

BACHELOR OF ARTS  
INTERNATIONAL MANAGEMENT

**Module Guide**  
**WS17/18**

SPO vom 25.06.2012  
incl. Articles of amendment  
of 27.05.2013 and 26.05.2014

For students with start of study as of WS 2014/15

THI BUSINESS SCHOOL

As of 21.09.2017

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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<br><i>Principles of International Management</i>  |                |                           |                           |  | 3  | 7                      |
| 1.1.1              | Einführungswoche<br><i>Introduction programme</i>   | 2              | SU/Ü                      |                           | LN <sup>1)2)</sup>   |  |                        |
| 1.1.2              | Betriebswirtschaftliche und internationale Grundlagen<br><i>Principles of Business Administration and International Management</i>  | 5              | SU/Ü                      | schrP 120                 | LN der lfd. Nr. 1.1.1.   |  |                        |
| 1.2                | Microeconomics<br><i>Microeconomics</i>   | 4              | SU/Ü                      | schrP 90                  |  | 3  | 5                      |
| 1.3                | Quantitative Methoden<br><i>Quantitative Methods</i>  | 6              | SU/Ü                      | schrP 120                 |  | 3  | 6                      |
| 1.4                | IT-Management<br><i>IT Management</i>   | 4              | SU/Ü                      | schrP 90                  |  | 2  | 5                      |
| 1.5                | Internationale Bilanzierung<br><i>International Accounting</i>  | 4              | Ü                         | schrP 90                  |  | 2  | 5                      |
| 1.6                | International Cost Management<br><i>International Cost Management</i>   | 4              | SU/Ü                      | schrP 90                  |  | 2  | 5                      |
| 1.7                | Global Supply Chain Management<br><i>Global Supply Chain Management</i>   | 4              | SU/Ü                      | schrP 90                  |  | 2  | 5                      |
| 1.8                | Wirtschaftssprachen<br><i>Business Languages</i>  |                |                           |                           |  |  |                        |
| 1.8.1              | Elective Foreign Language I <sup>3)</sup><br><i>Elective Foreign Language I<sup>3)</sup></i><br>(Spanisch/ <i>Spanish</i> ,<br>Französisch/ <i>French</i> oder/ <i>or</i><br>Chinesisch/ <i>Chinese</i> ) | 4              | SU/Ü                      | LN <sup>2)</sup>          |  | 2  | 4                      |
| 1.8.2              | Elective Foreign Language II <sup>3)</sup><br><i>Elective Foreign Language II<sup>3)</sup></i>  | 4              | SU/Ü                      | LN <sup>2)</sup>          |  | 2  | 4                      |
| 1.8.3              | Elective Foreign Language III <sup>3)</sup><br><i>Elective Foreign Language III<sup>3)</sup></i>  | 4              | SU/Ü                      | LN <sup>2)</sup>          |  | 2  | 4                      |
| <b>Summe/Total</b> |   | <b>45</b>      |                           |                           |  | <b>23</b>  | <b>50</b>              |

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

| Lfd. Nr. | Module  | SWS            | Art der Lehrveranstaltung | Prüfung<br>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<br>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<br><i>International Marketing</i>   | 4              | SU/Ü                      | schrP 90                                  |  | 2  | 5                      |
| 2.2      | Internationale Finanzierung<br><i>International Finance</i>   | 4              | SU/Ü                      | schrP 90                                  |  | 2  | 5                      |
| 2.3      | Internationale Besteuerung<br><i>International Taxation</i>   | 4              | SU/Ü                      | schrP 90                                  |  | 2  | 5                      |
| 2.4      | International HR, Organisation and Leadership<br><i>International HR, Organisation and Leadership</i>                                 | 4              | SU/Ü                      |   | SA/P   | 2  | 5                      |
| 2.5      | Internationales Recht<br><i>International Law</i>   | 4              | SU/Ü                      | schrP 90                                  |  | 2  | 5                      |
| 2.6      | Elective Foreign Language IV <sup>3)</sup><br>Elective Foreign Language IV <sup>3)</sup>  | 4              | SU/Ü                      | LN <sup>2)</sup>                          |  | 3  | 5                      |
| 2.7      | Internationale Unternehmensstrategie und Controlling<br><i>International Strategic Management and Controlling</i>                     | 4              | SU/Ü                      | schrP 90                                  |  | 4  | 6                      |
| 2.8      | International Business Diplomacy and Crosscultural Management<br><i>International Business Diplomacy and Crosscultural Management</i> | 4              | SU/Ü                      |   | SA/P   | 4  | 6                      |
| 2.9      | Internationaler Handel und Vertrieb<br><i>International Trade and Sales</i>   | 4              | SU/Ü                      | schrP 90                                  |  | 4  | 5                      |
| 2.10     | Current Issues in Economics<br><i>Current Issues in Economics</i>   | 4              | SU/Ü                      |   | LN <sup>2)</sup>   | 4  | 6                      |
| 2.11     | Sustainability Management<br><i>Sustainability Management</i>   | 4              | SU/Ü                      |   | SA/P   | 3  | 5                      |
| 2.12     | CSR and Compliance Management<br><i>CSR and Compliance Management</i>   | 4              | SU/Ü                      | mdIP (15min)                              |  | 3  | 5                      |

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|           |   |           |      |              |                      |           |            |
|-----------|---|-----------|------|--------------|----------------------|-----------|------------|
| 2.13      | Schwerpunkt International Industries <sup>4)</sup><br><i>Focus International Industries<sup>4)</sup></i>                      |           |      |              |                      |           | 10         |
| 2.13.1    | International Automotive Management<br><i>International Automotive Management</i>   |           |      |              |                      |           |            |
| 2.13.1.1. | International Automotive Management I<br><i>International Automotive Management I</i>   | 4         | SU/Ü | schrP 90     |                      | 4         | 5          |
| 2.13.1.2  | International Automotive Management II<br><i>International Automotive Management II</i>                                       | 4         | SU/Ü |              | SA/P                 | 4         | 5          |
| 2.13.2.   | Green Technologies<br><i>Green Technologies</i>   |           |      |              |                      |           |            |
| 2.13.2.1. | Green Technologies I<br><i>Green Technologies I</i>   | 4         | SU/Ü | schrP 90     |                      | 4         | 5          |
| 2.13.2.2. | Green Technologies II<br><i>Green Technologies II</i>   | 4         | SU/Ü |              | SA/P                 | 4         | 5          |
| 2.13.3.   | International Retail Management<br><i>International Retail Management</i>   |           |      |              |                      |           |            |
| 2.13.3.1. | International Retail Management I<br><i>International Retail Management I</i>   | 4         | SU/Ü | schrP 90     |                      | 4         | 5          |
| 2.13.3.2. | International Retail Management II<br><i>International Retail Management II</i>   | 4         | SU/Ü |              | SA/P                 | 4         | 5          |
| 2.14      | Internationales Projekt<br><i>International Project</i>   | 4         | PA   |              | SA/P                 | 4         | 5          |
| 2.15      | Internationales Unternehmensplanspiel<br><i>International Business Simulation</i>   | 3         | Ü    |              | LN <sup>2)</sup>     | 3         | 5          |
| 2.16      | Internationales Vertiefungsseminar<br><i>Revision of Business Theory</i>  | 4         | S    | mdlPr, 15-30 |                      | 3         | 5          |
| 2.17      | Wahlpflichtmodul Fachkompetenzen I+II+III+IV <sup>5)</sup><br><i>Electives: Business competences I+II+III+IV<sup>5)</sup></i> | 4x2       | SU/Ü |              | 4 LN <sup>2)</sup>   | 6         | 12         |
| 2.18      | Wahlpflichtmodul Sozialkompetenzen I+II <sup>6)</sup><br><i>Electives: Social Competences I+II<sup>6)</sup></i>               | 2x2       | SU/Ü |              | 2 LN <sup>2)</sup>   | 3         | 6          |
| 2.19      | Seminar zur Bachelorarbeit<br><i>Seminar Bachelor Thesis</i>  | 2         | S    |              | LN <sup>1)2)</sup>   |           | 2          |
| 2.20      | Bachelorarbeit<br><i>Bachelor Thesis</i>  | -         | BA   |              | LN der lfd. Nr. 2.19 | 15        | 12         |
|           | <b>Summe/ Total</b>   | <b>81</b> |      |              |                      | <b>77</b> | <b>120</b> |

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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 (Spanish, French or Chinese).*

- 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.*

### 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 | Zulassungsvoraussetzung | Punkte in ECTS | Angebot im       |
| No.          | Module   | h/Week    | Type of course            | Prerequisite            | Credits [ECTS] | Offered          |
| 1.1.1        | <b>Einführungswoche (Betriebswirtschaftliche Lern- und Arbeitstechniken)</b><br><i>Introductory Week</i>                           | 2         | SU/Ü                      |                         | 2              | WS               |
| 1.1.2        | Betriebswirtschaftliche und internationale Grundlagen<br><i>Principles of Business Administration and International Management</i> | 5         | SU/Ü                      | LN of No 1.1.1          | 5              | WS               |
| 1.3          | <b>Quantitative Methoden</b><br><i>Quantitative Methods</i>  | 6         | SU/Ü                      |                         | 6              | WS               |
| 1.4          | IT-Management<br><i>IT-Management</i>  | 4         | SU/Ü                      |                         | 5              | WS <sup>1)</sup> |
| 1.8.1        | Elective Foreign Language I<br><i>Elective Foreign Language I</i>  | 4         | SU/Ü                      |                         | 4              | WS               |
| 1.8.2        | Elective Foreign Language II<br><i>Elective Foreign Language II</i>  | 4         | SU/Ü                      |                         | 4              | WS               |
| <b>TOTAL</b> |  | <b>25</b> |                           |                         | <b>26</b>      | 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          | <b>Microeconomics</b><br><i>Microeconomics</i>                          | 4         | SU/Ü                      |                         | 5              | SS <sup>1)</sup> |
| 1.5          | <b>Internationale Bilanzierung</b><br><i>International Accounting</i>   | 4         | Ü                         |                         | 5              | SS               |
| 1.6          | International Cost Management<br><i>International Cost Management</i>   | 4         | SU/Ü                      |                         | 5              | SS               |
| 1.7          | Global Supply Chain Management<br><i>Global Supply Chain Management</i> | 4         | SU/Ü                      |                         | 5              | SS               |
| 1.8.3        | Elective Foreign Language III<br><i>Elective Foreign Language III</i>   | 4         | SU/Ü                      |                         | 4              | SS               |
| <b>TOTAL</b> |   | <b>20</b> |                           |                         | <b>24</b>      | SS               |
|              | Grundpraktikum <sup>2</sup> ( <i>Basic Internship<sup>2</sup></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 vorgesehenen 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 that places the theoretical semester in the 5<sup>th</sup> and the practical semester in the 6<sup>th</sup> semester. Other sequences are possible. It is highly recommended to follow the example semester planning as the content of subjects 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<br><i>International Marketing</i>   | 4         | SU/Ü                      |                         | 5              | WS         |
| 2.2          | Internationale Finanzierung<br><i>International Finance</i>   | 4         | SU/Ü                      |                         | 5              | WS         |
| 2.3          | <b>Internationale Besteuerung</b><br><i>International Taxation</i>  | 4         | SU/Ü                      |                         | 5              | WS         |
| 2.5          | Internationales Recht<br><i>International Law</i>   | 4         | SU/Ü                      |                         | 5              | WS         |
| 2.6          | Elective Foreign Language IV<br><i>Elective Foreign Language IV</i>   | 4         | SU/Ü                      |                         | 5              | WS         |
| 2.8          | International Business Diplomacy and Crosscultural Management<br><i>International Business Diplomacy and Crosscultural Management</i> | 4         | SU/Ü                      |                         | 6              | WS         |
| <b>TOTAL</b> |   | <b>24</b> |                           |                         | <b>31</b>      |            |



**4. Semester**

| <b>1</b>     | <b>2</b>  | <b>3</b>  | <b>4</b>                  | <b>5</b>                | <b>6</b>       | <b>7</b>   |
|--------------|---|-----------|---------------------------|-------------------------|----------------|------------|
| 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<br><i>International HR, Organisation and Leadership</i>             | 4         | SU/Ü                      |                         | 5              | SS         |
| 2.7          | Internationale Unternehmensstrategie und Controlling<br><i>International Strategic Management and Controlling</i> | 4         | SU/Ü                      |                         | 6              | SS         |
| 2.9          | Internationaler Handel und Vertrieb<br><i>International Trade and Sales</i>                                       | 4         | SU/Ü                      |                         | 5              | SS         |
| 2.11         | Sustainability Management<br><i>Sustainability Management</i>   | 4         | SU/Ü                      |                         | 5              | SS         |
| 2.13         | Schwerpunkt: International Industries<br><i>Focus: International Industries</i>                                   | 8         | SU/Ü                      |                         | 10             | SS         |
| 2.13.1.1.    | International Automotive Management I<br><i>International Automotive Management I</i>                             | 4         | SU/Ü                      |                         | 5              | SS         |
| 2.13.1.2.    | International Automotive Management II<br><i>International Automotive Management II</i>                           | 4         | SU/Ü                      |                         | 5              | SS         |
| 2.13.2.1.    | Green Technologies I<br><i>Green Technologies I</i>   | 4         | SU/Ü                      |                         | 5              | SS         |
| 2.13.2.2.    | Green Technologies II<br><i>Green Technologies II</i>   | 4         | SU/Ü                      |                         | 5              | SS         |
| 2.13.3.1.    | International Retail Management I<br><i>International Retail Management I</i>                                     | 4         | SU/Ü                      |                         | 5              | WS/SS      |
| 2.13.3.2.    | International Retail Management II<br><i>International Retail Management II</i>                                   | 4         | SU/Ü                      |                         | 5              | WS/SS      |
| <b>TOTAL</b> |   | <b>24</b> |                           |                         | <b>31</b>      |            |

### 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<br><i>Current Issues in Economics</i>   | 4         | SU/Ü                      |                         | 6              | WS         |
| 2.14         | Internationales Projekt<br><i>International Project</i>   | 4         | PA                        |                         | 5              | WS         |
| 2.17         | Wahlpflichtmodul: Fachkompetenzen I*<br>(siehe Tabelle am Ende des Modulhandbuchs)<br><i>Electives: Business competences I (see table at the end of the module guide)</i>     | 2         | SU/Ü                      |                         | 3              | WS/SS      |
| 2.17         | Wahlpflichtmodul: Fachkompetenzen II*<br>(siehe Tabelle am Ende des Modulhandbuchs)<br><i>Electives: Business competences II (see table at the end of the module guide)</i>   | 2         | SU/Ü                      |                         | 3              | WS/SS      |
| 2.17         | Wahlpflichtmodul: Fachkompetenzen III*<br>(siehe Tabelle am Ende des Modulhandbuchs)<br><i>Electives: Business competences III (see table at the end of the module guide)</i> | 2         | SU/Ü                      |                         | 3              | WS/SS      |
| 2.17         | Wahlpflichtmodul: Fachkompetenzen IV*<br>(siehe Tabelle am Ende des Modulhandbuchs)<br><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*<br>(siehe Tabelle am Ende des Modulhandbuchs)<br><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*<br>(siehe Tabelle am Ende des Modulhandbuchs)<br><i>Electives: Social competences II (see table at the end of the module guide)</i>   | 2         | SU/Ü                      |                         | 3              | WS/SS      |
| <b>TOTAL</b> |   | <b>20</b> |                           |                         | <b>29</b>      |            |

\* 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 6<sup>th</sup> 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 3<sup>rd</sup> until the 6<sup>th</sup> semester (e.g. 5<sup>th</sup> and 6<sup>th</sup> 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<br><i>CSR und Compliance Management</i>             | 4         | SU/Ü                      |                         | 5              | WS         |
| 2.15     | Internationales Unternehmensplanspiel<br><i>International Business Simulation</i> | 3         | Ü                         |                         | 5              | WS         |
| 2.16     | Internationales Vertiefungsseminar<br><i>Revision of Business Theory</i>          | 4         | S                         |                         | 5              | WS         |
| 2.19     | Seminar zur Bachelorarbeit<br><i>Seminar Bachelor thesis</i>                      | 2         | S                         |                         | 2              | WS         |
| 2.20     | Bachelorarbeit<br><i>Bachelor thesis</i>  | -         | BA                        | LN der No. 2.19         | 12             | WS/SS      |
|          | <b>TOTAL</b>  | <b>13</b> |                           |                         | <b>29</b>      |            |

### 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 / *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 4<sup>th</sup> 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. 5<sup>th</sup> and 6<sup>th</sup> 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. 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.*

## 5. Modulbeschreibungen / Module Descriptions

### 1.1 Internationales Management Grundlagen/*Principles of International Management*

| Principles of International Management                                |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Principles of International Management   |             |                   | <b>Module No</b>  | 1.1               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_Einführungswoche: Laufer-Huber, Martina; Schmidt, Karin<br>IG_BW-IntG: Jünger, Michael; Wittmann, Roland  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German/English   |             |                   |                   |                   |              |
| <b>Kind of module</b>   |  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.1.1 Introduction Programme (IG_Einführungswoche)<br>1.1.2 Principles of Business Administration and International Management (IG_BW-IntG)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | The teaching method is a blocked lecture for 1.1.1 to provide basic and fundamental information and methods for studying in general.<br>For 1.1.2., 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, students are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | Pass of 1.1.1 is a mandatory prerequisite to 1.1.2.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended. Exam in 1.1.2 requires the attendance and passed LN of the course of 1.1.1 (see SPO).   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This module teaches the fundamentals/basics for all following modules and partly matches the module in B.A. Business Administration as well as B.A. International Retail Management.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 7  | 7           | 85 h              | 0 h               | 90 h              | 175 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.1.1 LN – attendance and presentation<br>1.1.2 schrP120 - written exam, 120 minutes, non-programmable calculator allowed in exam  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <b>1.1.1 Introduction Programme:</b><br>Students are able to <ul style="list-style-type: none"> <li>• use business research and study techniques.</li> </ul> Students have <ul style="list-style-type: none"> <li>• an overview about the subject of business administration</li> </ul> Students know <ul style="list-style-type: none"> <li>• about corporate functions learned in group work</li> </ul> <b>1.1.2 Principles of Business Administration and International Management:</b><br>The Students are able to |             |                   |                   |                   |              |

|                       |   |
|-----------------------|---|
|                       | <ul style="list-style-type: none"> <li>• identify the corporation as one of the most important elements of the economy</li> <li>• develop a managerial point of view — a capacity for analyzing operating problems on a functional, a business, and a company-wide basis.</li> <li>• suggest the range of general management issues that you should consider in handling individual corporate decisions.</li> <li>• develop an awareness of the organizational structures and processes used in firms and their strengths and weaknesses.</li> <li>• gain an appreciation of the complexities associated with implementing changes in functional, business, and develop habits of orderly thinking and rigor in formulating, evaluating, and taking decisions under economic, ecological, legal, political and societal points of view.</li> </ul> <p>This course will give students basic knowledge and tools to manage an international organization, and understand the cultural and institutional context in which firms operate. The central objective is to explore the unique opportunities and problems that confront international managers as they navigate the company through the extremely complex and ever-changing global economic, political, legal, technological and cultural environment.</p>  |
| <p><b>Content</b></p> | <p><b>1.1.1 Introduction Programme:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Business Administration Basics (Prof. Dr. Karin Schmidt)</li> <li>• Method skills (Frau Martina Laufer-Huber)</li> <li>• Methods of Scientific Survey and Knowledge Management (Doris Schneider, Antje Köhler)</li> <li>• Practical part: Field trip with Business analysis (Prof. Dr. Karin Schmidt)</li> <li>• Business Analysis (Prof. Dr. Karin Schmidt)</li> </ul> <p><b>1.1.2 Principles of Business Administration and International Management:</b></p> <p>The course will examine themes related to the development of one's understanding of elements typically found in a business. These functional areas include finance, personnel, marketing, IT operations and general management. The environment in which most German businesses operate but also the wider international stakeholder issues will also be examined including, the economic, ecologic, legislative, technological and social contexts. The integration of the topics and concepts provide a framework that aids the students' understanding of the relationships between the functional factors of a business, with an emphasis placed the application of this understanding to current situations and case studies.</p> <p>Contents of principles in business administration (3 SWS)</p> <ul style="list-style-type: none"> <li>• Basic principles, definitions and theories of business administration           <ul style="list-style-type: none"> <li>• Business administration as part a science of management</li> <li>• Corporate goals and business indicators</li> <li>• Companies and their environment (esp. international)</li> <li>• Constitutive decisions in companies</li> <li>• Legal structures of companies</li> <li>• Cooperation and concentration (M&amp;A)</li> <li>• Bankruptcy and liquidation of companies</li> <li>• Functions along the value chain: purchasing, procurement, production, selling and marketing</li> <li>• Functions across the value chain: human resources , capital markets and financing, organizational structures and information systems</li> <li>• Conduction of business processes</li> </ul> </li> </ul> <p>Contents of principles in international management (2 SWS)</p> <ul style="list-style-type: none"> <li>• the history of international trade,</li> <li>• introducing trade theory</li> <li>• basic knowledge about intercultural issues within organizations with a culturally diverse workforce</li> <li>• basic aspects of global strategies</li> </ul> |

|                          |   |
|--------------------------|---|
| <p><b>Hint</b></p>       | <p><b>1.1.1 Introduction Programme:</b><br/>         Attendance during the week is required. Examination (group presentation) will take place on Friday 6th of Oct. Passing the exam is mandatory for attending the exam of Module course 1.1.2 Principles of Business administration and International Management</p>  |
| <p><b>Literature</b></p> | <p><b>1.1.1 Introduction Programme:</b><br/> <i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• JUNG, Hans, 2016. <i>Allgemeine Betriebswirtschaftslehre</i>. 13. edition. Berlin: de Gruyter Oldenbourg. ISBN 978-3-486-76376-8, 978-3-486-98943-4</li> <li>• THOMMEN, Jean-Paul, ACHLEITNER, Ann-Kristin, 2012. <i>Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. Available via: <a href="http://dx.doi.org/10.1007/978-3-8349-3844-2">http://dx.doi.org/10.1007/978-3-8349-3844-2</a>.</li> <li>• 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</li> <li>• HILL, Charles W. L., 2015. <i>International business: competing in the global marketplace</i>. 10. edition. New York, NY: McGraw Hill. ISBN 978-0-0771-6358-7</li> <li>• DANIELS, John Day, Lee H. RADEBAUGH and Daniel P. SULLIVAN, 2013. <i>International business: environments and operations</i>. 14. edition. Boston, Mass. [u.a.]: Pearson. ISBN 978-0-273-76695-7, 0-273-76695-3</li> </ul> <p><i>Recommended:</i><br/>         None</p> <p><b>1.1.2 Principles of Business Administration and International Management:</b><br/> <i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• THOMMEN, Jean-Paul and Ann-Kristin ACHLEITNER, . <i>Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht</i>. 8. edition. ISBN 978-3658077679</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• VAHS, Dietmar and Jan SCHÄFER-KUNZ, . <i>Einführung in die Betriebswirtschaftslehre</i>. 7. edition. ISBN 978-3791034560</li> </ul> |



### 1.3 Quantitative Methoden/*Quantitative Methods*

| Quantitative Methods  |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Quantitative Methods   |             |                   | <b>Module No</b>  | 1.3               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_QM: Clostermann, Jörg; Molt, Beate; Ruschinski, Monika<br>IG_QM1: Molt, Beate; Clostermann, Jörg<br>IG_QM2: Ruschinski, Monika  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.3 Quantitative Methods (IG_QM)<br>Quantitative Methods 1 (IG) (IG_QM1)<br>Quantitative Methods 2 (IG) (IG_QM2)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | none   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | 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.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This module is equivalent to the same module of the B.A. Business Administration and the German-speaking B.A. International Retail Management.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 6  | 6           | 70 h              | 0 h               | 80 h              | 150 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.3 schrP120 - written exam, 120 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p><b>Quantitative Methods 1 (IG):</b><br/>           The students are able to</p> <ul style="list-style-type: none"> <li>• review the mathematical techniques relevant for business administration and apply these techniques in specific business cases.</li> <li>• understand the relevance of statistic concepts for the evaluation of common business problems and use statistic methods adequately.</li> <li>• to set up a saving plan differentiated according to payment period and payment frequency.</li> <li>• to set up a pension plan differentiated according to pension period and pension frequency.</li> <li>• to set up a repayment plan differentiated according to repayment period and repayment frequency.</li> <li>• calculate and interpret different concepts of mean values and variation measures.</li> <li>• calculate and interpret the Gini coefficient and Lorenz curves.</li> <li>• calculate and interpret correlations measures for nominal, ordinal, and metric variables.</li> </ul> |             |                   |                   |                   |              |

|                   |   |
|-------------------|---|
|                   | <ul style="list-style-type: none"> <li>• apply multivariate analysis.</li> </ul> <p><b>Quantitative Methods 2 (IG):</b><br/>         The students are able to</p> <ul style="list-style-type: none"> <li>• Apply basic concepts of probability theory in cases of uncertainty</li> <li>• Understand the relevance of statistic measures like expected value and variance</li> <li>• Use adequately probability distributions</li> <li>• Apply the basic methods of inductive statistics</li> </ul>  |
| <b>Content</b>    | <p><b>Quantitative Methods 1 (IG):</b></p> <ul style="list-style-type: none"> <li>• Analysis: Exponential functions, logarithms, differential calculus, integral calculus.</li> <li>• Business mathematics: compound interest, saving plan, present value, pension plan, repayment plan.</li> <li>• Basics of descriptive statistic, especially: types of data, types of measurement scales, frequency distribution.</li> <li>• Numerical methods of describing and analyzing data: mode, median, mean.</li> <li>• Measures of mean variation: range, deviation from the median/mean, standard deviation.</li> <li>• Correlation analysis.</li> <li>• Regression analysis.</li> <li>• Multivariate analysis.</li> </ul> <p><b>Quantitative Methods 2 (IG):</b><br/>         Basics of probabilities:</p> <ul style="list-style-type: none"> <li>• Introduction to probability: events and their probabilities, basic relationships of probability, conditional probability and Bayes' Theorem</li> <li>• Random variables, expected value and variance</li> <li>• discrete probability distributions: Binomial, Hypergeometric, and Poisson probability distribution</li> <li>• continuous probability distributions: Exponential and Normal probability distribution</li> <li>• Point estimation, interval estimation and hypothesis testing</li> </ul>  |
| <b>Hint</b>       |   |
| <b>Literature</b> | <p><b>Quantitative Methods 1 (IG):</b><br/> <i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• BUTLER, Günter and Klaus OECKLER, 2010. <i>Einführung in die Statistik</i>. 1. edition. Reinbek: Rowohlt Taschenbuch . ISBN 978-3499557088</li> <li>• TIETZE, Jürgen, 2015. <i>Einführung in die Finanzmathematik: Klassische Verfahren und neuere Entwicklungen: Effektivzins- und Renditeberechnung, Investitionsrechnung, Derivative Finanzinstrumente</i> [online]. Wiesbaden: Springer Spektrum [Accessed on: 03.08.2016]. PDF e-Book. ISBN 978-3-658-07156-1, 3-658-07156-7. Available via: <a href="http://dx.doi.org/10.1007/978-3-658-07157-8">http://dx.doi.org/10.1007/978-3-658-07157-8</a>.</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• PURKERT, Walter, 2014. <i>Brückenkurs Mathematik für Wirtschaftswissenschaftler</i> [online]. Wiesbaden: Springer Gabler [Accessed on: 03.08.2016]. PDF e-Book. ISBN 978-3-8348-2325-0, 978-3-8348-1932-1. Available via: <a href="http://dx.doi.org/10.1007/978-3-8348-2325-0">http://dx.doi.org/10.1007/978-3-8348-2325-0</a>.</li> <li>• TIETZE, Jürgen, 2015. <i>Übungsbuch zur Finanzmathematik: Aufgaben, Testklausuren und ausführliche Lösungen</i> [online]. Wiesbaden: Springer Fachmedien Wiesbaden [Accessed on: 03.08.2016]. PDF e-Book. ISBN 978-3-658-09074-6, 978-3-658-09073-9. Available via: <a href="http://dx.doi.org/10.1007/978-3-658-09074-6">http://dx.doi.org/10.1007/978-3-658-09074-6</a>.</li> </ul> |

|  |  |
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|  | <ul style="list-style-type: none"> <li>• BOURIER, Günther, 2014. <i>Beschreibende Statistik: Praxisorientierte Einführung - Mit Aufgaben und Lösungen</i> [online]. Wiesbaden: Springer Gabler [Accessed on: 03.08.2016]. PDF e-Book. ISBN 978-365-80591-5-6, 978-365-80591-6-3. Available via: <a href="http://dx.doi.org/10.1007/978-3-658-05916-3">http://dx.doi.org/10.1007/978-3-658-05916-3</a>.</li> <li>• BOURIER, Günther, 2014. <i>Statistik-Übungen: beschreibende Statistik, Wahrscheinlichkeitsrechnung, schließende Statistik</i> [online]. Wiesbaden: Springer Gabler [Accessed on: 03.08.2016]. PDF e-Book. ISBN 978-3-658-05994-1, 978-3-658-05995-8. Available via: <a href="http://dx.doi.org/10.1007/978-3-658-05995-8">http://dx.doi.org/10.1007/978-3-658-05995-8</a>.</li> </ul> <p><b>Quantitative Methods 2 (IG):</b></p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• ANDERSON, David Ray, Dennis J. SWEENEY and Thomas A. WILLIAMS, 2014. <i>Statistics for business and economics</i>. 3. edition. Andover, Hampshire [u.a.]: Cengage learning. ISBN 978-1-4080-7223-3</li> <li>• BOURIER, Günther, 2013. <i>Wahrscheinlichkeitsrechnung und schließende Statistik: praxisorientierte Einführung ; mit Aufgaben und Lösungen</i>. 8. edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-01446-9, 3-658-01446-6</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• BOURIER, Günther, 2014. <i>Statistik-Übungen: Beschreibende Statistik, Wahrscheinlichkeitsrechnung, Schließende Statistik</i>. 5. edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-05994-1, 978-3-658-05995-8</li> <li>• SCHIRA, Josef, 2012. <i>Statistische Methoden der VWL und BWL: Theorie und Praxis</i>. 4. edition. München [u.a.]: Pearson. ISBN 978-3-86894-117-3</li> <li>• WEWEL, Max-Christoph, 2014. <i>Statistik im Bachelor-Studium der BWL und VWL: Methoden, Anwendungen, Interpretation ; [mit herausnehmbarer Formelsammlung]</i>. 3. edition. Hallbergmoos: Pearson. ISBN 978-3-86894-220-0, 3-86894-220-3</li> </ul> |
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### 1.4 IT-Management/IT-Management

| IT Management   |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | IT Management   |             |                   | <b>Module No</b>  | 1.4               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_ITM: Kutun, Bahar; Locher, Christian   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.4 IT Management (IG_ITM)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | The teaching method is a weekly lecture (3 SWS, Prof.Dr. Locher) with exercise (1 SWS, blocked, Mrs. Kutun). 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.  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | None  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Knowledge beyond the university entrance qualification is not required.   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | None  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.4 schrP90 - written exam, 90 minutes  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>Students understand</p> <ul style="list-style-type: none"> <li>the essence and importance of IT and major business information systems for successfully running a company</li> <li>chances and challenges of the rapid technological developments in IT, as well as the implications of this development for (international) companies</li> <li>the significance of communication between functional divisions and IT</li> </ul>   |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>basics of information processing</li> <li>business support by transaction processing and strategic IT systems</li> <li>different kinds of business information systems (e.g., ERP, SCM)</li> <li>overview of essential IT technologies (e.g., computer, Internet, data management)</li> <li>Management of the IT function (e.g., sourcing, software engineering, service management)</li> <li>current trends in IT (e.g., cloud computing, big data, mobile computing)</li> <li>handling with current version of microsoft office 2013 (word, excel and powerpoint)</li> </ul> |             |                   |                   |                   |              |
| <b>Hint</b>   |   |             |                   |                   |                   |              |
| <b>Literature</b>   | Compulsory:   |             |                   |                   |                   |              |

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|  | <ul style="list-style-type: none"><li>• Laudon, Laudon (2014), Management Information Systems – Managing the Digital Firm, 13. Aufl. London et al.</li></ul> <p>Recommended:</p> <ul style="list-style-type: none"><li>• Stahlknecht, Hasenkamp und Leimeister (2015), Einführung in die Wirtschaftsinformatik, 12. Aufl., Berlin</li><li>• Abts, Müller (2013), Grundkurs Wirtschaftsinformatik – Eine kompakte und praxisorientierte Einführung, 8. Aufl., Wiesbaden</li><li>• Hansen, Neumann (2009), Wirtschaftsinformatik 1 – Grundlagen und Anwendungen, 10. Aufl., Stuttgart</li><li>• Hofmann, Schmidt (2010), Masterkurs IT-Management – Grundlagen, Umsetzung und erfolgreiche Praxis für Studenten und Praktiker, 2. Aufl., Wiesbaden</li></ul> |
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## 1.8 Wirtschaftssprachen/ Business Languages

### 1.8.1 Elective Foreign Language I

| Chinese I   |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Chinese I   |             |                   | <b>Module No</b>  | 1.8.1             |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_EFL_I_Chinesisch: Wang, Jingwen  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | Chinese   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.8.1 Chinese I (IG_EFL_I_Chinesisch)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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.  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | none  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Chinese language skills are not required.   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | IRM-B: Chinese I<br>IRM-B: Elective Foreign Language I (Chinese I)<br>SZ-Sprachen: Chinese I<br>This module is a preparation for the following Chinese-speaking modules of this study programme.<br>This course can be part of Chinese language in B.A. International Retail Management.  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 4           | 47 h              | 0 h               | 53 h              | 100 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.8.1 LN - written exam, 90 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | The students <ul style="list-style-type: none"> <li>• have been introduced to cultural differences and intercultural aspects</li> <li>• have acquired the Chinese phonetic transcription (Pinyin) and the Chinese characters (Hanzi)</li> </ul> The students are able to <ul style="list-style-type: none"> <li>• understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs</li> <li>• introduce themselves and others, ask and answer questions about personal details</li> <li>• interact in a simple way</li> </ul> |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Introduction to the Chinese language: Pinyin (Chinese phonetic writing system) and Hanzi (Chinese characters).</li> <li>• Acquisition of most fundamental language concepts allowing students to communicate in every day situations.</li> </ul>   |             |                   |                   |                   |              |

|                   |  |
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|                   | <ul style="list-style-type: none"> <li>• Case studies to gain an understanding of certain aspects of Chinese business culture.</li> </ul>  |
| <b>Hint</b>       | <p>Maximum of 25 students per class.<br/>         Following literature for further reference will be announced during class.</p>   |
| <b>Literature</b> | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• LIU, Xun, Kai ZHANG and Shehui LIU, 2007. <i>Das Neue Praktische Chinesisch</i>. ISBN 3905816008; ISBN-13: 978-3905816006</li> </ul> <p><i>Recommended:</i><br/>         None</p> |

| French I  |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | French I  |             |                   | <b>Module No</b>  | 1.8.1             |              |
| <b>Lecturer(s) / responsible for module /in</b>                       | IG_EFL_I_Französisch: Schnackertz, Anne-Marie   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | French  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.8.1 French I (IG_EFL_I_Französisch)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | none  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Level A1.1 is required.   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This module is a preparation for the following French-speaking modules of this study programme.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 4           | 47 h              | 0 h               | 53 h              | 100 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.8.1 LN - written exam, 90 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | Siehe SPO   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The course will take students from level A1.1 to A2</p> <p>Students are able to</p> <ul style="list-style-type: none"> <li>understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of needs</li> <li>introduce themselves and others</li> <li>ask and answer questions about personal details</li> <li>interact in a simple way</li> </ul>              |             |                   |                   |                   |              |
| <b>Content</b>  | <p>To introduce oneself, to speak about one's person and environment, studies, work, hobbies.</p> <p>Grammar: present, future + aller, passé composé, most important irregular verbs, pronunciation, questions, most important adjectives, adverbs, pronouns determinants, relative sentences.</p>  |             |                   |                   |                   |              |
| <b>Hint</b>   |   |             |                   |                   |                   |              |
| <b>Literature</b>   | <p>Compulsory:</p> <ul style="list-style-type: none"> <li>LAUDUT, Nicole, Christèle JANY and René NOHR, 2014. Rebonjour: Auffrischkurs Französisch. 1. edition. München: Hueber. ISBN 978-3-19-003373-7</li> <li>GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. Grammaire Progressive du Français - Niveau intermédiaire. 1. edition. ISBN 978-3-12-529854-5</li> </ul> <p>Recommended:<br/>None</p> |             |                   |                   |                   |              |



| Spanish I   |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Spanish I  |             |                   | <b>Module No</b>  | 1.8.1             |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_EFL_I_Spanisch: Antica, Fabiana; Gutierrez-Frei, Georgina   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | Spanish  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.8.1 Spanish I (IG_EFL_I_Spanisch)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | none   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Spanish language skills are not required.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | 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.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 4           | 47 h              | 0 h               | 53 h              | 100 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.8.1 LN - written exam, 90 minutes  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | Level A1<br>Students are able to <ul style="list-style-type: none"> <li>• understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs</li> <li>• introduce themselves and others,</li> <li>• ask and answer questions about personal details</li> <li>• interact in a simple way</li> </ul>   |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Acquisition of most fundamental language concepts allowing students to communicate in everyday situations, evaluate situations, communicate wishes and preferences, and gain basic control over verbal communication.               <ul style="list-style-type: none"> <li>• The Alphabet, numbers and ordinal numbers.</li> <li>• Pronunciation</li> <li>• Different word types (nouns, verbs, adjectives, pronouns, including personal and possessive pronouns)</li> <li>• ‘Ser y estar’ – usage, different tenses. Most common regular and irregular verbs, reflexive verbs.</li> <li>• Adverbs</li> <li>• Time and place.</li> <li>• Negation and questions.</li> <li>• Prepositions and prepositional phrases (to, from, for, in, with....)</li> <li>• Sentences – word order</li> </ul> </li> </ul> |             |                   |                   |                   |              |

|                   |  |
|-------------------|--|
| <b>Hint</b>       | Maximum of 25 students per class.<br>Following literature for further reference will be announced during class.  |
| <b>Literature</b> | <i>Compulsory:</i> <ul style="list-style-type: none"><li>• MORENO, Concha / Victoria, Piedad ZURITA and Blanco BEGOÑA, . <i>Nuevo Avance Básico Kursbuch A1-A2</i>. ISBN 978-3-19-004504-4</li><li>• MORENO, Concha / Victoria and Blanco BEGOÑA, . <i>Nuevo Avance Básico Arbeitsbuch A1-A2</i>. ISBN 978-3-19-014504-1</li></ul> <i>Recommended:</i><br>None |

## 1.8.2 Elective Foreign Language II

| Chinese II  |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Chinese II  |             |                   | <b>Module No</b>  | 1.8.2             |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_EFL_II_Chinesisch: Wang, Jingwen   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | Chinese   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.8.2 Chinese II (IG_EFL_II_Chinesisch)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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 |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | none  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | 1.8.1 Elective Language I / Chinese I   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | IRM-B: Chinese I<br>SZ-Sprachen: IG Elective Foreign Language II- Chinesisch<br>This course can be part of Chinese language in B.A. International Retail Management. It is the basis for Chinese III and IV.  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 4           | 47 h              | 0 h               | 53 h              | 100 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.8.2 LN - Written exam 90 min.   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>Students are able to</p> <ul style="list-style-type: none"> <li>understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations)</li> <li>They have become familiar with cultural differences and intercultural aspects.</li> </ul>           |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>Acquisition of most fundamental language concepts allowing students to communicate in every day situations</li> <li>Written Hanzi (Chinese characters)</li> <li>Case studies to gain an understanding of certain aspects of Chinese business culture</li> </ul>                |             |                   |                   |                   |              |
| <b>Hint</b>   | <p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>  |             |                   |                   |                   |              |
| <b>Literature</b>   | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>LIU, Xun, Kai ZHANG and Shehui LIU, 2007. <i>Das Neue Praktische Chinesisch Lehrbuch 1</i>. ISBN 3905816008; ISBN-13: 978-3905816006</li> </ul> <p><i>Recommended:</i></p> <p>None</p>   |             |                   |                   |                   |              |

| <b>French II</b>  |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | French II  |             |                   | <b>Module No</b>  | 1.8.2             |              |
| <b>Lecturer(s) / responsible for module /in</b>                       | IG_EFL_II_Französisch: Witschel, Laura Valérie   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | French   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.8.2 French II (IG_EFL_II_Französisch)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | none   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | 1.8.1 Elective Language I / French I   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This module is a preparation for the following French-speaking modules of this study programme.  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 4           | 47 h              | 0 h               | 53 h              | 100 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.8.2 LN - written exam, 90 minutes  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | Siehe SPO  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The course will take students from level A1 to level A2.<br/>         Students are able to</p> <ul style="list-style-type: none"> <li>understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily situations)</li> <li>communicate in simple and routine tasks</li> <li>describe in simple terms aspects of one's background, immediate environment and matters in areas of immediate need.</li> </ul>                   |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>Grammar: Passé composé, Imparfait, Future, Conditional, Imperative, Personal pronouns, Determinants, Adverbs, Time, Days, Months, Dates, Comparative of Adjectives + Adverbs, Superlatives</li> <li>Topics: Introducing oneself, Buying and Ordering, Organizing vacations, meetings and events, Education, Free time, Informing oneself on current affairs, Writing letters, Jobs and job applications, Talking on the phone.</li> </ul> |             |                   |                   |                   |              |
| <b>Hint</b>   | <p>Maximum of 25 students per class.<br/>         Following literature for further reference will be announced during class.</p>   |             |                   |                   |                   |              |
| <b>Literature</b>   | <p>Compulsory:</p> <ul style="list-style-type: none"> <li>LAUDUT, Nicole, Christèle JANY and René NOHR, 2014. Rebonjour: Auffrischkurs Französisch. 1. edition. München: Hueber. ISBN 978-3-19-003373-7</li> <li>GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. Grammaire Progressive du Français - Niveau intermédiaire. 1. edition. ISBN 978-3-12-529854-5</li> </ul> <p>Recommended:<br/>None</p>  |             |                   |                   |                   |              |

| <b>Spanish II</b>   |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Spanish II  |             |                   | <b>Module No</b>  | 1.8.2             |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_EFL_II_Spanisch: Antica, Fabiana; Gutierrez-Frei, Georgina   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | Spanish   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.8.2 Spanish II (IG_EFL_II_Spanisch)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | none  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | 1.8.1 Elective Language I - Spanish I.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | 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.  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 4           | 47 h              | 0 h               | 53 h              | 100 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.8.2 LN - written exam, 90 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>Students are able to</p> <ul style="list-style-type: none"> <li>• understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations)</li> <li>• communicate, using simple past tense</li> <li>• describe in simple terms aspects of one's background, immediate environment and matters in areas of immediate need, conduct short conversations about everyday matters,</li> <li>• write postcards as well as short stories</li> </ul>  |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Improvement of vocabulary, grammar and communication skills</li> <li>• Grammar includes: Imperative, simple past, past progressive, future simple</li> <li>• Additionally, skills like listening, reading, giving simple presentation and taking part in basic negotiations will be improved</li> <li>• Pronunciation, paying attention to stress, intonation, accentuation.</li> <li>• Word order involving adjectives, personal pronouns</li> <li>• Regular and irregular verbs</li> <li>• Gerunds, adverbs, prepositions</li> </ul> |             |                   |                   |                   |              |
| <b>Hint</b>   | <p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>  |             |                   |                   |                   |              |
| <b>Literature</b>   | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• MORENO, Concha / Victoria, Begoña BLANCO and Piedad ZURITA, . <i>Nuevo Avance Básico A1-A2</i>. ISBN 978-3-19-004504-4</li> </ul>  |             |                   |                   |                   |              |

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|  | <ul style="list-style-type: none"><li>• MORENO, Concha / Victoria, Begoña BLANCO and Piedad ZURITA, .<br/><i>Nuevo Avance Básico A1-A2 Arbeitsbuch</i>. ISBN 978-3-19-014504-1</li></ul> <p><i>Recommended:</i><br/>None</p> |
|--|--|

1.9 Grundpraktikum/*Basic internship*

| Basic Internship  |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Basic Internship  |             |                   | <b>Module No</b>  | 1.9               |              |
| <b>Lecturer(s) / responsible for module</b>                           | n/a   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>winter and summer term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 1.9 Basic Internship (Gr_Pr)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | The learning method is practical work and self studies.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | None  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | 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.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This module is a preparation for the practical study semester.  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 0   | 10          | 250 h             | 0 h               | 0 h               | 250 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 1.9 Internship report, Business certificate   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students</p> <ul style="list-style-type: none"> <li>• know the working methods within the commercial fields of an international company</li> <li>• have a general idea of the complexity of management procedures</li> <li>• know the current management methods</li> <li>• have practical management competencies and skills</li> </ul> |             |                   |                   |                   |              |
| <b>Content</b>  | During the basic internship students have the opportunity to work in two different business fields of an international company (4-8 weeks); recommended fields are e.g. HR, Marketing; Sales; IT; Supply Chain; Accounting, etc.  |             |                   |                   |                   |              |
| <b>Hint</b>   | Duration: The module comprises 8 weeks of practical work. The basic internship has to be completed in the semester breaks and before the start of the 4th semester. There are two possibilities to complete the internship: 1x8 weeks (between 2nd and 3rd semester) or 2x4 weeks until the beginning of the 4th semester.                      |             |                   |                   |                   |              |
| <b>Literature</b>   |   |             |                   |                   |                   |              |

## 2.1 Internationales Marketing/*International Marketing*

| International Marketing   |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | International Marketing  |             |                   | <b>Module No</b>  | 2.1               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_IntMark: Scherer, Petra   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | English  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.1 International Marketing (IG_IntMark)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 2.1: Lecture with integrated exercises.<br>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.  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | The students should have a basic knowledge of mathematics.<br>Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | The contents of the module may be basic for further modules such as 2.13 International Automotive Management I and II, International Retail Management I and II as well as elective courses (FW).  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 5           | 46 h              | 0 h               | 79 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.1 schrP90 - written exam, 90 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students will be able to</p> <ul style="list-style-type: none"> <li>• progressively understand market mechanisms, participants and their activities</li> <li>• master the relevant terminology</li> <li>• analyse specific markets</li> <li>• develop strategies</li> <li>• derive appropriate operations</li> <li>• measure and evaluate results using adequate tools and methods in the global environment</li> </ul>   |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Marketing Concept: basics and house of marketing</li> <li>• Marketing Planning: marketing targets, situation analysis and marketing plan</li> <li>• Marketing research: overview and focus on desk and field research</li> <li>• Marketing segmentation and targeting, incl. customer behavior and positioning</li> <li>• Marketing strategy: portfolio strategies, differentiation strategies, product/market strategies</li> <li>• Marketing Mix: product, distribution, communication and pricing</li> <li>• Global Marketing: global marketing environment, strategies and marketing mix</li> </ul> |             |                   |                   |                   |              |



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|-------------------|--|
| <b>Hint</b>       |  |
| <b>Literature</b> | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• KOTLER, Philip T. and Gary ARMSTRONG, 2015. <i>Principles of Marketing</i>. Harlow [u.a.]: Pearson. ISBN 0133795020 ISBN-13: 978-0133795028</li></ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"><li>• KOTLER, Philip, Kevin Lane KELLER and Marc Oliver OPRESNIK, 2017. <i>Marketing-Management: Konzepte - Instrumente - Unternehmensfallstudien</i>. 15. edition. Hallbergmoos/Germany: Pearson. ISBN 978-3-86894-279-8</li><li>• KEEGAN, Warren J., Mark C. GREEN and Mairead BRADY, 2015. <i>Global marketing</i>. 8. edition. Boston, Mass. [u.a.]: Pearson Education. ISBN 978-0-13-354500-5, 978-1-29-201738-9</li></ul> |

## 2.2 Internationale Finanzierung/*International Finance*

| International Finance   |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | International Finance  |             |                   | <b>Module No</b>  | 2.2               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_IF: Sinha, Tanja  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | English  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.2 International Finance (IG_IF)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Lecture with integrated exercises.<br>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.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | The students should have a basic knowledge of mathematics.<br>Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | The contents of the module may be basic for further modules such as 2.7 International Strategy and Controlling, 2.13 International Automotive Management I and II, International Retail Management I and II as well as elective courses (FW).  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.2 schrP90 - written exam, 90 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | The Students <ul style="list-style-type: none"> <li>• know common financial instruments and are able to classify and describe them</li> <li>• are able to outline the importance and message of the leverage effect</li> <li>• can apply different methods of capital budgeting to derive investment decisions</li> <li>• know about targets and problems in finance and investment in internationally operating companies</li> </ul>  |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Definitions and basic concepts of financing and investment</li> <li>• Overview of financial instruments and its functions</li> <li>• Declaration and interpretation of important financial figures</li> <li>• Significance of capital structure decisions: leverage effect</li> <li>• Multinational capital structure and cost of capital</li> <li>• Managing currency risk and country risk</li> <li>• Various methods of capital budgeting</li> </ul> |             |                   |                   |                   |              |
| <b>Hint</b>   |  |             |                   |                   |                   |              |

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| <p><b>Literature</b></p> | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• BREALY, Richard A., Stewart C. MYERS and Franklin ALLEN, <i>Principles of Corporate Finance</i>. ISBN 978-1-259-25333-1</li> <li>• EUN, Cheol S. and Bruce G. RESNICK, . <i>International Finance</i>. ISBN 9780077161613</li> <li>• MADURA, Jeff, . <i>International Financial Management</i>. Stamford: Cengage Learning. ISBN 978-1-133-94783-7</li> <li>• BÖSCH, Martin, . <i>Internationales Finanzmanagement</i>. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3350-1</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• PAPE, Ulrich, . <i>Grundlagen der Investition und Finanzierung</i>.</li> <li>• BIEG, Hartmut, Heinz KUßMAUL and Gerd WASCHBUSCH, . <i>Finanzierung in Übungen</i>. München: Vahlen.</li> <li>• BIEG, Hartmut, Heinz KUßMAUL and Gerd WASCHBUSCH, . <i>Investition in Übungen</i>. München: Vahlen.</li> </ul> |
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### 2.3 Internationale Besteuerung/*International Taxation*

| International Taxation  |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | International Taxation  |             |                   | <b>Module No</b>  | 2.3               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_IntBest: Zellner, Elisabeth  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.3 International Taxation (IG_IntBest)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Lecture with integrated exercises.<br>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.  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | The students should have a basic knowledge of mathematics.<br>Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | None  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.3 schrP90 - written exam, 90 minutes  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students</p> <ul style="list-style-type: none"> <li>• know the general international income tax principles, in particular where a person or corporation is taxed and</li> <li>• become familiar with the VAT system within the European Union</li> <li>• know the basics of international tax law and how a potential double taxation is avoided</li> </ul>  |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• National and International income taxation principles               <ul style="list-style-type: none"> <li>○ Taxation due to residency</li> <li>○ Taxation at the income source</li> <li>○ Taxation of corporations and their shareholders</li> <li>○ Taxation of business income, rental income, interest, dividends, licenses and employee income</li> </ul> </li> <li>• Function of the double tax convention (OECD)</li> <li>• Avoidance of double taxation by cross border transactions VAT system within the European Union</li> </ul> |             |                   |                   |                   |              |
| <b>Hint</b>   |   |             |                   |                   |                   |              |
|   |   |             |                   |                   |                   |              |

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| <p><b>Literature</b></p> | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• NWB , , 2017. <i>Wichtige Steuergesetze</i>. 66. edition. ISBN 978-3-482-60458-4</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• GREFE, Cord, 2017. <i>Unternehmenssteuern</i>. 20. edition. Kiehl: Herne. ISBN 978-3-470-58540-6</li> <li>• BORNHOFEN, Manfred and Ernst BUSCH, 2016. <i>Steuerlehre 1</i>. 37. edition. Wiesbaden: Gabler. ISBN 978-3-658-11433-6</li> <li>• BORNHOFEN, Manfred and Ernst BUSCH, 2016. <i>Steuerlehre 2</i>. 37. edition. Wiesbaden: Gabler. ISBN 978-3-658-15715-9</li> <li>• KUDERT, Stephan, 2017. <i>Internationales Steuerrecht - leicht gemacht</i>. 3. edition. Berlin: Kleist. ISBN 978-3-87440-345-0</li> </ul> |
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## 2.5 Internationales Recht/*International Law*

| International Law   |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | International Law   |             |                   | <b>Module No</b>  | 2.5               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_IntR: Wegmann, Bernd   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.5 International Law (IG_IntR)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Lecture with integrated exercises<br>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.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | The module is specific to the study programme. It may be basic for elective courses of 2.16 business competences.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.5 schrP90 - written exam, 90 minutes  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students</p> <ul style="list-style-type: none"> <li>know about the significance and application of national and international law in companies.</li> <li>feel acquainted with the principles of buying, trade credit insurance and company law in an international context.</li> </ul>   |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>Definition und particularities of international law           <ul style="list-style-type: none"> <li>International public law</li> <li>Supranational law esp. European law</li> <li>International trade law</li> <li>International civil law</li> <li>International patent law</li> <li>Basic differences to German law</li> </ul> </li> </ul> <p>Students can apply their knowledge on trade credit insurance and company law for the specific example of a purchase contract esp.:</p> <ul style="list-style-type: none"> <li>Agreement of the contract regarding national rules, CISG and European Union civil code           <ul style="list-style-type: none"> <li>Purchase agreements with respect to B2B and B2C in national and international context</li> <li>Trade credit insurance in national and international context</li> </ul> </li> </ul> |             |                   |                   |                   |              |

|                   |   |
|-------------------|---|
|                   | <ul style="list-style-type: none"><li>• Company law in national/international context</li></ul>   |
| <b>Hint</b>       | Literature compulsory: Legislative texts, civil law, international and national trade law, international patent law.<br>Literature optional: Lecturer will provide the materials at the beginning of the class. |
| <b>Literature</b> |   |

## 2.6 Elective Foreign Language IV/*Elective Foreign Language IV*

| Chinese IV  |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Chinese IV  |             |                   | <b>Module No</b>  | 2.6               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_EFL_IV_Chinesisch: Cui, Junyi  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | Chinese   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.6 Chinese IV (IG_EFL_IV_Chinesisch)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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.  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students have to have at least 42 ECTS to take classes of the second study section.   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | 1.8.3 Elective Foreign Language III / Chinese III   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This course can be part of Chinese language in B.A. International Retail Management.  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.6 LN - written exam, 90 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students are able to</p> <ul style="list-style-type: none"> <li>• apply the language in real life situations</li> <li>• to express themselves, both in spoken and written language</li> </ul> <p>The students have</p> <ul style="list-style-type: none"> <li>• become more familiar with cultural differences and intercultural aspects, especially in business situations</li> <li>• increased their competence in oral communication</li> <li>• expanded their knowledge of Chinese grammatical structures</li> <li>• gained a deeper insight into Chinese culture and business.</li> </ul> |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Communication and writing skills are improved, with an emphasis on business communication such as letter writing, writing emails and communicating on the telephone</li> <li>• Knowledge of Chinese grammatical structures</li> <li>• Chinese cultures are explored and the language is placed in intercultural context</li> </ul>   |             |                   |                   |                   |              |
| <b>Hint</b>   | <p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>  |             |                   |                   |                   |              |
| <b>Literature</b>   | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• XUN, Liu, Kai ZHANG and Liu SHEUI , 2008. <i>Das neue praktische Chinesisch Arbeitsbuch 2</i>. ISBN 3905816024; ISBN-13: 978-3905816020</li> </ul>   |             |                   |                   |                   |              |



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|  | <i>Recommended:</i><br>None |
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| French IV   |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | French IV  |             |                   | <b>Module No</b>  | 2.6               |              |
| <b>Lecturer(s) / responsible for module /in</b>                       | IG_EFL_IV_Französisch: Schnackertz, Anne-Marie   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | French   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.6 French IV (IG_EFL_IV_Französisch)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students have to have at least 42 ECTS to take classes of the second study section.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | 1.8.3 Elective Foreign Language III - French III   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This course can be part of French business language in B.A. Business Administration.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.6 LN - written exam, 90 minutes  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | Siehe SPO  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students</p> <ul style="list-style-type: none"> <li>• have improved their French communication skills by doing extensive text work</li> <li>• are able to implement current business topics</li> <li>• deepened their knowledge of general issues as well as in the area of marketing and finance</li> </ul>  |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Large French business enterprises and the French Industry</li> <li>• History of a family enterprise</li> <li>• Organizational chart – Work in different levels of a family enterprise</li> <li>• Different types of companies (legal status)</li> <li>• The application process : CV and cover letter</li> <li>• The application process : a traditional job application, an unsolicited application, an online application,</li> <li>• commercialization of a product</li> <li>• Marketing</li> <li>• Promotion of sales</li> <li>• Public relations</li> <li>• The distribution process</li> <li>• Methods of payment – banking and finance</li> <li>• Business loans</li> <li>• Accounting</li> <li>• Financial Accounting</li> <li>• The fiscal system</li> <li>• Current topics, class discussions and presentations</li> <li>• Grammar: past tense, passive voice, future tense, conditional tense, pronouns</li> <li>• The conditional, the subjunctive</li> </ul> |             |                   |                   |                   |              |
| <b>Hint</b>   |  |             |                   |                   |                   |              |

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| <p><b>Literature</b></p> | <p>Compulsory:</p> <ul style="list-style-type: none"> <li>• PENFORNIS, Jean Luc, 2016. Vocabulaire progressif du français des affaires. Niveau intermédiaire.. ISBN 978-3125299283</li> </ul> <p>Recommended:</p> <ul style="list-style-type: none"> <li>• GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. Grammaire Progressive du Français - Niveau intermédiaire. 1. edition. ISBN 978-3-12-529854-5</li> </ul> |
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| Spanish IV  |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Spanish IV   |             |                   | <b>Module No</b>  | 2.6               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_EFL_IV_Spanisch: Antràs Solè, Teresa; Valencia Maya, Belinda Patricia   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | Spanish  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | General Elective Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.6 Spanish IV (IG_EFL_IV_Spanisch)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | 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  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students have to have at least 42 ECTS to take classes of the second study section.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | 1.8.3 Elective Language III - Spanish III  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This course can be part of Spanish language in B.A. International Retail Management.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.6 LN - written exam, 90 minutes  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students are able to</p> <ul style="list-style-type: none"> <li>• apply the language in real life situations.</li> <li>• to express themselves, both in spoken and written language.</li> <li>• are able to handle basic business situations and have gained some insight into business communication.</li> <li>• read different publications, such as newspapers and business articles.</li> </ul>                                 |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Communication and writing skills are improved, with an emphasis on business communication such as letter writing, writing emails and communicating on the telephone.</li> <li>• Knowledge of Spanish grammatical structures, such as subjunctive, conditional, plus perfect is expanded</li> <li>• Hispanic cultures are explored and the language is placed in intercultural context.</li> </ul> |             |                   |                   |                   |              |
| <b>Hint</b>   | <p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>   |             |                   |                   |                   |              |
| <b>Literature</b>   | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• ZURITA, MORENO, MORENO, BLANCO, Piedad, Concha, Victoria, Begoña, . <i>Nuevo Avance Intermedio</i> . ISBN 978-3-19-154504-8</li> </ul> <p><i>Recommended:</i></p> <p>None</p>   |             |                   |                   |                   |              |

**2.8 International Business Diplomacy and Crosscultural Management/*International Business Diplomacy and Crosscultural Management***

| <b>International Business Diplomacy and Crosscultural Management</b>  |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | International Business Diplomacy and Crosscultural Management  |             |                   | <b>Module No</b>  | 2.8               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_IntBDCM: McDonald, James; Reicherstorfer, Anja  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | English  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.8 International Business Diplomacy and Crosscultural Management (IG_IntBDCM)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Lecture with integrated exercises.<br>The teaching method is a weekly lecture in small groups with practical 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. |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | The module is recommended to be completed before the theoretical as well as practical semester abroad as a preparation for inter- and crosscultural communication.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 6           | 47 h              | 0 h               | 103 h             | 150 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.8 seminar paper and presentation   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | The students <ul style="list-style-type: none"> <li>• know about the cultural differences and act accordingly</li> <li>• are able to interact and communicate in a global environment</li> <li>• are prepared to establish a business communication with international partners and are sensitive to their cultural peculiarities</li> </ul>   |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>• Importance of intercultural management for companies doing business abroad</li> <li>• Theories of culture</li> <li>• Concepts of intercultural management and communication</li> <li>• Organisation and leadership in international teams</li> </ul>  |             |                   |                   |                   |              |
| <b>Hint</b>   | Following literature for further reference will be announced during class.   |             |                   |                   |                   |              |
| <b>Literature</b>   | compulsory: <ul style="list-style-type: none"> <li>• Hofstede, Geert (2010), Cultures and Organizations: Software of the Mind, 3rd ed., McGraw Hill Verlag.</li> </ul>   |             |                   |                   |                   |              |

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|  | <ul style="list-style-type: none"><li>• Trompenaars, Hampden-Turner (2012), <i>Riding the Waves of Culture</i>, 3rd ed., Nicholas Brealey Publ.</li><li>• Weekly in-class discussions will be based on assigned readings. Texts will be added to Moodle throughout the semester to supplement and illustrate various points as necessary.</li></ul> <p>Optional:</p> <ul style="list-style-type: none"><li>• Hall (1979), <i>The Silent Language</i>, Anchor Verlag.</li><li>• Hall (1990), <i>The Hidden Dimension</i>, Anchor Verlag.</li><li>• Hall (1984), <i>The Dance of Life: The Other Dimension of Time</i>, Anchor Verlag.</li></ul> |
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## 2.10 Current Issues in Economics/*Current Issues in Economics*

| Current Issues in Economics   |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Current Issues in Economics  |             |                   | <b>Module No</b>  | 2.10              |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_CIE: Ruschinski, Monika   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German/English   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.10 Current Issues in Economics (IG_CIE)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Lecture with integrated exercises.<br>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.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS to take classes of the second study section, especially 1.2. Microeconomics.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | The module may be basic for certain choices of 2.16 elective business competences.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 6           | 47 h              | 0 h               | 103 h             | 150 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.10 LN - written exam, 90 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students</p> <ul style="list-style-type: none"> <li>• have knowledge about the most important macroeconomic variables: gross domestic product, consumer price index, unemployment rate</li> <li>• understand the determinants of the large variation in living standards over time and across countries</li> <li>• know the long-run determinants of the unemployment rate, including job search, minimum wage laws, the market power of unions and efficiency wages</li> <li>• understand the theory of inflation and the role of the central bank in controlling the quantity of money.</li> <li>• will be able to explain the relationship among saving, investment and the trade balance, the distinction between the nominal and real exchange rate, and the theory of purchasing-power parity</li> <li>• will be able to evaluate facts about the business cycle and they can explain the influence of monetary and fiscal policy on aggregate demand.</li> </ul> |             |                   |                   |                   |              |
| <b>Content</b>  | <p>This course examines the multiple dimensions of economic development that are bringing about the ever-closer integration of national economies into one global world economy.</p> <p>Much of macroeconomics is aimed at revealing the long-run and short-run determinants of a nation's gross domestic product (GDP):</p>   |             |                   |                   |                   |              |

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|                   | <ul style="list-style-type: none"> <li>• Why, for example, is the GDP higher in Germany and Japan than in India and Nigeria?</li> <li>• What can the government of the poorest countries do to promote more growth in GDP?</li> <li>• Why does GDP in European and North American countries rise rapidly in some years and fall in others?</li> <li>• What can policy makers do to reduce the severity of these fluctuations in GDP as in the recent financial crisis? These are important questions we will discuss in this course.</li> </ul> <p>Furthermore, the real values behind the currencies of most major countries, such as pound, euro and dollar, have not been stable. Inflation reduces the purchasing power of each unit of money over time. We will examine the causes and effects of inflation or how inflation interacts with other economic variables like GDP or the unemployment rate.</p> |
| <b>Hint</b>       |  |
| <b>Literature</b> | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• MANKIWI, Nicholas Gregory and Mark P. TAYLOR, 2017. <i>Economics</i>. F. edition. Andover: Cengage Learning. ISBN 978-1-4737-2533-1, 147372533X</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2015. <i>International economics: theory and policy</i>. 10. edition. Boston, Mass. ; Munich [u.a.]: Pearson. ISBN 978-1-292-01955-0, 1-292-01955-7</li> <li>• DORMAN, Peter, 2014. <i>Macroeconomics</i>. Heidelberg: Springer. ISBN 978-3-662-52248-6</li> <li>• HEATHER, Ken and Simka STEFANOVA, 2017. <i>Maths for Economics A Companion to Mankiw and Taylor Economics</i>. United Kingdom: Cengage Learning EMEA. ISBN 978-1-4737-2542-3</li> </ul>  |



## 2.12 CSR and Compliance Management/CSR and Compliance Management

| CSR and Compliance Management   |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | CSR and Compliance Management   |             |                   | <b>Module No</b>  | 2.12              |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_CSR-CM: Barfuß, Georg Stephan; Kühl, Christian; Büchl, Reinhard  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | English   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.12 CSR and Compliance Management (IG_CSR-CM)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Lecture with integrated exercises.<br>The teaching method is a blocked 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.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | It is recommended to have passed the course 2.11 Sustainability Management. An in-depth study of literature is highly recommended.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | This course is specific to the B.A. International Management.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.12 mdlP - oral exam, 15 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students</p> <ul style="list-style-type: none"> <li>know the concept of CSR and are able to explain the theoretical background to the concept.</li> <li>are able to embed the CSR concept into the framework of sustainable development in general and business administration in particular.</li> <li>know the shareholder and the stakeholder approach and have formed their own idea of what a business is there for and what place it takes in society.</li> <li>are able to work with the basic concepts of sustainability controlling and understand the most important key performance indicator (KPI) in that respect.</li> <li>are able to relate their theoretical knowledge to practical case studies and form an opinion on the CSR activities of companies.</li> <li>know the concept of compliance and are able to comprehend compliance as a major issue when doing business globally.</li> <li>understand how compliance influenced by law and company regulations is linked to the ethical behavior of each individual and how they can act accordingly.</li> </ul> |             |                   |                   |                   |              |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>CSR and the theory of business administration: contradiction in terms?</li> <li>Is business part of society or "is the business of business business"?</li> <li>Definition of CSR and relation to the concept of sustainability/sustainable development</li> </ul>   |             |                   |                   |                   |              |

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|                          | <ul style="list-style-type: none"> <li>• Shareholder vs. Stakeholder approach</li> <li>• The four theories of CSR, or: why business should try to do good</li> <li>• Is there a “business case” for CSR?</li> <li>• Sustainability Controlling: green controlling and other measurement techniques</li> <li>• How to implement CSR: examples/case studies from the automotive (and other) industry</li> <li>• Definition of compliance with an international scope</li> <li>• Perception of compliance in different countries and companies</li> <li>• Structure and concepts for corporate compliance</li> <li>• Compliance challenges when making business in a global environment</li> </ul>   |
| <p><b>Hint</b></p>       |   |
| <p><b>Literature</b></p> | <p><i>Compulsory:</i><br/>         CSR:</p> <ul style="list-style-type: none"> <li>• Freeman, R. E. &amp; Harrison, J. S. &amp; Wicks, A. C. &amp; Parmar, B. L. &amp; DeColle, S. (2011): “Stakeholder Theory. The State of the Art.”, Cambridge University Press, New York.</li> </ul> <p>Compliance:</p> <ul style="list-style-type: none"> <li>• John Crane; Compliance techniques; InThinking; 2014<br/> <a href="http://www.thinkib.net/psychology/page/676/compliance-techniques">http://www.thinkib.net/psychology/page/676/compliance-techniques</a></li> </ul> <p><i>Recommended:</i><br/>         CSR:</p> <p>German only:</p> <ul style="list-style-type: none"> <li>• Pufe, I. (2012): Nachhaltigkeit. UVK Lucius Konstanz und München</li> <li>• Weber, J. / Johannes, G. / Janke, R. / Mack S. (2012): Nachhaltigkeit und Controlling, Advanced Controlling Band 80, Wiley-Verlag, Weinheim.</li> </ul> <p>English:</p> <ul style="list-style-type: none"> <li>• Handy, C. (2003): What’s a Business For? In: Harvard Business Review on Corporate Responsibility (2003)</li> <li>• Werbach, A. (2009): “Strategy for Sustainability. A Business Manifesto.” Harvard Business Press, Boston.</li> </ul> <p>Compliance:</p> <ul style="list-style-type: none"> <li>• Ernst &amp; Young: 2014 Global Fraud Survey; Overcoming compliance fatigue; Reinforcing the commitment to ethical growth; 13th Global Fraud Survey<br/> <a href="http://www.ey.com/GL/en/Services/Assurance/Fraud-Investigation---Dispute-Services/EY-reinforcing-the-commitment-to-ethical-growth">http://www.ey.com/GL/en/Services/Assurance/Fraud-Investigation---Dispute-Services/EY-reinforcing-the-commitment-to-ethical-growth</a></li> <li>• REPORT FROM THE COMMISSION TO THE COUNCIL AND THE EUROPEAN PARLIAMENT; EU ANTI-CORRUPTION REPORT; Brussel; 2014<br/> <a href="http://ec.europa.eu/dgs/home-affairs/e-library/documents/policies/organized-crime-and-human-trafficking/corruption/docs/acr_2014_en.pdf">http://ec.europa.eu/dgs/home-affairs/e-library/documents/policies/organized-crime-and-human-trafficking/corruption/docs/acr_2014_en.pdf</a></li> <li>• Thomas R. Fox, The Five Essential Elements of a Corporate Compliance Program-Part II; 2012<br/> <a href="http://tfoxlaw.wordpress.com/2012/09/09/the-five-essential-elements-of-a-corporate-compliance-program-part-ii/">http://tfoxlaw.wordpress.com/2012/09/09/the-five-essential-elements-of-a-corporate-compliance-program-part-ii/</a></li> <li>• Thomas R. Fox, The Five Essential Elements of a Corporate Compliance Program-Part I; 2012<br/> <a href="http://tfoxlaw.wordpress.com/2012/09/07/the-five-essential-elements-of-a-corporate-compliance-program-part-i/">http://tfoxlaw.wordpress.com/2012/09/07/the-five-essential-elements-of-a-corporate-compliance-program-part-i/</a></li> <li>• EnBW Energie Baden-Württemberg AG; EnBW Group; Code of Conduct; 2011<br/> <a href="https://www.enbw.com/media/investoren/docs/corporate-governance/code-of-conduct.pdf">https://www.enbw.com/media/investoren/docs/corporate-governance/code-of-conduct.pdf</a></li> </ul> |

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|  | <ul style="list-style-type: none"><li>• Esther Versluis; Compliance Problems in the EU; What potential role for agencies in securing compliance? Department of Political Science; European Studies, 2004<br/><a href="http://regulation.upf.edu/ecpr-05-papers/eversluis.pdf">http://regulation.upf.edu/ecpr-05-papers/eversluis.pdf</a></li></ul> |
|--|--|

## 2.14 Internationales Projekt/*International Project*

| International Project   |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | International Project  |             |                   | <b>Module No</b>  | 2.14              |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_IntProjekt: Augsdörfer, Peter   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | English  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.14 International Project (IG_IntProjekt)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Prj - Project.<br>The student work together in groups to solve a practical problem. The lecturer will support the students by giving feedback when achieving certain milestones. The students are encouraged to perform self-study work of literature if needed and to come to individual solution which work best for their group.  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | The module may be equal to the project in B.A. Business Administration if an international focus is given.   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4  | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.14 seminar paper and presentation  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Define and describe common project management terminology</li> <li>• Use general project management tools to coordinate a team and document the progress of a project</li> <li>• Avoid common cultural pitfalls and mistakes in managing projects</li> <li>• Define their role in the global project management process</li> <li>• Present key project data to an international audience</li> </ul>  |             |                   |                   |                   |              |
| <b>Content</b>  | <p>The students work together in an international project. The aim is to learn and apply the following project management aspects and apply them in practice:</p> <ul style="list-style-type: none"> <li>• Project management tools, methods and techniques</li> <li>• Running and coordinating an interdisciplinary and international project</li> <li>• Planning, scheduling, resource allocation, making decisions</li> <li>• Realisation and controlling</li> <li>• Regulation and performance measurement activities</li> <li>• Visualisation and communication</li> <li>• Conflict management</li> <li>• Case studies</li> </ul> |             |                   |                   |                   |              |
| <b>Hint</b>   |  |             |                   |                   |                   |              |

|                   |   |
|-------------------|---|
| <b>Literature</b> | Literature compulsory: General project management literature is highly recommended.<br>Literature recommended: The literature for further reference will be announced during class. |
|-------------------|---|

## 2.15 Internationales Unternehmensplanspiel / *International Business Simulation*

| International Business Simulation                                     |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | International Business Simulation  |             |                   | <b>Module No</b>  | 2.15              |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_INTUPL: Augsdörfer, Peter; Sinha, Tanja   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German/English   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.15 International Business Simulation (IG_INTUPL)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Exercise.<br>The teaching method is a lecture with exercise, using a computer-based business simulation.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | None   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | None   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 3  | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.15 LN - practical assessment   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students will be able to</p> <ul style="list-style-type: none"> <li>• understand thoroughly a global value chain process</li> <li>• experience the impact of positioning and strategic management on success</li> <li>• to interpret the factors influencing growth, sales, product development, production and finance</li> <li>• find out how to realize and control international economic connections</li> <li>• read and analyze budgets and reports as well as understand the financial structure of the global company</li> <li>• understand intercultural communication skills, team work, and work delegation</li> </ul> |             |                   |                   |                   |              |
| <b>Content</b>  | The business simulation (TOPSIM Going Global) has a global context. It is a sophisticated, computerized business simulation game. Together with fellow players, students simulate a management team, which is responsible for running a business in the washing machine industry. The objective of the game is to train students to acquire general management skills and an overall view of management combined with cultural elements of an imaginary international corporation.   |             |                   |                   |                   |              |
| <b>Hint</b>   | <p>PLEASE NOTE</p> <p>Method of assessment / Requirements for Credit Points: LN: Game results and presentation of steps and strategies. Full attendance required. The course is on a pass/non-pass basis until the SPO WS2013/14, after that, the course will be graded.</p> <p>Please note: as the seminar requires a minimum number of participants which is</p>   |             |                   |                   |                   |              |

|                          |  |
|--------------------------|--|
|                          | <p>due to technical reasons of the simulation, a revision or reexamination cannot be offered in the summer term.</p>   |
| <p><b>Literature</b></p> | <p>Literature compulsory: Simulation Game Handbook (will be provided).</p> <p>Literature recommended: Following literature for further reference will be announced during class.</p> |

**2.16 Internationales Vertiefungsseminar / Revision of International Business Theory**

| Revision of Business Theory   |   |             |                   |                   |                   |              |
|---|---|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Revision of Business Theory   |             |                   | <b>Module No</b>  | 2.16              |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_IntVS: Jünger, Michael; Scheed, Bernd; Schmidt, Karin; Wagner, Harry   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German/English  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject  |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>winter and summer term  |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.16 Revision of Business Theory (IG_IntVS)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Seminar.<br>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.  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | Compulsory modules are recommended:<br>1.1. Principles of Business Administration, 1.3 Quantitative Methods<br>2.3 International Taxation, 1.5 International Accounting,<br>2.2 International Finance, 2.1 International Marketing,<br>1.7 Supply Chain Management, 2.4 International HR,<br>2.7 International Strategic Management and Controlling   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | None  |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>  | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 4   | 5           | 47 h              | 0 h               | 78 h              | 125 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.16 mdIP - oral exam 15-30 minutes   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation  |             |                   |                   |                   |              |
| <b>Objectives</b>   | The students <ul style="list-style-type: none"> <li>• know the principles and instruments of business administration in an international context and decision-making processes</li> <li>• have a basic understanding of entrepreneurial thinking</li> <li>• are able to use and classify the instruments within a holistic approach</li> <li>• are able to discuss and evaluate their knowledge in case studies</li> </ul>  |             |                   |                   |                   |              |
| <b>Content</b>  | 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: <ul style="list-style-type: none"> <li>• International management</li> <li>• Goal setting and strategic management</li> <li>• Decision making</li> <li>• Functions across as well as along the value chain such as logistics, marketing, controlling, HR and leadership etc.</li> <li>• Introductory course on Oct 12th is mandatory (if you have not attended in the previous semester) and will include a guide on how to prepare for the exam;</li> </ul> |             |                   |                   |                   |              |



|                   |   |
|-------------------|---|
|                   | the oral examination will take place shortly before the exam period in winter 2017. You can also attend the repeat examination in summer 2018.  |
| <b>Hint</b>       |   |
| <b>Literature</b> | <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• 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: <a href="http://dx.doi.org/10.1007/978-3-8349-3844-2">http://dx.doi.org/10.1007/978-3-8349-3844-2</a>.</li> <li>• 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</li> <li>• JUNG, Hans, 2010. <i>Allgemeine Betriebswirtschaftslehre</i> [online]. München: Oldenbourg PDF e-Book. ISBN 978-3-486-71905-5, 978-3-486-59211-5. Available via: <a href="http://dx.doi.org/10.1524/9783486719055">http://dx.doi.org/10.1524/9783486719055</a>.</li> <li>• HILL, Charles W. L., 2015. <i>International business: competing in the global marketplace</i>. 10. edition. New York, NY: McGraw Hill. ISBN 978-0-0771-6358-7</li> <li>• 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</li> </ul> <p><i>Recommended:</i><br/>None</p> |

## 2.17 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 WS 2017/18 werden folgende FW-Fächer angeboten. Die Modulbeschreibungen können Sie im **Modulhandbuch Betriebswirtschaft** (hinterlegt in Moodle) einsehen.

*The following FW-courses are offered during WS 2017/18. Descriptions are offered in the module guide of the B.A. Business Administration (on Moodle).*

|    |  |
|----|--|
| 1  | 5-Euro-Business  |
| 2  | Business Planning  |
| 3  | Einführung in die statistische Datenanalyse mit SPSS     |
| 4  | Erfolgreiche Verhandlungsführung für die Praxis          |
| 5  | Existenzgründung und Gründungscoaching                   |
| 6  | Finanzmathematik mit Modellierung                        |
| 7  | Grundlagen der Organisationsentwicklung                  |
| 8  | Grundlagen der Sozialpsychologie                         |
| 9  | Grundlagen der Wirtschaftspsychologie                    |
| 10 | Immobilienmanagement                                     |
| 11 | Krisenkommunikation in Führungs- und Change- Situationen |
| 12 | Marketing und Recht                                      |
| 13 | Portfoliomanagement                                      |
| 14 | Produktionsorganisation                                  |
| 15 | Technology Management                                    |

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

## 2.18 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 WS 2017/18 werden folgende SW-Fächer 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 Chinesisch 1/2 gewählt werden).

Aufbauende Sprachkurse zu Erweiterung des Wissens sind möglich, d.h. Kurs 8 Spanisch Level B1 aufbauend auf Elective Language Spanisch I-IV ist möglich.

*The following SW-courses are offered during the WS 2017/18. 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).

Expection: No. 8 requires the knowledge of the respect. Electives Languages I-IV, so it may be chosen correspondingly.

|    |   |
|----|---|
| 1  | Biographie, Orientierung, Sinn  |
| 2  | Chinesische Sprache 1   |
| 3  | Chinesische Sprache 2   |
| 4  | Führung im internationalen Kontext – Entwicklung unterschiedlicher Leadership Kompetenzen |
| 5  | Moderationstechniken  |
| 6  | Projekt zur Sozialkompetenz   |
| 7  | Selbstmanagement - Potentiale, Chancen und Risiken  |
| 8  | Spanisch Level B1   |
| 9  | TOEFL Course (in englischer Sprache)  |
| 10 | Zusammenarbeit im Team  |

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

## 2.19 Seminar zur Bachelorarbeit / *Seminar Bachelor Thesis*

| Seminar Bachelor Thesis   |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Seminar Bachelor Thesis  |             |                   | <b>Module No</b>  | 2.19              |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_SemBA: Schmidt, Karin   |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>only winter term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.19 Seminar Bachelor Thesis (IG_SemBA)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Seminar.<br>The teaching method is a blocked 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   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | None   |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | None   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 2  | 2           | 24 h              | 0 h               | 26 h              | 50 h         |
| <b>Method of assessment / Requirements for credit points</b>          | 2.19 LN - seminar paper 8-10 pages successfully passed/ not passed   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | The students <ul style="list-style-type: none"> <li>• know the basics of scientific methods and can apply them accordingly</li> <li>• are able to use research methods to find relevant information for academic study and career</li> <li>• know the principles of citation/reference styles for in-text references and reference lists</li> <li>• are able to apply the tools and functions of the „Citavi“ reference programme</li> <li>• are able to write an exposé in order to structure their bachelor thesis</li> </ul>  |             |                   |                   |                   |              |
| <b>Content</b>  | Based on a their bachelor’s theme, students work in small teams, and develop strategies of information retrieving and train the most important research tools for their area of expertise. <ul style="list-style-type: none"> <li>• Ways of scientific publishing</li> <li>• Methodology of information retrieval</li> <li>• Course of a systematic and goal-oriented research</li> <li>• The most important instruments for the field:                             <ul style="list-style-type: none"> <li>○ Library Catalogs</li> <li>○ Interlibrary loan</li> <li>○ Scientific Databases</li> </ul> </li> </ul> Academic research: |             |                   |                   |                   |              |

|                          |   |
|--------------------------|---|
|                          | <ul style="list-style-type: none"> <li>• Citation systems</li> <li>• Bibliography</li> <li>• reference management</li> </ul> <p>The SCS will also provide further information on the overall legal requirements and deadlines for writing the bachelor's thesis.</p>  |
| <p><b>Hint</b></p>       | <p><b>Attendance of the 2 day course is mandatory.</b> it will take place in two groups:<br/>         Group 1 (sign in if you already have a bachelor thesis topic and write in WS) 23.10-24.10.17 in G312 + AG03/AG05 (library)<br/>         Group 2 (sign in if you do not hold a topic yet or wish to write in SS18): 24.10-25.10.17 in G301 + AG03/AG05 (library)<br/>         Additional Slot for all Groups by SCS on legal requirements: 24.10.17: 8:00-8:30</p> |
| <p><b>Literature</b></p> | <p>Compulsory: Guide to scientific works and bachelor thesis available on moodle.<br/>         Recommended: Following literature for further reference will be announced during class</p>   |

## 2.20 Bachelorarbeit/Bachelor Thesis

| Bachelor Thesis   |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Bachelor Thesis  |             |                   | <b>Module No</b>  | 2.20              |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_BA: any professor of the THI  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | German/English   |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>winter and summer term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.20 Bachelor Thesis (IG_BA)   |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Undefined.<br>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.   |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | The students need at least 42 ECTS of the first study section to take classes of the second study section.<br>Successfull attendance of 2.19 "Seminar Bachelor Thesis".<br>The advanced practical study semester (internship abroad) has to be successfully completed plus 20 ECTS from the third and fourth semester.   |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | It is recommended to prepare the bachelor thesis at the end of the study programme.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | None   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 0  | 12          | 0 h               | 0 h               | 300 h             | 300 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.20 Bachelor-Thesis   |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | Working on the bachelor thesis, the student <ul style="list-style-type: none"> <li>• demonstrates the ability to work in a truly scientific mode e.g. structuring the problem, finding solutions via different channels such as literature, etc.</li> <li>• applies his knowledge and experiences successfully to real world problems in a global context</li> <li>• writes a thesis within a given time frame</li> </ul>  |             |                   |                   |                   |              |
| <b>Content</b>  | 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 |             |                   |                   |                   |              |

|                   |   |
|-------------------|---|
|                   | <p>contents, figures, bibliography, etc., including tables and figures). Details regarding the Bachelor Thesis are available in Moodle:</p> <ul style="list-style-type: none"> <li>• Allgemeine Informationen der Business School<br/><a href="https://moodle.thi.de/moodle/course/view.php?id=939">https://moodle.thi.de/moodle/course/view.php?id=939</a></li> <li>• Service Center Studienangelegenheiten<br/><a href="https://moodle.thi.de/moodle/course/view.php?id=1315">https://moodle.thi.de/moodle/course/view.php?id=1315</a></li> </ul> |
| <b>Hint</b>       | <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>  |
| <b>Literature</b> | <p>Literature compulsory: Own research<br/>Literature mandatory: Own research</p>   |

## 2.2 Praktisches Auslandssemester/*Practical Semester*

| Practical Semester  |  |             |                   |                   |                   |              |
|---|--|-------------|-------------------|-------------------|-------------------|--------------|
| <b>Module Title</b>   | Practical Semester   |             |                   | <b>Module No</b>  | 2.2               |              |
| <b>Lecturer(s) / responsible for module</b>                           | IG_PRSEM:  |             |                   |                   |                   |              |
| <b>Language of instruction</b>  | Other  |             |                   |                   |                   |              |
| <b>Kind of module</b>   | Compulsory Subject   |             |                   |                   |                   |              |
| <b>Duration / Frequency</b>   | 1 Semester<br>winter and summer term   |             |                   |                   |                   |              |
| <b>Parts of the module</b>  | 2.2 Practical Semester (IG_PRSEM)  |             |                   |                   |                   |              |
| <b>Learning methods</b>   | Internship<br>The learning method is a practical work and self studies.  |             |                   |                   |                   |              |
| <b>Prerequisite according to Study and examination regulation</b>     | Successful completion of the first study section and the basic internship plus 20 ECTS from the third and fourth semester. The internship has to be passed abroad in a non-German speaking country.<br>The internship comprises 20 weeks, it has to be passed en bloc with the theoretical study term abroad and the country has to be non-german speaking.  |             |                   |                   |                   |              |
| <b>Prerequisite of attendance</b>                                     | The internship has be passed before starting module 2.20 bachelor thesis.  |             |                   |                   |                   |              |
| <b>Usability of the module for this or for other study programmes</b> | None   |             |                   |                   |                   |              |
| <b>Workload</b>   | <b>SWS</b>   | <b>ECTS</b> | <b>Attendance</b> | <b>WBT-Effort</b> | <b>Self-study</b> | <b>Total</b> |
|   | 0  | 30          | 750 h             | 0 h               | 750 h             | 750 h        |
| <b>Method of assessment / Requirements for credit points</b>          | 2.2 Internship report, business certificate  |             |                   |                   |                   |              |
| <b>Weighting for the composition of the final grade</b>               | See study and examination regulation   |             |                   |                   |                   |              |
| <b>Objectives</b>   | <p>The students</p> <ul style="list-style-type: none"> <li>• Know the different business operating areas in international companies or equivalent organisations</li> <li>• Define and solve management tasks in an international context</li> <li>• Gain management experience</li> <li>• Are able to manage tasks as a graduate in business administration</li> </ul>   |             |                   |                   |                   |              |
| <b>Content</b>  | 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 in a non-German speaking country. This time allows them to get 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. |             |                   |                   |                   |              |
| <b>Hint</b>   |  |             |                   |                   |                   |              |
| <b>Literature</b>   |  |             |                   |                   |                   |              |