business challenges independently and self-responsibly that comply with their future working tasks as a "Bachelor" within the international markets.

6. Description of Modules

Microeconomics						
Module Title	Microeconomics			Module No	1.2	
Lecturer(s) / responsible for module /in	IG_ME: Ruschinski, Monika					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Microeconomics (IG_ME)					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	The students should have a basic knowledge of mathematics. Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	Module can be accredited for B.A. Business Administration. It is basic for the module 2.10 Current issues in Economics.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • Understand the decision making by households and firms and the interaction among them in the marketplace • Know the reasons for marketfailures and how public policy can enhance economic efficiency in these cases • Apply the theoretical knowledge in microeconomics to current problems • Deliver presentations for discussing economic topics 					
Content	<ul style="list-style-type: none"> • Introduction: Economic systems and economic thinking • The market forces of demand and supply, elasticity and its applications • Efficiency of markets and welfare economics • The public sector: public goods, common resources and merit goods • Market failure and externalities • Costs of production, pricing and firm behaviour • Market structure: competitive market versus imperfect competition • Monopoly and price discrimination • Monopolistic competition • Oligopolies as a Prisoners' Dilemma 					

Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • MANKIW, Nicholas Gregory and Mark P. TAYLOR, 2017. <i>Economics</i>. F. edition. Andover: Cengage Learning. ISBN 978-1-4737-2533-1, 147372533X • MANKIW, N. Gregory and Mark P. TAYLOR, 2018. <i>Grundzüge der Volkswirtschaftslehre</i>. 7. edition. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-4142-1 • HERRMANN, Marco and Nicholas Gregory MANKIW, 2016. <i>Arbeitsbuch Grundzüge der Volkswirtschaftslehre</i>. 5. edition. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3600-7 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • DORMAN, Peter, 2014. <i>Microeconomics</i>. 1. edition. ISBN 978-3-662-52249-3 • PINDYCK, Robert S. and Daniel L. RUBINFELD, 2018. <i>Mikroökonomie</i>. 9. edition. Hallbergmoos: Pearson. ISBN 978-3-8689-4352-8

International Accounting						
Module Title	International Accounting			Module No	1.5	
Lecturer(s) / responsible for module /in	IG_IntBil: Habermann, Mandy; Zellner, Elisabeth					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International Accounting (IG_IntBil)					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture. An additional voluntary tutorial will be offered.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	This module contains basic knowledge for the course 2.7 "International Strategic Management und Controlling"					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • Know the principles of accounting • Know the tasks relating to German commercial law and according to tax law • Know the characteristics of (group) accounting in an international context and the main features according to International Financial Reporting Standards (IFRS) • Know the differences between the German and International accounting regulations (HGB vs. IFRS) and are able to identify its significant impacts • Know the various instruments and features of financial statements according to German GAAP and IFRS • Can balance and evaluate financial statements considering the national and IFRS standards 					
Content	<ul style="list-style-type: none"> • Principles of accounting and technique of bookkeeping • Accounting in an international context, especially accounting according to International Financial Reporting Standards (IFRS) • Main features of accounting and evaluation of financial statements according to German GAAP and IFRS • Other elements of financial statements according to German HGB and IFRS • Differences of accounting accord. to German HGB vs. IFRS 					
Hint						

<p>Literature</p>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BUCHHOLZ, Rainer, 2017. <i>Internationale Rechnungslegung: die wesentlichen Vorschriften nach IFRS und HGB - mit Aufgaben und Lösungen</i>. 13. edition. Berlin: Erich Schmidt . ISBN ISBN 978-3-503-17423-2 • FLEISCHER, Holger, 2018. <i>Handelsgesetzbuch: mit Einführungsgesetz, Publizitätsgesetz und Handelsregisterverordnung : Textausgabe</i> . 63. edition. München: dtv. ISBN 978-3-406-72202-8 ; 978-3-423-05002-9 ; 3-423-05002-0 • DÖRING, Ulrich and Rainer BUCHHOLZ, 2018. <i>Buchhaltung und Jahresabschluss</i>. 15. edition. Berlin: Erich Schmidt Verlag. ISBN 978-3-503-17743-1 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • PELLENS, Bernhard and others, 2017. <i>Internationale Rechnungslegung: IFRS 1 bis 16, IAS 1 bis 41, IFRIC-Interpretationen, Standardentwürfe : mit Beispielen, Aufgaben und Fallstudie</i>. 10. edition. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3662-5 • BUCHHOLZ, Rainer, 2016. <i>Grundzüge des Jahresabschlusses nach HGB und IFRS: mit Aufgaben und Lösungen</i> . 9. edition. München: Vahlen. ISBN 978-3-8006-5189-4 • BORNHOFEN, Manfred and Martin C. BORNHOFEN, 2018. <i>Buchführung 1</i>. 30. edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-21693-1 ; 3-658-21693-X
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International Cost Management						
Module Title	International Cost Management			Module No	1.6	
Lecturer(s) / responsible for module /in	IG_IntCM: Schmidt, Karin					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International Cost Management (IG_IntCM)					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The module can be accredited for the same course in B.A. International Retail Management. The contents of the module are basic for the modul 2.7 International Strategic Management and Controlling					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • distinguish between financial accounting and cost accounting • apply the appropriate vocabulary when talking about cost and pricing • know about differences in cost accounting of German and angloamerican systems • calculate the cost per product and know how to detect cost inefficiencies • explain different cost management techniques and know which one to apply in specific situations especially in international companies 					
Content	<ul style="list-style-type: none"> • Principles of cost accounting and cost management • Cost accounting: <ul style="list-style-type: none"> ○ cost accounting techniques in different countries ○ process costing ○ cost center accounting ○ calculating the cost per product and per period ○ pricing a product • Cost accounting systems and cost management techniques: <ul style="list-style-type: none"> ○ contribution margins ○ cost-volume-profit relationships ○ activity based costing ○ target costing ○ principles of planning and budgeting 					

Hint	
Literature	<p>Mandatory:</p> <ul style="list-style-type: none"> • Horngren, Datar, Rajan (2018), Cost accounting : a managerial emphasis, 15th ed., Pearson Verlag • Drury (2012), Management and cost accounting, 8th ed., South-Western <p>Optional:</p> <ul style="list-style-type: none"> • Carey et al. (2017), accounting: a smart approach, 3rd ed., Oxford Press • Schmidt (2017), Kostenrechnung, 8. Aufl., Kohlhammer Verlag • Coenenberg et al. (2016), Kostenrechnung und Kostenmanagement, 9. Aufl., Schäffer-Poeschel Verlag

Global Supply Chain Management						
Module Title	Global Supply Chain Management			Module No	1.7	
Lecturer(s) / responsible for module /in	IG_GSCM: Grinninger, Jürgen					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Global Supply Chain Management (IG_GSCM)					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The module can be part of B.A. International Retail Management. The contents are a basis for further courses esp. modules 2.13.1 and 2.13.2 "International Automotive Management I and II" as well as "International Retail Management I and II".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students know</p> <ul style="list-style-type: none"> and apply concepts, methods and contribution of logistics to the success of international organizations. about the very critical impact that Supply Chain Management could exert on the profitability of an organization. <p>The students</p> <ul style="list-style-type: none"> understand the challenges and opportunities of global supply chains understand that control of the critical factors is vital for maximizing the returns and staying ahead of competition through lower cost 					
Content	<ul style="list-style-type: none"> Fundamentals of supply chain and basic terms Role of purchase management and supply chain management in terms of finance and cost Origin and concepts of purchase management: profit centre concept, integrated concept, centralization vs. decentralization Purchase policies and procedures, purchase cycle / ordering systems, make or buy decisions Legal and economic aspects of purchase, delivery, transport logistic and transfer of risk in a supply chain Types of inventories, need for inventory control, factors influencing inventory, mechanics of inventory control and systems Requirement to understand the supply chain from the perspective of a purchase manager 					

	<ul style="list-style-type: none"> • Supply chain performance: achieving strategic fit and scope • Supply chain drivers and metrics • Designing distribution networks and applications to e-business • Network design of supply chain • Designing global supply chain networks • Coordination in a supply chain
Hint	A deepened study of the relevant literature and the corresponding case studies is required.
Literature	Mandatory: <ul style="list-style-type: none"> • Chopra, Meindl (2013), Supply Chain Management, 5th ed., Pearson • Monczka, Handfield, Guinipero (2010), Purchasing and Supply Chain Management, 4th ed., South-Western Cengage Learning

Chinese III						
Module Title	Chinese III			Module No	1.8.3	
Lecturer(s) / responsible for module /in	IG_EFL_III_Chinesisch: Huang, Rui					
Language of instruction	Chinese					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Chinese III (IG_EFL_III_Chinesisch)					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	1.8.2 Elective Foreign Language I and II - Chinesisch I, II					
Usability of the module for this or for other study programmes	This course can be part of Chinese language in B.A. International Retail Management. It is the basis for Chinese IV.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business and retail situations). They get familiar with cultural differences and intercultural aspects.					
Content	<ul style="list-style-type: none"> • Improvement of vocabulary and grammar and communication • Deeper examination of Chinese culture and society 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch (Lehrbuch) 2,1.</i> 1. edition. ISBN 978-3905816020 • LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch (Arbeitsbuch) 2,2.</i> 1. edition. ISBN 978-3905816037 <p><i>Recommended:</i></p> <p>None</p>					

French III						
Module Title	French III			Module No	1.8.3	
Lecturer(s) / responsible for module /in	IG_EFL_III_Französisch: Witschel, Laura Valérie					
Language of instruction	French					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	French III (IG_EFL_III_Französisch)					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	1.8.2. Elective Foreign Language I and II – French I, II					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<ul style="list-style-type: none"> • The students know the vocabulary and typical business communication situations. • They know the main features of global business. • In this course students will have completed level B1. 					
Content	<p>Students learn</p> <ul style="list-style-type: none"> • how to act, give presentations, organize life in a business environment using the French language, organizing meetings, making appointments, writing letters, reading figures, statistics and graphs, negotiating with partners, socializing. <p>They also learn more about:</p> <ul style="list-style-type: none"> • Types of business enterprises, business culture, how a company is founded, how it grows and how and why it disappears. • Different types of services, company organigram, work contracts, remuneration, professions, human resource management, conflicts in the work place etc... <p>Grammar:</p> <ul style="list-style-type: none"> • All simple tenses + conditional, passive voice, komplex sentences, gerund, infinitive constructions, verbs with different prepositions and their meaning. 					
Hint	<p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>					
Literature	Mandatory:					

	<ul style="list-style-type: none">• Vocabulaire progressif du Français des Affaires. Niveau Intermédiaire. Jean Luc Penfornis. Clé International. ISBN 978-3-12-529928-3. Immer die neueste Ausgabe!• Grammaire progressive du Français. Niveau intermédiaire. M.Grégoire, O.Thiévenaz. Clé International. ISBN 978-3-12-529854-5. Immer die neueste Ausgabe!• Handout unter Moodle, Französisch III, International Management
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Spanish III						
Module Title	Spanish III			Module No	1.8.3	
Lecturer(s) / responsible for module /in	IG_EFL_III_Spanisch: Antica, Fabiana; Gutierrez-Frei, Georgina					
Language of instruction	Spanish					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Spanish III (IG_EFL_III_Spanisch)					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	1.8.2 Elective Foreign Language I and II - Spanisch I, II.					
Usability of the module for this or for other study programmes	This module is a preparation for the following spanish-speaking modules of this study programme and can be part of B.A. International Retail Management.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students are able to</p> <ul style="list-style-type: none"> • understand and use sentences used in real life situations • They are able to handle basic business situations and have gained some insight into business communication • They have become familiar with cultural differences and intercultural aspects • Students deepen their everyday vocabulary and gain a better insight into the grammar. 					
Content	<p>Knowledge of Spanish grammatical structures:</p> <ul style="list-style-type: none"> • direct / indirect pronouns, orthography, Phonetic, Prepositions, etc. • different verb tenses, including: Pretérito imperfecto, pretérito indefinido, condicional simple, pretérito pluscuamperfecto, subjuntivo, affirmative / negation imperative, futuro simple. • They also practiced reporting experiences/events in the past tense, expressing opinion, talking about plans, accept them and reject them, making suggestions, expressing wishes, expressing doubt, etc. 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • POZO VICENTE, Cristina and Núria XICOTA TORT, . <i>Universo.ELE B1</i>. ISBN 978-3-19-254334-0 <p><i>Recommended:</i></p> <p>None</p>					

International HR, Organisation and Leadership						
Module Title	International HR, Organisation and Leadership			Module No	2.4	
Lecturer(s) / responsible for module /in	IG_IntHROL: Berning, Sue Claire; Kohler, Reinhold; Lieske, Claudia					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International HR, Organisation and Leadership (IG_IntHROL)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture as well as their seminar paper and presentation.					
Prerequisite according to Study and examination regulation	The students have to have at least 42 ECTS to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the equal course in B.A. Business Administration. The contents are basic for further courses of social competences 2.18.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	seminar paper and presentation					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> know about the extraordinary influence of HR in international companies have a decent overview of HR management and organisation as well as different practices to lead and motivate people <p>The students are able to</p> <ul style="list-style-type: none"> master challenges in HR related topics are able to make decisions for different organisational structures and see the impacts on leadership 					
Content	<ul style="list-style-type: none"> Basics in HR Management + Strategic HR Management Globalisation of HR Organisational principles Functions and tasks within HR management like staffing, development and performance management in the multinational context Theories of leadership International HR Management & Culture 					
Hint						
Literature	<i>Compulsory:</i>					

	<ul style="list-style-type: none"> • DOWLING, Peter J., Marion FESTING and Allen D. ENGLE, 2017. <i>International Human Resource Management</i>. 7. edition. Andover: Cengage Learning. ISBN 978-1473719026 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • BERTHEL, Jürgen and Fred G. BECKER, 2017. <i>Personal-Management</i>. 11. edition. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-3737-0 • DESSLER, Gary, 2017. <i>Human Resource Management</i>. 15. edition. Upper Saddle River: Pearson. ISBN 978-1-292-15210-3 ; 1-292-15210-9 • EISELE, Daniela and Thomas DOYÉ, 2010. <i>Praxisorientierte Personalwirtschaftslehre: Wertschöpfungskette Personal</i>. 7. edition. Stuttgart: Kohlhammer. ISBN 978-3-17-020095-1 • TORRINGTON, Derek and others, 2017. <i>Human Resource Management</i>. 10. edition. Harlow: Prentice Hall. ISBN 9781292129099
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International Strategic Management and Controlling						
Module Title	International Strategic Management and Controlling			Module No	2.7	
Lecturer(s) / responsible for module /in	IG_IntUSC: Schmidt, Karin					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International Strategic Management and Controlling (IG_IntUSC)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students have to have at least 42 ECTS to take classes of the second study section.					
Prerequisite of attendance	The students should have a basic knowledge of mathematics, international accounting and cost accounting. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.					
Usability of the module for this or for other study programmes	This module can also be attended by incoming students. It is recommended to be passed before attending Module 2.15.2 Revision of Business theory.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	6	47 h	0 h	103 h	150 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • classify the topic „Strategic Management“ • know the chances and risks of strategic controlling in the context of strategic management • define objectives and use the right instruments of strategic controlling in different stages of strategic management <p>The students</p> <ul style="list-style-type: none"> • will have an overview about the function of strategic management and controlling and the use of adequate controlling tools in an international setting • will be able to analyze a company using different sets of key performance indicators 					
Content	<p>Strategic management</p> <ul style="list-style-type: none"> • Principles, process and basic models in strategic management • Characteristics and peculiarities of strategic management in international companies • Analysis of macro and micro environment • Strategies on corporate, business unit and functional unit level <p>Controlling</p>					

	<ul style="list-style-type: none"> • link between controlling and strategy • differentiation between controlling on strategic and operational level • balanced scorecard as an instrument to link strategic and operational level • further means and instruments of controlling e.g. KPIs • peculiarities of controlling in international companies
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BAUM, Heinz-Georg, Adolf Gerhard COENENBERG and Thomas GÜNTHER, 2013. <i>Strategisches Controlling</i>. 5. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-2971-9, 3-7910-2971-1 • DAVID, Fred R., Forest R. DAVID and Peter SMITH, 2017. <i>Strategic management: concepts and cases : a competitive advantage approach</i>. S. edition. Boston: Pearson. ISBN 978-1-292-14850-2 • WEBER, Jürgen and Utz SCHÄFFER, 2008. <i>Introduction to controlling</i>. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7992-6800-4 • WITTMANN, Robert and Matthias REUTER, 2008. <i>Strategic planning: how to deliver maximum value through effective business strategy</i>. London [u.a.]: Kogan Page. ISBN 978-0-7494-5233-9 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • ALTER, Roland, 2013. <i>Strategisches Controlling: Unterstützung des strategischen Managements</i>. 2. edition. München: Oldenbourg. ISBN 978-3-486-71883-6, 3-486-71883-5 • KAPLAN, Robert S. and David P. NORTON, 2009. <i>The balanced scorecard: translating strategy into action</i>. Boston, Mass.: Harvard Business School Press. ISBN 978-0-87584-651-4 • HOFFJAN, Andreas, 2009. <i>Internationales Controlling</i>. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7992-6809-7

International Trade and Sales						
Module Title	International Trade and Sales			Module No	2.9	
Lecturer(s) / responsible for module /in	IG_IntHV: Berning, Sue Claire					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International Trade and Sales (IG_IntHV)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. It is recommended to have passed the module 2.1 International Marketing. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The module is recommended to be passed along with the modules of 2.13.3 International Retail Management I and II if the major is chosen.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>On completion of this unit, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an advanced understanding of the nature and relevance of international sales and retail. 2. Understand the trade language and all major sales parameters of this international retail and sales course. 3. Demonstrate significant understanding of the specific approaches to enter and defend an international market. Being able to explain market entry modes and their individual advantages and disadvantages. 4. Demonstrate a solid knowledge base of the main national and international contract conditions, calculations and prices, delivery date methods and have demonstrated the application of that knowledge in solving dedicated practical problems. 5. Demonstrate significant understanding of the most commonly used agreements with regard to the transportation of goods and passing of the risks affiliated to such transportation of goods subjected to cross-border sale 6. Construct and interpret viable and appropriate scope of supply and service for the international sale of goods and to discover the defects of imperfect contracts. 7. Use major theoretical Sales and Retail methods and approaches in day-to-day business cases. 					
Content	<ul style="list-style-type: none"> • Introduction to the international retail and sales by using the practical integrated sales management tool (selling cycle) 					

	<ul style="list-style-type: none"> • Corporate- & sales strategy and organization- & sales process • Market planning & market segment and customer planning & acquisition strategy • Initial business contact & customer inquiry and inquiry check & relative inquiry • Preparation of a quotation & quotation and preliminary clarification & agreement • Negotiation & purchase order and order management & implementation • After-Sales-Support & loyalty and sales controlling & assurance of success • Value Enhancement
Hint	Further optional literatures for reference will be announced during class.
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HOFBAUER, Günter and Claudia HELLWIG, 2016. <i>Professionelles Vertriebsmanagement: der prozessorientierte Ansatz aus Anbieter- und Beschaffersicht</i>. 4. edition. Erlangen: PUBLICIS. ISBN 978-3-89578-437-8, 978-3-89578-938-0 • HOMBURG, Christian, 2017. <i>Marketingmanagement: Strategie - Instrumente - Umsetzung - Unternehmensführung</i> [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-13656-7, 978-3-658-13655-0. Available via: https://doi.org/10.1007/978-3-658-13656-7. <p><i>Recommended:</i></p> <p>None</p>

Sustainability Management						
Module Title	Sustainability Management			Module No	2.11	
Lecturer(s) / responsible for module /in	IG_SM: Barfuß, Georg Stephan					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Sustainability Management (IG_SM)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	This module is recommended to be taken before or along with 2.13.2 Green Technologies I and II; it is also recommended to be passed before hearing 2.12 CSR and Compliance Management.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	seminar paper and presentation					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • know the framework for sustainability management: the sustainable development approach • know the most recent concepts of implementing sustainable development: the planetary boundaries and the Sustainable Development Goals (SDGs) • know the important issues regarding sustainability management in an international context and how to present solution concepts • know how to make use of them for international corporations • are able to estimate possible consequences on management decisions within questions of internationalization • are able to put all aspects of sustainability management into context, given specific practical examples <p>The course examines some of the key economic, commercial and practical considerations of the relationship between business management and sustainable development on a global scale, with the aim of developing a structured framework to enable students to engage critically with this process. Set against a context of rapid economic and environmental change, the module seeks to equip students with a sound understanding of the considerations that corporate strategists and managers need to make to integrate sustainable development in business models and practices.</p>					
Content	<ul style="list-style-type: none"> • What's a business for? 					

	<ul style="list-style-type: none"> • Sustainable development: concept and framework for sustainability management • Definition, evolution and content of sustainability management • financial, social and ecological perspective of sustainability • different scoping of sustainability in international context • sustainability and innovation • sustainability accounting and controlling • sustainability reporting • case studies from different industries
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BLOWFIELD, Michael and Alan MURRAY, 2014. <i>Corporate responsibility</i>. 3. edition. Oxford: Oxford Univ. Press. ISBN 978-0-19-967832-7 • FREEMAN, R. Edward, 2010. <i>Stakeholder theory: the state of the art</i>. 1. edition. Cambridge: Cambridge Univ. Press. ISBN 978-0-521-19081-7 ; 0-521-19081-9 ; 978-0-521-13793-5 ; 0-521-13793-4 <p><i>Recommended:</i></p> <p>None</p>

International Automotive Management I						
Module Title	International Automotive Management I			Module No	2.13.1.1	
Lecturer(s) / responsible for module /in	IG_IntAM-1: Becker, Thomas; Derer, Markus					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International Automotive Management I (IG_IntAM-1)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	This course is recommended to be taken before or along with 2.13.1.2 International Automotive Management II.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students will</p> <ul style="list-style-type: none"> gain an understanding regarding the automotive industry structure, current issues, industry trends as well as industry challenges and will have a broad overview on automotive core competencies understand effective leadership and management skills with respect to special issues surrounding the automotive industry learn to research, organize, evaluate, synthesize and analyze financial and economic information for business decision making purposes be introduced into project problem resolution processes by applying structured approaches for logic writing and thinking 					
Content	<p>This business management course with applied focus on the automotive industry covers the following contents:</p> <ul style="list-style-type: none"> Automotive markets and structure of domestic and global automotive industry Technical basics of automotive products and industry/ technology trends Process model and core processes in the automotive supply chain Product manufacturing, procurement and logistics in the automotive industry Product development and advanced engineering in the automotive industry Marketing and sales in the automotive industry Characteristics of financial management in the automotive industry 					

	<ul style="list-style-type: none"> • Future mobility concepts and trends
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • GOBETTO, Marco, 2014. <i>Operations Management in Automotive Industries: From Industrial Strategies to Production Resources Management, Through the Industrialization Process and Supply Chain to Pursue Value Creation</i> [online]. PDF e-Book. ISBN 978-94-007-7593-0. Available via: https://doi.org/10.1007/978-94-007-7593-0. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • MORGAN, James M. and Jeffrey K. LIKER, 2006. <i>Theœ Toyota product development system: integrating people, process, and technology</i>. New York, NY: Productivity Press. ISBN 1-56327-282-2, 978-1-563-27282-0 • SHINGÕ, Shigeo, 2008. <i>A study of the Toyota production system from an industrial engineering viewpoint</i>. Boca Raton, Fla. [u.a.]: CRC Press. ISBN 0-915299-17-8 • WOMACK, James P., Daniel T. JONES and Daniel ROOS, 2007. <i>The machine that changed the world: the story of lean production ; Toyota's secret weapon in the global car wars that is revolutionizing world industry</i>. 1. edition. New York, NY [u.a.]: Free Press. ISBN 978-0-7432-9979-4 • KAPLAN, Len and A. SMOLKIN, 2009. <i>Is Automotive Industry Dead or just stuck? Future Innovation for New Leaders in Car Transportation. Future Mapping Series Vol. II</i>. • MINTO, Barbara, 2002. <i>Theœ pyramid principle: logic in writing and thinking ; [present your thinking so clearly that the ideas jump off the page and into the reader's mind]</i>. Second edition, published 2002. edition. London: Prentice Hall. ISBN 0-273-65903-0

International Automotive Management II						
Module Title	International Automotive Management II			Module No	2.13.1.2	
Lecturer(s) / responsible for module /in	IG_IntAM-2: Becker, Thomas; Derer, Markus					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International Automotive Management II (IG_IntAM-2)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	This course is recommended to be taken along with 2.13.1.1 International Automotive Management I.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	seminar paper and presentation					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>By working through several industry examples and case studies students will:</p> <ul style="list-style-type: none"> • apply structured approaches for logic writing and thinking • be able to analyze and apply business administration principles based on current and future trends in the automotive industry • be able to utilize effective leadership and management skills with respect to special issues surrounding the automotive industry • research, organize, evaluate, synthesize and analyze financial and economic information for business decision making purposes • know how to analyze automotive core processes and prepare proposals for process improvement by applying structured problem resolution approaches • in groups of 2-4 provide a seminar paper on an elective topic and present results 					
Content	<p>This business management course with applied focus on the automotive industry deepens the following contents by working through industry case studies:</p> <ul style="list-style-type: none"> • Automotive markets and structure of domestic and global automotive industry • Technical basics of automotive products and industry/ technology trends • Process model and core processes in the automotive supply chain • Product manufacturing, procurement and logistics in the automotive industry • Product development and advanced engineering in the automotive industry 					

	<ul style="list-style-type: none"> • Marketing and sales in the automotive industry • Characteristics of financial management in the automotive industry • Future mobility concepts and trends
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • GOBETTO, Marco, 2014. <i>Operations Management in Automotive Industries: From Industrial Strategies to Production Resources Management, Through the Industrialization Process and Supply Chain to Pursue Value Creation</i> [online]. PDF e-Book. ISBN 978-94-007-7593-0. Available via: https://doi.org/10.1007/978-94-007-7593-0. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • MORGAN, James M. and Jeffrey K. LIKER, 2006. <i>The Toyota product development system: integrating people, process, and technology</i>. New York, NY: Productivity Press. ISBN 1-56327-282-2, 978-1-563-27282-0 • SHINGŌ, Shigeo, 2008. <i>A study of the Toyota production system from an industrial engineering viewpoint</i>. Boca Raton, Fla. [u.a.]: CRC Press. ISBN 0-915299-17-8 • WOMACK, James P., Daniel T. JONES and Daniel ROOS, 2007. <i>The machine that changed the world: the story of lean production ; Toyota's secret weapon in the global car wars that is revolutionizing world industry</i>. 1. edition. New York, NY [u.a.]: Free Press. ISBN 978-0-7432-9979-4 • KAPLAN, Len and A. SMOLKIN, 2009. <i>Is Automotive Industry Dead or just stuck? Future Innovation for New Leaders in Car Transportation. Future Mapping Series Vol. II</i>. • MINTO, Barbara, 2002. <i>The pyramid principle: logic in writing and thinking ; [present your thinking so clearly that the ideas jump off the page and into the reader's mind]</i>. 3. edition. London: Prentice Hall. ISBN 0-273-65903-0

Green Technologies I						
Module Title	Green Technologies I			Module No	2.13.2.1	
Lecturer(s) / responsible for module /in	IG_GT-1: Trinkl, Christoph					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Green Technologies I (IG_GT-1)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	This course is recommended to be taken before or along with 2.13.2.2 Green Technologies II.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students will be able to</p> <ul style="list-style-type: none"> • evaluate today's energy situation regarding heat, electricity and mobility as well as the potential of renewable energy for future energy supply, • evaluate fossil fuels and their impact on the climate, • understand European and German energy and climate protection politics and legislation, • understand technological options of heat and power generation from renewable energy sources through solar, biogas, solid biofuels, hydro power and wind power, • evaluate the significance of energy consumption and renewable energy applications for industry and understand strategic approaches to sustainable energy use from a technological, environmental and economic point of view. 					
Content	<ul style="list-style-type: none"> • Global and national energy demand and supply, fossil fuels and nuclear energy, energy consumption and climate change • Overview on energy industry and energy politics/ legislation • Renewable energy use on a national and a global scale • Renewable energy technologies: Solar-thermal energy and photovoltaics, bioenergy, wind power, water power • Energy management in industry • Energy-related aspects of mobility (today and in future) 					
Hint						

Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• QUASCHNING, Volker, 2010. <i>Renewable energy and climate change</i>. 1. edition. Chichester: Wiley [u.a.]. ISBN 978-0-470-74707-0, 0-470-74707-2 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• KREITH, Frank, 2014. <i>Principles of sustainable energy systems</i>. 2. edition. Boca Raton, Fla. [u.a.]: CRC Press. ISBN 978-1-4665-5696-6
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Green Technologies II						
Module Title	Green Technologies II			Module No	2.13.2.2	
Lecturer(s) / responsible for module /in	IG_GT-2: Baumgärtner, Ulrike					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Green Technologies II (IG_GT-2)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	This course is recommended to be taken along with 2.13.2.1 Green Technologies I.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	seminar paper and presentation					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students comprehend green technologies as key technologies as well as cross over technologies which play major roles in different sectors and act as growth enablers nationally as well as internationally.					
Content	<ul style="list-style-type: none"> • Environment and climate protection • Recycling-based economy and resource management • Key technologies, e.g. biotechnology, nanotechnology, environmental protection law, principles of environmental economics, environmental value 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • FÖRSTNER, Ulrich, 2012. <i>Umweltschutztechnik</i> [online]. Berlin [u.a.]: Springer PDF e-Book. ISBN 978-3-642-22972-5, 978-3-642-22973-2. Available via: https://doi.org/10.1007/978-3-642-22973-2. • Without author. <i>GreenTech made in Germany 4.0: Umwelttechnologie-Atlas für Deutschland</i>. [online]. , Juli 2014 [Accessed on: 30.01.2015]. Available via: http://www.bmub.bund.de/fileadmin/Daten_BMU/Pool/Broschueren/greentech_atlas_4_0_bf.pdf <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • BILITEWSKI, Bernd and Georg HÄRDLE, 2013. <i>Abfallwirtschaft: Handbuch für Praxis und Lehre</i>. 4. edition. Berlin [u.a.]: Springer. ISBN 978-3-540-79531-5, 978-3-540-79530-8 					

International Retail Management I						
Module Title	International Retail Management I			Module No	2.13.3.1	
Lecturer(s) / responsible for module /in	IG_IntRM-1: Fend, Lars					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 Semester only summer term					
Parts of the module	International Retail Management I (IG_IntRM-1)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	The module is recommended to be passed along with the module 2.9 International trade and sales. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course will be offered from the study programmes Internationales Handelsmanagement and International Retail Management. Detailed course descriptions can be viewed in the module guide of the respective study programme.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students have deepened their knowledge in the field of international retail management in the context of strategic planning, marketing, controlling or real estate management. They know the corresponding tools in the specific field and are able to apply the in practice.					
Content	Choice of one of the following courses: <ul style="list-style-type: none"> • Strategisches Handelsmanagement /Strategic Retail Management • Multi-Channel Management and Pricing • Handelslogistik / Retail Logistics • Handelscontrolling / Retail Controlling • Standort-, Immobilien- und Facility Management / Real Estate and Facility Management • Einkaufs- und Beschaffungsmanagement / Purchase and Supply Chain Management 					
Hint	<p>PLEASE NOTE</p> <p>Duration / Frequency: This module is a one-semester, weekly lecture. It is offered in the summer semester (exceptions may occur due to the shift in Bachelor's degree programme of B.A. International Retail Management, please see the respective module guide for further information).</p> <p>Description: The following courses in IRM will be offered from the bachelor's degree programmes Internationales Handelsmanagement and International Retail</p>					

	Management. Detailed course descriptions can be viewed in the module guide of the respective bachelor's degree programme.
Literature	See module guide of the B.A. IRM or IHM for the respective course.

International Retail Management II						
Module Title	International Retail Management II			Module No	2.13.3.2	
Lecturer(s) / responsible for module /in	IG_IntRM-2: Hackl, Oliver; Rock, Stefan; Schleicher, Anna; Schmelter, Boris					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International Retail Management II (IG_IntRM-2)					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	The module is recommended to be passed after or along with the module 2.9 International trade and sales. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course will be offered from the study programmes Internationales Handelsmanagement and International Retail Management.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	seminar paper and presentation					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students have deepened their knowledge in the field of international retail management in the context of brand strategy, retail logistics or e-commerce. They know the corresponding tools in the specific field and are able to apply the in practice.					
Content	Choice of one of the following courses: <ul style="list-style-type: none"> • Marken und Kommunikationsmanagement / Brand Management • Sortiments- und Servicemanagement / Range and Service Management • E-Commerce und und Neue Medien / E-commerce and New Media 					
Hint	PLEASE NOTE Literature: See module guide of the B.A. IHM for the respective course. Duration/Frequency: This module is a one-semester, weekly lecture. It is offered in the summer semester (exceptions may occur due to the shift in study programme of B.A. International Retail Management, please see the respective module guide for further information). Description: The following courses in IRM will be offered from the Bachelor's degree programme Internationales Handelsmanagement and International Retail Management. Detailed course descriptions can be viewed in the module guide of the respective Bachelor's degree programme.					
Literature						

Revision of Business Theory						
Module Title	Revision of Business Theory			Module No	2.16	
Lecturer(s) / responsible for module /in	IG_IntVS: Jünger, Michael; Wagner, Harry					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Revision of Business Theory (IG_IntVS)					
Learning methods	Seminar. The teaching method is a lecture with high self-study component where students have to prepare specific topics of international importance as well as case studies on their own.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Compulsory Modules are recommended: 1.1. Principles of Business Administration, 1.3 Quantitative Methods 2.3 International Taxation, 1.5 International Accounting and 2.2 International Finance 2.1 International Marketing, 1.7 Supply Chain Management and 2.4 International HR and 2.7 International Strategic Management and Controlling					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	mdIP - oral exam 15-30 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> know the principles and instruments of business administration in an international context and decision-making processes have a basic understanding of entrepreneurial thinking are able to use and classify the instruments within a holistic approach are able to discuss and evaluate their knowledge in case studies 					
Content	<p>The course is a cap stone seminar of the entire study program. Therefore, the key content is to review the key learning elements of the complete study program, such as:</p> <ul style="list-style-type: none"> International management Goal setting and strategic management Decision making Functions across as well as along the value chain such as logistics, marketing, controlling, HR and leadership etc. Introductory course at semester start is mandatory (if you have not attended in the previous semester) and will include a guide on how to prepare for the exam; the oral examination will take place shortly before the exam period (January or July). 					
Hint	attendance required					

<p>Literature</p>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • THOMMEN, Jean-Paul, ACHLEITNER, Ann-Kristin, GILBERT, Dirk Ulrich, 2012. <i>Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. Available via: http://dx.doi.org/10.1007/978-3-8349-3844-2. • VAHS, Dietmar and Jan SCHÄFER-KUNZ, 2015. <i>Einführung in die Betriebswirtschaftslehre</i>. 7. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7992-6997-1, 978-3-7910-3456-0 • JUNG, Hans, 2010. <i>Allgemeine Betriebswirtschaftslehre</i>. 12. edition. München: Oldenbourg. ISBN 978-3-486-59211-5, 3-486-59211-4 • HILL, Charles W. L., 2014. <i>International business: competing in the global marketplace</i>. 10. edition. New York, NY: McGraw Hill. ISBN 978-0-07-716358-7 ; 0-07-716358-3 ; 978-0-07-716359-4 ; 978-0-07-716378-5 ; 978-0-07-716379-2 ; 978-0-07-715895-8 ; 0-07-715895-4 • DANIELS, John Day, Lee H. RADEBAUGH and Daniel P. SULLIVAN, 2015. <i>International business: environments and operations</i>. 15. edition. ISBN 978-1-292-01679-5 <p><i>Recommended:</i></p> <p>None</p>
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Wahlpflichtmodule: Fachkompetenzen/Electives: Business competences

The FW courses (frei wählbare Kurse) are common with B.A. Business Administration. Only subjects listed in the module guide can be chosen. The modul guide is updated each term. Alternatively students can choose subjects from host universities during their term abroad based on the learning agreement. Students can not demand that always all FW courses are offered each term. Moreover, FW courses can be cancelled due to the lack of a sufficient number of participants.

Im SS19 werden folgende FW-Fächer (SPO Anlage Lfd. Nr. 2.17) angeboten. Die Modulbeschreibungen können Sie im Modulhandbuch Betriebswirtschaft (hinterlegt in Moodle) einsehen.

The following FW-courses (Attachment to the study and examination regulation No. 2.17) are offered during SS19. Descriptions are offered in the module guide of the B.A. Business Administration (on Moodle).

1	Employee Taxation
2	Business in Latin America
3	Digital Services
4	EU Monetary Policy
5	Business Start-up and Coaching for Formation of a Company
6	Financial mathematics with modelling
7	Basic Principles of Business Psychology
8	Real Estate Management
9	Production Organisation
10	Project Schanzer Racing Electric
11	Technology Management
12	International Financial Management Course with Business decisions modelling
13	Mathematics I / Business mathematics
14	Statistical analysis with Monte Carlo simulations
15	Sustainability in China
16	Digitalization – Exponential Change in Business

Or you can choose a course offered by the Virtuelle Hochschule Bayern. Please contact your Studiengangleiter in advance.

Wahlpflichtmodule: Sozialkompetenzen/Electives: Social competences

The SW courses are common with B.A. Business Administration. Only courses listed in the module guide can be chosen. The modul guide is updated each term. Alternatively students can choose courses from host universities during their term abroad based on the learning agreement. Students can not demand that always all SW courses are offered each term. Moreover, SW courses can be cancelled due to the lack of a sufficient number of participants.

Im SS19 werden folgende SW-Fächer (SPO Anlage Lfd. Nr. 2.18) angeboten. Die Modulbeschreibungen können Sie im Modulhandbuch Betriebswirtschaft (hinterlegt in Moodle) einsehen. Das SW Modul „Projekt zur Sozialkompetenz“ entspricht dort dem Pflichtkurs „Projekt Soziales Engagement“.

Hinweis: Sie dürfen keine grundlegenden Kurse in Sprachen wählen, die Sie bereits als Elective Foreign Language I - IV belegt haben (z.B. Elective Language = Chinesisch, dann darf nicht Kurs Chinesische Sprache 1/2 gewählt werden).

The following SW-courses (Attachment to the study and examination regulation No. 2.18) are offered during the SS19. Descriptions are offered in the module guide of the B.A. Business Administration (on Moodle). The SW module „Projekt zur Sozialkompetenz“ equals the mandatory course „Projekt Soziales Engagement“ in the BWL guide.

Please note: It is not allowed to choose the foreign language as an SW module that one has chosen as Elective Foreign Language (e.g. Elective Foreign language = Chinese -> Chinesische Sprache 1 or 2 is not allowed).

1	Successful Negotiations in a Global World
2	Human Skills and Consciousness
3	Communication in crisis and change
4	Social competence in communication and negotiation
5	Spanish Business 1
6	Biography, Orientation, Sense
7	Chinesische Sprache 1
8	Chinesische Sprache 2
9	Successful selfmanagement in open competition
10	Intercultural Business Communication
11	Presentation Skills and Academic Writing C1
12	DELE Vorbereitungskurs
13	TOEFL Course
14	Talent Center – Tools of Personnel Selection and Development
15	HSK III Vorbereitungskurs
16	Projekt zur Sozialkompetenz

Or you can choose a course offered by the Virtuelle Hochschule Bayern. Please contact your Studiengangleiter in advance.

Bachelor Thesis						
Module Title	Bachelor Thesis			Module No	2.20	
Lecturer(s) / responsible for module /in	IG_BA: NN					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Bachelor Thesis (IG_BA)					
Learning methods	Undefined. Scientific work which has to be done by the students either together with a company or on a theoretical basis. The lecturer will guide the student on its way by offering advice and feedback. The structuring and writing is to be done by the student on its own to show his qualification of self structuring, time management, thorough working, problem detection and solution as well as communication skills.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section. Successful attendance of 2.19 "Seminar Bachelor Thesis". The advanced practical study semester (internship abroad) has to be successfully completed plus 20 ECTS from the third and fourth semester.					
Prerequisite of attendance	It is recommended to prepare the bachelor thesis at the end of the study programme.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	0	12	0 h	0 h	300 h	300 h
Method of assessment / Requirements for credit points	Bachelor-Thesis					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Working on the bachelor thesis, the student <ul style="list-style-type: none"> demonstrates the ability to work in a truly scientific mode e.g. structuring the problem, finding solutions via different channels such as literature, etc. applies his knowledge and experiences successfully to real world problems in a global context writes a thesis within a given time frame 					
Content	The thesis should preferably relate to practical problems of international companies. The preparation of the thesis is supervised and evaluated by a professor of your choice. The thesis can be written in German or in English language after consultation of the supervising professor. The thesis should reflect a workload of approximately 300 hours. The time period of exclusively working on the Bachelor Thesis should not be more than two months in total. The maximum time period is five months. The usual scope of a bachelor's thesis is approximately 60,000 characters including spaces (one-sided, $\pm 10\%$). This is the equivalent of approximately 60 pages of pure text (without contents, figures, bibliography, etc., including tables and figures). Details regarding the Bachelor Thesis are available in Moodle: <ul style="list-style-type: none"> Allgemeine Informationen der Business School 					

	https://moodle.thi.de/moodle/course/view.php?id=939 <ul style="list-style-type: none"> • Service Center Studienangelegenheiten https://moodle.thi.de/moodle/course/view.php?id=1315
Hint	<p>PLEASE NOTE</p> <p>Workload: The time frame of 5 months for writing the bachelor thesis is applicable for a thesis which is done simultaneously with the designated workload of the study program in the respective semester.</p> <p>Literature Mandatory: Own research</p> <p>Literature Optional: Own research</p>
Literature	