

BACHELOR OF ARTS  
INTERNATIONAL MANAGEMENT

Module Guide

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THI BUSINESS SCHOOL

STAND 08.09.2015

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

Lfd. Nr.	Module	SWS	Art der Lehrveranstaltung	Prüfungen	Bestehenserbliche studienbegleitende Leistungsnachweise (Gewichtung für die Bildung der Fachendnote 1,0, soweit nichts anderes angegeben)	Gewichtung für die Prüfungsgesamtnote (in%)	Leistungspunkte (ECTS)
No.	Modules	Hours per week	Course type	Type and duration in min.	Course-related assessments which have to be passed and compose the final grade	Weighting for the composition of the final grade	Credit points
1.1.	Internationales Management Grundlagen <i>Principles of International Management</i>					3	7
1.1.1	Einführungswoche (Betriebswirtschaftliche Lern- und Arbeitstechniken) <i>Introduction to Business Administration</i>	2	SU/Ü		LN <sup>1)2)</sup>		
1.1.2	Betriebswirtschaftliche und internationale Grundlagen <i>International Management Basics</i>	5	SU/Ü	schrP 120	LN der lfd. Nr. 1.1.1.		
1.2	Microeconomics <i>Microeconomics</i>	4	SU/Ü	schrP 90		3	5
1.3	Quantitative Methoden <i>Quantitative Methods</i>	6	SU/Ü	schrP 120		3	6
1.4	IT-Management <i>IT-Management</i>	4	SU/Ü	schrP 90		2	5
1.5	Internationale Bilanzierung <i>International Accounting</i>	4	Ü	schrP 90		2	5
1.6	International Cost Management <i>International Cost Management</i>	4	SU/Ü	schrP 90		2	5
1.7	Global Supply Chain Management <i>Global Supply Chain Management</i>	4	SU/Ü	schrP 90		2	5
1.8	Wirtschaftssprachen <i>Languages</i>						
1.8.1	Elective Foreign Language <sup>3)</sup> <i>Elective Foreign Language I<sup>3)</sup></i> (Spanisch/ <i>Spanish</i> , Französisch/ <i>French</i> oder/ <i>or</i> Chinesisch/ <i>Chinese</i> )	4	SU/Ü	LN <sup>2)</sup>		2	4
1.8.2	Elective Foreign Language <sup>3)</sup> <i>Elective Foreign Language II<sup>3)</sup></i>	4	SU/Ü	LN <sup>2)</sup>		2	4
1.8.3	Elective Foreign Language <sup>3)</sup> <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	Prüfungen Art und Dauer in Minuten	Bestehensrelevante endnotenbildende studienbegleitende Leistungsnachweise (Gewichtung für die Bildung der Fachnote 1,0, soweit nichts anderes angegeben)	Gewichtung für die Prüfungsgesamtnote (in%)	Leistungspunkte (ECTS)
No.	Modules	Hours per week	Course type	Examinations Type and duration in min.	Course-related assessments which have to be passed and compose the final grade	Weighting for the composition of the final grade	Credit points
2.1	Internationales Marketing <i>International Marketing</i>	4	SU/Ü	schrP 90		2	5
2.2	Internationale Finanzierung <i>International Finance</i>	4	SU/Ü	schrP 90		2	5
2.3	Internationale Besteuerung <i>International Accounting</i>	4	SU/Ü	schrP 90		2	5
2.4	International HR, Organisation and Leadership <i>International HR, Organisation and Leadership</i>	4	SU/Ü		SA/P	2	5
2.5	Internationales Recht <i>International Law</i>	4	SU/Ü	schrP 90		2	5
2.6	Elective Foreign Language IV <sup>3)</sup> Elective Foreign Language IV <sup>3)</sup>	4	SU/Ü	LN <sup>2)</sup>		3	5
2.7	Internationale Unternehmensstrategie und Controlling <i>International Strategy and Controlling</i>	4	SU/Ü	schrP 90		4	6
2.8	International Business Diplomacy and Crosscultural Management <i>International Business Diplomacy and Crosscultural Management</i>	4	SU/Ü		SA/P	4	6
2.9	Internationaler Handel und Vertrieb <i>International Retail and Sales</i>	4	SU/Ü	schrP 90		4	6
2.10	Current Issues in Economics <i>Current Issues in Economics</i>	4	SU/Ü		LN <sup>2)</sup>	4	6
2.11	Sustainability Management <i>Sustainability Management</i>	4	SU/Ü		SA/P	3	5
2.12	CSR and Compliance Management <i>CSR and Compliance Management</i>	4	SU/Ü	mdIP (15min)		3	5

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2.13	Schwerpunkt International Industries <sup>4)</sup> <i>Focus International Industries<sup>4)</sup></i>						10
2.13.1	International Automotive Management <i>International Automotive Management</i>						
2.13.1.1.	International Automotive Management I <i>International Automotive Management I</i>	4	SU/Ü	schrP 90		4	5
2.13.1.2	International Automotive Management II <i>International Automotive Management II</i>	4	SU/Ü		SA/P	4	5
2.13.2.	Green Technologies <i>Green Technologies</i>						
2.13.2.1.	Green Technologies I <i>Green Technologies I</i>	4	SU/Ü	schrP 90		4	5
2.13.2.2.	Green Technologies II <i>Green Technologies II</i>	4	SU/Ü		SA/P	4	5
2.13.3.	International Retail Management <i>International Retail Management</i>						
2.13.3.1.	International Retail Management I <i>International Retail Management I</i>	4	SU/Ü	schrP 90		4	5
2.13.3.2.	International Retail Management II <i>International Retail Management II</i>	4	SU/Ü		SA/P	4	5
2.14	Internationales Projekt <i>International Project</i>	4	PA		SA/P	4	5
2.15	Internationales Unternehmensplanspiel und Seminar <i>International Business Simulation Game and Seminar</i>					6	9
2.15.1	Internationales Unternehmensplanspiel <i>International Business Simulation Game</i>	3	Ü		LN <sup>1)2)</sup>	2	4
2.15.2	Internationales Vertiefungsseminar <i>Revision of Business Theory</i>	4	S	Koll.		4	5
2.16	Wahlpflichtmodul Fachkompetenzen I+II+III+IV <sup>5)</sup> <i>Electives: Business competences I+II+III+IV<sup>5)</sup></i>	4x2	SU/Ü		4 LN <sup>2)</sup>	6	12
2.17	Wahlpflichtmodul Sozialkompetenzen I+II <sup>6)</sup> <i>Electives: Social Competences I+II<sup>6)</sup></i>	2x2	SU/Ü		2 LN <sup>2)</sup>	3	6
2.18	Bachelorarbeit <i>Bachelor Thesis</i>						
2.18.1	Seminar zur Bachelorarbeit <i>Seminar Bachelor Thesis</i>	2	S		LN <sup>1)2)</sup>		2
2.18.2	Bachelorarbeit <i>Bachelor Thesis</i>	-	BA		LN der lfd. Nr. 2.18.1	15	12
<b>Summe/ Total</b>		<b>81</b>				<b>77</b>	<b>120</b>

Abkürzungen / Abbreviations:

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

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

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

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

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

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

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

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

*Students have to select one of the languages offered.*

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

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

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

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

### 3. Ausbildungsplan Übersicht/ *Schedule overview*

#### Fundamentals

GREEN = *Module in German language only*

#### 1. Semester

1	2	3	4	5	6	7
Lfd. Nr.	Fach	SWS	Art der Lehrveranstaltung	Zulassungs-voraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
1.1.1	<b>Einführungswoche (Betriebswirtschaftliche Lern- und Arbeitstechniken)</b> <i>Introduction to Business Administration</i>	2	SU/Ü		2	WS
1.1.2	Betriebswirtschaftliche und internationale Grundlagen <i>International Management Basics</i>	5	SU/Ü	LN der No 1.1.1	5	WS
1.2	<b>Microeconomics</b> <i>Microeconomics</i>	4	SU/Ü		5	WS
1.3	<b>Quantitative Methoden</b> <i>Quantitative Methods</i>	6	SU/Ü		6	WS
1.8.1	Elective Foreign Language I <i>Elective Foreign Language I</i>	4	SU/Ü		4	WS
1.8.2	Elective Foreign Language II <i>Elective Foreign Language II</i>	4	SU/Ü		4	WS
<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	Zulassungs-voraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
1.4	IT-Management <i>IT-Management</i>	4	SU/Ü		5	SS <sup>1)</sup>
1.5	<b>Internationale Bilanzierung</b> <i>International Accounting</i>	4	Ü		5	SS
1.6	International Cost Management <i>International Cost Management</i>	4	SU/Ü		5	SS
1.7	Global Supply Chain Management <i>Global Supply Chain Management</i>	4	SU/Ü		5	SS
1.8.3	Elective Foreign Language III <i>Elective Foreign Language III</i>	4	SU/Ü		4	SS
<b>TOTAL</b>		<b>20</b>			<b>24</b>	SS
	Grundpraktikum <sup>2)</sup> <i>Internship<sup>2)</sup></i>	8 Wochen/ weeks	Pr		10	

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



**Zweiter Studienabschnitt / Vertiefungsstudium**  
**Second Section**

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

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

**3. Semester**

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

**4. Semester**

1	2	3	4	5	6	7
Lfd. Nr.	Fach	SWS	Art der Lehrveranstaltung	Zulassungs-voraussetzung	Punkte in ECTS	Angebot im
No.	Module	h/Week	Type of course	Prerequisite	Credits [ECTS]	Offered
2.4	International HR, Organisation and Leadership <i>International HR, Organisation and Leadership</i>	4	SU/Ü		5	SS
2.7	Internationale Unternehmensstrategie und Controlling <i>International Strategy and Controlling</i>	4	SU/Ü		6	SS
2.9	Internationaler Handel und Vertrieb <i>International Retail and Sales</i>	4	SU/Ü		6	SS
2.11	Sustainability Management <i>Sustainability Management</i>	4	SU/Ü		5	SS
2.13	Schwerpunkt: International Industries <i>Focus: International Industries</i>	8	SU/Ü		10	SS
2.13.1.1.	International Automotive Management I <i>International Automotive Management I</i>	4	SU/Ü		5	SS
2.13.1.2.	International Automotive Management II <i>International Automotive Management II</i>	4	SU/Ü		5	SS
2.13.2.1.	Green Technologies I <i>Green Technologies I</i>	4	SU/Ü		5	SS
2.13.2.2.	Green Technologies II <i>Green Technologies II</i>	4	SU/Ü		5	SS
2.13.3.1.	International Retail Management I <i>International Retail Management I</i>	4	SU/Ü		5	WS/SS
2.13.3.2.	International Retail Management II <i>International Retail Management II</i>	4	SU/Ü		5	WS/SS
<b>TOTAL</b>		<b>24</b>			<b>32</b>	

### 5. Semester (University Exchange)

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

*The advanced practical training semester abroad (internship) should be completed during 6<sup>th</sup> semester within a company.*

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

*The theoretical semester abroad and the advanced practical training semester abroad are supposed to be completed within one year from 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 <i>CSR and Compliance Management</i>	4	SU/Ü		5	WS
2.15.1	Internationales Unternehmensplanspiel <i>International Business Simulation Game</i>	3	Ü		4	WS
2.15.2	Internationales Vertiefungsseminar <i>Revision of Business Theory</i>	4	S		5	WS
2.18.1	Seminar zur Bachelorarbeit <i>Seminar Bachelor thesis</i>	2	S		2	WS
2.18.2	Bachelorarbeit <i>Bachelor thesis</i>	-	BA	LN der No. 2.18.2	12	WS/SS
	<b>TOTAL</b>	<b>13</b>			<b>28</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 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.

*Objective:*

*The students apply management methods independently at their own responsibility.*

**Ausbildungsinhalt:**

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

*Content:*

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

## 5. Modulbeschreibungen / *Module Descriptions*

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

<b>Module-No. and Title</b>	1.1 Internationales Management Grundlagen / <i>Principles of International Management</i>							
<b>Lecturer</b>	1.1.1. Prof. Dr. Peter Augsdörfer, Prof. Dr. Karin Schmidt, Martina Laufer-Huber, Doris Schneider, Antje Köhler, Prof. Dr. Werner Schmidt, Prof. Dr. Bahlinger, Ms. Josephine Kern 1.1.2. Prof. Dr. Michael Jünger, Prof. Dr. Robert Wittmann, Prof. Dr. Roland Wittmann							
<b>Language</b>	Mix of German and English							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module consists of a one-week blocked lecture (Introduction week) at the beginning of the winter semester and of a one-semester, five-hour weekly lecture (International Management Basics). It is a yearly lecture in Wintersemester.							
<b>Parts of the Module</b>	1.1.1. Einführungswoche / <i>Introduction week</i> 1.1.2. Betriebswirtschaftliche und internationale Grundlagen / <i>International Management Basics</i>							
<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. 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 for Attendance</b>	Knowledge beyond the university entrance qualification is not required. An intense 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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	7	7	85		90	175	
<b>Method of assessment / Requirements for Credit Points</b>	1.1.1 Attendance and Presentation 1.1.2. Written exam, 120-min. [Allowed: Calculator (non-programmable)]							
<b>Weighting for the composition of the final grade</b>	3%							
<b>Objective</b>	<p>ad 1.1.1. Students are able to</p> <ul style="list-style-type: none"> <li>- use business research and study techniques.</li> </ul> <p>Students have</p> <ul style="list-style-type: none"> <li>- an overview about the subject of business administration</li> </ul> <p>Students know</p> <ul style="list-style-type: none"> <li>- about corporate functions learned in group work</li> </ul> <p>ad 1.1.2. The Students are able to</p> <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> </ul>							

	<ul style="list-style-type: none"> <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, ecologic, 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>ad 1.1.1:</p> <ul style="list-style-type: none"> <li>- Introduction to Business Administration Basics (Prof. Dr. Peter Augsdörfer)</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. Peter Augsdörfer)</li> <li>- Business Analysis (Prof. Dr. Peter Augsdörfer)</li> <li>- Management Presentation (Ms. Josephine Kern)</li> <li>- Business Simulation game (Prof. Dr. Werner Schmidt, Prof. Dr. Bahlinger)</li> </ul> <p>Ad 1.1.2:</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</li> <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> <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> </ul>



		<ul style="list-style-type: none"> <li>- basic knowledge about intercultural issues within organizations with a culturally diverse workforce</li> <li>- basic aspects of global strategies</li> </ul>
<b>Literature</b>	<b>Mandatory</b>	<ul style="list-style-type: none"> <li>- Jung (2010): Allgemeine Betriebswirtschaftslehre, 11. Auflage, Oldenbourg Verlag.</li> <li>- Thommen, Achleitner (2009): Allgemeine Betriebswirtschaftslehre, 6. Auflage, Gabler Verlag.</li> <li>- Vahs/ Schäfer-Kunz (2012): Einführung in die Betriebswirtschaftslehre, 6. Auflage, Schäffer-Poeschel.</li> <li>- Hill (2010): International Business: Competing in the Global Marketplace, 8th edition, Mcgraw-Hill Higher Education</li> <li>- Daniels, Radebaugh, Sullivan (2012): International Business, 14th edition, Prentice Hall</li> </ul>
	<b>Optional</b>	Following literature for further reference will be announced during class

## 1.2 Microeconomics/*Microeconomics*

<b>Module-No. and Title</b>	1.2 Microeconomics / <i>Microeconomics</i>							
<b>Lecturer</b>	Fr. Dr. Engelbert							
<b>Language</b>	German							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the winter semester.							
<b>Parts of the Module</b>	1.2 Microeconomics / <i>Microeconomics</i>							
<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 for Attendance</b>	The students should have a basic knowledge of mathematics. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	Module can be accredited for B.A. Business Administration. It is basic for the module 2.10 Current issues in Economics.							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	Written exam 90 min.							
<b>Weighting for the composition of the final grade</b>	3%							
<b>Objective</b>	The students are able to - Apply the theoretical knowledge in microeconomics to current problems - Understand empirical methods used in case studies - Deliver presentations for discussing economic topics							
<b>Content</b>	- Introduction: Economic thinking, theories and models - Equilibrium of demand and supply, elasticity - Considerations of welfare economics to compare free trade and governmental interactions - Costs of production, pricing and further market behavior, competitive market versus monopoly, oligopoly treated by game theory - External effects - Methods and problems of official statistics explained for gross domestic product and the consumer price index - Labour market economics							
<b>Literature</b>	<b>Mandatory</b>	- Mankiw/Taylor, Grundzüge der VWL, 5. Auflage, Schäffer-Poeschel, 2012 - Mankiw/Taylor, Economics, 3e, Cengage Learning, 2014						
	<b>Optional</b>	- Pyndick/Rubinfeld, Mikroökonomie, 8. Auflage, 2013 - Blachard/Illing, Makroökonomie, 6. Auflage, 2014						

### 1.3 Quantitative Methoden/*Quantitative Methods*

<b>Module-No. and Title</b>	1.3 Quantitative Methoden / <i>Quantitative Methods</i>							
<b>Lecturer</b>	Prof. Dr. Jörg Clostermann, Andreas Manhart (QM 1) Prof. Dr. Monika Ruschinski (QM 2)							
<b>Language</b>	German							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the winter semester.							
<b>Parts of the Module</b>	1.1. Quantitative Methoden / <i>Quantitative Methods</i>							
<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 for Attendance</b>	The students should have a basic knowledge of mathematics. Knowledge beyond the university entrance qualification is not required. An intense 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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	6	6	70h		80h	150h	
<b>Method of assessment / Requirements for Credit Points</b>	Written exam 120 min.							
<b>Weighting for the composition of the final grade</b>	3%							
<b>Objective</b>	The students are able to <ul style="list-style-type: none"> <li>- Apply mathematical techniques relevant for business administration and apply these techniques in specific business cases</li> <li>- Apply the basic methods of descriptive statistics and inductive statistics</li> <li>- Interpret and conclude by the means of multivariate analysis methods</li> <li>- Understand the relevance of statistic concepts for the evaluation of common business problems</li> <li>- Use statistic methods adequately</li> <li>- Evaluate and conclude the results</li> </ul>							
<b>Content</b>	<ul style="list-style-type: none"> <li>- Analysis: Exponential functions, logarithms, differential calculus, integral calculus</li> <li>- Business mathematics: compound computation of interest, cash value, etc.</li> <li>- Basics of descriptive statistic, especially:                         <ul style="list-style-type: none"> <li>- types of data, types of measurement scales, frequency distribution, analysis methods</li> <li>- Numerical methods of describing and analysing data, especially: central tendency (mode, median, mean, harmonic &amp; geometric mean), measures of dispersion (range, variance, standard deviation), correlation analysis, indices, analysis of time series, regression analysis</li> </ul> </li> <li>- Basics of probabilities:                         <ul style="list-style-type: none"> <li>- Introduction to probability: events and their probabilities, basic relationships of probability</li> <li>- Random variables and probability distributions</li> <li>- Point estimation, interval estimation and hypothesis testing</li> </ul> </li> </ul>							
<b>Literature</b>	<b>Mandatory</b>	- Buttler, G.; Oeckler, K. (2010): Einführung in die Statistik, rororo.						

		- Bourier, G. (2013): Wahrscheinlichkeitsrechnung und schließende Statistik, Wiesbaden.
	<b>Optional</b>	- Bourier, G. (2013): Beschreibende Statistik, Wiesbaden. - Schira, J. (2005): Statistische Methoden der VWL und BWL, München. - Wewel, M. C. (2006): Statistik im Bachelor-Studium der BWL und VWL, München.

**1.4 IT-Management/IT-Management**

<b>Module-No. and Title</b>		1.4 IT-Management / <i>IT-Management</i>						
<b>Lecturer</b>		Herr Michael Schneider, Herr Tobias Ochsenkühn						
<b>Language</b>		German						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
<b>Parts of the Module</b>		1.4 IT-Management / <i>IT-Management</i>						
<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 for 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>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		<p>Students understand</p> <ul style="list-style-type: none"> <li>- the importance of IT for running a company, they can explain and evaluate the benefits and side effects of different IT infrastructure components in international companies</li> <li>- basics concepts of IT</li> <li>- reasons for and consequences of the rapid technological developments in IT, as well as the implications of this development for international companies</li> <li>- the focus of different kinds of information systems (EPR, CRM, SCM, BI...)</li> <li>- strategic and operative tasks of IT Management</li> <li>- basic methodologies used in IT Management</li> <li>- outsourcing decisions and internationalization strategies in IT Management</li> <li>- the difference between traditional and Internet markets and how to analyze them with economic methods</li> <li>- utilization of office automation software</li> <li>- utilization of ERP systems</li> </ul>						
<b>Content</b>		<ul style="list-style-type: none"> <li>- IT utilization in companies</li> <li>- Basics of information technology (IT)</li> <li>- IT infrastructure components</li> <li>- Information systems</li> <li>- Office automization</li> <li>- Basic concepts of IT Management</li> <li>- Strategic and operative tasks in IT Management</li> <li>- Outsourcing and internationalization strategies</li> <li>- Special economics of the internet</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	Laudon, Laudon (2011), Management Information Systems – Managing the Digital Firm, 12. Aufl., London et al.						
	<b>Optional</b>	<ul style="list-style-type: none"> <li>- Hansen, Neumann (2009), Wirtschaftsinformatik 1 – Grundlagen und Anwendungen, 10. Aufl., Stuttgart</li> </ul>						

		- Hofmann, Schmidt (2010), Masterkurs IT-Management – Grundlagen, Umsetzung und erfolgreiche Praxis für Studenten und Praktiker, 2l. Aufl., Wiesbaden
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### 1.5 Internationale Bilanzierung/*International Accounting*

<b>Module-No. and Title</b>		1.5 Internationale Bilanzierung / <i>International Accounting</i>						
<b>Lecturer</b>		Prof. Dr. Axel Bader, Frau Dipl.-Betriebsw. Grit Plabst						
<b>Language</b>		German						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
<b>Parts of the Module</b>		1.5 Internationale Bilanzierung / <i>International Accounting</i>						
<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 for Attendance</b>		Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<b>Usability of the module for this or for other study programmes</b>		This module contains basic knowledge for the course 2.7 "International Strategy und Controlling"						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min. Allowed: IFRS Texte without comments, "Wirtschaftsgesetze" without comments, Calculator						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		The students <ul style="list-style-type: none"> <li>- Know the principles of accounting</li> <li>- Know the tasks relating to German commercial law and according to tax law</li> <li>- Know the characteristics of (group) accounting in an international context and the main features according to International Financial Reporting Standards (IFRS)</li> <li>- Know the differences between the German and International accounting regulations (HGB vs. IFRS) and are able to identify its significant impacts</li> <li>- Know the various instruments and features of financial statements according to German GAAP and IFRS</li> <li>- Can balance and evaluate financial statements considering the national and IFRS standards</li> </ul>						
<b>Content</b>		<ul style="list-style-type: none"> <li>- Principles of accounting and technique of bookkeeping</li> <li>- Accounting in an international context, especially accounting according to International Financial Reporting Standards (IFRS)</li> <li>- Main features of accounting and evaluation of financial statements according to German GAAP and IFRS</li> <li>- Other elements of financial statements according to German HGB and IFRS</li> <li>- Differences of accounting accord. to German HGB vs. IFRS</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	<ul style="list-style-type: none"> <li>- Wiley-VCH (ed.): International Financial Reporting Standards IFRS 2014, English &amp; German edition of the official standards approved by the EU, 8th edition 2014 (or later).</li> <li>- Handelsgesetzbuch: HGB mit Wechselgesetz, Scheckgesetz und Publizitätsgesetz, 56th edition 2014 (or later).</li> <li>- Buchholz, R.: Internationale Rechnungslegung, Die wesentlichen Vorschriften nach IFRS und HGB – mit Aufgaben und Lösungen, 11th edition 2014.</li> </ul>						

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

<b>Module-No. and Title</b>		1.6 International Cost Management / <i>International Cost Management</i>						
<b>Lecturer</b>		Prof. Dr. Karin Schmidt						
<b>Language</b>		English						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
<b>Parts of the Module</b>		1.6 International Cost Management / <i>International Cost Management</i>						
<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 for Attendance</b>		Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<b>Usability of the module for this or for other study programmes</b>		The module can be accredited for the same course in B.A. International Retail Management. The contents of the module are basic for the modul 2.7 International Strategy and Controlling						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min. Allowed: Calculator (non-programmable)						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		The students are able to <ul style="list-style-type: none"> <li>- distinguish between financial accounting and cost accounting</li> <li>- apply the appropriate vocabulary when talking about cost and pricing</li> <li>- know about differences in cost accounting of German and angloamerican systems</li> <li>- calculate the cost per product and know how to detect cost inefficiencies</li> <li>- explain different cost management techniques and know which one to apply in specific situations especially in international companies</li> </ul>						
<b>Content</b>		<ul style="list-style-type: none"> <li>- Principles of cost accounting and cost management</li> <li>- Cost accounting:                         <ul style="list-style-type: none"> <li>- cost accounting techniques in different countries</li> <li>- process costing</li> <li>- cost center accounting</li> <li>- calculating the cost per product and per period</li> <li>- pricing a product</li> </ul> </li> <li>- Cost accounting systems and cost management techniques:                         <ul style="list-style-type: none"> <li>- contribution margins</li> <li>- cost-volume-profit relationships</li> <li>- activity based costing</li> <li>- target costing</li> <li>- principles of planning and budgeting</li> </ul> </li> </ul>						
<b>Literature</b>		<b>Mandatory</b>						
		<ul style="list-style-type: none"> <li>- Horngren, Datar, Rajan (2014), Cost accounting : a managerial emphasis, 15th ed., Pearson Verlag</li> <li>- Drury (2012), Management and cost accounting, 8th ed., South-Western</li> </ul>						
		<b>Optional</b>						
		<ul style="list-style-type: none"> <li>- Carey et al. (2014), accounting: a smart approach, Oxford Press</li> <li>- Schmidt (2014), Kostenrechnung, 7. Aufl., Kohlhammer Verlag</li> <li>- Coenenberg et al. (2012), Kostenrechnung und Kostenmanagement, 12. Aufl., Schäffer-Poeschel Verlag</li> </ul>						

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

<b>Module-No. and Title</b>	1.7 Global Supply Chain Management / <i>Global Supply Chain Management</i>							
<b>Lecturer</b>	Prof. Dr. Natarajan Chandrasekhar							
<b>Language</b>	English							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
<b>Parts of the Module</b>	1.7 Global Supply Chain Management / <i>Global Supply Chain Management</i>							
<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 for Attendance</b>	Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	The module can be part of B.A. International Retail Management. The contents are a basis for further courses esp. modules 2.13.1 and 2.13.2 "International Automotive Management I and II" as well as "International Retail Management I and II"							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	Written exam 90 min.							
<b>Weighting for the composition of the final grade</b>	2%							
<b>Objective</b>	<p>The students know</p> <ul style="list-style-type: none"> <li>- and apply concepts, methods and contribution of logistics to the success of international organizations.</li> <li>- about the very critical impact that Supply Chain Management could exert on the profitability of an organization.</li> </ul> <p>The students</p> <ul style="list-style-type: none"> <li>- understand the challenges and opportunities of global supply chains</li> <li>- understand that control of the critical factors is vital for maximizing the returns and staying ahead of competition through lower cost</li> </ul>							
<b>Content</b>	<ul style="list-style-type: none"> <li>- Fundamentals of supply chain and basic terms</li> <li>- Role of purchase management and supply chain management in terms of finance and cost</li> <li>- Origin and concepts of purchase management: profit centre concept, integrated concept, centralization vs. decentralization</li> <li>- Purchase policies and procedures, purchase cycle / ordering systems, make or buy decisions</li> <li>- Legal aspects of purchasing</li> <li>- Types of inventories, need for inventory control, factors influencing inventory, mechanics of inventory control and systems</li> <li>- Requirement to understand the supply chain from the perspective of a purchase manager</li> <li>- Supply chain performance: achieving strategic fit and scope</li> <li>- Supply chain drivers and metrics</li> <li>- Designing distribution networks and applications to e-business</li> <li>- Network design of supply chain</li> <li>- Designing global supply chain networks</li> <li>- Transportation in a supply chain</li> </ul>							

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

## 1.8 Wirtschaftssprachen/Languages

### 1.8.1 Elective Foreign Language I

#### 1.8.1a Spanisch I/Spanish I

<b>Module-No. and Title</b>	1.8.1. Elective Foreign Language I – Spanisch / <i>Elective Foreign Language I - Spanish</i>							
<b>Lecturer</b>	Georgina Gutierrez-Frei/ Fabiana Antica							
<b>Language</b>	Spanish							
<b>Kind of the Module</b>	Compulsory module for the selected language							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.							
<b>Parts of the Module</b>	1.8.1. Elective Foreign Language I – Spanisch / <i>Elective Foreign Language I - Spanish</i>							
<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 for 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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	4	46h		54h	100h	
<b>Method of assessment / Requirements for Credit Points</b>	LN - Written exam 90 min.							
<b>Weighting for the composition of the final grade</b>	2%							
<b>Objective</b>	Level A 1 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.</li> <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>							

<b>Literature</b>	<b>Mandatory</b>	Nuevo Avance Básico Kursbuch: ISBN 978 – 3 - 19 – 004504-4, Hueber Verlag Arbeitsbuch: ISBN 978 – 3 – 19 – 014504 – 1, Hueber Verlag
	<b>Optional</b>	Following literature for further reference will be announced during class

*1.8.1b Französisch I/French I*

<b>Module-No. and Title</b>	1.8.1. Elective Foreign Language I – Französisch / <i>Elective Foreign Language I - French</i>							
<b>Lecturer</b>	Anne-Marie Schnackertz							
<b>Language</b>	French							
<b>Kind of the Module</b>	Compulsory module for the selected language							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.							
<b>Parts of the Module</b>	1.8.1. Elective Foreign Language I – Französisch / <i>Elective Foreign Language I - French</i>							
<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 for 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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	4	46h		54h	100h	
<b>Method of assessment / Requirements for Credit Points</b>	LN – Oral report							
<b>Weighting for the composition of the final grade</b>	2%							
<b>Objective</b>	The course will take students from level A1.1 to A2 Students are able to <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>	- Lessons 1- 8 , Reprise, Hueber Verlag							
<b>Literature</b>	<b>Mandatory</b>	1 .Reprise ‚Auffrischungskurs Französisch Hueber Verlag , A2 zu B1 ISBN:978-3-19-003380-5  2. Grammaire Progressive du Français, Niveau intermédiaire, Klett / Clé Internationale ISBN 978-3-12-529854-5						
	<b>Optional</b>	Following literature for further reference will be announced during class						

*1.8.1c Chinesisch I/Chinese I*

<b>Module-No. and Title</b>		1.8.1. Elective Foreign Language I – Chinesisch / <i>Elective Foreign Language I - Chinese</i>						
<b>Lecturer</b>		Jing Chen						
<b>Language</b>		Chinese						
<b>Kind of the Module</b>		Compulsory module for the selected language						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.						
<b>Parts of the Module</b>		1.8.1. Elective Foreign Language I – Chinesisch / <i>Elective Foreign Language I - Chinese</i>						
<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 for Attendance</b>		Chinese 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 Chinese-speaking modules of this study programme. This course can be part of Chinese language in B.A. International Retail Management.						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	4	46h		54h	100h
<b>Method of assessment / Requirements for Credit Points</b>		LN - Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		<p>The students</p> <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> <p>The students are able to</p> <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> <li>- Case studies to gain an understanding of certain aspects of Chinese business culture.</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	<ul style="list-style-type: none"> <li>- Das neue praktische Chinesisch Band 1, Chinabooks E. Wolf; 1. Aufl. (2007), ISBN 978-3905816006</li> </ul> <p>➤The book will be ordered for all students at the beginning of the semester.</p>						
	<b>Optional</b>	Following literature for further reference will be announced during class						

## 1.8.2 Elective Foreign Language II

### 1.8.2a Spanisch II/Spanish II

<b>Module-No. and Title</b>	1.8.2. Elective Foreign Language II – Spanisch / <i>Elective Foreign Language II - Spanish</i>							
<b>Lecturer</b>	Georgina Gutierrez-Frei/ Fabiana Antica							
<b>Language</b>	Spanish							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.							
<b>Parts of the Module</b>	1.8.2. Elective Foreign Language II – Spanisch / <i>Elective Foreign Language II - Spanish</i>							
<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 for Attendance</b>	1.8.1. Elective Foreign Language I – Spanish							
<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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	4	46h		54h	100h	
<b>Method of assessment / Requirements for Credit Points</b>	LN - Written exam 90 min.							
<b>Weighting for the composition of the final grade</b>	2%							
<b>Objective</b>	Students are able to <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>Literature</b>	<b>Mandatory</b>	Nuevo Avance Básico Kursbuch: ISBN 978 – 3 - 19 – 004504-4, Hueber Verlag Arbeitsbuch: ISBN 978 – 3 – 19 – 014504 – 1, Hueber Verlag						
	<b>Optional</b>	Following literature for further reference will be announced during class						



**1.8.2b Französisch II/French II**

<b>Module-No. and Title</b>		1.8.2. Elective Foreign Language II – Französisch / <i>Elective Foreign Language II - French</i>						
<b>Lecturer</b>		Anne Wenninger						
<b>Language</b>		French						
<b>Kind of the Module</b>		Compulsory module for the selected language						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.						
<b>Parts of the Module</b>		1.8.2. Elective Foreign Language II – Französisch / <i>Elective Foreign Language II - French</i>						
<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 for Attendance</b>		1.8.1. Elective Foreign Language I – French						
<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>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	4	46h		54h	100h
<b>Method of assessment / Requirements for Credit Points</b>		LN - Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		The course will take students from level A2 to level B1. Students are able to <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>Literature</b>	<b>Mandatory</b>	1.Reprise ,Auffrischungskurs Französisch Hueber Verlag , A2 zu B1 ISBN:978-3-19-003380-5 2.Grammaire Progressive du Français, Niveau intermédiaire, Klett / Clé Internationale ISBN 978-3-12-529854-5						
	<b>Optional</b>	Following literature for further reference will be announced during class						

*1.8.2c Chinesisch II/Chinese II*

<b>Module-No. and Title</b>		1.8.2. Elective Foreign Language II – Chinesisch / <i>Elective Foreign Language II - Chinese</i>						
<b>Lecturer</b>		Jing Chen						
<b>Language</b>		Chinese						
<b>Kind of the Module</b>		Compulsory module for the selected language						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.						
<b>Parts of the Module</b>		1.8.2. Elective Foreign Language II – Chinesisch / <i>Elective Foreign Language II - Chinese</i>						
<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 for Attendance</b>		1.8.1. Elective Foreign Language I – Chinese						
<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. It is the basis for Chinese III and IV.						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	4	46h		54h	100h
<b>Method of assessment / Requirements for Credit Points</b>		LN - Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		Students are able to understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations) - They have become familiar with cultural differences and intercultural aspects						
<b>Content</b>		Acquisition of most fundamental language concepts allowing students to communicate in every day situations Written Hanzi (Chinese characters) - Case studies to gain an understanding of certain aspects of Chinese business culture						
<b>Literature</b>	<b>Mandatory</b>	Das neue praktische Chinesisch Band 1, Chinabooks E. Wolf; 1. Aufl. (2007) ISBN 978-3905816006						
	<b>Optional</b>	Following literature for further reference will be announced during class						

### 1.8.3 Elective Foreign Language III

#### 1.8.3a Spanisch III/Spanish III

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

**1.8.3b Französisch III/French III**

<b>Module-No. and Title</b>		1.8.3. Elective Foreign Language III – Französisch / <i>Elective Foreign Language III - French</i>						
<b>Lecturer</b>		Anne-Marie Schnackertz						
<b>Language</b>		French						
<b>Kind of the Module</b>		Compulsory module for the selected language						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the summer semester. Maximum of 25 students per class.						
<b>Parts of the Module</b>		1.8.3. Elective Foreign Language III – Französisch / <i>Elective Foreign Language III - French</i>						
<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 for Attendance</b>		1.8.2. Elective Foreign Language II – French						
<b>Usability of the module for this or for other study programmes</b>								
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	4	46h		54h	100h
<b>Method of assessment / Requirements for Credit Points</b>		LN - Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		<ul style="list-style-type: none"> <li>* The students know the vocabulary and typical business communication situations.</li> <li>* They know the main features of global business.</li> <li>* In this course students will have completed level B1.</li> </ul>						
<b>Content</b>		Students learn <ul style="list-style-type: none"> <li>* how to act, give presentations, organize life in a business environment using the French language, organizing meetings, making appointments, writing letters, reading figures, statistics and graphs, negotiating with partners, socializing.</li> </ul> They also learn more about: <ul style="list-style-type: none"> <li>* Types of business enterprises, business culture, how a company is founded, how it grows and how and why it disappears.</li> <li>* Different types of services, company organigram, work contracts, remuneration, professions, human resource management, conflicts in the work place etc...</li> </ul> Grammar: <ul style="list-style-type: none"> <li>* All simple tenses + conditional, passive voice, komplex sentences, gerund, infinitive constructions, verbs with different prepositions and their meaning.</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	<ul style="list-style-type: none"> <li>* Vocabulaire progressif du Français des Affaires. Niveau Intermédiaire. Jean Luc Penfornis. Clé International. ISBN 978/3/12/51 92 21/8</li> <li>* Grammaire progressive du Français. Niveau intermédiaire. M.Grégoire, O.Thiévenaz. Clé International. ISBN 978-3-12-529861-7</li> <li>* Handout unter Moodle, Französisch III, International Management</li> </ul>						
	<b>Optional</b>	Following literature for further reference will be announced during class						

**1.8.3c Chinesisch III/Chinese III**

<b>Module-No. and Title</b>		1.8.3. Elective Foreign Language III – Chinesisch / <i>Elective Foreign Language III - Chinese</i>						
<b>Lecturer</b>		Jing Chen						
<b>Language</b>		Chinese						
<b>Kind of the Module</b>		Compulsory module for the selected language						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the summer semester. Maximum of 25 students per class.						
<b>Parts of the Module</b>		1.8.3. Elective Foreign Language III – Chinesisch / <i>Elective Foreign Language III - Chinese</i>						
<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 for Attendance</b>		1.8.2. Elective Foreign Language II – Chinese						
<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. It is the basis for Chinese IV.						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	4	46h		54h	100h
<b>Method of assessment / Requirements for Credit Points</b>		LN - Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		The students are able to - understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations) - intensify their communication skills, e.g. travelling reports, talking with people at the bank/ post office, comparisons, New Year's wishes, etc. - gain a better insight into the chinese culture - They have become familiar with cultural differences and intercultural aspects						
<b>Content</b>		- Communication in daily business situations - Communication in general situations e.g. travelling reports, talking with people at the bank/ post office, comparisons, New Year's wishes, etc. - More insight into the chinese culture						
<b>Literature</b>	<b>Mandatory</b>	Das neue praktische Chinesisch Band 2 , Chinabooks E. Wolf; 1. Aufl. (2008) ISBN 978-3905816020						
	<b>Optional</b>	Following literature for further reference will be announced during class						

**1.9 Grundpraktikum/*Basic internship***

<b>Module-No. and Title</b>		1.9 Grundpraktikum/ <i>Basic internship</i>						
<b>Lecturer</b>		n/a						
<b>Language</b>		German						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		The module takes 8 weeks. The basic internship has to be completed during the semester break within the basic programme. There are two possibilities to complete the internship: 1x8 weeks or 2x4 weeks until the beginning of the 4 <sup>th</sup> semester.						
<b>Parts of the Module</b>		No lectures within this module						
<b>Learning Methods</b>		The learning method is practical work and self studies						
<b>Prerequisite for 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>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		Pr	-	10	8 weeks	-	-	-
<b>Method of assessment / Requirements for Credit Points</b>		Report, Business Certificate						
<b>Weighting for the composition of the final grade</b>		0,0%						
<b>Objective</b>		The students * know the working methods within the commercial fields of an international company * have a general idea of the complexity of management procedures * know the current management methods * have practical management competencies and skills.						
<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>Literature</b>	Keine	None						
	Keine	None						

## 2.1 Internationales Marketing/*International Marketing*

<b>Module-No. and Title</b>		2.1. Internationales Marketing / <i>International Marketing</i>						
<b>Lecturer</b>		Frau Petra Scherer						
<b>Language</b>		English						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester.						
<b>Parts of the Module</b>		2.1. Internationales Marketing / <i>International Marketing</i>						
<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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section. The students should have a basic knowledge of mathematics. Knowledge beyond the university entrance qualification is not required. An intense 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 2.16						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		The students will be able to * progressively understand market mechanisms, participants and their activities * master the relevant terminology * analyse specific markets * develop strategies * derive appropriate operations * measure and evaluate results using adequate tools and methods in the global environment						
<b>Content</b>		* Marketing Concept: basics and house of marketing * Marketing Planning: marketing targets, situation analysis and marketing plan * Marketing research: overview and focus on desk and field research * Marketing segmentation and targeting, incl. customer behavior and positioning * Marketing strategy: portfolio strategies, differentiation strategies, product/market strategies * Marketing Mix: product, distribution, communication and pricing * Global Marketing: global marketing environment, strategies and marketing mix						
<b>Literature</b>		<b>Mandatory</b>						
		Kotler, Armstrong (2016): Principles of marketing 16. ed., global ed., Pearson.						
<b>Literature</b>		<b>Optional</b>						
		Kotler, Keller (2016): Marketing management, 15. ed., global ed., Boston, Pearson. Keegan, Green (2015): Global marketing, 8. ed., global ed., Boston, Pearson.						

## 2.2 Internationale Finanzierung/*International Finance*

<b>Module-No. and Title</b>		2.2. Internationale Finanzierung / <i>International Finance</i>						
<b>Lecturer</b>		Heinz-Dieter Kämper						
<b>Language</b>		English						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester.						
<b>Parts of the Module</b>		2.2. Internationale Finanzierung / <i>International Finance</i>						
<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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section. The students should have a basic knowledge of mathematics. Knowledge beyond the university entrance qualification is not required. An intense 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 2.16						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		<p>The students</p> <ul style="list-style-type: none"> <li>* know the fundamental basics in risk and methods related to finance and investment and understand the elements of managing in a sustainable way</li> <li>* are able to recognize and discuss the importance of financial indices in a global setting</li> <li>* have the competence in using different investment methods with respect to the chances of capital preservation and profit</li> <li>* can distinguish and apply current types of financing also in an international context</li> </ul>						
<b>Content</b>		<ul style="list-style-type: none"> <li>* Targets and problems in finance and investment to management in internationally operating companies</li> <li>* the challenge of a sustainable management</li> <li>* Overview on international instruments of finance and risk management and their functions</li> <li>* Basics of the most commonly applied financial indices to be accepted on the international marketplace of finance</li> <li>* Methods of measuring investment qualities</li> <li>* Overview of basic finance types in an international context related to the management and finance of supplies and projects</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	Krugmann, Obstfeld, Melitz (2015), <i>International Finance Theory and Policy</i> , 10e, Pearson. Brealey, Myers, Marcus (2011), <i>Fundamentals of Corporate Finance</i> , 7e, McGraw-Hill.						
	<b>Optional</b>	Schmidt, Terberger (2013), <i>Grundzüge der Investitions- und Finanzierungstheorie</i> , 4. Auflage, Gabler.						



		Perridon, Steiner (2012), Finanzwirtschaft der Unternehmung, 16. Auflage, Vahlen. Following literature for further reference will be announced during class
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### 2.3 Internationale Besteuerung/*International Taxation*

<b>Module-No. and Title</b>		2.3 Internationale Besteuerung / <i>International Taxation</i>						
<b>Lecturer</b>		Prof. Dr. Axel Bader						
<b>Language</b>		German						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester.						
<b>Parts of the Module</b>		2.3 Internationale Besteuerung / <i>International Taxation</i>						
<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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section. The students should have a basic knowledge of mathematics. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<b>Usability of the module for this or for other study programmes</b>		none						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</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 how a potential double taxation is avoided</li> <li>* become familiar with the VAT system within the European Union</li> </ul>						
<b>Content</b>		<ul style="list-style-type: none"> <li>* 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>* Avoidance of double taxation by cross border transactions VAT system within the European Union</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	National and international tax laws in the current version						
	<b>Optional</b>	Following literature for further reference will be announced during class						

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

<b>Module-No. and Title</b>		2.4 International HR, Organisation and Leadership / <i>International HR, Organisation and Leadership</i>						
<b>Lecturer</b>		Prof. Dr. Claudia Lieske						
<b>Language</b>		English						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
<b>Parts of the Module</b>		2.4 International HR, Organisation and Leadership / <i>International HR, Organisation and Leadership</i>						
<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 as well as their seminar paper and presentation.						
<b>Prerequisite for Attendance</b>		The students have to have at least 42 ECTS to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<b>Usability of the module for this or for other study programmes</b>		The course may be accredited for the equal course in B.A. Business Administration. The contents are basic for further courses of social competences 2.17.						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Seminar paper and presentation						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</b>		<p>The students</p> <ul style="list-style-type: none"> <li>- know about the extraordinary influence of HR in international companies</li> <li>- have a decent overview of HR management and organisation as well as different practices to lead and motivate people</li> </ul> <p>The students are able to</p> <ul style="list-style-type: none"> <li>- master challenges in HR related topics</li> <li>- are able to make decisions for different organisational structures and see the impacts on leadership</li> </ul>						
<b>Content</b>		<ul style="list-style-type: none"> <li>- Basics in HR Management + Strategic HR Management</li> <li>- Globalisation of HR</li> <li>- Organisational principles</li> <li>- Functions and tasks within HR management like staffing, development and performance management in the multinational context</li> <li>- Theories of leadership</li> <li>- International HR Management &amp; Culture</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	Dowling, P.J.; Festing, M.; Engle, A. D.: International Human Resource Management, 6th ed., Andover: Cengage Learning, 2013						
	<b>Optional</b>	<ul style="list-style-type: none"> <li>• Berthel, J.; Becker, F. G.: Personal-Management, 10. Aufl., Stuttgart: Schäffer Poeschel, 2013</li> <li>• Dessler, Gary: <i>Human Resource Management</i>, 12<sup>th</sup> ed., Upper Saddle River: Pearson, 2011.</li> <li>• Eisele, D.; Doyé, T.: Praxisorientierte Personalwirtschaftslehre, 7. Aufl., Stuttgart: Kohlhammer, 2010</li> </ul>						

		<ul style="list-style-type: none"><li>• Torrington, D.; Hall, L.; Taylor, S.: Human Resource Management, 7th ed., Harlow: Prentice Hall, 2008</li></ul>
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## 2.5 Internationales Recht/*International Law*

<b>Module-No. and Title</b>		2.5 Internationales Recht / <i>International Law</i>						
<b>Lecturer</b>		Prof. Dr. Bernd Wegmann						
<b>Language</b>		German						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester.						
<b>Parts of the Module</b>		2.5 Internationales Recht / <i>International Law</i>						
<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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<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>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		2%						
<b>Objective</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</li> <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> <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</li> <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> <li>* Company law in national/international context</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	Legislative texts: civil law, international and national trade law; international patent law; Lecturer will provide the materials at the beginning of the class.						
	<b>Optional</b>	Following literature for further reference will be announced during class						

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

### 2.6a *Spanisch IV/Spanish IV*

<b>Module-No. and Title</b>	2.6. Elective Foreign Language IV – Spanisch / <i>Elective Foreign Language IV - Spanish</i>							
<b>Lecturer</b>	Yolanda Gabas, Antony Fumero							
<b>Language</b>	Spanish							
<b>Kind of the Module</b>	Compulsory module for the selected language							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.							
<b>Parts of the Module</b>	2.6 Elective Foreign Language IV – Spanisch / <i>Elective Foreign Language IV - Spanish</i>							
<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 for Attendance</b>	The students have to have at least 42 ECTS to take classes of the second study section. 1.8.3. Elective Foreign Language III – Spanish							
<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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	LN – written exam 90 minutes							
<b>Weighting for the composition of the final grade</b>	3%							
<b>Objective</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>Literature</b>	<b>Mandatory</b>	Nuevo Avance Intermedio (B1), Kursbuch: ISBN 978-3-19-154504-8 Arbeitsbuch: ISBN 978-3-19-164504-5						
	<b>Optional</b>	Following literature for further reference will be announced during class						

2.6b *Französisch IV/French IV*

<b>Module-No. and Title</b>	2.6. Elective Foreign Language IV – Französisch / <i>Elective Foreign Language IV - French</i>							
<b>Lecturer</b>	Anne-Marie Schnackertz							
<b>Language</b>	French							
<b>Kind of the Module</b>	Compulsory module for the selected language							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.							
<b>Parts of the Module</b>	2.6 Elective Foreign Language IV – Französisch / <i>Elective Foreign Language IV - French</i>							
<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 for Attendance</b>	The students have to have at least 42 ECTS to take classes of the second study section. 1.8.3. Elective Foreign Language III – French							
<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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	LN – written exam, 90 min.							
<b>Weighting for the composition of the final grade</b>	3%							
<b>Objective</b>	The students * have improved their French communication skills by doing extensive text work * are able to implement current business topics * deepened their knowledge of general issues as well as in the area of marketing and finance							
<b>Content</b>	* Large French business enterprises and the French Industry * History of a family enterprise * Organizational chart – Work in different levels of a family enterprise * Different types of companies (legal status) * The application process : CV and cover letter * The application process : a traditional job application, an unsolicited application, an online application, * commercialization of a product * Marketing * Promotion of sales * Public relations * The distribution process * Methods of payment – banking and finance * The business loan * Accounting * Financial Accounting * The fiscal system * Current topics, class discussions and presentations * Grammar: past tense, passive voice, future tense, conditional tense, pronouns							

		* The conditional, the subjunctive
<b>Literature</b>	<b>Mandatory</b>	Vocabulaire Progressif du Français des Affaires, Klett Verlag, ISBN : 978-3-12-52-98 57-6
	<b>Optional</b>	Following literature for further reference will be announced during class



2.6c Chinesisch IV/Chinese IV

<b>Module-No. and Title</b>		2.6. Elective Foreign Language IV – Chinesisch / <i>Elective Foreign Language IV - Chinese</i>						
<b>Lecturer</b>		Jing Chen						
<b>Language</b>		Chinese						
<b>Kind of the Module</b>		Compulsory module for the selected language						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester. Maximum of 25 students per class.						
<b>Parts of the Module</b>		2.6 Elective Foreign Language IV – Chinesisch / <i>Elective Foreign Language IV - Chinese</i>						
<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 for Attendance</b>		The students have to have at least 42 ECTS to take classes of the second study section. 1.8.3. Elective Foreign Language III – Chinese						
<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>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		LN - Practical work						
<b>Weighting for the composition of the final grade</b>		3%						
<b>Objective</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>Literature</b>	<b>Mandatory</b>	Das neue praktische Chinesisch Band 2 , Chinabooks E. Wolf; 1. Aufl. (2008) ISBN 978-3905816020						
	<b>Optional</b>	Following literature for further reference will be announced during class						

**2.7 Internationale Unternehmensstrategie und Controlling/*International Strategy and Controlling***

<b>Module-No. and Title</b>	2.7 Internationale Unternehmensstrategie und Controlling / <i>International Strategy and Controlling</i>							
<b>Lecturer</b>	Prof. Dr. Karin Schmidt							
<b>Language</b>	English							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
<b>Parts of the Module</b>	2.7 Internationale Unternehmensstrategie und Controlling / <i>International Strategy and Controlling</i>							
<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 for Attendance</b>	The students have to have at least 42 ECTS to take classes of the second study section. The students should have a basic knowledge of mathematics, international accounting and cost accounting. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	This module may be accredited for „Strategic Controlling“ in the B.A. Business Administration.							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	6	46h		104h	150h	
<b>Method of assessment / Requirements for Credit Points</b>	Written exam 90 min.							
<b>Weighting for the composition of the final grade</b>	4%							
<b>Objective</b>	<p>The students are able to</p> <ul style="list-style-type: none"> <li>- classify the topic „Strategic Management“</li> <li>- know the chances and risks of strategic controlling in the context of strategic management</li> <li>- define objectives and use the right instruments of strategic controlling in different stages of strategic management</li> </ul> <p>The students</p> <ul style="list-style-type: none"> <li>- will have an overview about the function of strategic management and controlling and the use of adequate controlling tools in an international setting</li> </ul>							
<b>Content</b>	<p><i>International Management and Corporate strategy</i></p> <ul style="list-style-type: none"> <li>- Principles, process and basic models in strategic management</li> <li>- Characteristics and peculiarities of strategic management in international companies</li> <li>- Analysis of macro and micro environment</li> <li>- Strategies on corporate, business unit and functional unit level</li> </ul> <p><i>Controlling</i></p> <ul style="list-style-type: none"> <li>- link between controlling and strategy</li> <li>- differentiation between controlling on strategic and operating level</li> <li>- balanced scorecard as an instrument to link strategic and operating level</li> <li>- further means and instruments of controlling e.g. KPIs</li> <li>- peculiarities of controlling in international companies</li> </ul>							

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

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

<b>Module-No. and Title</b>		2.8 International Business Diplomacy and Crosscultural Management / <i>International Business Diplomacy and Crosscultural Management</i>						
<b>Lecturer</b>		Prof. Dr. James McDonald						
<b>Language</b>		English						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester.						
<b>Parts of the Module</b>		2.8 International Business Diplomacy and Crosscultural Management / <i>International Business Diplomacy and Crosscultural Management</i>						
<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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<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>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	6	46h		104h	150h
<b>Method of assessment / Requirements for Credit Points</b>		Seminar paper and presentation						
<b>Weighting for the composition of the final grade</b>		4%						
<b>Objective</b>		<p>The students</p> <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>Literature</b>	<b>Mandatory</b>	<ul style="list-style-type: none"> <li>* Hofstede, Geert (2010), <i>Cultures and Organizations: Software of the Mind</i>, 3rd ed., McGraw Hill Verlag.</li> <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>						
	<b>Optional</b>	<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> <p>Following literature for further reference will be announced during class</p>						

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

<b>Module-No. and Title</b>	2.9 International Retail and Sales / <i>Internationaler Handel und Vertrieb</i>							
<b>Lecturer</b>	Thomas Foj							
<b>Language</b>	English							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
<b>Parts of the Module</b>	2.9 International Retail and Sales / <i>Internationaler Handel und Vertrieb</i>							
<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 for Attendance</b>	The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. It is recommended to have passed the module 2.1 International Marketing. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	The module is recommended to be passed along with the modules of 2.13.3 International Retail Management I and II.							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	6	46h		104h	150h	
<b>Method of assessment / Requirements for Credit Points</b>	Written exam 90 min.							
<b>Weighting for the composition of the final grade</b>	4%							
<b>Objective</b>	<p>On completion of this unit, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an advanced understanding of the nature and relevance of international sales and retail.</li> <li>2. Understand the trade language and all major sales parameters of this international retail and sales course.</li> <li>3. Demonstrate significant understanding of the specific approaches to enter and defend an international market. Being able to explain market entry modes and their individual advantages and disadvantages.</li> <li>4. Demonstrate a solid knowledge base of the main national and international contract conditions, calculations and prices, delivery date methods and have demonstrated the application of that knowledge in solving dedicated practical problems.</li> <li>5. Demonstrate significant understanding of the most commonly used agreements with regard to the transportation of goods and passing of the risks affiliated to such transportation of goods subjected to cross-border sale</li> <li>6. Construct and interpret viable and appropriate scope of supply and service for the international sale of goods and to discover the defects of imperfect contracts.</li> </ol>							
<b>Content</b>	<ul style="list-style-type: none"> <li>- Introduction to the international retail and sales by using the practical integrated sales management tool (selling cycle)</li> <li>- Corporate- &amp; sales strategy and organization- &amp; sales process</li> <li>- Market planning &amp; market segment and customer planning &amp; acquisition strategy</li> <li>- Initial business contact &amp; customer inquiry and inquiry check &amp; relative inquiry</li> <li>- Preparation of a quotation &amp; quotation and preliminary clarification &amp; agreement</li> </ul>							

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

## 2.10 Current Issues in Economics/*Current Issues in Economics*

<b>Module-No. and Title</b>	2.10 Current Issues in Economics / <i>Current Issues in Economics</i>							
<b>Lecturer</b>	Prof. Dr. Monika Ruschinski							
<b>Language</b>	German/English							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the winter semester.							
<b>Parts of the Module</b>	2.10 Current Issues in Economics / <i>Current Issues in Economics</i>							
<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 for Attendance</b>	The students need at least 42 ECTS to take classes of the second study section, especially 1.2. Microeconomics Knowledge beyond the university entrance qualification is not required. An intense 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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	6	46h		104h	150h	
<b>Method of assessment / Requirements for Credit Points</b>	LN – written exam 90 min							
<b>Weighting for the composition of the final grade</b>	4%							
<b>Objective</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> <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> </ul>							

	<p>- 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.</p> <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> <p>Historically, international trade has always played a very important role in most European countries. In addition, through investment funds and other financial institutions, Europeans borrow and lend in world financial markets. Therefore, a proper understanding of macroeconomics requires a study of the workings of the open economy.</p>	
<p><b>Literature</b></p>	<p><b>Mandatory</b></p>	<p>Mankiw, N. G. and Taylor, M. P. (2011), Economics, Cengage Learning.</p>
	<p><b>Optional</b></p>	<p>Krugman, P. R. and Obstfeld, M. (2012), International Economics, Prentice Hall.</p>



## 2.11 Sustainability Management/*Sustainability Management*

<b>Module-No. and Title</b>	2.11 Sustainability Management / <i>Sustainability Management</i>							
<b>Lecturer</b>	Prof. Dr. Georg Stephan Barfuß							
<b>Language</b>	English/German							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
<b>Parts of the Module</b>	2.11 Sustainability Management / <i>Sustainability Management</i>							
<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 for Attendance</b>	The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	This module is recommended to be taken before or along with 2.13.2 Green Technologies I and II; it is also recommended to be passed before hearing 2.12 CSR and Compliance Management							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	Seminar paper and presentation							
<b>Weighting for the composition of the final grade</b>	3%							
<b>Objective</b>	<p>The students</p> <ul style="list-style-type: none"> <li>- know the framework for sustainability management: the sustainable development approach</li> <li>- know the important issues regarding sustainability management in an international context and how to present solution concepts</li> <li>- know how to make use of them for international corporations</li> <li>- are able to estimate possible consequences on management decisions within questions of internationalization</li> <li>- are able to put all aspects of sustainability management into context, given specific practical examples</li> </ul> <p>The course examines some of the key economic, commercial and practical considerations of the relationship between business management and sustainable development on a global scale, with the aim of developing a structured framework to enable students to engage critically with this process. Set against a context of rapid economic and environmental change, the module seeks to equip students with a sound understanding of the considerations that corporate strategists and managers need to make to integrate sustainable development in business models and practices.</p>							
<b>Content</b>	<ul style="list-style-type: none"> <li>- What's a business for?</li> <li>- Sustainable development: concept and framework for sustainability management</li> <li>- Definition, evolution and content of sustainability management</li> <li>- financial, social and ecological perspective of sustainability</li> <li>- different scoping of sustainability in international context</li> <li>- sustainability and innovation</li> <li>- sustainability accounting and controlling</li> <li>- sustainability reporting</li> </ul>							

		- case studies from different industries
Literature	Mandatory	<ul style="list-style-type: none"> <li>* Blowfield, M. and Murray, A.: Corporate Responsibility. Oxford University Press, 2011.</li> <li>* Handy, C. (2002): „What’s a Business for?“ In Harvard Business Review on Corporate Responsibility, Harvard Business Press, 2003.</li> <li>* Ram Nidumolu, C.K. Prahalad, and M.R. Rangaswami: Why sustainability is now the key driver for innovation, in: Harvard Business Review, September 2009</li> <li>* Freeman, R. E., Harrison, J. S., Wicks, A. C., Parmar, B. L. and De Colle, S.: Stakeholder Theory, The state of the art. Cambridge University Press, 2011.</li> </ul>
	Optional	<ul style="list-style-type: none"> <li>* Dorling, D.: Population 10 billion. The coming demographic crisis and how to survive it. Constable &amp; Robinson, London, 2013.</li> <li>* Elkington, E.: The Zeronauts. Breaking the sustainability barrier. Routledge, London, 2012.</li> <li>* Gesang, B. (Hrsg.): Kann Demokratie Nachhaltigkeit? Springer VS Wiesbaden, 2014.</li> <li>* Gilding, P.: The great disruption. Bloomsbury Press, New York, 2011.</li> <li>* Gleich, R., Bartels, P., Breisig, V. (Hrsg.): Nachhaltigkeitscontrolling. Haufe-Lexware, Freiburg, 2012.</li> <li>* Goleman, D.: Ecological Intelligence. The coming age of radical transparency. Penguin Books, London, 2010.</li> <li>* Porritt, J.: The world we made. Phaidon Press, London, 2013.</li> <li>* Strahlmann, V.: Lernziel: Ökonomie der Nachhaltigkeit. Oekom Verlag München, 2008.</li> </ul>

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

<b>Module-No. and Title</b>	2.12 CSR and Compliance Management / <i>CSR and Compliance Management</i>							
<b>Lecturer</b>	Prof. Dr. Georg Stephan Barfuß/ Dr. Christian Kühl							
<b>Language</b>	English							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, blocked lecture. It is offered in the winter semester.							
<b>Parts of the Module</b>	2.12 CSR and Compliance Management / <i>CSR and Compliance Management</i>							
<b>Learning Methods</b>	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 for Attendance</b>	The students need at least 42 ECTS of the first study section to take classes of the second study section. It is recommended to have passed the course 2.11 Sustainability Management. An intense 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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	Oral exam 15 min.							
<b>Weighting for the composition of the final grade</b>	3%							
<b>Objective</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> <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> </ul>							

	<ul style="list-style-type: none"> <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> <li>*</li> </ul>	
<b>Literature</b>	<b>Mandatory</b>	<p>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</li> <li>- <a href="http://www.thinkib.net/psychology/page/676/compliance-techniques">http://www.thinkib.net/psychology/page/676/compliance-techniques</a></li> </ul>
	<b>Optional</b>	<p><b>CSR</b></p> <ul style="list-style-type: none"> <li>- German only:</li> <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> <li>- English:</li> <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><b>Compliance</b></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 <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 <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 <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 <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 <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> <li>Esther Versluis; Compliance Problems in the EU; What potential role for agencies in securing compliance? Department of Political Science; European Studies, 2004 <a href="http://regulation.upf.edu/ecpr-05-papers/eversluis.pdf">http://regulation.upf.edu/ecpr-05-papers/eversluis.pdf</a></li> </ul>

**2.13 Schwerpunkt: International Industries/Focus: International Industries**

**2.13.1.1. International Automotive Management I/International Automotive Management I**

<b>Module-No. and Title</b>	2.13.1.1. International Automotive Management I / <i>International Automotive Management I</i>							
<b>Lecturer</b>	Prof. Dr. Harry Wagner							
<b>Language</b>	German / English							
<b>Kind of the Module</b>	Compulsory module for the selected focus							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
<b>Parts of the Module</b>	2.13.1.1. International Automotive Management I / <i>International Automotive Management I</i>							
<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 for Attendance</b>	The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	This course is recommended to be taken before or along with 2.13.1.2 International Automotive Management II							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	Written exam 90 min.							
<b>Weighting for the composition of the final grade</b>	4%							
<b>Objective</b>	<p>The students will</p> <ul style="list-style-type: none"> <li>- gain an understanding regarding the automotive industry structure, current issues, industry trends as well as industry challenges and will have a broad overview on automotive core competencies</li> <li>- understand effective leadership and management skills with respect to special issues surrounding the automotive industry</li> <li>- learn to research, organize, evaluate, synthesize and analyze financial and economic information for business decision making purposes</li> <li>- be introduced into project problem resolution processes by applying structured approaches for logic writing and thinking</li> </ul>							
<b>Content</b>	<p>This business management course with applied focus on the automotive industry covers the following contents:</p> <ul style="list-style-type: none"> <li>- Automotive markets and structure of domestic and global automotive industry</li> <li>- Technical basics of automotive products and industry/ technology trends</li> <li>- Process model and core processes in the automotive supply chain</li> <li>- Product manufacturing, procurement and logistics in the automotive industry</li> <li>- Product development and advanced engineering in the automotive industry</li> <li>- Marketing and sales in the automotive industry</li> <li>- Characteristics of financial management in the automotive industry</li> <li>- Future mobility concepts and trends</li> </ul>							

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

**2.13.1.2. International Automotive Management II/International Automotive Management II**

<b>Module-No. and Title</b>	2.13.1.2. International Automotive Management II / <i>International Automotive Management II</i>							
<b>Lecturer</b>	Prof. Dr. Harry Wagner							
<b>Language</b>	German / English							
<b>Kind of the Module</b>	Compulsory module for the selected focus							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the summer semester.							
<b>Parts of the Module</b>	2.13.1.2. International Automotive Management II / <i>International Automotive Management II</i>							
<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 for Attendance</b>	The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	This course is recommended to be taken along with 2.13.1.1 International Automotive Management I							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	Seminar paper and presentation							
<b>Weighting for the composition of the final grade</b>	4%							
<b>Objective</b>	<p>By working through several industry examples and case studies students will:</p> <ul style="list-style-type: none"> <li>- apply structured approaches for logic writing and thinking</li> <li>- be able to analyze and apply business administration principles based on current and future trends in the automotive industry</li> <li>- be able to utilize effective leadership and management skills with respect to special issues surrounding the automotive industry</li> <li>- research, organize, evaluate, synthesize and analyze financial and economic information for business decision making purposes</li> <li>- know how to analyze automotive core processes and prepare proposals for process improvement by applying structured problem resolution approaches</li> <li>- in groups of 2-4 provide a seminar paper on an elective topic and present results</li> </ul>							
<b>Content</b>	<p>This business management course with applied focus on the automotive industry deepens the following contents by working through industry case studies:</p> <ul style="list-style-type: none"> <li>- Automotive markets and structure of domestic and global automotive industry</li> <li>- Technical basics of automotive products and industry/ technology trends</li> <li>- Process model and core processes in the automotive supply chain</li> <li>- Product manufacturing, procurement and logistics in the automotive industry</li> <li>- Product development and advanced engineering in the automotive industry</li> <li>- Marketing and sales in the automotive industry</li> </ul>							

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



**2.13.2.1. Green Technologies I / Green Technologies I**

<b>Module-No. and Title</b>		2.13.2.1. Green Technologies I / <i>Green Technologies I</i>						
<b>Lecturer</b>		Dr. Christoph Trinkl						
<b>Language</b>		German/English						
<b>Kind of the Module</b>		Compulsory module for the selected focus						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
<b>Parts of the Module</b>		2.13.2.1. Green Technologies I / <i>Green Technologies I</i>						
<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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<b>Usability of the module for this or for other study programmes</b>		This course is recommended to be taken before or along with 2.13.2.2 Green Technologies II						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min.						
<b>Weighting for the composition of the final grade</b>		4%						
<b>Objective</b>		<p>Students will be able to</p> <ul style="list-style-type: none"> <li>- evaluate today's energy situation regarding heat and electricity as well as the potential of renewable energy for future energy supply,</li> <li>- evaluate fossil fuels and their impact on the climate,</li> <li>- understand European and German energy and climate protection politics and legislation,</li> <li>- understand technological options of heat and power generation from renewable energy sources through solar, biogas, solid biofuels, water power and wind power,</li> <li>- evaluate the significance of energy consumption and renewable energy applications for industry and understand strategic approaches to sustainable energy use from a technological, environmental and economic point of view.</li> </ul>						
<b>Content</b>		<ul style="list-style-type: none"> <li>- Global and national energy demand and supply, fossil fuels and nuclear energy, energy consumption and climate change</li> <li>- Overview on energy industry and energy politics/ legislation</li> <li>- Renewable energy use on a national and a global scale</li> <li>- Renewable energy technologies: Solar-thermal energy and photovoltaics, bioenergy, wind power, water power</li> <li>- Energy management in industry</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	<ul style="list-style-type: none"> <li>- Quaschnig, V.: Renewable energy and climate change, Chichester: Wiley, 2010</li> <li>- Kreith, F. (ed.): Principles of sustainable energy systems, 2nd ed., Boca Raton, Fla.: CRC Press, 2014</li> </ul>						
	<b>Optional</b>	Following literature for further reference will be announced during class						

**2.13.2.2. Green Technologies II/Green Technologies II**

<b>Module-No. and Title</b>		2.13.2.2. Green Technologies II / <i>Green Technologies II</i>						
<b>Lecturer</b>		Dr. Ulrike Baumgärtner						
<b>Language</b>		German						
<b>Kind of the Module</b>		Compulsory module for the selected focus						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the summer semester.						
<b>Parts of the Module</b>		2.13.2.2. Green Technologies II / <i>Green Technologies II</i>						
<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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<b>Usability of the module for this or for other study programmes</b>		This course is recommended to be taken along with 2.13.2.1 Green Technologies I						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Seminar paper and presentation						
<b>Weighting for the composition of the final grade</b>		4%						
<b>Objective</b>		- The students comprehend green technologies as key technologies as well as cross over technologies which play major roles in different sectors and act as growth enablers nationally as well as internationally.						
<b>Content</b>		- Environment and climate protection - Recycling-based economy and resource management - Key technologies, e.g. biotechnology, nanotechnology, environmental protection law, principles of environmental economics, environmental value						
<b>Literature</b>	<b>Mandatory</b>	- Förstner, Ulrich: Umweltschutztechnik. 8. Auflage, Springer-Verlag Heidelberg, Dordrecht, London, New York, 2012 - GreenTech made in Germany 4.0. Umwelttechnologie-Atlas für Deutschland. URL <a href="http://www.greentech-made-in-germany.de/fileadmin/user_upload/greentech_atlas_4_0_bf.pdf">http://www.greentech-made-in-germany.de/fileadmin/user_upload/greentech_atlas_4_0_bf.pdf</a> Stand: 30.01.2015						
	<b>Optional</b>	- Bilitewski, Bernd; Härdtle, Georg: Abfallwirtschaft: Handbuch für Praxis und Lehre. 4. Auflage, Springer Vieweg, Heidelberg, 2013						

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

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

*Please note: The following courses will be offered from the study programmes Internationales Handelsmanagement and International Retail Management. Detailed course descriptions can be viewed in the module guide of the respective study programme.*

<b>Module-No. and Title</b>	2.13.3.1. International Retail Management I / <i>International Retail Management I</i>							
<b>Lecturer</b>	Depending on the selected course; please see module guide of B.A. "International Retail Management" and B.A. "Internationales Handelsmanagement" for further information.							
<b>Language</b>	German / English							
<b>Kind of the Module</b>	Compulsory module for the selected focus							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the summer semester. (Exeptions may occur due to the shift in study programe of B.A. International Retail Management, please see the respective module guide for further information)							
<b>Parts of the Module</b>	2.13.3.1. International Retail Management I / <i>International Retail Management I</i>							
<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 for Attendance</b>	The students need at least 42 ECTS of the first study section to take classes of the second study section. The module is recommended to be passed along with the module 2.9 International trade and sales. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	The course will be offered from the study programmes Internationales Handelsmanagement and International Retail Management. Detailed course descriptions can be viewed in the module guide of the respective study programme.							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	Written exam 90 min.							
<b>Weighting for the composition of the final grade</b>	4%							
<b>Objective</b>	The students have deepened their knowledge in the field of international retail management in the context of strategic planning, marketing, controlling or real estate management. They know the corresponding tools in the specific field and are able to apply the in practice.							
<b>Content</b>	<i>Choice of one of the following courses:</i> <ul style="list-style-type: none"> <li>- Strategisches Handelsmanagement / <i>Strategic Retail Management</i></li> <li>- Multi-Channel Management and Pricing</li> <li>- Handelslogistik / <i>Retail Logistics</i></li> <li>- Handelscontrolling / <i>Retail Controlling</i></li> <li>- Standort-, Immobilien- und Facility Management / <i>Real Estate and Facility Management</i></li> </ul>							

		- Einkaufs- und Beschaffungsmanagement / <i>Purchase and Supply Chain Management</i> For further details see module guide of the B.A. IRM or IHM for the respective course
<b>Literature</b>	<b>Mandatory</b>	See module guide of the B.A. IRM or IHM for the respective course
	<b>Optional</b>	See module guide of the B.A. IRM or IHM for the respective course

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

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

*Please note: The following courses will be offered from the study programmes Internationales Handelsmanagement and International Retail Management. Detailed course descriptions can be viewed in the module guide of the respective study programme.*

<b>Module-No. and Title</b>	2.13.3.2. International Retail Management II / <i>International Retail Management II</i>							
<b>Lecturer</b>	depending on the selected course; please see module guide of B.A. International Retail Management for further information							
<b>Language</b>	German / English							
<b>Kind of the Module</b>	Compulsory module for the selected focus							
<b>Duration / Frequency</b>	This module is a one-semester, weekly lecture. It is offered in the summer semester. (Exeptions may occur due to the shift in study programe of B.A. International Retail Management, please see the respective module guide for further information)							
<b>Parts of the Module</b>	2.13.3.2. International Retail Management II / <i>International Retail Management II</i>							
<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 for Attendance</b>	The students need at least 42 ECTS of the first study section to take classes of the second study section. The module is recommended to be passed after or along with the module 2.9 International trade and sales. An intense study of literature is highly recommended.							
<b>Usability of the module for this or for other study programmes</b>	The course will be offered from the study programmes Internationales Handelsmanagement and International Retail Management. Detailed course descriptions can be viewed in the module guide of the respective study programme.							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	SU/Ü	4	5	46h		79h	125h	
<b>Method of assessment / Requirements for Credit Points</b>	Seminar paper and presentation							
<b>Weighting for the composition of the final grade</b>	4%							
<b>Objective</b>	The students have deepened their knowledge in the field of international retail management in the context of brand strategy, retail logistics or e-commerce. They know the corresponding tools in the specific field and are able to apply the in practice.							
<b>Content</b>	<i>Choice of one of the following courses:</i> - Marken und Kommunikationsmanagement / <i>Brand Management</i> - Sortiments- und Servicemanagement / <i>Range and Service Management</i> - E-Commerce und und Neue Medien / <i>E-commerce and New Media</i> For further details see module guide of the B.A. IRM or IHM for the respective course							
<b>Literature</b>	<b>Mandatory</b>	See module guide of the B.A. IRM or IHM for the respective course						

	<b>Optional</b>	See module guide of the B.A. IRM or IHM for the respective course
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## 2.14 Internationales Projekt/*International Project*

<b>Module-No. and Title</b>		2.14 Internationales Projekt / <i>International Project</i>						
<b>Lecturer</b>		Prof. Dr. Peter Augsdörfer						
<b>Language</b>		English						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester.						
<b>Parts of the Module</b>		2.14 Internationales Projekt / <i>International Project</i>						
<b>Learning Methods</b>		The student work together in groups to solve a practical programm. 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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section. Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.						
<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>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	4	5	46h		79h	125h
<b>Method of assessment / Requirements for Credit Points</b>		Seminar paper and presentation						
<b>Weighting for the composition of the final grade</b>		4%						
<b>Objective</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> <p>This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of an international project.</p>						
<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>Literature</b>	<b>Mandatory</b>	Depending on the project. General project management literature is highly recommended.						
	<b>Optional</b>	Following literature for further reference will be announced during class						

**2.15. Internationales Unternehmensplanspiel und Seminar/*International Business Simulation Game and Seminar***

<b>Module-No. and Title</b>	2.15. Internationales Unternehmensplanspiel und Seminar / <i>International Business Simulation Game and Seminar</i>							
<b>Lecturer</b>	2.15.1 Prof. Dr. Peter Augsdörfer / Jana Keller / Florian Gaspar 2.15.2 Prof. Dr. Michael Jünger/ Prof. Dr. Bernd Scheed / <u>Prof. Dr. Karin Schmidt</u> / Prof. Dr. Harry Wagner							
<b>Language</b>	German / English							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is a one-semester, blocked seminar. It is offered in the winter semester.							
<b>Parts of the Module</b>	2.15.1. Internationales Unternehmensplanspiel / <i>International Business Simulation Game</i>  2.15.2. Internationales Vertiefungsseminar / <i>Revision of International Business Theory</i>							
<b>Learning Methods</b>	2.15.1 The teaching method is a lecture with exercise, using a computer-based business simulation game. 2.15.2 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 for Attendance</b>	2.15.1. The students need at least 42 ECTS of the first study section to take classes of the second study section.  2.15.2. - Compulsory modules: 1.1. Principles of Business Administration - Compulsory modules: 1.3 Quantitative Methods - Compulsory modules: 2.3 Taxes, 1.5 Accounting and 2.2 Finance - Compulsory modules: 2.1 Marketing, 1.7 Supply Chain Management and 2.4 International HR							
<b>Usability of the module for this or for other study programmes</b>	None							
<b>Workload</b>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	Ü / S	7	9	55	-	170	225	
<b>Method of assessment / Requirements for Credit Points</b>	2.15.1. Game results and presentation of steps and strategies. Full attendance required. <i>Please note: as the seminar requires a minimum number of participants which is due to technical reasons of the simulation, a revision or reexamination cannot be offered in the summer term.</i>  2.15.2. Oral exam 15-30 min.							
<b>Weighting for the composition of the final grade</b>	6%							
<b>Objective</b>	2.15.1. The students will be able to - understand thoroughly a global value chain process - experience the impact of positioning and strategic management on success - to interpret the factors influencing growth, sales, product development, production and finance							



	<ul style="list-style-type: none"> <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> <p>2.15.2. The students</p> <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>	<p>2.15.1. The business simulation game (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 is to acquire general management skills combined with cultural elements of an imaginary international corporation.</p> <p>2.15.2. The course is a cap stone seminar of the entire study program. Therefore, the key content is to review the key learning elements of the complete study program, such as:</p> <ul style="list-style-type: none"> <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> </ul> <p>- Introductory course on Oct. 9<sup>th</sup> is <b>mandatory</b> and will include a set up on how to prepare for the exam; the oral exams will take place on January 15<sup>th</sup> and 18<sup>th</sup> 2016.</p>				
<b>Literature</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td data-bbox="360 1294 531 1883" style="text-align: center; vertical-align: middle;"><b>Mandatory</b></td> <td data-bbox="531 1294 1402 1883"> <p>For 2.15.1:</p> <ul style="list-style-type: none"> <li>- Simulation Game Handbook (will be provided)</li> </ul> <p>For 2.15.2:</p> <ul style="list-style-type: none"> <li>- Thommen, Achleitner (2009), Allgemeine Betriebswirtschaftslehre, 6. Auflage, Gabler.</li> <li>- Vahs, Schäfer-Kunz (2012), Einführung in die Betriebswirtschaftslehre, 6. Auflage, Schäffer-Poeschel.</li> <li>- Jung (2009), Allgemeine Betriebswirtschaftslehre; 11. Auflage; Oldenbourg.</li> <li>- Hill (2010), International Business: Competing in the Global Marketplace, 8th edition, Mcgraw-Hill Higher Education</li> <li>- Daniels, Radebaugh, Sullivan (2012), International Business, 14th edition, Prentice Hall</li> <li>- Lecture material of "International Management and BWL Basics"</li> <li>- Specific case studies which will vary from semester to semester; they will include company financial reports (in WS2015/16: General Motors, Walmart or Solarworld) as well as selected articles from The Economist</li> </ul> </td> </tr> <tr> <td data-bbox="360 1883 531 1948" style="text-align: center; vertical-align: middle;"><b>Optional</b></td> <td data-bbox="531 1883 1402 1948"> <p>Following literature for further reference will be announced during class</p> </td> </tr> </table>	<b>Mandatory</b>	<p>For 2.15.1:</p> <ul style="list-style-type: none"> <li>- Simulation Game Handbook (will be provided)</li> </ul> <p>For 2.15.2:</p> <ul style="list-style-type: none"> <li>- Thommen, Achleitner (2009), Allgemeine Betriebswirtschaftslehre, 6. Auflage, Gabler.</li> <li>- Vahs, Schäfer-Kunz (2012), Einführung in die Betriebswirtschaftslehre, 6. Auflage, Schäffer-Poeschel.</li> <li>- Jung (2009), Allgemeine Betriebswirtschaftslehre; 11. Auflage; Oldenbourg.</li> <li>- Hill (2010), International Business: Competing in the Global Marketplace, 8th edition, Mcgraw-Hill Higher Education</li> <li>- Daniels, Radebaugh, Sullivan (2012), International Business, 14th edition, Prentice Hall</li> <li>- Lecture material of "International Management and BWL Basics"</li> <li>- Specific case studies which will vary from semester to semester; they will include company financial reports (in WS2015/16: General Motors, Walmart or Solarworld) as well as selected articles from The Economist</li> </ul>	<b>Optional</b>	<p>Following literature for further reference will be announced during class</p>
<b>Mandatory</b>	<p>For 2.15.1:</p> <ul style="list-style-type: none"> <li>- Simulation Game Handbook (will be provided)</li> </ul> <p>For 2.15.2:</p> <ul style="list-style-type: none"> <li>- Thommen, Achleitner (2009), Allgemeine Betriebswirtschaftslehre, 6. Auflage, Gabler.</li> <li>- Vahs, Schäfer-Kunz (2012), Einführung in die Betriebswirtschaftslehre, 6. Auflage, Schäffer-Poeschel.</li> <li>- Jung (2009), Allgemeine Betriebswirtschaftslehre; 11. Auflage; Oldenbourg.</li> <li>- Hill (2010), International Business: Competing in the Global Marketplace, 8th edition, Mcgraw-Hill Higher Education</li> <li>- Daniels, Radebaugh, Sullivan (2012), International Business, 14th edition, Prentice Hall</li> <li>- Lecture material of "International Management and BWL Basics"</li> <li>- Specific case studies which will vary from semester to semester; they will include company financial reports (in WS2015/16: General Motors, Walmart or Solarworld) as well as selected articles from The Economist</li> </ul>				
<b>Optional</b>	<p>Following literature for further reference will be announced during class</p>				

## 2.16. Wahlpflichtmodule: Fachkompetenzen/*Electives: Business competences*

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

**Im WS 2015/16 werden folgende FW-Fächer angeboten. Die Modulbeschreibungen können Sie im **Modulhandbuch Betriebswirtschaft** (hinterlegt in Moodle) einsehen.**

*The following FW-courses are offered during WS 2015/16. Descriptions can be observed in the module guide of the B.A. Business Administration.*

1	Arbeitnehmerbesteuerung
2	Arbeitsrecht
3	Association of Southeast Asian Nations
4	Beratungsmanagement
5	Business Planning (FW)
6	Einführung in die statistische Datenanalyse mit SPSS
7	Grundlagen der Organisationsentwicklung
8	Grundlagen der Sozialpsychologie FW
9	Grundlagen der Wirtschaftspsychologie
10	Immobilienmanagement
11	International Trade and Law
12	Internet of Things
13	Kommunikations- und Branddesign
14	Marketing und Recht
15	Online Marketing und Social Media
16	Produktionsorganisation
17	Projekt Schanzer Racing Electric
18	Ressourcenwirtschaft
19	Retail Lab - Angewandte Marktforschung
20	Successful Negotiations in a Global World
21	Technology Management (in englischer Sprache)
22	Unternehmensgründung

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

## 2.17 Wahlpflichtmodule: Sozialkompetenzen/*Electives: Social competences*

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

Im WS 2015/16 werden folgende SW-Fächer angeboten. Die Modulbeschreibungen können Sie im **Modulhandbuch Betriebswirtschaft** (hinterlegt in Moodle) einsehen.

**Hinweis:** Vor allem können Sie nicht grundlegende 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 1-3 gewählt werden).

Aufbauende Sprachkurse zu Erweiterung des Wissens sind möglich, d.h. Kurs 6 (HSK Chinesisch) und Kurs 16-17 (Wirtschaftsspanisch) sind möglich.

*The following SW-courses are offered during the WS 2015/2016. Descriptions can be viewed in the module guide of the B.A. Business Administration.*

Please **note:** It is not allowed to choose the same foreign language one has chosen as Elective Foreign Language (e.g. Elective Foreign language = Chinese → No. 1-3 is not allowed).

No. 6 as well as No. 17 and 18 require the knowledge of the respect. Electives Languages I-IV, so they may be chosen correspondingly.

1	Chinesisch 1
2	Chinesisch 2
3	Chinesisch 3
4	Erfolgreiches Selbstmanagement im freien Wettbewerb
5	European Union
6	HSK-Vorbereitungskurs
7	Interaktion und Soziale Kompetenz (SW)
8	Kommunikation und Interaktion am Arbeitsplatz
9	Moderationstechnik
10	Nonverbale Kommunikation
11	Projekt zur Sozialkompetenz (SW)
12	Rhetorik und Präsentationskompetenz
13	Selbstmanagement - Potentiale, Chancen und Risiken
14	Talent Center - Instrumente der Personalauswahl und -entwicklung
15	TOEFL Course (in englischer Sprache)
16	Zusammenarbeit im Team
17	Wirtschaftsspanisch I
18	Wirtschaftsspanisch II

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

## 2.17 HSK-Vorbereitungskurs

<b>Module-No. and Title</b>		HSK-Preparation Course						
<b>Lecturer</b>		Mrs. Jing Chen						
<b>Language</b>		Chinese						
<b>Kind of the Module</b>		Optional						
<b>Duration / Frequency</b>		This module is a one-semester, weekly lecture. It is offered in the winter semester.						
<b>Parts of the Module</b>		-						
<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 for Attendance</b>		Chinese I-IV						
<b>Usability of the module for this or for other study programmes</b>		The course will be offered as an Elective for students who took the Chinese classes Elective I-IV. It is a preparation for the HSK-Test.						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		SU/Ü	2	3	46h	-	29h	75h
<b>Method of assessment / Requirements for Credit Points</b>		Written exam 90 min. Acquisition of HSK Level III certificate by an official established HSK centre for testing						
<b>Weighting for the composition of the final grade</b>		3%						
<b>Objective</b>		Achievement of HSK Level III						
<b>Content</b>		Structured and comprehensive preparation for HSK test (level III) with exercises of listening, reading and writing. Workload: 600 vocabs as well as characters and relating grammar.						
<b>Literature</b>	<b>Mandatory</b>	Past official HSK tests						
	<b>Optional</b>	Vorbereitung HSK-Prüfung (HSK 3), Hefei Huang und Dieter Ziethen, Hefei Huang Verlag GmbH, 2012, ISBN: 978-3-940497-41-3						

## 2.18 Bachelor Arbeit/*Bachelor Thesis*

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

<b>Module-No. and Title</b>		2.18.1 Seminar zur Bachelorarbeit / <i>Seminar Bachelor Thesis</i>						
<b>Lecturer</b>		Prof. Dr. Karin Schmidt, Antje Köhler (Bibliothek)						
<b>Language</b>		German						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		This module is a one-semester, blocked seminar. It is offered in the winter semester.						
<b>Parts of the Module</b>		2.18.1 Seminar zur Bachelorarbeit / <i>Seminar Bachelor Thesis</i>						
<b>Learning Methods</b>		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 for Attendance</b>		The students need at least 42 ECTS of the first study section to take classes of the second study section.						
<b>Usability of the module for this or for other study programmes</b>		none						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		S	2	2	23h		27h	50h
<b>Method of assessment / Requirements for Credit Points</b>		Attendance required LN – Written report 8-10 pages, pass/non-pass basis						
<b>Weighting for the composition of the final grade</b>		None						
<b>Objective</b>		<p>The students</p> <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>		<p>Based on a theme, students work in small teams, and develop strategies of information retrieving and train the most important research tools for their area of expertise.</p> <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> <p><i>Academic research:</i></p> <ul style="list-style-type: none"> <li>- Citation systems</li> <li>- Bibliography</li> <li>- reference management</li> </ul>						
<b>Literature</b>	<b>Mandatory</b>	Guide to scientific works and bachelor thesis available on moodle.						
	<b>Optional</b>	Following literature for further reference will be announced during class						

**2.18.2 Bachelorarbeit/Bachelor Thesis**

<b>Module-No. and Title</b>	2.18.2 Bachelorarbeit / <i>Bachelor Thesis</i>							
<b>Lecturer</b>	Free choice							
<b>Language</b>	German/English							
<b>Kind of the Module</b>	Compulsory module							
<b>Duration / Frequency</b>	This module is offered in both winter and summer semester.							
<b>Parts of the Module</b>	2.18.2 Bachelorarbeit / <i>Bachelor Thesis</i>							
<b>Learning Methods</b>	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 for Attendance</b>	The students need at least 42 ECTS of the first study section to take classes of the second study section. Successful attendance of 2.18.1. "Seminar Bachelor Thesis". The advanced practical study semester has to be successfully completed. 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>	Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total	
	BA	-	12	-	-	300	300	
	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.							
<b>Method of assessment / Requirements for Credit Points</b>	Bachelor thesis							
<b>Weighting for the composition of the final grade</b>	15%							
<b>Objective</b>	Working on the bachelor thesis, the student * demonstrates the ability to work in a truly scientific mode e.g. structuring the problem, finding solutions via different channels such as literature etc. * applies his knowledge and experiences successfully to real world problems in a global context * writes a thesis within a given time frame							
<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, ± 10%). This is the equivalent of approximately 60 pages of pure text (without contents, figures, bibliography, etc., including tables and figures). Details regarding the Bachelor Thesis are available in Moodle: - Allgemeine Informationen der Business School <a href="https://moodle.thi.de/moodle/course/view.php?id=939">https://moodle.thi.de/moodle/course/view.php?id=939</a> - Service Center Studienangelegenheiten							

		<a href="https://moodle.thi.de/moodle/course/view.php?id=1315">https://moodle.thi.de/moodle/course/view.php?id=1315</a>
<b>Literature</b>	<b>Mandatory</b>	Own research
	<b>Optional</b>	Own research

## 2.2 Praktikum/ Internship

<b>Module-No. and Title</b>		2.2. Praktikum / Internship						
<b>Lecturer</b>		None						
<b>Language</b>		Foreign language						
<b>Kind of the Module</b>		Compulsory module						
<b>Duration / Frequency</b>		The module takes 20 weeks of time						
<b>Parts of the Module</b>		No lectures within this module						
<b>Learning Methods</b>		The learning method is a practical work and self studies						
<b>Prerequisite for Attendance</b>		Successful completion of the first study section and the basic internship plus 20 ECTS from the third and fourth semester.						
<b>Usability of the module for this or for other study programmes</b>		The internship should be passed before starting module 2.18.2 bachelor thesis.						
<b>Workload</b>		Course type (SU, Ü, prA,)	SWS	ECTS	Attendance	WBT	Self-studies	Total
		Pr		30	20 weeks			
<b>Method of assessment / Requirements for Credit Points</b>		Report, Business Certificate						
<b>Weighting for the composition of the final grade</b>		0,0%						
<b>Objective</b>		The students <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. This time offers them getting an insight to different business operating areas through defining and solving management tasks. The students will achieve management skills that make them able to enter their own career.						
<b>Literature</b>	<b>Mandatory</b>	None						
	<b>Optional</b>	None						