

BACHELOR OF ARTS
INTERNATIONAL MANAGEMENT

Module Guide

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THI BUSINESS SCHOOL

STAND 18.03.2015

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

Lfd. Nr.	Module	SWS	Art der Lehrveranstaltung	Prüfungen	Bestehensrelevante 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 (Betriebswirtschaftliche Lern- und Arbeitstechniken) <i>Introduction to Business Administration</i>	2	SU/Ü		LN ¹⁾²⁾		
1.1.2	Betriebswirtschaftliche und internationale Grundlagen <i>International Management Basics</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>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 II³⁾</i>	4	SU/Ü	LN ²⁾		2	4
1.8.3	Elective Foreign Language III ³⁾ <i>Elective Foreign Language III³⁾</i>	4	SU/Ü	LN ²⁾		2	4
Summe/Total		45				23	50

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

Lfd. Nr.	Module	SWS	Art der Lehrveranstaltung	Prüfungen Art und Dauer in Minuten	Bestehensrelevante endnotenbildende studienbegleitende Leistungsnachweise (Gewichtung für die Bildung der Fachnote 1,0, soweit nichts anderes angegeben)	Gewichtung für die Prüfungsgesamtnote (in%)	Leistungspunkte (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 Accounting</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 IV ³⁾ Elective Foreign Language IV ³⁾	4	SU/Ü	LN ²⁾		3	5
2.7	Internationale Unternehmensstrategie und Controlling <i>International Strategy 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 Retail and Sales</i>	4	SU/Ü	schrP 90		4	6
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

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2.13	Schwerpunkt International Industries ⁴⁾ <i>Focus International Industries⁴⁾</i>						10
2.13.1	International Automotive Management <i>International Automotive Management</i>						
2.13.1.1.	International Automotive Management I <i>International Automotive Management I</i>	4	SU/Ü	schrP 90		4	5
2.13.1.2	International Automotive Management II <i>International Automotive 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 und Seminar <i>International Business Simulation Game and Seminar</i>					6	9
2.15.1	Internationales Unternehmensplanspiel <i>International Business Simulation Game</i>	3	Ü		LN ¹⁾²⁾	2	4
2.15.2	Internationales Vertiefungsseminar <i>Revision of Business Theory</i>	4	S	Koll.		4	5
2.16	Wahlpflichtmodul Fachkompetenzen I+II+III+IV ⁵⁾ <i>Electives: Business competences I+II+III+IV⁵⁾</i>	4x2	SU/Ü		4 LN ²⁾	6	12
2.17	Wahlpflichtmodul Sozialkompetenzen I+II ⁶⁾ <i>Electives: Social Competences I+II⁶⁾</i>	2x2	SU/Ü		2 LN ²⁾	3	6
2.18	Bachelorarbeit <i>Bachelor Thesis</i>						
2.18.1	Seminar zur Bachelorarbeit <i>Seminar Bachelor Thesis</i>	2	S		LN ¹⁾²⁾		2
2.18.2	Bachelorarbeit <i>Bachelor Thesis</i>	-	BA		LN der lfd. Nr. 2.18.1	15	12
Summe/ Total		81				77	120

Abkürzungen / Abbreviations:

SWS	Semesterwochenstunden / Hours per week
LN	Leistungsnachweis / Exam
BA	Bachelorarbeit / Bachelor Thesis
Koll	Kolloquium / Colloquium
mdlP	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) 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).

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

Students have to select one of the languages offered.

- 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.

3. Ausbildungsplan Übersicht/ *Schedule overview*

Fundamentals

GREEN = *Module in German language only*

1. 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
1.1.1	Einführungswoche (Betriebswirtschaftliche Lern- und Arbeitstechniken) <i>Introduction to Business Administration</i>	2	SU/Ü		2	WS
1.1.2	Betriebswirtschaftliche und internationale Grundlagen <i>International Management Basics</i>	5	SU/Ü	LN der No 1.1.1	5	WS
1.2	Microeconomics <i>Microeconomics</i>	4	SU/Ü		5	WS
1.3	Quantitative Methoden <i>Quantitative Methods</i>	6	SU/Ü		6	WS
1.8.1	Elective Foreign Language I <i>Elective Foreign Language I</i>	4	SU/Ü		4	WS
1.8.2	Elective Foreign Language II <i>Elective Foreign Language II</i>	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	Zulassungs-voraussetzung	Punkte in ECTS	Angebot im
No.	Module	H/WEEK	Type of course	Prerequisite	Credits [ECTS]	Offered
1.4	IT-Management <i>IT-Management</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>Internship²⁾</i>	8 Wochen/ weeks	Pr		10	

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
 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 vorgesehenen 30 ECTS +/- 10% umfasst. Die Pflichtveranstaltungen werden in der Regel jährlich entweder im WS oder SS entsprechend dem folgenden Plan angeboten.

According § 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	HWEEK	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 Strategy and Controlling</i>	4	SU/Ü		6	SS
2.9	Internationaler Handel und Vertrieb <i>International Retail and Sales</i>	4	SU/Ü		6	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			32	

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
2.16	Wahlpflichtmodul: Fachkompetenzen I* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Business competences I (see table at the end of the module guide)</i>	2	SU/Ü		3	WS/SS
2.16	Wahlpflichtmodul: Fachkompetenzen II* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Business competences II (see table at the end of the module guide)</i>	2	SU/Ü		3	WS/SS
2.16	Wahlpflichtmodul: Fachkompetenzen III* (siehe Tabelle am Ende des Modulhandbuchs) <i>Electives: Business competences III (see table at the end of the module guide)</i>	2	SU/Ü		3	WS/SS
2.16	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
2.17	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
2.17	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 chose subjects from host universities during their term abroad based on the learning agreement. Students can not demand that always all FW subjects are offered each term. Moreover, FW 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 statt (siehe Ausbildungsplan für die praktischen Studienzeiten).

The advanced practical training semester abroad (internship) should be completed during 6th semester within a company.

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	Zulassungsvoraussetzung	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
2.15.1	Internationales Unternehmensplanspiel <i>International Business Simulation Game</i>	3	Ü		4	WS
2.15.2	Internationales Vertiefungsseminar <i>Revision of Business Theory</i>	4	S		5	WS
2.18.1	Seminar zur Bachelorarbeit <i>Seminar Bachelor thesis</i>	2	S		2	WS
2.18.2	Bachelorarbeit <i>Bachelor thesis</i>	-	BA	LN der No. 2.18.2	12	WS/SS
	TOTAL	13			28	

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

GREEN = **Module in German language only**

4. Ausbildungsplan für die praktischen Studienzeiten 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 Grundlagenstudium): Praktische Ausbildung 10 ECTS Basic internship

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

Duration: 8 Weeks (or 2x4 weeks)
The basic internship should be completed during the semester break within the basic programme. However, it has to be completed by the beginning of 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 Vertiefungsstudium): 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 selbständige Mitarbeit an betriebsgestaltenden und prozessregelnden konkreten Aufgabenstellungen sowie Erwerb von Problemlösungskompetenz.

Objective:

The students apply management methods independently at their own responsibility.

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.

5. Modulbeschreibungen *Module Descriptions*

1.4 IT-Management/*IT-Management*

Module-No. and Title	1.4 IT-Management / <i>IT-Management</i>							
Lecturer	Herr Michael Schneider, Herr Tobias Ochsenkühn							
Language	German							
Kind of the Module	Compulsory module							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
Parts of the Module	1.4 IT-Management / <i>IT-Management</i>							
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 for Attendance	Knowledge beyond the university entrance qualification is not required.							
Usability of the module for this or for other study programmes	none							
Workload	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
Method of assessment / Requirements for Credit Points	Written exam 90 min.							
Weighting for the composition of the final grade	2%							
Objective	<p>Students understand</p> <ul style="list-style-type: none"> - the importance of IT for running a company, they can explain and evaluate the benefits and side effects of different IT infrastructure components in international companies - basics concepts of IT - reasons for and consequences of the rapid technological developments in IT, as well as the implications of this development for international companies - the focus of different kinds of information systems (EPR, CRM, SCM, BI...) - strategic and operative tasks of IT Management - basic methodologies used in IT Management - outsourcing decisions and internationalization strategies in IT Management - the difference between traditional and Internet markets and how to analyze them with economic methods - utilization of office automation software - utilization of ERP systems 							
Content	<ul style="list-style-type: none"> - IT utilization in companies - Basics of information technology (IT) - IT infrastructure components - Information systems - Office automization - Basic concepts of IT Management - Strategic and operative tasks in IT Management - Outsourcing and internationalization strategies - Special economics of the internet 							

Literature	Mandatory	Laudon, Laudon (2011), Management Information Systems – Managing the Digital Firm, 12. Aufl., London et al.
	Optional	<ul style="list-style-type: none"> - Hansen, Neumann (2009), Wirtschaftsinformatik 1 – Grundlagen und Anwendungen, 10. Aufl., Stuttgart - Hofmann, Schmidt (2010), Masterkurs IT-Management – Grundlagen, Umsetzung und erfolgreiche Praxis für Studenten und Praktiker, 2l. Aufl., Wiesbaden

1.5 Internationale Bilanzierung/*International Accounting*

Module-No. and Title		1.5 Internationale Bilanzierung / <i>International Accounting</i>						
Lecturer		Prof. Dr. Axel Bader, Frau Dipl.-Betriebsw. Grit Plabst						
Language		German						
Kind of the Module		Compulsory module						
Duration / Frequency		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
Parts of the Module		1.5 Internationale Bilanzierung / <i>International Accounting</i>						
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 for Attendance		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 contains basic knowledge for the course 2.7 "International Strategy und Controlling"						
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		Ü	4	5	46h		79h	125h
Method of assessment / Requirements for Credit Points		Written exam 90 min. Allowed: IFRS Texte without comments, "Wirtschaftsgesetze" without comments, Calculator						
Weighting for the composition of the final grade		2%						
Objective		The students <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 						
Literature	Mandatory	<ul style="list-style-type: none"> - Wiley-VCH (ed.): International Financial Reporting Standards IFRS 2014, English & German edition of the official standards approved by the EU, 8th edition 2014 (or later). - Handelsgesetzbuch: HGB mit Wechselgesetz, Scheckgesetz und Publizitätsgesetz, 56th edition 2014 (or later). - Buchholz, R.: Internationale Rechnungslegung, Die wesentlichen Vorschriften nach IFRS und HGB – mit Aufgaben und Lösungen, 11th edition 2014. 						

	Optional	<ul style="list-style-type: none"> - Buchholz, R: Grundzüge des Jahresabschlusses nach HGB und IFRS, 8th edition 2013. - Pellens, B./ Füllbier, R.U./ Gassen, J./Sellhorn, T.: Internationale Rechnungslegung, 9th edition 2014. - Coenenberg, A.G./ Haller, A. /Schultze, W.: Jahresabschluss und Jahresabschlussanalyse, 23rd edition 2014.
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1.6 International Cost Management/*International Cost Management*

Module-No. and Title		1.6 International Cost Management / <i>International Cost Management</i>						
Lecturer		Prof. Dr. Karin Schmidt						
Language		English						
Kind of the Module		Compulsory module						
Duration / Frequency		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
Parts of the Module		1.6 International Cost Management / <i>International Cost Management</i>						
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 for Attendance		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		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 Strategy and Controlling						
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
Method of assessment / Requirements for Credit Points		Written exam 90 min. Allowed: Calculator (non-programmable)						
Weighting for the composition of the final grade		2%						
Objective		<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 						
Literature		Mandatory						
		<ul style="list-style-type: none"> - Horngren, Datar, Rajan (2014), Cost accounting : a managerial emphasis, 15th ed., Pearson Verlag - Drury (2012), Management and cost accounting, 8th ed., South-Western 						
Literature		Optional						
		<ul style="list-style-type: none"> - Carey et al. (2014), accounting: a smart approach, Oxford Press - Schmidt (2014), Kostenrechnung, 7. Aufl., Kohlhammer Verlag - Coenenberg et al. (2012), Kostenrechnung und Kostenmanagement, 12. Aufl., Schäffer-Poeschel Verlag 						

1.7 Global Supply Chain Management/ *Global Supply Chain Management*

Module-No. and Title	1.7 Global Supply Chain Management / <i>Global Supply Chain Management</i>							
Lecturer	Prof. Dr. Natarajan Chandrasekhar							
Language	English							
Kind of the Module	Compulsory module							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
Parts of the Module	1.7 Global Supply Chain Management / <i>Global Supply Chain Management</i>							
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 for Attendance	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	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	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
Method of assessment / Requirements for Credit Points	Written exam 90 min.							
Weighting for the composition of the final grade	2%							
Objective	<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 aspects of purchasing - 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 - 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 - Transportation in a supply chain 							

		- Coordination in a supply chain
Literature	Mandatory	Chopra, Meindl (2013), Supply Chain Management, 5 th ed., Pearson (Certain Chapters)
	Mandatory	Monczka, Handfield, Guinipero (2010), Purchasing and Supply Chain Management, 4 th ed., South-Western Cengage Learning (Certain Chapters) along with handouts on ABC Analysis and EOQ

1.8 Wirtschaftssprachen/Languages

1.8.3 Elective Foreign Language III

1.8.3a Spanisch III/Spanish III

Module-No. and Title	1.8.3. Elective Foreign Language III – Spanisch / <i>Elective Foreign Language III - Spanish</i>							
Lecturer	Frau Fabiana Antica							
Language	Spanish							
Kind of the Module	Compulsory module for the selected language							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester. Maximum of 25 students per class.							
Parts of the Module	1.8.3. Elective Foreign Language III – Spanisch / <i>Elective Foreign Language III - Spanish</i>							
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 for Attendance	1.8.2. Elective Foreign Language II – Spanish							
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	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	4	46h		54h	100h	
Method of assessment / Requirements for Credit Points	LN - Written exam 90 min.							
Weighting for the composition of the final grade	2%							
Objective	<ul style="list-style-type: none"> - Students are able to understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations) - They have become familiar with cultural differences and intercultural aspects - Students deepen their everyday vocabulary and gain a better insight into the grammar. - In this course students will have completed the level A2 							
Content	<ul style="list-style-type: none"> - Students are able to use relative pronouns, indefinite pronouns, verbal paraphrases by infinitive clauses, Verbs ser/estar/haber (hay), direct / indirect pronouns, possessive pronouns, conjunctions, etc. - They have looked at different verb tenses, including: Pretérito imperfecto, pretérito indefinido, condicional simple, pretérito pluscuamperfecto, subjuntivo, affirmative / negation imperative, futuro simple. - They also practiced job interviews, reporting experiences/events in the past tense, talking about medical conditions, symptoms, and pain, talking about feelings/mood communication in the job, making suggestions, giving advice, complimenting/congratulating on sth., expressing wishes, etc. 							
Literature	Mandatory	Nuevo Avance A2 Kursbuch: ISBN: 978-3-19-064504-6, Hueber Verlag Arbeitsbuch: ISBN: 978-3-19-074504-3, Hueber Verlag						

	Optional	Following literature for further reference will be announced during class
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1.8.3b Französisch III/French III

Module-No. and Title		1.8.3. Elective Foreign Language III – Französisch / <i>Elective Foreign Language III - French</i>						
Lecturer		Anne-Marie Schnackertz						
Language		French						
Kind of the Module		Compulsory module for the selected language						
Duration / Frequency		This module is a one-semester, weekly lecture. It is offered in the summer semester. Maximum of 25 students per class.						
Parts of the Module		1.8.3. Elective Foreign Language III – Französisch / <i>Elective Foreign Language III - French</i>						
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 for Attendance		1.8.2. Elective Foreign Language II – French						
Usability of the module for this or for other study programmes								
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	4	46h		54h	100h
Method of assessment / Requirements for Credit Points		LN - Written exam 90 min.						
Weighting for the composition of the final grade		2%						
Objective		<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. 						
Literature	Mandatory	<ul style="list-style-type: none"> - Vocabulaire progressif du Français des Affaires. Niveau Intermédiaire. Jean Luc Penfornis. Clé International. ISBN 978/3/12/51 92 21/8 - Grammaire progressive du Français. Niveau intermédiaire. M.Grégoire, O.Thiévenaz. Clé International. ISBN 978-3-12-529861-7 - Handout unter Moodle, Französisch III, International Management 						
	Optional	Following literature for further reference will be announced during class						

1.8.3c Chinesisch III/Chinese III

Module-No. and Title		1.8.3. Elective Foreign Language III – Chinesisch / <i>Elective Foreign Language III - Chinese</i>						
Lecturer		Jing Chen						
Language		Chinese						
Kind of the Module		Compulsory module for the selected language						
Duration / Frequency		This module is a one-semester, weekly lecture. It is offered in the summer semester. Maximum of 25 students per class.						
Parts of the Module		1.8.3. Elective Foreign Language III – Chinesisch / <i>Elective Foreign Language III - Chinese</i>						
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 for Attendance		1.8.2. Elective Foreign Language II – Chinese						
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		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	4	46h		54h	100h
Method of assessment / Requirements for Credit Points		LN - Written exam 90 min.						
Weighting for the composition of the final grade		2%						
Objective		The students are able to <ul style="list-style-type: none"> - understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations) - intensify their communication skills, e.g. travelling reports, talking with people at the bank/ post office, comparisons, New Year's wishes, etc. - gain a better insight into the chinese culture - They have become familiar with cultural differences and intercultural aspects 						
Content		<ul style="list-style-type: none"> - Communication in daily business situations - Communication in general situations e.g. travelling reports, talking with people at the bank/ post office, comparisons, New Year's wishes, etc. - More insight into the chinese culture 						
Literature	Mandatory	Das neue praktische Chinesisch Band 2 , Chinabooks E. Wolf; 1. Aufl. (2008) ISBN 978-3905816020						
	Optional	Following literature for further reference will be announced during class						

1.9 Grundpraktikum/*Basic internship*

Module-No. and Title		1.9 Grundpraktikum/ <i>Basic internship</i>						
Lecturer		n/a						
Language		German						
Kind of the Module		Compulsory module						
Duration / Frequency		The module takes 8 weeks. The basic internship has to be completed during the semester break within the basic programme. There are two possibilities to complete the internship: 1x8 weeks or 2x4 weeks until the beginning of the 4 th semester.						
Parts of the Module		No lectures within this module						
Learning Methods		The learning method is a practical work and self studies						
Prerequisite for Attendance		Knowledge beyond the university entrance qualification is not required. It is recommended to complete the module 1.1. "Principles of International Management" before starting the internship.						
Usability of the module for this or for other study programmes		This module is a preparation for the practical study semester.						
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		Pr	-	10	8 weeks	-	-	-
Method of assessment / Requirements for Credit Points		Report, Business Certificate						
Weighting for the composition of the final grade		0,0%						
Objective		The students <ul style="list-style-type: none"> - know the working methods within the commercial fields of an international company - have a general idea of the complexity of management procedures - know the current management methods - have practical management competencies and skills. 						
Content		During the basic internship students have the opportunity to work in two different business fields of an international company (4-8 weeks) Fields: e.g. HR, Marketing; Sales; IT; Supply Chain; Accounting, etc,						
Literature	Keine	None						
	Keine	None						

2.4 International HR, Organisation and Leadership/International HR, Organisation and Leadership

Module-No. and Title		2.4 International HR, Organisation and Leadership / <i>International HR, Organisation and Leadership</i>						
Lecturer		Prof. Dr. Claudia Lieske						
Language		English						
Kind of the Module		Compulsory module						
Duration / Frequency		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
Parts of the Module		2.4 International HR, Organisation and Leadership / <i>International HR, Organisation and Leadership</i>						
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 as well as their seminar paper and presentation.						
Prerequisite for Attendance		The students have to have at least 42 ECTS to take classes of the second study section. 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		The course may be accredited for the equal course in B.A. Business Administration. The contents are basic for further courses of social competences 2.17.						
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
Method of assessment / Requirements for Credit Points		Seminar paper and presentation						
Weighting for the composition of the final grade		2%						
Objective		<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 						
Literature	Mandatory	Dowling, P.J.; Festing, M.; Engle, A. D.: International Human Resource Management, 6th ed., Andover: Cengage Learning, 2013						
	Optional	<ul style="list-style-type: none"> • Berthel, J.; Becker, F. G.: Personal-Management, 10. Aufl., Stuttgart: Schäffer Poeschel, 2013 • Dessler, Gary: <i>Human Resource Management</i>, 12th ed., Upper Saddle River: Pearson, 2011. • Eisele, D.; Doyé, T.: Praxisorientierte Personalwirtschaftslehre, 7. Aufl., Stuttgart: Kohlhammer, 2010 						

		<ul style="list-style-type: none">• Torrington, D.; Hall, L.; Taylor, S.: Human Resource Management, 7th ed., Harlow: Prentice Hall, 2008
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2.7 Internationale Unternehmensstrategie und Controlling/*International Strategy and Controlling*

Module-No. and Title	2.7 Internationale Unternehmensstrategie und Controlling / <i>International Strategy and Controlling</i>							
Lecturer	Prof. Dr. Karin Schmidt							
Language	English							
Kind of the Module	Compulsory module							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
Parts of the Module	2.7 Internationale Unternehmensstrategie und Controlling / <i>International Strategy and Controlling</i>							
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 for Attendance	The students have to have at least 42 ECTS to take classes of the second study section. 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 may be accredited for „Strategic Controlling“ in the B.A. Business Administration.							
Workload	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	6	46h		104h	150h	
Method of assessment / Requirements for Credit Points	Written exam 90 min.							
Weighting for the composition of the final grade	4%							
Objective	<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 							
Content	<p><i>International Management and Corporate strategy</i></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><i>Controlling</i></p> <ul style="list-style-type: none"> - link between controlling and strategy - differentiation between controlling on strategic and operating level - balanced scorecard as an instrument to link strategic and operating level - further means and instruments of controlling e.g. KPIs - peculiarities of controlling in international companies 							

Literature	Mandatory	<ul style="list-style-type: none"> - Baum, Coenenberg, Günther (2013): Strategisches Controlling, 5. Aufl., Schäffer-Poeschel Verlag. - Müller-Stewens, Lechner (2011), Strategisches Management, Schäffer-Poeschel Verlag. - Weber, Schäffer (2008), Introduction to Controlling. Schäffer Poeschel Verlag.
	Optional	<ul style="list-style-type: none"> - Alter (2013), Strategisches Controlling, 2. Auflage, Vahlen Verlag. - Kaplan, Norton (1996), Balanced Scorecard. Translating Strategy into action, Harvard Business Review Press. - Hoffjan (2009), Internationales Controlling, Schäffer-Poeschel Verlag, - Meier, Roehr (2004), Einführung in das Internationale Management, Verlag Neue Wirtschafts-Briefe

2.9 Internationaler Handel und Vertrieb/*International Retail and Sales*

Module-No. and Title	2.9 International Retail and Sales / <i>Internationaler Handel und Vertrieb</i>							
Lecturer	Thomas Foj							
Language	English							
Kind of the Module	Compulsory module							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
Parts of the Module	2.9 International Retail and Sales / <i>Internationaler Handel und Vertrieb</i>							
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 for Attendance	The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. It is recommended to have passed the module 2.1 International Marketing. An intense 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.							
Workload	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	6	46h		104h	150h	
Method of assessment / Requirements for Credit Points	Written exam 90 min.							
Weighting for the composition of the final grade	4%							
Objective	<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. 							
Content	<ul style="list-style-type: none"> - Introduction to the international retail and sales by using the practical integrated sales management tool (selling cycle) - 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 							

		<ul style="list-style-type: none"> - Negotiation & purchase order and order management & implementation - After-Sales-Support & loyalty and sales controlling & assurance of success - Value Enhancement
Literature	Mandatory	<ul style="list-style-type: none"> - Hofbauer, Günter / Hellwig, Claudia: Professionelles Vertriebsmanagement, 2. Auflage, Publicis Publishing, Erlangen 2009 - Homburg, Christian / Krohmer, Harley: Marketingmanagement, 3. Auflage, Gabler, Wiesbaden 2009
	Optional	Further optional literatures for reference will be announced during class

2.11 Sustainability Management/*Sustainability Management*

Module-No. and Title	2.11 Sustainability Management / <i>Sustainability Management</i>							
Lecturer	Prof. Dr. Georg Stephan Barfuß							
Language	English/German							
Kind of the Module	Compulsory module							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
Parts of the Module	2.11 Sustainability Management / <i>Sustainability Management</i>							
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 for Attendance	The students need at least 42 ECTS of the first study section to take classes of the second study section. 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 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	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
Method of assessment / Requirements for Credit Points	Seminar paper and presentation							
Weighting for the composition of the final grade	3%							
Objective	<p>The students</p> <ul style="list-style-type: none"> - know the framework for sustainability management: the sustainable development approach - 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? - 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
Literature	Mandatory	<ul style="list-style-type: none"> * Blowfield, M. and Murray, A.: Corporate Responsibility. Oxford University Press, 2011. * Handy, C. (2002): „What’s a Business for?“ In Harvard Business Review on Corporate Responsibility, Harvard Business Press, 2003. * Ram Nidumolu, C.K. Prahalad, and M.R. Rangaswami: Why sustainability is now the key driver for innovation, in: Harvard Business Review, September 2009 * Freeman, R. E., Harrison, J. S., Wicks, A. C., Parmar, B. L. and De Colle, S.: Stakeholder Theory, The state of the art. Cambridge University Press, 2011.
	Optional	<ul style="list-style-type: none"> * Dorling, D.: Population 10 billion. The coming demographic crisis and how to survive it. Constable & Robinson, London, 2013. * Elkington, E.: The Zeronauts. Breaking the sustainability barrier. Routledge, London, 2012. * Gesang, B. (Hrsg.): Kann Demokratie Nachhaltigkeit? Springer VS Wiesbaden, 2014. * Gilding, P.: The great disruption. Bloomsbury Press, New York, 2011. * Gleich, R., Bartels, P., Breisig, V. (Hrsg.): Nachhaltigkeitscontrolling. Haufe-Lexware, Freiburg, 2012. * Goleman, D.: Ecological Intelligence. The coming age of radical transparency. Penguin Books, London, 2010. * Porritt, J.: The world we made. Phaidon Press, London, 2013. * Strahlmann, V.: Lernziel: Ökonomie der Nachhaltigkeit. Oekom Verlag München, 2008.

2.13 Schwerpunkt: International Industries/Focus: International Industries

2.13.1.1. International Automotive Management I/International Automotive Management I

Module-No. and Title	2.13.1.1. International Automotive Management I / <i>International Automotive Management I</i>							
Lecturer	Prof. Dr. Harry Wagner							
Language	German / English							
Kind of the Module	Compulsory module for the selected focus							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
Parts of the Module	2.13.1.1. International Automotive Management I / <i>International Automotive Management I</i>							
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 for Attendance	The students need at least 42 ECTS of the first study section to take classes of the second study section. 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 course is recommended to be taken before or along with 2.13.1.2 International Automotive Management II							
Workload	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
Method of assessment / Requirements for Credit Points	Written exam 90 min.							
Weighting for the composition of the final grade	4%							
Objective	<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 - Future mobility concepts and trends 							

Literature	Mandatory	Gobetto, M: Operations Management in Automotive Industries: From Industrial Strategies to Production Resources Management, through the Industrialization Process and Supply Chain to Pursue Value Creation; Springer; Wiesbaden; 2014.
	Optional	<ul style="list-style-type: none"> - Morgan, J.M./ Liker, J.K.: The Toyota Product Development System – Integrating People, Process and Technology; Productivity Press; New York; 2006. - Shingo, S.: A Study of the Toyota Production System from an Industrial Engineering Viewpoint; Productivity Press; New York; 1989. - Womack, J.P./ Jones, D.T./ Roos, D.: The Machine that Changed the World; Free press; New York; 1990. - Kaplan, L./ Smolkin, A.: Is Automotive Industry Dead – or just stuck? – Future Innovation for New Leaders in Car Transportation – Future Mapping Series Vol. II; Lulu; 2009. - Minto, B.: The Pyramid Principle: Logic in Writing and Thinking, Prentice Hall; London; 3rd edition 2002.

2.13.1.2. International Automotive Management II/International Automotive Management II

Module-No. and Title	2.13.1.2. International Automotive Management II / <i>International Automotive Management II</i>							
Lecturer	Prof. Dr. Harry Wagner							
Language	German / English							
Kind of the Module	Compulsory module for the selected focus							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
Parts of the Module	2.13.1.2. International Automotive Management II / <i>International Automotive Management II</i>							
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 for Attendance	The students need at least 42 ECTS of the first study section to take classes of the second study section. 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 course is recommended to be taken along with 2.13.1.1 International Automotive Management I							
Workload	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
Method of assessment / Requirements for Credit Points	Seminar paper and presentation							
Weighting for the composition of the final grade	4%							
Objective	<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 - Marketing and sales in the automotive industry 							

		<ul style="list-style-type: none"> - Characteristics of financial management in the automotive industry - Future mobility concepts and trends
Literature	Mandatory	Gobetto, M: Operations Management in Automotive Industries: From Industrial Strategies to Production Resources Management, through the Industrialization Process and Supply Chain to Pursue Value Creation; Springer; Wiesbaden; 2014.
	Optional	<ul style="list-style-type: none"> - Morgan, J.M./ Liker, J.K.: The Toyota Product Development System – Integrating People, Process and Technology; Productivity Press; New York; 2006. - Shingo, S.: A Study of the Toyota Production System from an Industrial Engineering Viewpoint; Productivity Press; New York; 1989. - Womack, J.P./ Jones, D.T./ Roos, D.: The Machine that Changed the World; Free press; New York; 1990. - Kaplan, L./ Smolkin, A.: Is Automotive Industry Dead – or just stuck? – Future Innovation for New Leaders in Car Transportation – Future Mapping Series Vol. II; Lulu; 2009. - Minto, B.: The Pyramid Principle: Logic in Writing and Thinking, Prentice Hall; London; 3rd edition 2002.

2.13.2.1. Green Technologies I / Green Technologies I

Module-No. and Title		2.13.2.1. Green Technologies I / <i>Green Technologies I</i>						
Lecturer		Dr. Christoph Trinkl						
Language		German/English						
Kind of the Module		Compulsory module for the selected focus						
Duration / Frequency		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
Parts of the Module		2.13.2.1. Green Technologies I / <i>Green Technologies I</i>						
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 for Attendance		The students need at least 42 ECTS of the first study section to take classes of the second study section. 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 course is recommended to be taken before or along with 2.13.2.2 Green Technologies II						
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
Method of assessment / Requirements for Credit Points		Written exam 90 min.						
Weighting for the composition of the final grade		4%						
Objective		<p>Students will be able to</p> <ul style="list-style-type: none"> - evaluate today's energy situation regarding heat and electricity 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, water 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 						
Literature		Mandatory						
		<ul style="list-style-type: none"> - Quaschnig, V.: Renewable energy and climate change, Chichester: Wiley, 2010 - Kreith, F. (ed.): Principles of sustainable energy systems, 2nd ed., Boca Raton, Fla.: CRC Press, 2014 						
		Optional						
		Following literature for further reference will be announced during class						

2.13.2.2. Green Technologies II/Green Technologies II

Module-No. and Title		2.13.2.2. Green Technologies II / <i>Green Technologies II</i>						
Lecturer		Dr. Ulrike Baumgärtner						
Language		German						
Kind of the Module		Compulsory module for the selected focus						
Duration / Frequency		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
Parts of the Module		2.13.2.2. Green Technologies II / <i>Green Technologies II</i>						
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 for Attendance		The students need at least 42 ECTS of the first study section to take classes of the second study section. 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 course is recommended to be taken along with 2.13.2.1 Green Technologies I						
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
Method of assessment / Requirements for Credit Points		Seminar paper and presentation						
Weighting for the composition of the final grade		4%						
Objective		- 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 						
Literature	Mandatory	<ul style="list-style-type: none"> - Förstner, Ulrich: Umweltschutztechnik. 8. Auflage, Springer-Verlag Heidelberg, Dordrecht, London, New York, 2012 - GreenTech made in Germany 4.0. Umwelttechnologie-Atlas für Deutschland. URL http://www.greentech-made-in-germany.de/fileadmin/user_upload/greentech_atlas_4_0_bf.pdf Stand: 30.01.2015 						
	Optional	<ul style="list-style-type: none"> - Bilitewski, Bernd; Härdtle, Georg: Abfallwirtschaft: Handbuch für Praxis und Lehre. 4. Auflage, Springer Vieweg, Heidelberg, 2013 						

2.13.3.1 International Retail Management I / *International Retail Management I*

Hinweis: Die Kurse werden aus dem Fächerpool der Studiengänge IHM und IRM angeboten. Detaillierte Modulbeschreibungen finden Sie im Modulhandbuch des jeweiligen Studiengangs.

Please note: The following courses 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.

Module-No. and Title	2.13.3.1. International Retail Management I / <i>International Retail Management I</i>							
Lecturer	Depending on the selected course; please see module guide of B.A. "International Retail Management" and B.A. "Internationales Handelsmanagement" for further information.							
Language	German / English							
Kind of the Module	Compulsory module for the selected focus							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester. (Exeptions may occur due to the shift in study programe of B.A. International Retail Management, please see the respective module guide for further information)							
Parts of the Module	2.13.3.1. International Retail Management I / <i>International Retail Management I</i>							
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 for Attendance	The students need at least 42 ECTS of the first study section to take classes of the second study section. The module is recommended to be passed along with the module 2.9 International trade and sales. An intense 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	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
Method of assessment / Requirements for Credit Points	Written exam 90 min.							
Weighting for the composition of the final grade	4%							
Objective	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	<i>Choice of one of the following courses:</i> <ul style="list-style-type: none"> - Strategisches Handelsmanagement / <i>Strategic Retail Management</i> - Multi-Channel Management and Pricing - Handelslogistik / <i>Retail Logistics</i> - Handelscontrolling / <i>Retail Controlling</i> - Standort-, Immobilien- und Facility Management / <i>Real Estate and Facility Management</i> - Einkaufs- und Beschaffungsmanagement / <i>Purchase and Supply Chain Management</i> 							

		For further details see module guide of the B.A. IRM or IHM for the respective course
Literature	Mandatory	See module guide of the B.A. IRM or IHM for the respective course
	Optional	See module guide of the B.A. IRM or IHM for the respective course

2.13.3.2. International Retail Management II / *International Retail Management II*

Hinweis: Die Kurse werden aus dem Fächerpool der Studiengänge IHM und IRM angeboten. Detaillierte Modulbeschreibungen finden Sie im Modulhandbuch des jeweiligen Studiengangs.

Please note: The following courses 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.

Module-No. and Title	2.13.3.2. International Retail Management II / <i>International Retail Management II</i>							
Lecturer	depending on the selected course; please see module guide of B.A. International Retail Management for further information							
Language	German / English							
Kind of the Module	Compulsory module for the selected focus							
Duration / Frequency	This module is a one-semester, weekly lecture. It is offered in the summer semester. (Exeptions may occur due to the shift in study programe of B.A. International Retail Management, please see the respective module guide for further information)							
Parts of the Module	2.13.3.2. International Retail Management II / <i>International Retail Management II</i>							
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 for Attendance	The students need at least 42 ECTS of the first study section to take classes of the second study section. The module is recommended to be passed after or along with the module 2.9 International trade and sales. An intense 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	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
Method of assessment / Requirements for Credit Points	Seminar paper and presentation							
Weighting for the composition of the final grade	4%							
Objective	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	<i>Choice of one of the following courses:</i> <ul style="list-style-type: none"> - Marken und Kommunikationsmanagement / <i>Brand Management</i> - <i>Sortiments- und Servicemanagement / Range and Service Management</i> - E-Commerce und und Neue Medien / <i>E-commerce and New Media</i> For further details see module guide of the B.A. IRM or IHM for the respective course							
Literature	Mandatory	See module guide of the B.A. IRM or IHM for the respective course						

	Optional	See module guide of the B.A. IRM or IHM for the respective course
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2.16. 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 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 courses are offered each term. Moreover, FW courses can be cancelled due to the lack of a sufficient number of participants.

Im SS2015 werden folgende FW-Fächer angeboten. Die Modulbeschreibungen können Sie im **Modulhandbuch Betriebswirtschaft** (hinterlegt in Moodle) einsehen.

The following FW-courses are offered during SS 2015. Descriptions can be observed in the module guide of the B.A. Business Administration.

1	Arbeitsrecht
2	Association of Southeast Asian Nations
3	Beratungsmanagement
4	Business Planning
5	Business in Latin America
6	Einführung in die statistische Datenanalyse mit SSPS
7	EU Geldpolitik
8	Grundlagen der Sozialpsychologie
9	Kommunikations- und Branddesign
10	Online Marketing und Social Media
11	Produktionsorganisation
12	Projekt Schanzer Racing Electric
13	Ressourcenwirtschaft
14	Successful Negotiations in a Global World
15	Technology Management (in englischer Sprache)
16	Unternehmensgründung
17	Wissenschaftlich fundiertes Wertpapiermanagement
18	5-Euro Business
19	Scientific Writing (VHB)
20	Verstehen und Einschätzen empirischer Ergebnisse (VHB)

2.17 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 once a 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 FW courses are offered each term. Moreover, FW courses can be cancelled due to the lack of a sufficient number of participants.

Im SS 2015 werden folgende SW-Fächer angeboten. Die Modulbeschreibungen können Sie im **Modulhandbuch Betriebswirtschaft** (hinterlegt in Moodle) einsehen.

Hinweis: Vor allem können Sie nicht Kurse in Sprachen wählen, die Sie bereits als Elective Foreign Language I - IV belegt haben (z.B. Elective Language = Chinesisch, dann darf nicht Kurs 14-16 Chinesisch 1-3 gewählt werden).

The following SW-courses are offered during the SS 2015. Descriptions can be viewed in the module guide of the B.A. Business Administration.

Please note: It is not allowed to choose the same foreign language one has chosen as Elective Foreign Language (e.g. Elective Foreign language = Chinese → No. 14-16 is not allowed).

1	Erfolgreiches Selbstmanagement im freien Wettbewerb
2	European Union
3	Interaktion und Soziale Kompetenz
4	Kommunikation und Interaktion am Arbeitsplatz
5	Moderationstechniken
6	Nonverbale Kommunikation
7	Selbstmanagement – Potentiale, Chancen und Risiken
8	Talent Center
9	Projekt zur Sozialkompetenz
10	Rhetorik und Präsentationskompetenz
11	Wertethische Fragestellungen in Organisationen und Unternehmen
12	Zusammenarbeit im Team
13	TOEFL Course
14	Chinesische Sprache 1
15	Chinesische Sprache 2
16	Chinesische Sprache 3
17	Russisch 1
18	Russisch 2
19	HSK Vorbereitungskurs (Chinesischprüfung – nähere Informationen bei Frau Jing Chen))
20	Gender and Diversity (VHB)
21	Angewandte Schreibkompetenz (VHB)
22	Stress und Stressbewältigung (VHB)

2.17 HSK-Vorbereitungskurs

Module-No. and Title		HSK-Preparation Course						
Lecturer		Mrs. Jing Chen						
Language		Chinese						
Kind of the Module		Optional						
Duration / Frequency		This module is a one-semester, weekly lecture. It is offered in the winter semester.						
Parts of the Module		-						
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 for Attendance		Chinese I-IV						
Usability of the module for this or for other study programmes		The course will be offered as an Elective for students who took the Chinese classes I-IV. It is a preparation for the HSK-Test.						
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	2	3		-		
Method of assessment / Requirements for Credit Points		Written exam 90 min. Acquisition of HSK Level III certificate by an official established HSK centre for testing						
Weighting for the composition of the final grade		3%						
Objective		Achievement of HSK Level III						
Content		Structured and comprehensive preparation for HSK test (level III) with exercises of listening, reading and writing. Workload: 600 vocabs as well as characters and relating grammar.						
Literature	Mandatory	Past official HSK tests						
	Optional	Vorbereitung HSK-Prüfung (HSK 3), Hefei Huang und Dieter Ziethen, Hefei Huang Verlag GmbH, 2012, ISBN: 978-3-940497-41-3						

2.2 Praktikum/ Internship

Module-No. and Title		2.2. Praktikum / <i>Internship</i>						
Lecturer		None						
Language		Foreign language						
Kind of the Module		Compulsory module						
Duration / Frequency		The module takes 20 weeks of time						
Parts of the Module		No lectures within this module						
Learning Methods		The learning method is a practical work and self studies						
Prerequisite for Attendance		Successful completion of the first study section and the basic internship						
Usability of the module for this or for other study programmes		The internship should be passed before starting module 2.18.2 bachelor thesis.						
Workload		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		Pr		30	20 weeks			
Method of assessment / Requirements for Credit Points		Report, Business Certificate						
Weighting for the composition of the final grade		0,0%						
Objective		<p>The students</p> <ul style="list-style-type: none"> - Know the different business operating areas in international companies or equivalent organisations - Define and solve management tasks in an international context - Gain management experience - Are able to manage tasks as a graduate in business administration 						
Content		The advanced practical study semester is based on the basic internship as well as on the language skills and on the chosen focus. The students will spend 20 weeks in a company or organization. This time offers them getting an insight to different business operating areas through defining and solving management tasks. The students will achieve management skills that make them able to enter their own career.						
Literature	Mandatory	None						
	Optional	None						