

BACHELOR OF ARTS  
GLOBAL ECONOMICS AND BUSINESS MAN-  
AGEMENT  
SPO 21.10.2019

Module Guide  
WS 2020/2021

(as of July 2022 as an overview of the study programme; for possible changes in electives, performance certificates or lecturers please refer to the semester-specific module handbook)

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## 1. Overview of the modules and hours (1st – 3rd Semester) \*

CURRICULUM GLOBAL ECONOMICS AND BUSINESS MANAGEMENT		1. Semester		2. Semester		3. Semester	
No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS
1.1	Grundlagen Betriebswirtschaft, Entrepreneurship und Internationales Management		8				
1.1.1	Einführungswoche	2					
1.1.2	Grundlagen der Betriebswirtschaft, des Entrepreneurships und des Internationalen Managements	6					
1.2	Mikroökonomik	4	5				
1.3	Quantitative Methoden	6	7				
1.4	Digital Transformation and Business Models			4	5		
1.5	Operations Management			4	6		
1.6	Makroökonomik			4	5		
1.7	International Accounting			4	6		
1.8	Marketing and Sales					4	5
1.9	Corporate Finance					4	5
1.10	Cost Accounting and Cost Management					4	5
1.11	HR Management, Organisation and Leadership					4	5
1.12.1	Foreign Language I	4	4				
1.12.2	Foreign Language II			4	4		
1.12.3	Foreign Language III					4	4
1.12.4	Intercultural Studies			4	4		
1.13	Business Language / English Business Communication and Negotiation	4	4				
1.14	Business Language / English Scientific Writing					4	4
1.15	Project Social Engagement					3	4
<b>Total</b>		<b>26</b>	<b>28</b>	<b>24</b>	<b>30</b>	<b>27</b>	<b>32</b>

## 2. Overview of the modules and hours (4th – 7th Semester) \*:

CURRICULUM GLOBAL ECONOMICS AND BUSINESS MANAGEMENT		4. Semester		5. Semester		7. Semester	
No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS
2.1	International Economics	4	6				
2.2	Strategic Management			4	6		
2.3	Sustainability CSR and Compliance Management	4	6				
2.4	Current Issues in Economics			4	6		
2.5	Project Management			4	5		
2.6	International Business Diplomacy and Cross Cultural Management	4	5				
2.7.1	Studienschwerpunkt 1	2x4=8	2x6=12				
2.7.2	Studienschwerpunkt 2			2x4=8	2x6=12		
2.8.1	Foreign Language IV	4	4				
2.8.2	Elective Sustainability/Management Discipline					2x2 = 4	2x3 = 6
2.9	Business Simulation					3	3
2.10	Revision of Business Theory					4	5
2.11	Seminar Bachelor Thesis					2	2
2.12	Bachelor Thesis						12
<b>Total</b>		<b>24</b>	<b>33</b>	<b>20</b>	<b>29</b>	<b>13</b>	<b>28</b>

\* The study program comprises a workload of 210 ECTS including the advanced practical training semester. Further details are specified in the attachment of the respective Study and Examination Regulation [here](#).

\*\* Hours per week

### 3. Practical semester abroad

*Further details are specified in the attachment of the respective Study and Examination Regulation (SPO XX) [here](#).*

Details sind in § 8 der gültigen Studien- und Prüfungsordnung SPO WS 20/21 festgelegt.  
Diese finden Sie [hier](#).

## 4. Dual Study Option

The program can also be conducted in a dual format (in close cooperation with a dual partner company). For the bachelor program of Global Economics and Business Management, the dual study is currently possible with additional practical elements. In studies with an additional practical element, students do not take part in professional training but instead obtain significantly more practical experience in a company compared with those in regular studies. This is closely synchronised with the teaching at the THI. The length of the program is 3.5 years for a Bachelor degree.

For additional information on the process and application see:

<https://www.thi.de/en/studies/degree-programmes/dual-studies/dual-study-models-at-the-thi/>

According to the THI-wide dual system approach, the linkage between university and company in terms of learning experience is conducted threefold: legally/contractually, organizationally, and regarding the content:

### 1. Legal/contractual interlocking:

The specific requirements of dual studies are recognized in §17 (3) and §18 (5) der APO as well as §8b der Immatrikulationssatzung. Therefore:

- Together with matriculation at THI, the dual student has to hand in the dual contract with dual partner by the end of the second semester (bachelor)
- In case the dual company partner is not yet a registered THI partner company, it needs to be formally admitted by submitting the "Erhebungsbogen". For further information please refer to: <https://www.thi.de/service/duales-studium-informationen-fuer-unternehmen>
- The bachelor thesis is to be conducted at the dual partner company under scientific surveillance of the THI professor. The results of the thesis need to be presented to the partner company and the examining professor.

### 2. Organizational interlocking:

The organization interlocking is performed by regular contact between dual students, dual students and THI as well as THI and the dual partner companies. We institutionalized the following touchpoints:

- Information meeting in the 1st semester of all dual students conducted by the dean of education
- All-hands meeting once a year for all dual students of the study program organized and conducted by the director of study program.
- Symposium for all dual partners organized once a year by the THI Dual Career Service („Forum Dual“)

The director of study program is mentor for the dual students throughout the whole program.

### 3. Content interlocking:

The interlocking of contents between university and company is supposed to result in transferability from scientific methods to practice as well as reflect practical doing in the light of recent scientific context.

Module Nr.	Modul title	Content-based interlocking		SW S	ECTS
1.1.1	Einführungswoche	Im Rahmen des Moduls findet eine Exkursion mit einer anschließenden Betriebsanalyse statt. Die Dual-Unternehmen werden im Wechsel als Exkursionspartner eingebunden. Die Betriebsanalyse erfolgt entsprechend zum jeweiligen Dual-Unternehmen. Ebenso findet ein separater Termin nur für Dual Studierende statt, indem der/die Studiendekan/in Informationen zum Dual Studium gibt, aber auch die bisherigen Praxiserfahrungen aus dem Dual-Unternehmen durch die Studierenden reflektiert werden.	PF	2	2
2.5	Project Mangement	Dual partners are asked to contribute projects from their business practice which are worked on by the dual students.	PF	4	5
2.8.2	Electives Management Discipline	Dual students are strongly recommended to take the course „Praxisreflexion für Dual-Studierende“. It is specifically designed for dual students of all bachelor programs at THI Business School. In this module, the practical parts at the partner company are critically reflected by connecting theoretical teaching content with processes/tools/actions performed in and by the resp. companies. Moreover, dual students are instructed to derive topics for projects or bachelor thesis in their company.	WPF	2	3
2.9	Business Simulation	For the business simulation, dual students are bundled in specific dual teams if the number of participants allows. Within the lessons learned of the simulation, dual students additionally have to compare the simulation with their practical experience in the dual partner companies. The results are documented in written form as ppt and are presented during the module at the annual shareholders meeting.	PF	3	3
2.12	Bachelor Thesis	The bachelor thesis has to be written in cooperation with the dual partner company (§18 (5) APO). The thesis supervisor at THI conducts an academic discourse with the dual partner company. The results of the thesis are to be presented to the professor and the company.			12
2.13	Praktisches Studiensemester (20 Wochen)	The internship / practical semester is to be conducted at the dual partner company. The internship report reflects the connection of study and internship with respect to contents (actions, tasks etc.) and is formally approved by the internship coordinator of the resp. study program.	PF		30
<b>Summe</b>					55

In B.A. Global Economics and Business Management the contextual and content-based interlocking is performed the following modules:

There might be even more content-based touchpoints between the university and the dual partner companies for instance:

- Projects or excursions during the program in cooperation with the dual partners.
- Dual partner companies send experts from practice as adjunct faculty or guest lecturers where appropriate.



## 5. Introduction to the module descriptions

### 1. Generic Legislation

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

Das Modulhandbuch erläutert den Ablauf des Studiums im Einzelnen und beschreibt detailliert die einzelnen Module und Fächer. Übergeordnet zum Studienplan wird auf die gültige Studien- und Prüfungsordnung SPO WS 20/21 des Studiengangs, die gültige Allgemeine Prüfungsordnung der Technischen Hochschule Ingolstadt sowie die gültige Rahmenprüfungsordnung für die Fachhochschulen in Bayern hingewiesen.

### 2. Modules and Courses

*The module guide is divided into modules.*

Das Modulhandbuch untergliedert sich in Module.

### 3. Prerequisite of attendance

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

Voraussetzungen für die Teilnahme an Lehrveranstaltungen sind in den Zulassungsvoraussetzungen angegeben. In diesem Zusammenhang wird ausdrücklich auf die gültige Studien- und Prüfungsordnung SPO WS 20/21 hingewiesen.

### 4. Usability of the modules

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

Die Verwendbarkeit eines Moduls ist auf den Studiengang GBM beschränkt. Sollte das Modul auch für andere Studiengänge verwendbar sein, wird dies explizit angegeben.

### 5. Lecturers of the modules

*The assignment of the lecturers is not binding.*

Die Zuweisung der Dozenten zu den Modulen ist unverbindlich.

### 6. Additional lecture notes / Begleitende Lehrveranstaltungsunterlagen

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

Für jedes Modul ist auf der Lernplattform Moodle ein eigener Kursraum eingerichtet, in dem i.d.R. alle begleitenden Lehrmaterialien (Skripte, Tutorials, Fallstudien und Aufgabenstellungen mit Lösungshinweisen, Anwendungsbeispiele, Verfahrensbeschreibungen, Softwareleitfäden, weiterführende Literaturhinweise, Zeitschriftenartikel, Links auf Onlineressourcen etc.) in elektronischer Form zur Verfügung gestellt sowie Lernaktivitäten (Foren, Tests, Workshops) und der Upload von Zwischen- und Endergebnissen studentischer Arbeiten organisiert werden

## **6. Description of Modules**

### **1st - 3rd Semester**

Betriebswirtschaft, Entrepreneurship und Internationales Management Grundlagen Principals of Business Administration, Entrepreneurship and International Management						
Module Title	Principals of Business Administration, Entrepreneurship and International Management			Module No	1.1	
Lecturer(s) / <u>responsible for module</u>	1.1.1: <u>Jünger, Michael</u> ; Bauer, Mathias 1.1.2: <u>Jünger, Michael</u> ; Horwath, Oliver; Christian Rolando, Loza Adaui					
Language of instruction	German/English					
Kind of module	Compulsory subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	1.1.1 Introduction Programme (GBM_Einführungswoche) 1.1.2 Principles of Business Administration, Entrepreneurship and International Management					
Learning methods	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.					
Prerequisite according to Study and examination regulation	Pass of 1.1.1 is a mandatory prerequisite to 1.1.2.					
Prerequisite of attendance	An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The entire module is an important prerequisite for understanding the business administration modules from semester 2 onwards. The module can be used for the Entrepreneurship Certificate. The two parts of the course may be accredited for the corresponding course in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	8	8	93 h	0 h	107 h	200 h
Method of assessment / Requirements for credit points	1.1.1 Presentation (15-30 minutes) - participation with success / without success 1.1.2 written exam, 120 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<b>1.1.1 Introduction Programme:</b> <ul style="list-style-type: none"><li>Students are able to use business research and study techniques.</li><li>Students have an overview about the subject of business administration.</li><li>Students know about corporate functions learned in group work.</li></ul> For dual student additional objectives apply: <ul style="list-style-type: none"><li>The dual students recognize the particularities of the dual study option and know about the content touchpoints between company and university.</li></ul>					

	<ul style="list-style-type: none"> <li>• They exchange their view and experiences in the dual company so far and are able to recognize the interaction of theoretical content and practical knowledge in companies.</li> <li>• They are able to apply the basic scientific instruments of business analysis to their dual partner company.</li> </ul> <p><b>1.1.2 Principles of Business Administration, Entrepreneurship and International Management:</b></p> <p>Business Administration (BW):</p> <p>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> <li>• suggest the range of general management issues that should be considered in handling individual corporate decisions.</li> <li>• develop an awareness of the organizational structures and processes used in firms, their challenges and a core set of ideas how to handle them.</li> <li>• apply basic knowledge and tools to manage an organization.</li> </ul> <p>Entrepreneurship:</p> <ul style="list-style-type: none"> <li>• Students understand the need for an entrepreneurial mindset</li> <li>• Students understand the components of a general business model</li> <li>• Students are able to differentiate between solid and unsustainable business models</li> </ul> <p>International Management:</p> <ul style="list-style-type: none"> <li>• Students understand the differences of a national, multinational, international and global companies</li> <li>• Students understand why and how companies go abroad</li> <li>• Students know the opportunities and risks of internationalization</li> </ul>
Content	<p><b>1.1.1 Introduction Programme:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Business Administration Basics</li> <li>• Method skills</li> <li>• Methods of Scientific Survey and Knowledge Management</li> <li>• Practical part: Field trip with Business analysis; dual partners are asked to take part</li> <li>• Business Analysis, dual students analyse their dual partner company if it takes part in the excursion</li> </ul> <p>For dual students:</p> <ul style="list-style-type: none"> <li>• Additional exchange meeting of all 1st semester students (K. Schmidt)</li> </ul> <p><b>1.1.2 Principles of Business Administration, Entrepreneurship and International Basics:</b></p> <p>The course will examine themes related to the development of one's understanding of elements typically found in a business. These functional areas include finance, personnel, marketing, operation and general management. The environment in which 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</p>

	<p>of a business, with an emphasis placed the application of this understanding to current situations and case studies.</p> <p>Principles in business administration (BW):</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>• 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>Entrepreneurship:</p> <p>The course deals with different perspectives on entrepreneurship (e.g. government, society, VCs, corporates, entrepreneurs). Basic entrepreneurship principles, theories and terms are explained and discussed. By means of practical examples, basic entrepreneurship tools are applied.</p> <p>International Basics:</p> <p>The course examines the relevance and dimensions as well as the foundations and principles of international management.</p> <p>Further contents are:</p> <ul style="list-style-type: none"> <li>• The development of globalization and the history of international trade</li> <li>• Internationalization motives for companies</li> <li>• Internationalization theories</li> <li>• Globalization strategies</li> <li>• Market entry strategies</li> <li>• Opportunities and risks of internationalization</li> <li>• Current trends &amp; challenges</li> </ul>
Hint	<p><b>1.1.1 Introduction Programme:</b></p> <p>Attendance during the week is required. Examination (group presentation) will take place at the end of the introduction programme. Passing the exam is mandatory for attending the exam of module course 1.1.2.</p> <p><b>1.1.2 Principles of Business Administration, Entrepreneurship and International Management</b></p> <p>Part of the Entrepreneurship content will be offered online.</p>
Literature	<p><b>1.1.1 Introduction Programme:</b></p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• JUNG, Hans, 2016. <i>Allgemeine Betriebswirtschaftslehre</i>. 13th edition. Berlin: de Gruyter Oldenbourg. ISBN 978-3-486-76376-8, 978-3-486-98943-4</li> </ul>

	<ul style="list-style-type: none"> <li>• THOMMEN, Jean-Paul, ACHLEITNER, Ann-Kristin, 2017. <i>Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. Available via: <a href="http://dx.doi.org/10.1007/978-3-8349-3844-2">http://dx.doi.org/10.1007/978-3-8349-3844-2</a>.</li> <li>• VAHS, Dietmar and Jan SCHÄFER-KUNZ, 2015. <i>Einführung in die Betriebswirtschaftslehre</i>. 7. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7992-6997-1, 978-3-7910-3456-0</li> <li>• HILL, Charles W. L., 2014. <i>International business: competing in the global marketplace</i>. 10th edition. New York, NY: McGraw Hill. ISBN 978-0-07-716358-7; 0-07-716358-3; 978-0-07-716359-4; 978-0-07-716378-5; 978-0-07-716379-2; 978-0-07-715895-8; 0-07-715895-4</li> <li>• DANIELS, John Day, Lee H. RADEBAUGH and Daniel P. SULLIVAN, 2015. <i>International business: environments and operations</i>. 15th edition. Boston, Mass. [u.a.]: Pearson. ISBN 978-0-273-76695-7, 0-273-76695-3</li> </ul> <p><b>1.1.2 Principles of Business Administration, Entrepreneurship and International Basics:</b></p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• JUNG, Hans, 2016. <i>Allgemeine Betriebswirtschaftslehre</i>. 13th edition. Berlin: de Gruyter Oldenbourg. ISBN 978-3-486-76376-8, 978-3-486-98943-4</li> <li>• THOMMEN, Jean-Paul und Ann-Kristin ACHLEITNER, 2012. <i>Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht</i>. 7. Auflage. Wiesbaden: Springer Gabler. ISBN 978-3-8349-3416-1, 3-8349-3416-X</li> <li>• WETTENGL, Steffen, 2018. <i>Einführung in die Betriebswirtschaftslehre</i>, 1. Auflage, Weinheim. 978-3527530465</li> </ul> <p>FALTIN, Günter, 2017. <i>Kopf schlägt Kapital: die ganz andere Art, ein Unternehmen zu gründen: von der Lust, ein Entrepreneur zu sein</i>. München: dtv. ISBN 978-3-423-34913-0; 3-423-34913-1</p> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• GASSMANN, O., K. FRANKENBERGER und M. CSIK, 2013. <i>Geschäftsmodelle entwickeln</i>. München: Hanser.</li> <li>• OSTERWALDER, A. und andere, 2015. <i>Value Proposition Design</i>. 1. Auflage. Frankfurt am Main: Campus-Verlag.</li> </ul>
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Mikroökonomik / Microeconomics						
Module Title	Microeconomics			Module No	1.2	
Lecturer(s) / responsible for module	Schauberger, Katharina					
Language of instruction	German/Englisch					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Microeconomics					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	The students should have a basic knowledge of mathematics. Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding module 1.3 in B.A. Business Administration and 1.2 B.A. International Management. It is a prerequisite for module 2.4 Current Issues in Economics.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"><li>• Understand the decision making by households and firms and the interaction among them in the marketplace</li><li>• Know the reasons for market failures and how public policy can enhance economic efficiency in these cases</li><li>• Apply the theoretical knowledge in microeconomics to current problems</li><li>• Deliver presentations for discussing economic topics</li></ul>					
Content	<ul style="list-style-type: none"><li>• Introduction: Economic systems and economic thinking</li><li>• The market forces of demand and supply, elasticity and its applications</li><li>• Efficiency of markets and welfare economics</li><li>• The public sector: public goods, common resources and merit goods</li><li>• Market failure and externalities</li><li>• Costs of production, pricing and firm behaviour</li><li>• Market structure: competitive market versus imperfect competition</li><li>• Monopoly and price discrimination</li><li>• Monopolistic competition</li><li>• Oligopolies as a Prisoners' Dilemma</li></ul>					



<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• MANKIW, Nicholas Gregory and Mark P. TAYLOR, 2017. <i>Economics</i>. F. edition. Andover: Cengage Learning. ISBN 978-1-4737-2533-1, 147372533X</li><li>• MANKIW, N. Gregory and Mark P. TAYLOR, 2018. <i>Grundzüge der Volkswirtschaftslehre</i>. 7th edition. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-4142-1</li><li>• HERRMANN, Marco and Nicholas Gregory MANKIW, 2016. <i>Arbeitsbuch Grundzüge der Volkswirtschaftslehre</i>. 5th edition. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3600-7</li></ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"><li>• DORMAN, Peter, 2014. <i>Microeconomics</i>. 1st edition. ISBN 978-3-662-52249-3</li><li>• PINDYCK, Robert S. and Daniel L. RUBINFELD, 2018. <i>Mikroökonomie</i>. 9th edition. Hallbergmoos: Pearson. ISBN 978-3-8689-4352-8</li></ul>
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Quantitative Methoden / Quantitative Methods						
Module Title	Quantitative Methods			Module No	1.3	
Lecturer(s) / responsible for module	Schauberger, Katharina					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Quantitative Methods 1: Clostermann, Jörg Quantitative Methods 2: N.N.					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	6	7	70 h	0 h	105 h	175 h
Method of assessment / Requirements for credit points	Written exam, 120 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<b>Quantitative Methods 1:</b> The students are able to <ul style="list-style-type: none"><li>• review the mathematical techniques relevant for business administration and apply these techniques in specific business cases.</li><li>• understand the relevance of statistic concepts for the evaluation of common business problems and use statistic methods adequately.</li><li>• to set up a saving plan differentiated according to payment period and payment frequency.</li><li>• to set up a pension plan differentiated according to pension period and pension frequency.</li><li>• to set up a repayment plan differentiated according to repayment period and repayment frequency.</li><li>• calculate and interpret different concepts of mean values and variation measures.</li><li>• calculate and interpret the Gini coefficient and Lorenz curves.</li><li>• calculate and interpret correlations measures for nominal, ordinal, and metric variables.</li><li>• apply multivariate analysis.</li></ul>					

	<b>Quantitative Methods 2:</b> The students are able to <ul style="list-style-type: none"> <li>• Apply basic concepts of probability theory in cases of uncertainty</li> <li>• Understand the relevance of statistic measures like expected value and variance</li> <li>• Use adequately probability distributions</li> <li>• Apply the basic methods of inductive statistics</li> </ul>
<b>Content</b>	<b>Quantitative Methods 1:</b> <ul style="list-style-type: none"> <li>• Analysis: Exponential functions and logarithms.</li> <li>• Business mathematics: compound interest, saving plan, present value, pension plan, repayment plan.</li> <li>• Basics of descriptive statistic, especially: types of data, types of measurement scales, frequency distribution.</li> <li>• Numerical methods of describing and analyzing data: mode, median, mean.</li> <li>• Measures of mean variation: range, deviation from the median/mean, standard deviation.</li> <li>• Correlation analysis.</li> <li>• Regression analysis.</li> <li>• Multivariate analysis.</li> </ul> <b>Quantitative Methods 2:</b> Basics of probabilities: <ul style="list-style-type: none"> <li>• Introduction to probability: events and their probabilities, basic relationships of probability, conditional probability and Bayes' Theorem</li> <li>• Random variables, expected value and variance</li> <li>• discrete probability distributions: Binomial, Hypergeometric, and Poisson probability distribution</li> <li>• continuous probability distributions: Exponential and Normal probability distribution</li> <li>• Point estimation, interval estimation and hypothesis testing</li> </ul>
<b>Literature</b>	<b>Quantitative Methods 1:</b> <i>Compulsory:</i> <ul style="list-style-type: none"> <li>• TIETZE, Jürgen, 2015. Einführung in die Finanzmathematik. 12. Auflage. Wiesbaden: Springer. ISBN 978-3-658-07156-1; 3-658-07156-7; 978-3-658-07157-8</li> </ul> <i>Recommended:</i> <ul style="list-style-type: none"> <li>• TIETZE, Jürgen, 2015. Übungsbuch zur Finanzmathematik. 8. Auflage. Wiesbaden: Springer. ISBN 978-3-658-09073-9; 978-3-658-09074-6</li> <li>• PURKERT, Walter, 2014. Brückenkurs Mathematik für Wirtschaftswissenschaftler. 8. Auflage. Wiesbaden: Springer Gabler. ISBN 978-3-8348-2325-0; 978-3-8348-1932-1</li> <li>• LUDERER, Bernd, 2015. Starthilfe Finanzmathematik. 4. Auflage. Wiesbaden: Springer. ISBN 978-3-658-08425-7; 978-3-658-08424-0</li> </ul> <b>Quantitative Methods 2:</b> <i>Compulsory:</i> <ul style="list-style-type: none"> <li>• BOURIER, Günther, 2018. Wahrscheinlichkeitsrechnung und schließende Statistik: praxisorientierte Einführung; mit Aufgaben und Lösungen. 9. edition. Wiesbaden: Springer Gabler. Softcover ISBN 978-3-658-07480-7, e-Book ISBN 978-3-658-07481-4, DOI 10.1007/978-3-658-07481-4</li> </ul> <i>Recommended:</i> <ul style="list-style-type: none"> <li>• BÄRTL, Matthias, 2017. Statistik Schritt für Schritt. c. ISBN-10: 1520186835, ISBN-13: 978-1520186832</li> </ul>

	<ul style="list-style-type: none"><li>• BÄRTL, Matthias, 2017. Lausur Coach Statistik. Independently published. ISBN-10: 1520453531, ISBN-13: 978-1520453538</li><li>• BOURIER, Günther, 2014. Statistik-Übungen: beschreibende Statistik, Wahrscheinlichkeitsrechnung, schließende Statistik [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-05994-1, 978-3-658-05995-8. Available via: <a href="https://doi.org/10.1007/978-3-658-05995-8">https://doi.org/10.1007/978-3-658-05995-8</a>.</li><li>• SCHIRA, Josef, 2016. Statistische Methoden der VWL und BWL: Theorie und Praxis. 5. edition. München [u.a.]: Pearson. ISBN 9783868942996</li><li>• WEWEL, Max-Christoph, 2014. Statistik im Bachelor-Studium der BWL und VWL: Methoden, Anwendungen, Interpretation; [mit herausnehmbarer Formelsammlung]. 3. edition. Hallbergmoos: Pearson. ISBN 978-3-86894-220-0, 3-86894-220-3</li></ul>
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Digital Transformation and Business Models						
Module Title	Digital Transformation and Business Models			Module No	1.4	
Lecturer(s) / <u>responsible for module</u>	<u>Becker, Thomas</u> ; Kutun, Bahar; N.N.					
Language of instruction	German / English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Digital Transformation and Business Models					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>Students</p> <ul style="list-style-type: none"><li>• have a basic understanding of the effects of digitalization on individuals, the society and firms</li><li>• know exemplary digital business models and are aware of the core principles to build them</li><li>• understand the challenge of digital transformation for traditional companies</li><li>• understand the importance of entrepreneurship</li><li>• are able to create, scope and document a simple digital business model with instruments like the business model canvas</li><li>• utilize common office software to solve common tasks (e.g. business case generation)</li><li>• achieve their first piece of the Entrepreneurship Certificate (basic level)</li></ul>					
Content	<ul style="list-style-type: none"><li>• Digitization, Digitalization, Digital Transformation</li><li>• Digital transformation in practice</li><li>• Business Model Canvas</li><li>• Operating Model Canvas</li><li>• Pitches</li></ul>					

<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• RIES, Eric, 2011. The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses. New York: Crown Business. ISBN 978-0-307-88789-4, 978-0-307-88791-7</li><li>• OSTERWALDER, Alexander und Yves PIGNEUR, 2010. Business model generation: a handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley.</li></ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"><li>• ROGERS, David L., 2016. The digital transformation playbook: rethink your business for the digital age. New York: Columbia Business School Publishing. ISBN 978-0-231-17544-9</li></ul>
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Operations Management						
Module Title	Operations Management			Module No	1.5	
Lecturer(s)	Sternbeck, Michael					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Operations Management					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the course 2.4 Global Supply Chain Management in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	6	47 h	0 h	103 h	150 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	The students are familiar with concepts, methods, challenges and best practices in the fields of production, logistics and supply chain management. The students are able to design and evaluate logistics network structures and understand the physical and information flows in supply chains. Moreover, the participants of the course know different production systems with the corresponding challenges and intra-production planning tasks, the relevance and application of forecasting and inventory management systems and the integration of production and logistics processes in supply chains.					
Content	<ul style="list-style-type: none"><li>• Introduction in production, logistics and supply chain management</li><li>• Planning tasks and planning systems in supply chains</li><li>• Design of logistics networks</li><li>• Design of production systems</li><li>• Material requirements planning</li><li>• Introduction in forecasting systems</li><li>• Lot sizing and order quantity management</li><li>• Inventory management</li></ul>					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"><li>• BOZARTH, Cecil C.; HANDFIELD, Robert B. (2016): Introduction to operations and supply chain management. Fourth edition. Boston: Pearson.</li></ul>					

	<ul style="list-style-type: none"><li>• SLACK, Nigel; BRANDON-JONES, Alistair (2019): Operations management. Ninth edition.</li></ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"><li>• COYLE, John Joseph; BARDI, Edward J.; LANGLEY, C. John (2003): The management of business logistics. A supply chain perspective. 7. ed. Mason, Ohio: South-Western/Thomson Learning.</li><li>• HEIZER, Jay H.; RENDER, Barry (2014): Operations management. Sustainability and supply chain management. 11. ed., global ed. Boston: Pearson.</li><li>• JACOBS, F. Robert; CHASE, Richard B. (2017): Operations and supply chain management. 15th edition. New York, NY: McGraw-Hill/Irwin.</li><li>• KRAJEWSKI, Lee J.; MALHOTRA, Manoj K.; RITZMAN, Larry P. (2016): Operations management. Processes and supply chains. Eleventh edition, global edition. Harlow, England, London, New York: Pearson.</li></ul>
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Makroökonomik / Macroeconomics						
Module Title	Macroeconomics			Module No	1.6	
Lecturer(s) / responsible for module	Schauberger, Katharina					
Language of instruction	German/Englisch					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Macroeconomics					
Learning methods	Lecture with integrated exercisess					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students are able to:</p> <ul style="list-style-type: none"><li>• interpret economic data like GDP and consumer price index</li><li>• describe the features of important economic indicators</li><li>• identify the determining factors of economic growth</li><li>• to apply the different models of the financial market</li><li>• recognise the seignificant causes of unemployment</li><li>• assess the consequences of economic instability</li><li>• understand the mechanism of monetary and fiscal policy</li><li>• eveluate balance of payments and current account activities</li><li>• analyse the reasons for exchange developments</li><li>• explain curretrn issues of economic policy</li></ul>					
Content	<ul style="list-style-type: none"><li>• GDP, prosperity, growth</li><li>• Consumer price index and inflation</li><li>• Fiscal system</li><li>• Unemployment rate</li><li>• Money and Inflation</li><li>• International contexts<ul style="list-style-type: none"><li>◦ Balance of payment</li><li>◦ Exchange rate systems</li></ul></li></ul>					

	<ul style="list-style-type: none"><li>• Short term trends<ul style="list-style-type: none"><li>◦ Economic fluctuations</li></ul></li><li>• Stabilization tools of economic growth</li></ul>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• MANKIW, Nicholas Gregory und Mark P. TAYLOR, 2016. Grundzüge der Volkswirtschaftslehre. 6. Auflage. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3519-2, 3-7910-3519-3</li><li>• MANKIW, Nicholas Gregory, 2016. Macroeconomics. N. Auflage. New York, NY: Worth Publishers. ISBN 978-1-4641-8289-1, 1-4641-8289-2</li></ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"><li>• BLANCHARD, Olivier und Gerhard ILLING, 2017. Makroökonomie. 7. Auflage. Hallbergmoos: Pearson. ISBN 978-3-86326-797-1</li><li>• BOFINGER, Peter, 2015. Grundzüge der Volkswirtschaftslehre: eine Einführung in die Wissenschaft von Märkten. 4. Auflage. Halbergmoos: Pearson. ISBN 978-3-86326-751-3</li></ul>

International Accounting						
Module Title	International Accounting			Module No	1.7	
Lecturer(s) / <u>responsible for module</u>	Zellner, Elisabeth					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	International Accounting					
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	6	47 h	0 h	103 h	150 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students</p> <ul style="list-style-type: none"><li>• Know the principles of accounting</li><li>• Know the tasks relating to German commercial 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 and IFRS</li><li>• Can balance and evaluate financial statements considering the national and IFRS standards</li></ul>					
Content	<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 and IFRS</li></ul>					

	<ul style="list-style-type: none"> <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>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• BUCHHOLZ, Rainer, 2017. <i>Internationale Rechnungslegung: die wesentlichen Vorschriften nach IFRS und HGB - mit Aufgaben und Lösungen</i>. 13th edition. Berlin: Erich Schmidt. ISBN 978-3-503-17423-2</li> <li>• 2019. <i>Handelsgesetzbuch HGB</i>. 64. edition. München: dtv. ISBN 978-3-406-74515-7; 3-406-74515-6</li> <li>• DÖRING, Ulrich and Rainer BUCHHOLZ, 2018. <i>Buchhaltung und Jahresabschluss</i>. 15th edition. Berlin: Erich Schmidt Verlag. ISBN 978-3-503-17743-1</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• PELLENS, Bernhard and others, 2017. <i>Internationale Rechnungslegung: IFRS 1 bis 16, IAS 1 bis 41, IFRIC-Interpretationen, Standardentwürfe: mit Beispielen, Aufgaben und Fallstudie</i>. 10th edition. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3662-5</li> <li>• BUCHHOLZ, Rainer, 2016. <i>Grundzüge des Jahresabschlusses nach HGB und IFRS: mit Aufgaben und Lösungen</i>. 9th edition. München: Vahlen. ISBN 978-3-8006-5189-4</li> </ul>

Marketing and Sales						
Module Title	Marketing and Sales			Module Nr.	1.8	
Lecturer(s) / <u>responsible for module</u>	Decker Alexander; Genck, Michelle					
Language of instruction	English					
Kind of module	Compulsory					
Duration / Frequency	1 Semester only winter semester					
Parts of the module	Marketing and Sales					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students will be able to</p> <ul style="list-style-type: none"><li>• define the nature, function and basic principles of marketing and sales.</li><li>• describe the strategic planning processes of a company in order to understand marketing (including sales) as a market driven philosophy.</li><li>• apply the marketing research process as a framework to analyze broad and task marketing environment of a company.</li><li>• understand the nature of positioning and differentiation.</li><li>• describe the concept and key elements of the marketing mix and their application.</li><li>• solve case studies on realistic marketing and sales problems.</li></ul>					
Contents	<p>1. Strategic Marketing and Sales</p> <p>1.1 Marketing for the 21st Century</p> <p>1.2 Developing Marketing Strategies and Plans</p> <p>1.3 Collecting Information and Forecasting Demand</p> <p>1.4 Competitive Dynamics</p> <p>1.5 Analyzing Consumer Markets</p> <p>1.6 Identifying Market Segments and Targets, Positioning</p> <p>2. Operative Marketing and Sales</p> <p>2.1 Product Strategy and Branding</p>					

	2.2 Developing Pricing Strategies and Programs 2.3 Designing and Managing Integrated Marketing Channels 2.4 Developing Communication Strategies and Programs
<b>Literature</b>	<i>Compulsory:</i> <ul style="list-style-type: none"><li>• KOTLER, P. und K.L. KELLER, 2012. Marketing Management. 14th Global edition, Pearson Education International.</li></ul> <i>Recommended:</i> <ul style="list-style-type: none"><li>• BECKER, J. Marketing-Konzeption (2013), 10th edition, Vahlen.</li><li>• KOTLER, P et al. (2015): Marketing-Management: Konzepte - Instrumente - Unternehmensfallstudien, 14th edition, Pearson Education International.</li></ul>

Corporate Finance						
Module Title	Corporate Finance			Module No	1.9	
Lecturer(s) / <u>responsible for module</u>	Graap, Torsten					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Corporate Finance					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	The students should have a basic knowledge of mathematics acquired in module 1.3 Quantitative Methods. Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	The Students <ul style="list-style-type: none"><li>• know common financial instruments and are able to classify and describe them</li><li>• are able to outline the importance and message of the leverage effect</li><li>• can apply different methods of capital budgeting to derive investment decisions</li><li>• know about targets and problems in finance and investment in internationally operating companies</li></ul>					
Content	<ul style="list-style-type: none"><li>• Definitions and basic concepts of financing and investment</li><li>• Overview of financial instruments and their functions</li><li>• Declaration and interpretation of important financial figures</li><li>• Significance of capital structure decisions: leverage effect</li><li>• Multinational capital structure and cost of capital</li></ul>					

	<ul style="list-style-type: none"> <li>• Managing currency risk and country risk</li> <li>• Various methods of capital budgeting</li> </ul>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• BREALEY, Richard A., Stewart C. MYERS and Franklin ALLEN, 2017. <i>Principles of Corporate Finance</i>. New York: McGraw Hill. ISBN 978-1-259-25333-1</li> <li>• EUN, Cheol S. and Bruce G. RESNICK, 2014. <i>International Finance</i>. 7th edition. Maidenhead: McGraw-Hill Education. ISBN 9780077161613</li> <li>• MADURA, Jeff, 2014. <i>International Financial Management</i>. 3rd edition. Stamford: Cengage Learning. ISBN 978-1-4080-7981-2</li> <li>• BÖSCH, Martin, 2014. <i>Internationales Finanzmanagement: Rahmenbedingungen, Investition, Finanzierung und Risikomanagement</i>. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3350-1</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• PAPE, Ulrich, 2015. <i>Grundlagen der Finanzierung und Investition: mit Fallbeispielen und Übungen</i> [online]. Berlin [u.a.]: De Gruyter Oldenbourg PDF e-Book. ISBN 978-3-11-041388-5, 978-3-11-042564-2. Available via: <a href="https://doi.org/10.1515/9783110413885">https://doi.org/10.1515/9783110413885</a>.</li> <li>• BIEG, Hartmut, KUßMAUL, Heinz, WASCHBUSCH, Gerd, 2017. <i>Finanzierung in Übungen</i> [online]. München: Verlag Franz Vahlen PDF e-Book. ISBN 978-3-8006-5340-9. Available via: <a href="https://doi.org/10.15358/9783800653409">https://doi.org/10.15358/9783800653409</a>.</li> <li>• BIEG, Hartmut, KUßMAUL, Heinz, WASCHBUSCH, Gerd, 2015. <i>Investition in Übungen</i> [online]. München: Verlag Franz Vahlen PDF e-Book. ISBN 978-3-8006-4971-6. Available via: <a href="https://doi.org/10.15358/9783800649716">https://doi.org/10.15358/9783800649716</a>.</li> </ul>



Cost Accounting and Cost Management						
Module Title	Cost Accounting and Cost Management			Module No	1.10	
Lecturer(s) / responsible for module	Schmidt, Karin					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Cost Accounting and Cost Management					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students are able to</p> <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</li></ul>					
Content	<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></ul></li></ul>					

	<ul style="list-style-type: none"> <li>○ activity based costing</li> <li>○ target costing</li> <li>○ principles of planning and budgeting</li> </ul>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• DATAR, Srikant M. und Madhav V. RAJAN, 2018. Horngren's cost accounting: a managerial emphasis. 16<sup>th</sup> ed. Harlow, England: Pearson. ISBN 978-1-292-21161-9</li> <li>• DRURY, Colin, 2018. Management and cost accounting. 10th ed. Andover: Cengage. ISBN 978-1-4737-4887-3, 1473748879</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• CAREY, Mary, Cathy KNOWLES und Jane TOWERS-CLARK, 2017. Accounting: a smart approach. 3<sup>rd</sup> ed. Oxford: Oxford University Press. ISBN 978-0-19-874513-6</li> <li>• SCHMIDT, Andreas, 2017. Kostenrechnung: Grundlagen der Vollkosten-, Deckungsbeitrags- und Plankostenrechnung sowie des Kostenmanagements. 8. Auflage. Stuttgart: Verlag W. Kohlhammer. ISBN 978-3-17-032175-5, 3-17-032175-7</li> <li>• COENENBERG, Adolf G., Thomas M. FISCHER und Thomas GÜNTHER, 2016. Kostenrechnung und Kostenanalyse. 9. Auflage. Stuttgart: Schäffer-Poeschel Verlag für Wirtschaft Steuern Recht GmbH. ISBN 978-3-7910-3613-7</li> </ul>

HR Management, Organization and Leadership						
Module Title	HR Management, Organization and Leadership			Module No	1.11	
Lecturer(s) / responsible for module	Lieske, Claudia; Wolfenstetter, Silke; Auerbach, Barbara					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	HR Management, Organization and Leadership					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture as well as their Seminar paper and presentation.					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding module 1.14 in B.A. Business Administration and 1.7 B.A. International Management. The contents are fundamental for further courses of social competences.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	The students <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> The students are able to <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>					
Content	<ul style="list-style-type: none"><li>• Basics in HR Management + Strategic HR Management</li><li>• Globalisation of HR</li><li>• Aspects of labour law</li><li>• Functions and tasks within HR management like staffing, development and performance management in the multinational context</li></ul>					

	<ul style="list-style-type: none"><li>• Theories of leadership</li><li>• International HR Management &amp; Culture</li></ul>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• DOWLING, Peter J., Marion FESTING and Allen D. ENGLE, 2017. <i>International Human Resource Management</i>. 7th edition. Andover: Cengage Learning. ISBN 978-1473719026</li></ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"><li>• BERTHEL, Jürgen and Fred G. BECKER, 2017. <i>Personal-Management</i>. 11th edition. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-3737-0</li><li>• DESSLER, Gary, 2017. <i>Human Resource Management</i>. 15th edition. Upper Saddle River: Pearson. ISBN 978-1-292-15210-3; 1-292-15210-9</li><li>• EISELE, Daniela and Thomas DOYÉ, 2010. <i>Praxisorientierte Personalwirtschaftslehre: Wertschöpfungskette Personal</i>. 7. Auflage. Stuttgart: Kohlhammer. ISBN 978-3-17-020095-1</li><li>• TORRINGTON, Derek and others, 2017. <i>Human Resource Management</i>. 10th edition. Harlow: Prentice Hall. ISBN 9781292129099</li></ul>

Intercultural Studies						
Module Title	Intercultural Studies			Module No	1.12.4	
Lecturer(s) / <u>responsible for module</u>	McDonald, James					
Language of instruction	English					
Kind of module	Elective					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Intercultural Studies					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	Contents are necessary for understanding of module 2.6 International Business Diplomacy and Cross- cultural Management					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<ul style="list-style-type: none"><li>Students will understand contemporary scientific approaches to culture and communication.</li><li>Students will apply their theoretical understanding in various business contexts of their choosing.</li><li>Students will communicate their findings to their colleagues in daily seminar discussions and a required oral presentation.</li></ul>					
Content	<ul style="list-style-type: none"><li>Readings in cultural theory/communication science</li><li>Application of theory through group investigations and published case studies</li><li>Refinement of course curriculum through student participation</li></ul>					
Hint	This course is taught in English and all work will be completed in the English language.					
Literature	<i>Compulsory:</i> Weekly course materials found on the Moodle platform <i>Recommended:</i> Hofstede, G. (2005). <i>Cultures consequences: international differences in work-related values</i> . Newbury Park: Sage. Richerson, P. J., & Boyd, R. (2006). <i>Not by genes alone: how culture transformed human evolution</i> . Chicago: The University of Chicago Press.					

Business Language / English Business Communication and Negotiation						
Module Title	Business Language / English Business Communication and Negotiation			Module No	1.13	
Lecturer(s) / <u>responsible for module</u>	Reicherstorfer, Anja					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Business Language / English Business Communication and Negotiation					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	Students can communicate effectively in different business settings. They are familiar with business situations in different cultural environments. They are aware of factors leading to a successful outcome in different types of negotiations and have learned how to overcome problems in business communication. Students have also acquainted themselves with presentation skills for international presentations.					
Content	<ul style="list-style-type: none"><li>• The importance of communication in the context of business</li><li>• Selected business situations, such as<ul style="list-style-type: none"><li>◦ International Presentations</li><li>◦ Negotiations across cultures</li><li>◦ The role of international managers</li></ul></li><li>• Selected case studies</li></ul>					
Hint	This course is taught in English.					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"><li>• COTTON, David, FALVEY, David, KENT, Simon, 2011. Market Leader, Upper Intermediate. ISBN 978-1-4479-2229-2</li></ul> <i>Recommended:</i> <ul style="list-style-type: none"><li>• MEYER, Erin, 2014. <i>The Culture Map</i>. New York, NY: Public Affairs Book. ISBN 978-1-61039-250-1</li></ul>					

Business Language / English Scientific Writing						
Module Title	Business Language / English Scientific Writing			Module No	1.14	
Lecturer(s) / responsible for module	Binder, Nicole					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Business Language / English Scientific Writing					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	The course will assist any courses where business or scientific writing in English is a component of the learning outcomes or assessments.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<ul style="list-style-type: none"><li>Students will have the opportunity to fine-tune and professionalize their business speaking and scientific writing skills in English.</li><li>Students will be able to produce original scientific articles relevant to the students' areas of research and expertise.</li><li>Students will be able to effectively give presentations in English in an international business context</li><li>Students will become familiar with topics including IEEE citation and style and scientific writing</li><li>Students will practice the mechanics of constructing complex sentence structures and the accurate use of grammar relevant to business presentations and scientific writing</li></ul>					
Content	<ul style="list-style-type: none"><li>Readings on contemporary international business presentations</li><li>Practice of elements of effective presentation techniques</li><li>Application of theory through role plays and case studies</li><li>Development of business vocabulary</li><li>Articulation of the scientific writing process</li><li>Strategies for effective scientific writing</li></ul>					
Hint	This course is taught in English and all work will be completed in the English language.					
Literature	<i>Recommended:</i> <ul style="list-style-type: none"><li>Academic Writing and Publishing: A Practical Guide by James Hartley (2008) much of which is legally available through Google Books.</li></ul>					

	<ul style="list-style-type: none"><li>• Alley, Michael, The Craft of Scientific Writing, Springer Science+Business Media, LLC, part of Springer Nature, 2018, 978-1-4419-8287-2</li><li>• Norloff, Charl and Renehen, Amy, University Success Transition Level, Pearson 2017</li><li>• Skern, Tim, Writing Scientific English: a Workbook, Stuttgart. UTB 2009 ISBN-13: 978-3825231125</li><li>• Sweeney, Simon. English for Business Communication – Student's Book. Cambridge: Cambridge University Press, 2005. (ISBN-13 978-0-521-75449-1 or Klett ISBN 3-12-539135-0)</li></ul>
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Project Social Engagement						
Module Title	Project Social Engagement			Module No	1.15	
Lecturer(s) / responsible for module	Jünger, Michael					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester winter and summer semester					
Parts of the module	Project Social Engagement					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required.					
Usability of the module for this or for other study programmes	The module is offered in other bachelor programmes of our business school as well in German or English language (Betriebswirtschaft, Digital Business and Internationales Handelsmanagement, International Management).					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	3	4	4 h	0 h	96 h	100 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students know:</p> <ul style="list-style-type: none"><li>• how to independently define and perform unpaid activities in the non-profit / voluntary sector</li><li>• how to initiate, plan and carry out projects independently</li><li>• to develop concepts and strategies in teams</li><li>• how to lead and motivate employees</li><li>• how to present project results in a secure and result-oriented way</li></ul>					
Content	<p>It is a voluntary, non-profit project, initiated and carried out by the students independently and in teams. The project may also be the continuation of an existing project, but in this case, a concept must be developed as well, which makes the further development and improvement of the existing project clear.</p> <p>The procedure is as follows:</p> <ul style="list-style-type: none"><li>• The students go directly to the respective professor with their project idea (see <a href="https://moodle.thi.de/moodle/course/view.php?id=1046">https://moodle.thi.de/moodle/course/view.php?id=1046</a>).</li><li>• If a professor signals the willingness to take the project, the students are to prepare a project agreement (See template here: <a href="https://moodle.thi.de/moodle/course/view.php?id=1046">https://moodle.thi.de/moodle/course/view.php?id=1046</a>). The template for the project agreement can be found in Moodle under "Clostermann" and "Project Social Engagement".</li><li>• After the supervising professor countersigned the project agreement, the students can start. The project has to be a social project within an international mindset.</li></ul>					

	<ul style="list-style-type: none"> <li>• It can be done during the semester, semester-lapping or in the semester break. An informal time-log is to be kept, from which your workload can be perceived.</li> <li>• After the project has been completed, you ask the supervising professor for a presentation date. The presentation has a duration of 5-7 minutes per project participant. Content of the presentation is: Motivation, Project Content, Results, Lessons Learned. (Attention: The request for a presentation date should be made at least 4 weeks before the start of the examination period, otherwise an entry in the same semester is not guaranteed!)</li> <li>• After a successful presentation, the students develop a profile and a poster about the project and send it to Jörg Clostermann by email. The template for the profile and the poster can be found in Moodle under "Clostermann" and "Project Social Engagement".</li> </ul> <p>In the profile the team members are listed by name e.g. If you disagree with the publication of the project profile in any form, please submit an objection by e-mail an Jörg Clostermann (joerg.clostermann@thi.de).</p>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• WURSTER, Michael T., SACHSEN-ALTENBURG, Maria von, 2015. Helden gesucht: Projektmanagement im Ehrenamt: Mit Illustrationen von Werner Tiki Küstenmacher [online]. Berlin, Heidelberg: Springer Berlin Heidelberg PDF e-Book. ISBN 978-3-662-43923-4, 978-3-662-43922-7. Verfügbar unter: <a href="https://doi.org/10.1007/978-3-662-43923-4">https://doi.org/10.1007/978-3-662-43923-4</a>.</li> </ul>

## 7. Foreign Language I - III

Chinese I						
Module Title	Chinese I			Module No	1.12.1.1	
Lecturer(s) / <u>responsible for module</u>	Chen, Jing					
Language of instruction	Chinese					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Chinese					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Chinese language skills are not required.					
Usability of the module for this or for other study programmes	SZ-Sprachen: Chinesisch I This module is a preparation for the following Chinese-speaking modules of this study programme.  The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<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>					
Content	<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>					
Hint	Maximum of 25 students per class. Following literature for further reference will be announced during class.					
Literature	Compulsory:					

	<ul style="list-style-type: none"> <li>LIU, Xun, Kai ZHANG and Shehui LIU, 2007. <i>Das neue praktische Chinesisch / 1,[1]. Lehrbuch</i>. ISBN 3905816008; 978-3905816006</li> </ul>
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French I						
Module Title	French I			Module No	1.12.1.2	
Lecturer(s) / <u>responsible for module</u>	Witschel, Laura Valérie					
Language of instruction	French					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	French I					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Level A1.1 is required.					
Usability of the module for this or for other study programmes	This module is a preparation for the following French-speaking modules of this study programme.  The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	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>					
Content	To introduce oneself, to speak about one's person and environment, studies, work, hobbies. Grammar: present, future + aller, passé composé, most important irregular verbs, pronunciation, questions, most important adjectives, adverbs, pronouns determinants, relative sentences.					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"><li>• LAUDUT, Nicole, Christèle JANY and René NOHR, 2014. <i>Rebonjour: Auffrischkungskurs Französisch. A2 Lehr- und Arbeitsbuch mit Audio-CD</i>. 1. edition. München: Hueber. ISBN 978-3-19-003373-7</li><li>• GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. <i>Grammaire progressive du français. [4,1]. [Hauptband]: niveau intermédiaire; mit 680 Übungen</i>. 1. edition. ISBN 978-3-12-529854-5</li></ul>					

Spanish I						
Module Title	Spanish I			Module No	1.12.1.3	
Lecturer(s) / <u>responsible for module</u>	Cots Paltor, Agnès; Benito Miranda, Ana Maria					
Language of instruction	Spanish					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Spanish I					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Spanish language skills are not required.					
Usability of the module for this or for other study programmes	This module is a preparation for the following spanish-speaking modules of this study programme.  The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	Level A1 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>					
Content	<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>Hint</b>	Maximum of 25 students per class. Following literature for further reference will be announced during class.
<b>Literature</b>	<i>Compulsory:</i> <ul style="list-style-type: none"><li>• GUERRERO GARCÍA, Encarnación and Núria XICOTA TORT, 2015. <i>Universo.ele A1: Spanisch für Studierende; Kurs- und Arbeitsbuch mit Audio-CD</i>. 1. edition. München: Hueber Verlag. ISBN 978-3-19-004333-0, 3-19-004333-7.</li></ul>

Chinese II						
Module Title	Chinese II			Module No	1.12.2.1	
Lecturer(s) / <u>responsible for module</u>	Chen, Jing					
Language of instruction	Chinese					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Chinese II					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Foreign Language I / Chinese I					
Usability of the module for this or for other study programmes	This course is the basis for Chinese III and IV. The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	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>They have become familiar with cultural differences and intercultural aspects.</li></ul>					
Content	<ul style="list-style-type: none"><li>Acquisition of most fundamental language concepts allowing students to communicate in every day situations</li><li>Written Hanzi (Chinese characters)</li><li>Case studies to gain an understanding of certain aspects of Chinese business culture</li></ul>					
Hint	Maximum of 25 students per class. Following literature for further reference will be announced during class.					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"><li>LIU, Xun, Kai ZHANG and Shehui LIU, 2007. <i>Das neue praktische Chinesisch - Lehrbuch 1</i>. ISBN 978-3905816006</li></ul> <i>Recommended:</i> None					

French II						
Module Title	French II			Module No	1.12.2.2	
Lecturer(s) / responsible for module	Witschel, Laura Valérie					
Language of instruction	French					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	French II					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Foreign Language I / French I					
Usability of the module for this or for other study programmes	This module is a preparation for the following French-speaking modules (French III and IV) of this study programme. The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	The course will take students from level A1 to level A2. 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>					
Content	<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>					
Hint	Maximum of 25 students per class. Following literature for further reference will be announced during class.					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"><li>LAUDUT, Nicole, Christèle JANY and René NOHR, 2014. <i>Rebonjour: Auffrischkurs Französisch. A2 Lehr- und Arbeitsbuch mit Audio-CD</i>. 1. edition. München: Hueber. ISBN 978-3-19-003373-7</li><li>GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. <i>Grammaire progressive du français. [4,1]. [Hauptband]: niveau intermédiaire; mit 680 Übungen</i>. 1. edition. ISBN 978-3-12-529854-5</li></ul>					



Spanish II						
Module Title	Spanish II			Module No	1.12.2.3	
Lecturer(s) / <u>responsible for module</u>	Valencia-Schüle, Belinda; Gutierrez-Frei, Georgina					
Language of instruction	Spanish					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Spanish II					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Foreign Language I - Spanish I					
Usability of the module for this or for other study programmes	This module is a preparation for the following Spanish-speaking modules (Spanish III and IV) of this study programme. The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>Students are able to</p> <ul style="list-style-type: none"><li>• understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations).</li><li>• communicate, using simple past tense.</li><li>• describe in simple terms aspects of one's background, immediate environment and matters in areas of immediate need, conduct short conversations about everyday matters.</li><li>• write postcards as well as short stories.</li></ul>					
Content	<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>					
Hint	<p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>					
Literature	Compulsory:					

	<ul style="list-style-type: none"><li>GUERRERO GARCÍA, Encarnación and Núria XICOTA TORT. <i>Universo.ele</i> A2. München: Hueber. ISBN 978-3-19-054333-5 (Digitale Ausgabe: ISBN 978-3-19-254333-3)</li></ul>					
Chinese III						
Module Title	Chinese III			Module No	2.12.3.1	
Lecturer(s) / <u>responsible for module</u>	<u>Huang, Rui</u>					
Language of instruction	Chinese					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Chinese III					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Foreign Language I and II - Chinese I, II					
Usability of the module for this or for other study programmes	This course is the basis for Chinese IV. The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	The students understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business and retail situations). They get familiar with cultural differences and intercultural aspects.					
Content	<ul style="list-style-type: none"><li>Improvement of vocabulary and grammar and communication</li><li>Deeper examination of Chinese culture and society</li></ul>					
Literature	<i>Compulsory:</i> <ul style="list-style-type: none"><li>LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch (Lehrbuch)</i> 2,1. 1. edition. ISBN 978-3905816020</li><li>LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch (Arbeitsbuch)</i> 2,2. 1. edition. ISBN 978-3905816037</li></ul>					

French III						
Module Title	French III			Module No	2.12.3.2	
Lecturer(s) / <u>responsible for module</u>	<u>Witschel, Laura Valérie</u>					
Language of instruction	French					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	French III					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Foreign Language I and II – French I, II					
Usability of the module for this or for other study programmes	This course is the basis for French IV. The course may be accredited for the corresponding course in the study program B.A. “Interantional Management”.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<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>					
Content	<p>Students learn</p> <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> <p>They also learn more about:</p> <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> <p>Grammar:</p> <ul style="list-style-type: none"><li>• All simple tenses + conditional, passive voice, complex sentences, gerund, infinitive constructions, verbs with different prepositions and their meaning.</li></ul>					
Hint	Maximum of 25 students per class. Following literature for further reference will be announced during class.					

<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• PENFORNIS, Jean-Luc, 2018. <i>Vocabulaire progressif du français des affaires - Niveau intermédiaire</i>. 2. edition. Clé International. ISBN 978-3-12-529977-1.</li></ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"><li>• GRÈGOIRE, Maïa and Odile THIEVENAZ, 2017. <i>Grammaire progressive du français - Niveau intermédiaire</i>. Clé International. ISBN 3125299896.</li></ul>
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Spanish III						
Module Title	Spanish III			Module No	2.12.3.3	
Lecturer(s) / <u>responsible for module</u>	Valencia-Schüle, Belinda; Gutierrez-Frei, Georgina					
Language of instruction	Spanish					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Spanish III					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Foreign Language I and II - Spanisch I, II.					
Usability of the module for this or for other study programmes	This course is the basis for Spanish IV. The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>Students are able to</p> <ul style="list-style-type: none"><li>• understand and use sentences used in real life situations.</li><li>• to handle basic business situations and have gained some insight into business communication.</li><li>• They have become familiar with cultural differences and intercultural aspects.</li><li>• Students deepen their everyday vocabulary and gain a better insight into the grammar.</li></ul>					
Content	<p>Knowledge of Spanish grammatical structures:</p> <ul style="list-style-type: none"><li>• direct / indirect pronouns, orthography, Phonetic, Prepositions,etc.</li><li>• different verb tenses, including: Pretérito imperfecto, pretérito indefinido, condicional simple, pretérito pluscuamperfecto, subjuntivo, affirmative / negation imperative, futuro simple.</li><li>• They also practiced reporting experiences/events in the past tense, expressing opinion, talking about plans, accept them and reject them, making suggestions, expressing wishes, expressing doubt, etc.</li></ul>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• POZO VICENTE, Cristina and Núria XICOTA TORT. <i>Universo.ELE B1</i>. ISBN 978-3-19-254334-0</li></ul>					

## **8. Description of Modules**

### **4th – 7th Semester**

International Economics						
Module Title	International Economics			Module Nr.	2.1	
Lecturer(s) / <u>responsible for module</u>	<u>Schauberger, Katharina</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	International Economics					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students have to have at least 63 ECTS to take classes of the second study section.					
Prerequisite of attendance	Knowledge of 1.2 Microeconomics and 1.6 Macroeconomics is recommended. An in-depth study of literature is also highly recommended.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	6	47 h	0 h	103 h	150 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>Students:</p> <ul style="list-style-type: none"><li>• are aware both of major theoretical explanations of international trade and finance.</li><li>• are able to locate relevant sources of information for empirical verification and know the role of domestic political constituencies for international economic policy formulation.</li><li>• understand both the role of domestic political constituencies for international economic policy formulation of the international economic interdependencies that constrain policymaking.</li><li>• are able to describe the effects of international economic policies on firms both at home and abroad.</li><li>• apply the multitude of sources of information provided by the internet and manage large datasets, some of which are provided in real time.</li><li>• are able to use internet-based data in order to analyse the international policy impacts on firms and the strategies open to them.</li></ul>					
Contents	Key concepts of international trade and their relationship with national policymaking will be presented. The relevance of exchange rates for cross border business decisions will be highlighted and models of exchange rate determination will be introduced. The importance of international policy coordination and the role of international institutions (IMF, World Bank, WTO) will be highlighted. Empirical analysis of business and economic conditions in selected foreign countries will be performed.					

<b>Literature</b>	<i>Compulsory:</i> <ul style="list-style-type: none"><li>• KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2018. International economics: theory and policy, Eleventh edition, Harlow, England: Pearson, ISBN: 978-1-292-21487-0; 1-292-21487-2</li></ul>
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Strategic Management						
Module Title	Strategic Management			Module No.	2.2	
Lecturer(s) / responsible for module	Wittmann, Robert; Jünger, Michael; N.N.					
Language of instruction	English					
Kind of module	Compulsory subject					
Duration / Frequency	1 Semester only winter semester					
Parts of the module	Strategic Management					
Learning methods	Lecture with integrated exercisess					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	6	47 h	0 h	103 h	150 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students</p> <ul style="list-style-type: none"><li>• are able to understand the leadership challenges in today's world</li><li>• understand the dimensions of Entrepreneurial Spirit</li><li>• are able to put strategic questions and to apply instruments of strategic leadership and innovation</li><li>• are ready to create the dimensions of a competitive and innovative Strategy Design</li><li>• can apply the instruments of strategic and operational management with a clear focus on customer advantage and competitive advantage</li><li>• know how to develop certain topics of strategic management within a business framework</li><li>• can apply business cases within certain topics of strategic management</li><li>• have the competence to apply management tools</li></ul>					
Content	<ul style="list-style-type: none"><li>• Introduction to Executive Management</li><li>• The tools of strategic analysis</li><li>• The analysis of competitive advantage</li><li>• Business strategies in different industry contexts</li><li>• Implementing and managing corporate strategies</li><li>• Designing a strategy</li><li>• Business Models</li><li>• Strategy Implementation</li><li>• Up to date strategic challenges and implications</li></ul>					

<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• WITTMANN, Robert, JÜNGER, Michael, REUTER, Matthias and ALEX, 2019. Strategy Design Innovation, 5<sup>th</sup> ed. Ziel-Verlag, ISBN 978-3-96557-077-1</li> <li>• GRANT, Robert M., 2010. Contemporary strategy analysis. 7<sup>th</sup> ed. Hoboken, NJ: John Wiley &amp; Sons. ISBN 0-470-74710-2, 978-0-470-74710-0</li> <li>• HABERBERG, Adrian und Alison RIEPLE, 2008. Strategic management: theory and application. Oxford [u.a.]: Oxford Univ. Press. ISBN 978-0-19-921646-8</li> <li>• HUNGENBERG, Harald, 2008. Strategisches Management in Unternehmen: Ziele, Prozesse, Verfahren. 5. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-1260-2</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• WELGE, Martin K. und Andreas AL-LAHAM, 2008. Strategisches Management: Grundlagen, Prozess, Implementierung. 5. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-0313-6, 3-8349-0313-2</li> <li>• WHEELER, Thomas L. und J. David HUNGER, 2008. Strategic management and business policy: concepts and cases. 11th ed. Upper Saddle River, NJ: Prentice Hall. ISBN 978-0-13-606827-3, 0-13-606827-8</li> <li>• WITTMANN, Robert und Matthias REUTER, 2008. Strategic planning: how to deliver maximum value through effective business strategy. London [u.a.]: Kogan Page. ISBN 978-0-7494-5233-9</li> </ul>
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Sustainability, CSR and Compliance Management						
Module Title	Sustainability, CSR and Compliance Management			Module No	2.3	
Lecturer(s) / <u>responsible for module</u>	Krebs, Jan-Marten; <u>Kühl, Christian</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Sustainability, CSR and Compliance Management					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	Knowledge of this course might be needed for 2.8.2 Elective Sustainability					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	6	47 h	0 h	103 h	150 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<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 most recent concepts of implementing sustainable development: the planetary boundaries and the Sustainable Development Goals (SDGs)</li><li>• know the important issues regarding sustainability management in an international context and how to present solution concepts</li><li>• know the concept of CSR and are able to explain the theoretical background to the concept.</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></ul>					

	<ul style="list-style-type: none"> <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>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, controlling and reporting</li> <li>What's a business for?</li> <li>case studies from different industries</li> <li>CSR and the theory of business administration: contradiction in terms?</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>How to implement CSR: examples/case studies from the automotive (and other) industry</li> <li>Definition of compliance with an international scope</li> <li>Perception of compliance in different countries and companies</li> <li>Structure and concepts for corporate compliance</li> <li>Compliance challenges when making business in a global environment</li> </ul>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>BLOWFIELD, Michael and Alan MURRAY, 2014. <i>Corporate responsibility</i>. 3<sup>rd</sup> edition. Oxford: Oxford Univ. Press. ISBN 978-0-19-967832-7</li> <li>FREEMAN, R. Edward, 2010. <i>Stakeholder theory: the state of the art</i>. 1<sup>st</sup> edition. Cambridge: Cambridge Univ. Press. ISBN 978-0-521-19081-7; 0-521-19081-9; 978-0-521-13793-5; 0-521-13793-4</li> <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> <li>John Crane; Compliance techniques; InThinking; 2014 <a href="http://www.thinkib.net/psychology/page/676/compliance-techniques">http://www.thinkib.net/psychology/page/676/compliance-techniques</a></li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>German only: <ul style="list-style-type: none"> <li>Pufe, I. (2012): Nachhaltigkeit. UVK Lucius Konstanz und München</li> <li>Weber, J. / Johannes, G. / Janke, R. / Mack S. (2012): Nachhaltigkeit und Controlling, Advanced Controlling Band 80, Wiley-Verlag, Weinheim.</li> </ul> </li> <li>English: <ul style="list-style-type: none"> <li>Handy, C. (2003): What's a Business For? In: Harvard Business Review on Corporate Responsibility (2003)</li> </ul> </li> <li>Ernst &amp; Young: 2014 Global Fraud Survey; Overcoming compliance fatigue; Reinforcing the commitment to ethical growth; 13th Global Fraud Survey <ul style="list-style-type: none"> <li><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> </ul> </li> <li>REPORT FROM THE COMMISSION TO THE COUNCIL AND THE EUROPEAN PARLIAMENT; EU ANTI-CORRUPTION REPORT; Brussel; 2014</li> </ul>

	<ul style="list-style-type: none"><li>○ <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<ul style="list-style-type: none"><li>○ <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></ul></li><li>• Thomas R. Fox, The Five Essential Elements of a Corporate Compliance Program-Part I; 2012<ul style="list-style-type: none"><li>○ <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></ul></li><li>• EnBW Energie Baden-Württemberg AG; EnBW Group; Code of Conduct; 2011<ul style="list-style-type: none"><li>○ <a href="https://www.enbw.com/media/investoren/docs/corporate-governance/code-of-conduct.pdf">https://www.enbw.com/media/investoren/docs/corporate-governance/code-of-conduct.pdf</a></li></ul></li><li>• Esther Versluis; Compliance Problems in the EU; What potential role for agencies in securing compliance? Department of Political Science; European Studies, 2004</li><li>• <a href="http://regulation.upf.edu/ecpr-05-papers/eversluis.pdf">http://regulation.upf.edu/ecpr-05-papers/eversluis.pdf</a></li></ul>
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Current Issues in Economics						
Module Title	Current Issues in Economics			Module No	2.4	
Lecturer(s) / <u>responsible for module</u>	<u>Schauberger, Katharina</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Current Issues in Economics					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS to take classes of the second study section.					
Prerequisite of attendance	Basic knowledge of microeconomics and macroeconomics is required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	6	47 h	0 h	103 h	150 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students</p> <ul style="list-style-type: none"><li>• have knowledge about the most important topics in economics</li><li>• understand how the current developments affect the economy, industries and labor markets</li><li>• are able to explain how the current economic developments challenge the policy maker</li><li>• are able to evaluate and interpret facts which describe the current economic situation of countries</li></ul>					
Content	<p>The seminar addresses changing topical issues in economics and economic policy, for example:</p> <ul style="list-style-type: none"><li>• International migration and the impact on the economy</li><li>• Digitalisation and the impact on industry and labour markets</li><li>• Nationalism, international agreements and international trade</li><li>• Distribution of income and wealth</li><li>• Policy implications for undeveloped countries</li><li>• Climate change and the impact on the economy</li></ul>					

<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• MANKIW, Nicholas Gregory and Mark P. TAYLOR, 2017. <i>Economics</i>. 4<sup>th</sup> edition. Andover: Cengage Learning. ISBN 978-1-4737-2533-1, 147372533X</li><li>• KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2018. <i>International economics: theory and policy</i>, Eleventh edition, Harlow, England: Pearson, ISBN: 978-1-292-21487-0; 1-292-21487-2</li></ul>
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Project Management						
Module Title	Project Management			Module No	2.5	
Lecturer(s) / <u>responsible for module</u>	Reszat, Markus; N.N.					
Language of instruction	English					
Kind of module	Compulsory subject					
Duration / Frequency	1 Semester only winter semester					
Parts of the module	Project Management					
Learning methods	Lecture with project work					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students can apply business research techniques and are familiar with business research techniques and starting points. They are able to work on and present new trade issues individually or in groups (in English).</p> <p>The students are able to ...</p> <ul style="list-style-type: none"><li>• develop a project idea with the help of a creativity method.</li><li>• give an overview of methods and fields of application of classical as well as agile project management.</li><li>• prepare and carry out (entrepreneurship) projects in a structured way.</li><li>• therefor use the instruments of project management in a phase-oriented and situational way.</li><li>• develop a prototype (e.g. product and/or business model prototype) from the project idea and on the basis of the self-created project planning with the help of an agile method.</li><li>• prepare the results for presentation and to present them.</li><li>• use the tool "MS-Project 2013" in this context.</li></ul> <p>For Dual Students:</p> <p>The dual partner companies are asked to contribute projects to the module from their business practice. This shall enable the students to create ideas on how to apply academic and scientific approaches to practical problems of their individual partner company.</p>					
Content	<ul style="list-style-type: none"><li>• Introduction to business research techniques (library)</li><li>• International Retail Project (in English)</li></ul> <p>Best Practice International Development of a Retailer:</p>					



	<p>The students get an overview of methods and application fields of projects management. In particular a focus is planned on the management of entrepreneurship projects (topics: "classical" entrepreneurship, social entrepreneurship, corporate entrepreneurship).</p> <p>The seminar has a modular structure and is divided into the three main topics:</p> <ol style="list-style-type: none"> <li>1. soft skills, teamwork and idea development</li> <li>2. classical and agile project management</li> <li>3. agile prototype development</li> </ol> <p>The lecture is thus oriented towards a stage gate process in which the students present the results after each section and on this basis create the basis for the next section.</p> <p>Parallel to these contents an additional introduction to the software tool "MS Project" takes place.</p>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• PINOT, J.K., 2010, Project Management, Achieving Competitive Advantage, 4<sup>th</sup> Edition, Pearson. ISBN: 9781292094793, 978-1292094793</li> <li>• HARVEY, Maylor, Project Management. 4<sup>th</sup> Edition, Pearson. ISBN: 9781292237060, 978-1292237060</li> <li>• SCHELLE, Heinz und Roland OTTMANN, 2014. Projekte zum Erfolg führen: Projektmanagement systematisch und kompakt. 7. Auflage. München: Dt. Taschenbuchverl., ISBN 978-3-423-50937-4, 3-423-50937-6</li> <li>• ANDLER, Nicolai, 2015. Tools für Projektmanagement, Workshops und Consulting: Kompendium der wichtigsten Techniken und Methoden. 6. Auflage. Erlangen: PUBLICIS. ISBN 978-3-89578-453-8, 3-89578-453-2</li> <li>• HESSELER, Michael, 2015. Projektmanagement: Wissensbausteine für die erfolgreiche Projektarbeit [online]. München: Verlag Franz Vahlen PDF e-Book. ISBN 978-3-8006-4316-5. Verfügbar unter: <a href="https://doi.org/10.15358/9783800643165">https://doi.org/10.15358/9783800643165</a>.</li> <li>• NAGEL, Michael und Christian MIEKE, 2014. BWL-Methoden: Handbuch für Studium und Praxis. Konstanz: UVK [u.a.]. ISBN 978-3-8252-8564-7</li> <li>• NAUSNER, Peter, 2006. Projektmanagement: die Entwicklung und Produktion des Neuen in Form von Projekten. Stuttgart: WUV UTB. ISBN 3-8252-2851-7, 978-3-8252-2851-4</li> <li>• PREUßIG, Jörg, 2015. Agiles Projektmanagement: Scrum, Use Cases, Task Boards &amp; Co., 1. Auflage. Freiburg: Haufe. ISBN 978-3-648-06517-4, 3-648-06517-3</li> <li>• SCHELLE, Heinz und Roland OTTMANN, 2014. Projekte zum Erfolg führen: Projektmanagement systematisch und kompakt. 7. Auflage. München: Dt. Taschenbuchverl., ISBN 978-3-423-50937-4, 3-423-50937-6</li> <li>• STÖGER, Roman, 2011. Wirksames Projektmanagement: mit Projekten zu Ergebnissen. 3. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3074-6, 3-7910-3074-4</li> </ul>

International Business Diplomacy and Crosscultural Management						
Module Title	International Business Diplomacy and Crosscultural Management			Module No	2.6	
Lecturer(s) / <u>responsible for module</u>	McDonald, James; Reicherstorfer, Anja					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	International Business Diplomacy and Crosscultural Management					
Learning methods	Lecture with integrated exercises. The teaching method is a weekly lecture in small groups with practical exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. Knowledge of Module 1.12.4 is highly recommended. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The module is recommended to be completed before the theoretical as well as practical semester abroad as a preparation for inter- and crosscultural communication.  The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	The students <ul style="list-style-type: none"><li>• know about the cultural differences and act accordingly</li><li>• are able to interact and communicate in a global environment</li><li>• are prepared to establish a business communication with international partners and are sensitive to their cultural peculiarities</li></ul>					
Content	<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>					
Hint	Following literature for further reference will be announced during class.					
Literature	Compulsory:					

	<ul style="list-style-type: none"><li>• Hofstede, Geert (2010), Cultures and Organizations: Software of the Mind, 3rd ed., McGraw Hill Verlag.</li><li>• Trompenaars, Hampden-Turner (2012), Riding the Waves of Culture, 3rd ed., Nicholas Brealey Publ.</li><li>• Weekly in-class discussions will be based on assigned readings. Texts will be added to Moodle throughout the semester to supplement and illustrate various points as necessary.</li></ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"><li>• Hall (1979), The Silent Language, Anchor Verlag.</li><li>• Hall (1990), The Hidden Dimension, Anchor Verlag.</li><li>• Hall (1984), The Dance of Life: The Other Dimension of Time, Anchor Verlag.</li></ul>
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Business Simulation						
Module Title	Business Simulation			Module No	2.9	
Lecturer(s) / <u>responsible for module</u>	Jünger, Michael; Bauer, Mathias					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester Only summer semester					
Parts of the module	Business Simulation					
Learning methods	Practice					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	3	3	35 h	0 h	40 h	75 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students</p> <ul style="list-style-type: none"><li>are able to recognise the cross-functional connections of business management</li><li>can apply the specific retail knowledge acquired during their studies accordingly</li><li>develop social and management skills in processes of group dynamics.</li></ul> <p>For dual study students: The dual students are able to:</p> <ul style="list-style-type: none"><li>identify and name differences between game and their experience in their practical phases at the dual partner</li><li>reflect the game setting critically</li></ul>					
Content	<p>The Business Simulation General Management II by TATA will be conducted in 6- period-scenario in 5 teams. The students play the role of the board of management and compete against each other in 5 teams on national and international markets. Complex decision-making situations will be dealt with in the teams based on the provided information.</p> <p>Decisions are made based on economic analysis and calculations. The students develop their own planning and control tools. The business simulation ends with a simulation of a general assembly.</p> <p>For dual study students: The dual students work together in one team if the number of participants allows. Within the lessons learnt reflection they provide an additional input on how the gaming situation differs from their experiences in the practical setting of their dual</p>					

	partner company. This additional topic will be presented during the annual shareholders' meeting and is therefore part of the overall grade.
<b>Literature</b>	<i>Compulsory:</i> <ul style="list-style-type: none"><li>• The Business Simulation handbook will be handed out in the course / will be shared in Moodle</li></ul>

Revision of Business Theory						
Module Title	Revision of Business Theory			Module No	2.10	
Lecturer(s) / <u>responsible for module</u>	Jünger, Michael; <u>Wittmann, Robert</u> ; N.N.					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester winter and summer semester					
Parts of the module	Revision of Business Theory					
Learning methods	Seminar. The teaching method is a lecture with high self-study component where students have to prepare specific topics of international importance as well as case studies on their own.					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	The following compulsory modules are recommended: 1.1. Principles of Business Administration, 1.3 Quantitative Methods, 1.7 International Accounting, 1.8 Marketing and Sales, 1.9 Corporate Finance, 1.11 International HR and 2.2 Strategic Management.					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "International Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	Oral exam, 15 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>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>					
Content	<p>The course is a cap stone seminar of the entire study program. Therefore, the key content is to review the key learning elements of the complete study program, such as:</p> <ul style="list-style-type: none"><li>• Perspectives of modern Management</li><li>• Goal setting and Strategic (international) Management</li><li>• Functions across as well as along the value chain such as procurement, production, logistics, marketing, controlling, HR and leadership etc.</li><li>• Introductory course at semester start is mandatory (if you have not attended in the previous semester) and will include a guide on how to prepare for the exam; the oral examination will take place shortly before the exam period.</li></ul>					
Hint	Attendance required					

<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• WETTENGL, Steffen, 2018. Einführung in die Betriebswirtschaftslehre, 1. Auflage, Weinheim. 978-3527530465</li> <li>• THOMMEN, Jean-Paul, ACHLEITNER, Ann-Kristin, GILBERT, Dirk Ulrich, 2017. <i>Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. Available via: <a href="http://dx.doi.org/10.1007/978-3-8349-3844-2">http://dx.doi.org/10.1007/978-3-8349-3844-2</a>.</li> <li>• VAHS, Dietmar and Jan SCHÄFER-KUNZ, 2015. <i>Einführung in die Betriebswirtschaftslehre</i>. 7. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7992-6997-1, 978-3-7910-3456-0</li> <li>• JUNG, Hans, 2016. <i>Allgemeine Betriebswirtschaftslehre</i>. 13. edition. München: Oldenbourg. ISBN 978-3-486-59211-5, 3-486-59211-4</li> <li>• HILL, Charles W. L., 2014. <i>International business: competing in the global marketplace</i>. 10th edition. New York, NY: McGraw Hill. ISBN 978-0-07-716358-7; 0-07-716358-3; 978-0-07-716359-4; 978-0-07-716378-5; 978-0-07-716379-2; 978-0-07-715895-8; 0-07-715895-4</li> <li>• DANIELS, John Day, Lee H. RADEBAUGH and Daniel P. SULLIVAN, 2015. <i>International business: environments and operations</i>. 15th edition. ISBN 978-1-292-01679-5</li> <li>• HILL, Charles W. L., 2014. <i>International business: competing in the global marketplace</i>. 10th edition. New York, NY: McGraw Hill. ISBN 978-0-07-716358-7; 0-07-716358-3; 978-0-07-716359-4; 978-0-07-716378-5; 978-0-07-716379-2; 978-0-07-715895-8; 0-07-715895-4</li> <li>• DANIELS, John Day, Lee H. RADEBAUGH and Daniel P. SULLIVAN, 2015. <i>International business: environments and operations</i>. 15th edition. Boston, Mass. [u.a.]: Pearson. ISBN 978-0-273-76695-7, 0-273-76695-3</li> </ul>
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Seminar Bachelor Thesis						
Module Title	Seminar Bachelor Thesis			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Schmidt, Karin, Teaching Library					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter semester					
Parts of the module	Seminar Bachelor Thesis					
Learning methods	Seminar. 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					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	The module is prerequisite for 2.12 bachelor thesis					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	2	24 h	0 h	26 h	50 h
Method of assessment / Requirements for credit points	Seminar paper successfully passed / not passed					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<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>					
Content	<p>Based on their bachelor's theme, students work in small teams, and develop strategies of information retrieving and train the most important research tools for their area of expertise.</p> <ul style="list-style-type: none"><li>• Scientific writing and 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 Catalogues</li><li>○ Interlibrary loan</li><li>○ Scientific Databases</li></ul></li></ul>					



	<p>Academic research:</p> <ul style="list-style-type: none"><li>• Citation systems</li><li>• Bibliography</li><li>• reference management</li></ul> <p>The SCS will also provide information on the overall legal requirements, recommendations and deadlines for writing the bachelor's thesis.</p>
<b>Hint</b>	Attendance of the course is mandatory.
<b>Literature</b>	<p>Mandatory: Guide to scientific works and bachelor thesis available on moodle.</p> <p>Optional: Further literature for reference will be announced during class</p>

Bachelor Thesis						
Module Title	Bachelor Thesis			Module No	2.12	
Lecturer(s) / <u>responsible for module</u>	One professor of THI Business School					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester Winter and summer semester					
Parts of the module	Bachelor Thesis					
Learning methods	Scientific work which has to be done by the students either together with a company or on a theoretical basis. The lecturer will guide the student on its way by offering advice and feedback. The structuring and writing is to be done by the student on its own to show his qualification of self structuring, time management, thorough working, problem detection and solution as well as communication skills.					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section. Successful attendance of 2.11 "Seminar Bachelor Thesis". The advanced practical study semester (internship abroad) has to be successfully completed plus 20 ECTS from the third and fourth semester.					
Prerequisite of attendance	It is recommended to prepare the bachelor thesis at the end of the study programme.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	0	12	0 h	0 h	300 h	300 h
Method of assessment / Requirements for credit points	Bachelor Thesis Für Dual Studierende: Die Bachelorarbeit ist zwingend im Praxisunternehmen abzuleisten (§18 (5) APO). Der Betreuer steht im wissenschaftlichen Austausch mit dem Unternehmen. Die Ergebnisse der Arbeit sind dem betreuenden Professor und dem Unternehmen vorzustellen.					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>Working on the bachelor thesis, the student</p> <ul style="list-style-type: none"><li>demonstrates the ability to work in a truly scientific mode e.g. structuring the problem, finding solutions via different channels such as literature, etc.</li><li>applies his knowledge and experiences successfully to real world problems in a global context</li><li>writes a thesis within a given time frame in English language</li></ul> <p>Additional objectives for dual students:</p> <ul style="list-style-type: none"><li>Dual students are able to scientifically analyze a problem in their dual partner company and find an appropriate solution.</li><li>Dual students additionally show that they are able present the problem analysis and solution in a management-like manner and defend their opinion.</li></ul>					
Content	The thesis should preferably relate to practical problems of international companies. The preparation of the thesis is supervised and evaluated by a professor of your choice. The thesis can be written in German or in English					

	<p>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, <math>\pm 10\%</math>). This is the equivalent of approximately 40-60 pages of pure text (without contents, figures, bibliography, etc., including tables and figures). Details regarding the Bachelor Thesis are available in Moodle:</p> <ul style="list-style-type: none"> <li>• Allgemeine Informationen der Business School <a href="https://moodle.thi.de/moodle/course/view.php?id=939">https://moodle.thi.de/moodle/course/view.php?id=939</a></li> <li>• Service Center Studienangelegenheiten <a href="https://moodle.thi.de/moodle/course/view.php?id=1315">https://moodle.thi.de/moodle/course/view.php?id=1315</a></li> </ul> <p>Additionally, for dual students:</p> <p>The thesis must be written in cooperation with the dual partner company. The dual student selects the thesis topic in close interaction of thesis examiner and dual partner. The results are presented to the dual partner as well as first examiner.</p>
<b>Hint</b>	<p>PLEASE NOTE</p> <p>Workload: The time frame of 5 months for writing the bachelor thesis is applicable for a thesis which is done simultaneously with the designated workload of the study program in the respective semester.</p>
<b>Literature</b>	<p><i>Compulsory:</i> Own research <i>Recommended:</i> Own research</p>

Praktisches Studiensemester (20 Wochen)						
Module Title	Praktisches Studiensemester (20 Wochen)			Modulnummer	2.13	
Lecturer(s) / <u>responsible for module</u>	N.N.					
Language of instruction	diverse					
Kind of module	Compulsory module					
Duration / Frequency	1 Semester Winter and summer semester					
Parts of the module	Praxissemester					
Learning methods	Praktikum / practical training					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section. Additionally, at least 20 ECTS from the 4 <sup>th</sup> and 5 <sup>th</sup> semester are needed to enter the internship abroad (Praxissemester).					
Prerequisite of attendance	We strongly recommend to pass the theoretical and practice term abroad en bloc, i.e within one year in the chosen focus region of study.					
Usability of the module for this or for other study programmes	The module meets the requirements of the internship (20 weeks) in B.A. International Management.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	0	30	0 h	0 h	750 h	750 h
Method of assessment / Requirements for credit points	Internship report (Praxisbericht) Nur für Dual-Studierende: Das Praxissemester ist im jeweiligen Dual Unternehmen abzuleisten. Im Praxisbericht wird die inhaltliche Verzahnung zwischen Studium und Praktikum aufgezeigt.					
Weighting for the composition of the final grade	see SPO					
Objectives	<p>The students:</p> <ul style="list-style-type: none"><li>• know different business-related processes and tasks in companies or organizations</li><li>• define management related tasks and are able to contribute to their solution</li><li>• acquire managerial skills</li><li>• are able to handle tasks and conduct activities appropriate for a graduate in business administration or economics.</li><li>• act confidently in an intercultural surrounding.</li></ul> <p>Additional objectives for dual students:</p> <p>As dual students have encountered the company already throughout the practical phases, the dual students are able to work their way into the assignments more quickly. They are therefore able to take over more challenging tasks.</p>					
Content	The practical semester is built upon the basic competences acquired in the first study section plus relevant majors. Students serve their internship for 20 weeks in an international company or organisation abroad. They acquire deeper insights into tasks regularly performed by a graduate in business administration or economics by self-responsibly discharge business-related functions. The students thereby gain competences and expertise in order to swiftly overtake business-ori-					

	<p>ented tasks and therefore master his/her career entry. By conducting the internship abroad, the intercultural competences are trained and emphasized in a practical context.</p> <p>For dual students: according to §18 (5) APO the internship abroad needs to be conducted in cooperation with the dual partner company. The internship report reflects the interlocking between studies and practical work.</p>
<b>Hint</b>	
<b>Literature</b>	<p><i>Compulsory:</i> Own research</p> <p><i>Recommended:</i> Own research</p>

## 9. Major Fields of Study

Global Supply Chain Management						
Module Title	Global Supply Chain Management			Module No	2.7.1.1	
Lecturer(s) / <u>responsible for module</u>	<u>Sternbeck, Michael</u>					
Language of instruction	English					
Kind of module	Compulsory Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Global Supply Chain Management consists of two modules: 2.7.1.1.1. Global Supply Chain Management I 2.7.1.1.2. Global Supply Chain Management II					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2x4	2x6	2x47 h	0 h	2x103 h	2x150 h
Method of assessment / Requirements for credit points	2.7.1.1.1 Written exam (90 min) 2.7.1.1.2 Written exam (90 min)					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	The students are familiar with the idea of supply chain management in a global context. The participants know how to link the company's strategies and goals with the design of international logistics networks. They are able to understand the opportunities as a result of effective and efficient supply chain operations. Particularly, the students realize the great importance of the application of advanced planning systems as well as the reflection of cultural aspects in supply chain design. The participants of the course are sensitive to interdependencies between different processes in the international supply chain and know about the importance of intercompany process alignments when applying a comprehensive supply chain perspective.					
Content	Specific characteristics and challenges of global or international supply chains Supply chain strategies Supply chain planning principles Integration and coordination in global supply chains Selection of transportation modes Cultural aspects in supply chain management					

<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• CHOPRA, Sunil; MEINDL, Peter (2013): Supply chain management. Strategy, planning, and operation. 5. ed., global ed., authorised adaptation from the United States ed. Boston: Pearson.</li> <li>• CHRISTOPHER, Martin (2016): Logistics &amp; supply chain management. fifth edition. Harlow, England, New York: Pearson Education.</li> <li>• MANGAN, John; LALWANI, Chandra S. (2016): Global logistics and supply chain management. Third edition. Chichester, West Sussex: Wiley.</li> <li>• STADTLER, Hartmut; KILGER, Christoph; MEYR, Herbert (Ed.) (2010): Supply Chain Management und Advanced Planning. Concepts, Models and Software. Berlin: Springer.</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• CACHON, Gérard; TERWIESCH, Christian (2013): Matching supply with demand. An introduction to operations management. 3. ed., internat. ed. New York, NY: McGraw-Hill.</li> <li>• SIMCHI-LEVI, David; KAMINSKY, Philip; SIMCHI-LEVI, Edith (2008): Designing and managing the supply chain. Concepts, strategies, and case studies. 3. ed. Boston: McGraw-Hill Irwin.</li> </ul>
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Digital Business and International Business Models						
Module Title	Digital Business and International Business Models			Module No	2.7.1.2	
Lecturer(s) / <u>responsible for module</u>	Becker, Thomas; Kutun, Bahar; N.N.					
Language of instruction	English					
Kind of module	Compulsory Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Digital Business and International Business Models consists of two modules: 2.7.1.2.1 Digital Business 2.7.1.2.2. International Business Models					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge of Module 1.4 Digital Transformation and Business Models highly recommended.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2x4	2x6	2x47 h	0 h	2x103 h	2x150 h
Method of assessment / Requirements for credit points	2.7.1.2.1 – Written exam (90 min) 2.7.1.2.2 – Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>Students</p> <ul style="list-style-type: none"><li>• have a basic understanding of the effects of digitalization on individuals, the society and firms</li><li>• know about disruptive technologies enabling digital transformation</li><li>• know exemplary use cases and their benefits of digitalization across corporate functions</li><li>• understand how digitalization is managed within organizations</li><li>• understand the opportunities and risks of digital transformation for companies</li><li>• know exemplary international digital business models and are aware of the core principles to build them</li><li>• understand the importance of entrepreneurship</li><li>• are able to create, scope and document an international digital business model with instruments like the business model canvas</li><li>• understand the process of agile product/service development like the lean start-up approach</li><li>• utilize methodologies and tools for specific tasks such as market and competitor analysis, writing user stories, product and service design, development of business case and rollout plan</li><li>• are able to pitch their created business model during in front of virtual stakeholders</li></ul>					



<b>Content</b>	<ul style="list-style-type: none"> <li>• Digitization, Digitalization, Digital Transformation</li> <li>• Disruptive Technologies</li> <li>• Digital transformation in practice</li> <li>• Business Model Canvas</li> <li>• Operating Model Canvas</li> <li>• Agile Product and Service Development</li> <li>• Lean Start-up Approach</li> <li>• Pitch Presentation</li> </ul>
<b>Hint</b>	This course is taught in English.
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• RIES, Eric, 2011. The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses. New York: Crown Business. ISBN 978-0-307-88789-4, 978-0-307-88791-7</li> <li>• OSTERWALDER, Alexander und Yves PIGNEUR, 2010. Business model generation: a handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley.</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• ROGERS, David L., 2016. The digital transformation playbook: rethink your business for the digital age. New York: Columbia Business School Publishing. ISBN 978-0-231-17544-9</li> </ul>

Internationalization and Global Markets						
Module Title	Internationalization und Global Mark-tes			Module No	2.7.1.3	
Lecturer(s) / <u>responsible for module</u>	Wittmann, Robert; Clostermann, Jörg					
Language of instruction	English					
Kind of module	Compulsory Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Internationalization and Global Markets consists of two modules: 2.7.1.3.1 Internationalization and Growth Management (Robert Wittmann) 2.7.1.3.2 Global Markets (Jörg Clostermann)					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regu-lation	The students need at least 63 ECTS to take classes of the second study section.					
Prerequisite of attendance	Basic knowledge of microeconomics and macroeconomics is required. An in- depth study of literature is highly recommended.					
Usability of the module for this or for other study pro-grammes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2x4	2x6	2x47 h	0 h	2x103 h	2x150 h
Method of assessment / Re-quirements for credit points	2.7.1.3.1 – Seminar paper 2.7.1.3.2 – Written exam (90 min)					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	Internationalization and Growth Management: The students are able to <ul style="list-style-type: none"><li>• separate options of internal and external company growth</li><li>• understand the success factors for company growth</li><li>• implement a structured international growth management approach</li><li>• have knowledge about Mergers and Acquisitions and M&amp;A-Processes, incl. the respective Due Diligence (external growth)</li></ul> Global Markets: The students are able to <ul style="list-style-type: none"><li>• assess the economic situation of countries.</li><li>• evaluate the country risk</li><li>• analyse and compare country indices</li><li>• have knowledge about international institutions and their functions</li><li>• derive the optimal strategy for internationally acting companies</li></ul>					
Content	Internationalization and Growth Management: <ul style="list-style-type: none"><li>• Definition of the different ways of international company growth</li><li>• Success factors and barriers for international company growth</li></ul>					

	<ul style="list-style-type: none"> <li>• Definition of a growth strategy</li> <li>• Shaping a business model towards international growth</li> <li>• Collaboration of success factors and the principles of cause and effect</li> <li>• Application of growth theories to real live cases</li> <li>• Company Valuation</li> <li>• Application of structured M&amp;A processes</li> </ul> <p>Global Markets:</p> <ul style="list-style-type: none"> <li>• Country assessment and country risk analysis</li> <li>• Analysis of country indices (Economic Freedom Index, Corruption Index, Competitiveness Index etc.)</li> <li>• Opportunities of international companies: export decisions, outsourcing, multinational companies and business formation</li> <li>• International institutions and their functions: IMF, World Bank, UN, WTO, International Trade Agreements, local foreign trade institutions (eg Foreign Office, Embassy, German Trade and Invest, Foreign Trade Chamber.</li> </ul>
<b>Hint</b>	This course is taught in English.
<b>Literature</b>	<p><i>Compulsory:</i></p> <p>Internationalization and Growth Management:</p> <ul style="list-style-type: none"> <li>• KOLLER, Tim, GOEDHART, Marc, WESSELS, David, 2015, Valuation – Measuring and Managing the Value of Companies, 5. Edition, Wiley / Mc Kinsey, ISBN 978-1-118-87370-0</li> <li>• LUCKS, Kai, MECKL, Reinhard, International Mergers and Acquisitions, 2. Edition, Springer Gabler, ISBN 978-3-662-46895-1</li> <li>• SMITH, Kenneth, The Art of M&amp;A Strategy: A Guide to Building Your Company's Future through Mergers, Acquisitions, and Divestitures (The Art of M &amp; A Series), 1. Edition, McGraw Hill, ISBN 978-0-07-175621-1</li> <li>• WITTMANN, Robert, JÜNGER, Michael, REUTER, Matthias and ALEX, 2019. Strategy Design Innovation, 1. Edition, Ziel-Verlag, ISBN 978-3-96557-077-1</li> <li>• JÜNGER, M., 2008. Internes Unternehmenswachstum. Analyse von Wachstumstreibern und empirische Evaluation in mittelständischen Unternehmen. 1. Auflage, Utz-Verlag, ISBN 978-3-8316-0762-4</li> <li>• ENGELN, Andreas, VON GAGERN, Clara: 2017, Opportunity Recognition, 1. Auflage, Springer Gabler, ISBN 978-3658094171</li> </ul> <p>Global Markets:</p> <ul style="list-style-type: none"> <li>• International Monetary Fund, 2019. World Economic Outlook, Washington D.C.</li> <li>• KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2018. International economics: theory and policy, Eleventh edition, Harlow, England: Pearson, ISBN: 978-1-292-21487-0; 1-292-21487-2</li> <li>• World Bank, 2019: World Development Report; Washington D.C.</li> </ul>

Global Management and Intercultural Competencies						
Module Title	Global Management and Intercultural Competencies			Module No	2.7.2	
Lecturer(s) / <u>responsible for module</u>	Augsdörfer, Peter; N.N.					
Language of instruction	English					
Kind of module	Compulsory Elective Subject					
Duration / Frequency	1 semester Variable semester					
Parts of the module	Global Management and Intercultural Competencies EMEA 2.7.2.1 Global Management and Intercultural Competencies AMER 2.7.2.2 Global Management and Intercultural Competencies APAC 2.7.2.3 It is intended to take the modules during the theoretical semester abroad at the partner university					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	8	12	94 h	0 h	206 h	300h
Method of assessment / Requirements for credit points	Will be specified by the partner university.					
Weighting for the composition of the final grade	See Study and examination regulations.					
Objectives	Will be specified by the partner university.					
Content	Will be specified by the partner university.					
Hint	This course is taught in English.					
Literature	Will be specified by the partner university.					

## 10. Foreign Language IV

Chinese IV						
Module Title	Chinese IV			Module No	2.8.2.1	
Lecturer(s) / <u>responsible for module</u>	Huang, Rui					
Language of instruction	Chinese					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Chinese IV					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Foreign Language III / Chinese III					
Usability of the module for this or for other study programmes	The course may be accredited for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<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>					
Content	<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>					
Hint	<p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• XUN, Liu, Kai ZHANG and Liu SHEUI, 2008. <i>Das neue praktische Chinesisch / 2, [1]. Lehrbuch</i>. ISBN 3905816024; 978-3905816020</li></ul>					

French IV						
Module Title	French IV			Module No	2.8.2.2	
Lecturer(s) / <u>responsible for module</u>	Witschel, Laura Valérie					
Language of instruction	French					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	French IV					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Foreign Language III - French III					
Usability of the module for this or for other study programmes	The course may be accredited for French business language in B.A. Business Administration and for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students</p> <ul style="list-style-type: none"><li>• have improved their French communication skills by doing extensive text work.</li><li>• are able to implement current business topics.</li><li>• deepened their knowledge of general issues as well as in the area of marketing and finance.</li></ul>					
Content	<ul style="list-style-type: none"><li>• Large French business enterprises and the French Industry</li><li>• History of a family enterprise</li><li>• Organizational chart – Work in different levels of a family enterprise</li><li>• Different types of companies (legal status)</li><li>• The application process: CV and cover letter</li><li>• The application process: a traditional job application, an unsolicited application, an online application,</li><li>• commercialization of a product</li><li>• Marketing</li><li>• Promotion of sales</li><li>• Public relations</li><li>• The distribution process</li><li>• Methods of payment – banking and finance</li><li>• Business loans</li></ul>					

	<ul style="list-style-type: none"> <li>• Accounting</li> <li>• Financial Accounting</li> <li>• The fiscal system</li> <li>• Current topics, class discussions and presentations</li> <li>• Grammar: past tense, passive voice, future tense, conditional tense, pronouns</li> <li>• The conditional, the subjunctive</li> </ul>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• PENFORNIS, Jean-Luc, 2013. <i>Vocabulaire progressif du français des affaires / [1]. [Livre]: avec 250 exercices.</i> ISBN 978-2-09-038143-6; 978-3-12-529857-6</li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. <i>Grammaire progressive du français. [4, 1]. [Hauptband]: niveau intermédiaire; mit 680 Übungen.</i> 1. édition. ISBN 978-3-12-529854-5</li> </ul>

Spanish IV						
Module Title	Spanish IV			Module No	2.8.2.3	
Lecturer(s) / <u>responsible for module</u>	Antràs Solè, Teresa; Valencia-Schüle, Belinda Patricia					
Language of instruction	Spanish					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer semester					
Parts of the module	Spanish IV					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Foreign Language III - Spanish III					
Usability of the module for this or for other study programmes	The course may be accredited for Spanish business language in B.A. Business Administration and for the corresponding course in the study program B.A. "Interantional Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<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>					
Content	<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>					
Hint	<p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• VON RIMSCHA, Anieska Mayea and Núria XICOTA TORT. <i>Universo.ele B2: Spanisch für Studierende; Kurs-und Arbeitsbuch + Audio-CD</i>. München: Hueber Verlag. ISBN 978-3-19-004334-2</li></ul>					



## 11. Electives

The following Management / Sustainability Elective courses are offered:

- 2.8.2.1 Intensifying quantitative methods
- 2.8.2.2 International Tax and Law
- 2.8.2.3 5 Euro Business
- 2.8.2.4 Business Planning
- 2.8.2.5 Business in Latin Amerika
- 2.8.2.6 Successful Management in a Global World
- 2.8.2.7 Technology Management
- 2.8.2.8 Sustainability in China
- 2.8.2.9 Sustainability & Philosophical Approaches
- 2.8.2.10 Praxis-Reflektion für Dual Studierende

Intensifying Quantitative Methods						
Module Title	Intensifying quantitative methods			Module No	2.8.2.1	
Lecturer(s) / <u>responsible for module</u>	Clostermann, Jörg; N.N.					
Language of instruction	German/English					
Kind of module	Elective					
Duration / Frequency	1 semester winter and summer semester					
Parts of the module	Intensifying quantitative methods					
Learning methods	Practice					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"><li>• give an overview of the current standard statistical analysis software</li><li>• prepare the data for a statistical analysis</li><li>• apply and interpret mean value analyzes of a random sample and two independent random samples</li><li>• apply and interpret context analyzes for nominal, ordinal and metric characteristics</li><li>• apply and interpret variance analyzes</li><li>• apply interpret multiple regression analyzes for cross-sectional data, time series data, and panel data</li><li>• develop logit / probit models, estimate and interpret the results</li><li>• apply time series analyzes, interpret them and develop prognosis models based on them</li><li>• apply and interpret factor analyzes</li><li>• apply and interpret cluster analysis, review the mathematical techniques relevant for business administration and apply these techniques in specific business cases.</li></ul>					
Content	<ul style="list-style-type: none"><li>• Overview of Statistical Software: EXCEL, R, STATA, SPSS, EViews, GRETL</li><li>• Create and import data files</li><li>• Computer-based mean value analysis</li><li>• Computer-based context analysis</li><li>• Computer-based regression analysis</li></ul>					

	<ul style="list-style-type: none"> <li>• Computer-based analysis of variance</li> <li>• Computer-based logit / probit models</li> <li>• Computer-based time series analysis, in particular analysis of stochastic time series models</li> <li>• Computer-based factor analysis</li> <li>• Computer-based cluster analysis</li> </ul>
<b>Literatur</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• Aljandali Abdulkader und Motasam Tatahi Cottrel (2018). Economic and Financial Modelling with EViews: A Guide for Students and Professionals (Statistics and Econometrics for Finance), Springer, ISBN-10: 3319929844, ISBN-13: 978-3319929842</li> <li>• Cottrell Allin und Riccardo Lucchetti (2016). Gretl - Gnu Regression, Econometrics and Time-series Library, Samurai Media Limited, ISBN-10: 9888406272, ISBN-13: 978-9888406272</li> <li>• Spiegelhalter David 2019. The Art of Statistics: Learning from Data Penguin UK</li> </ul>

International Tax and Law						
Module Title	International Tax and Law			Module No	2.8.2.2	
Lecturer(s) / <u>responsible for module</u>	Zellner, Elisabeth; Regler Michaela					
Language of instruction	German/English					
Kind of module	Elective					
Duration / Frequency	1 semester winter and summer semester					
Parts of the module	International Tax and Law					
Learning methods	Practice					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"><li>are able to understand the basics of German and American Law, sources and methods.</li><li>know the general international income tax principles, in particular where a person or corporation is taxed and</li><li>know the basics of international tax law and how a potential double taxation is avoided</li></ul>					
Content	<ul style="list-style-type: none"><li>Overview of the principles of separation of powers, the law courts, the place of performance and applicable law</li><li>Basics of contract law</li><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></ul></li><li>Function of the double tax convention (OECD)</li></ul>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>MÜSSIG, Peter: Wirtschaftsprivatrecht, 21. Auflage 2019</li><li>HAY, Peter: US-Amerikanisches Recht., 7. Auflage, 2019</li><li>KUDERT, Stephan, 2017. Internationales Steuerrecht - leicht gemacht. 3. Auflage. Berlin: Kleist. ISBN 978-3-87440-345-0</li></ul>					

5-Euro-Business							
Module Title	5-Euro-Business			Module Nr	2.8.2.3		
Lecturer(s) / <u>responsible for module</u>	Erras, Marc; Funk, Andrea; Kurpiers, Sandro; <u>Stapf, Simon</u>						
Language of instruction	German/English						
Kind of module	Elective						
Duration / Frequency	1 Semester Summer or winter semester						
Parts of the module	5-Euro-Business						
Learning methods	Lecture with integrated exercises						
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.						
Prerequisite of attendance	None						
Usability of the module for this or for other study programmes	This module is open to all courses of the THI Business School, as far as this is offered in the module handbook of the respective study program.						
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total	
	2	3	24 h	0 h	51 h	75 h	
Method of assessment / Requirements for credit points	Seminar paper						
Weighting for the composition of the final grade	See Study and examination regulations						
Objectives	After successful participation in the course students are able to ... <ul style="list-style-type: none"><li>• to divulge the key success factors of start-up and start-up management and the necessary measures.</li><li>• use the acquired skills / creativity techniques to develop a business idea.</li><li>• to conceptualize a convincing business concept.</li><li>• to implement a business concept on the market.</li><li>• to present and defend a business concept in front of an expert group of experts.</li></ul>						
Content	The content of the module is determined by the 5 Euro Business Competition. The students develop business concepts in groups and on the basis of their own business ideas and implement them directly in the market in the form of a civil law society. In addition to the practical examination of the own business environment, students Will be trained in the following areas: <ul style="list-style-type: none"><li>• Creativity techniques and teambuilding</li><li>• Project Management</li><li>• Business Planning with the following main focuses:<ul style="list-style-type: none"><li>○ Executive Summary,</li><li>○ Product / service,</li><li>○ Positioning in the market,</li><li>○ Marketing concept,</li><li>○ Business system,</li><li>○ Team skills,</li><li>○ Roadmap for implementation,</li></ul></li></ul>						

	<ul style="list-style-type: none"> <li>○ funding,</li> <li>○ Risk Management</li> <li>• Legal basis for founders in Germany</li> </ul> <p>Finally, the students have the opportunity to present their business concept to a jury of business representatives.</p>
<b>Hint</b>	<p>The course supports the "5-Euro Business" project carried out by the Bildungswerk der Bayerischen Wirtschaft as part of block events and coaching sessions. Business teams are developed in entrepreneurial teams with a starting capital of 5 euros per team and implemented during the semester. The teams are additionally coached by experienced representatives from the business community. The developed and implemented business ideas of the teams are assessed by a jury and awarded at a closing event.</p> <p>Within the scope of the premium for the best implemented business concepts, the Bildungswerk der Bayerischen Wirtschaft offers prizes of up to 1,800 euros.</p> <p>NOTE:</p> <p>The 5 Euro Business Course is also offered as an elective subject. Therefore, there are optional dates of the course which are not required to be attended by the students (who have taken the elective subject). (See list of these dates is in the timetable under references to this subject)</p>
<b>Literature</b>	<p>Compulsory:</p> <ul style="list-style-type: none"> <li>• BAYSTARTUP, 2017. Handbuch Businessplan-Erstellung [online]. PDF e-Book. Verfügbar unter: <a href="http://www.baystartup.de/know-how-und-kontakte/leitfaden-businessplanning-know-how.html">www.baystartup.de/know-how-und-kontakte/leitfaden-businessplanning-know-how.html</a>.</li> </ul> <p>Recommended:</p> <ul style="list-style-type: none"> <li>• KAWASAKI, Guy, 2015. The art of the start 2.0: the time-tested, battle-hardened guide for anyone starting anything. Überarb. Aufl. [London] [u.a.]: Portfolio Penguin. ISBN 978-0-241-18726-5, 978-1-59184-811-0</li> <li>• DIETMAR, Grichnik et al., 2017. Entrepreneurship. 2. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3791036595</li> </ul>

Business Planning (in English/in englischer Sprache)							
Module Title	Business Planning (in englischer Sprache)			Module Nr	2.8.2.4		
Lecturer(s) / <u>responsible for module</u>	<u>Ungrade, Carsten</u>						
Language of instruction	English						
Kind of module	Elective Subject						
Duration / Frequency	1 Semester Summer or winter semester						
Parts of the module	Business Planning (in englischer Sprache)						
Learning methods	Lecture with integrated exercises						
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.						
Prerequisite of attendance	None						
Usability of the module for this or for other study programmes	This module is open to all courses of the THI Business School, as far as this is offered in the module handbook of the respective study program.						
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total	
	2	3	24 h	0 h	51 h	75 h	
Method of assessment / Requirements for credit points	Seminar paper						
Weighting for the composition of the final grade	See Study and examination regulations						
Objectives	<p>The students:</p> <ul style="list-style-type: none"><li>• see the critical issues and feasibility of developing a business venture</li><li>• are prepared to develop a strategic frame, an operating model and a systematic roadmap for execution.</li><li>• understand the difficult political and organizational obstacles that accompany every business planning.</li><li>• understand the process of an entrepreneurial business planning.</li></ul>						
Content	<p>Key success factors like strategic planning, information sharing, incentives, budgeting, control, change management or the role of power and influence in a business venture will be discussed.</p> <p>Effective business planning will be divided in a comprehensive process of:</p> <ul style="list-style-type: none"><li>• Identifying business ideas</li><li>• Screening the idea to determine feasibility</li><li>• Developing a strategic plan</li><li>• Developing an operating model</li><li>• Transforming strategies to operational issues</li><li>• Case studies, practical exercises and presentations</li></ul>						
Literature	<p>Compulsory:</p> <ul style="list-style-type: none"><li>• BARINGER, BruceR., .2014. Preparing Effective Business Plans: An Entrepreneurial Approach. Prentice Hall. ISBN 9780132318327</li></ul>						

Business in Latin America						
Module Title	Business in Latin America			Module Nr	2.8.2.5	
Lecturer(s) / <u>responsible for module</u>	Orozco de Plesnar, Roxana Xonale					
Language of instruction	English					
Kind of module	Elective Subject					
Duration / Frequency	1 Semester Summer or winter semester					
Parts of the module	Business in Latin America					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all courses of the THI Business School, as far as this is offered in the module handbook of the respective study program.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The students</p> <ul style="list-style-type: none"><li>• are able to understand the potential and the challenges of conducting business in Latin America</li><li>• have practical knowledge in cultural, managerial, economic, political and legal issues</li></ul>					
Content	<p>Introduction to the Latin American subcontinent:</p> <ul style="list-style-type: none"><li>• Geographic scope</li><li>• Common historic roots - Conducting business in Latin America</li><li>• Latin American cultures: similarities and differences</li><li>• Pragmatic overview of classic/ contemporary cultural studies on Latin America</li><li>• Economic outlook for the region</li><li>• Foreign direct investment</li></ul>					
Literature	<p>Compulsory:</p> <ul style="list-style-type: none"><li>• BALL, Donald und andere, 2012. International Business: The Challenge of Global Competition. 13. Auflage. New York: McGraw-Hill. ISBN 978-0077606121</li></ul> <p>Recommended:</p> <ul style="list-style-type: none"><li>• BEAMISH, Paul W. und Allen J. MORRISON, 2003. International Management, Text and Cases. 5. Auflage. New York: McGraw-Hill. ISBN 978-0071151405</li><li>• HOUSE, Robert J. und andere, 2004. Culture, Leadership, and Organizations. The GLOBE-Study of 62 Societies. London: Thousand Oaks. ISBN 978-0761924012</li></ul>					



	<ul style="list-style-type: none"><li>• LENARTOWICZ, Tomasz und James JOHNSON, 2002. Comparing Managerial Values in Twelve Latin American Countries: An Exploratory Study. In: Management International Review, Vol. 42.</li><li>• ALBERT, Rosita Daskal, 1996. A Framework and Model for Understanding Latin American and Latino/ Hispanic Cultural Patterns. In: Landis: Handbook of Intercultural Training, S.317-348.</li></ul>
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Successful Management in a Global World						
Module Title	Successful Management in a Global World			Module Nr	2.8.2.6	
Lecturer(s) / <u>responsible for module</u>	Hahn, Peter					
Language of instruction	English					
Kind of module	Elective Subject					
Duration / Frequency	1 Semester Summer or winter semester					
Parts of the module	Successful Management in a Global World					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all courses of the THI Business School, as far as this is offered in the module handbook of the respective study program.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>Students:</p> <ul style="list-style-type: none"><li>• have culture specific knowledge (East-West: USA-Europe-Asia) in relation to international management.</li><li>• are aware of communication-, management-, and leadership methods in different cultures.</li><li>• know about culture related techniques and behaviors.</li></ul>					
Content	<p>Economical facts, historical developments as well as current living conditions of special countries (e.g. East-West: in particular USA, Europe, Asia (Japan, Taiwan, China, Korea, and Singapore)) will be made a topic. According to particular participant's interest special countries can be focused on.</p> <p>Introduction of cultural dimensions and their influence on management functions in business relations is one of the most important discussion points. Main management functions are:</p> <p>Organization, Planning, Human Resources, Leadership, and Controlling</p> <p>These functions will be discussed in the context of cultural dimensions.</p> <p>Firstly, the participants should be enabled to recognize culture specific features and peculiarities which are important to establish open-minded relations in business. This is a prerequisite for successfully executing business with customers abroad.</p> <p>Secondly, the participants will learn about the different management methods and styles which enable them to work abroad either in a foreign company or in a sub-division of their parent company.</p>					

<b>Literature</b>	<p>Compulsory:</p> <ul style="list-style-type: none"><li>• ENGELN, Andreas und Eva THOLEN, 2014. Interkulturelles Management. 1. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3248-1 ; 3-7910-3248-8</li><li>• Website Geert Hofstede <a href="https://geerthofstede.com/">https://geerthofstede.com/</a></li><li>• Website Fons Trompenaars <a href="https://www.crossknowledge.com/de/faculty/fons-trompenaars-biografie-de">https://www.crossknowledge.com/de/faculty/fons-trompenaars-biografie-de</a></li></ul>
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Technology Management (in English/in englischer Sprache)						
Module Title	Technology Management (in englischer Sprache)			Module Nr	2.8.2.7	
Lecturer(s) / <u>responsible for module</u>	Augsdörfer, Peter					
Language of instruction	English					
Kind of module	Elective Subject					
Duration / Frequency	1 Semester Winter and summer semester					
Parts of the module	Technology Management (in englischer Sprache)					
Learning methods	Lecture with integrated exercises, virtual					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all courses of the THI Business School, as far as this is offered in the module handbook of the respective study program.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	Written exam, 90 minutes					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<p>The learning outcomes are compatible and complementary with the overall objectives of:</p> <ul style="list-style-type: none"><li>• business administration students wanting to gain knowledge about technology related issues in industrial firms</li><li>• engineering students wanting to complement their education with business elements</li></ul> <p>Students should have acquired the following specific competences at the end of this course:</p> <ol style="list-style-type: none"><li>1. Students are familiar with the basic models and language of technology and innovation management.</li><li>2. Students are able to use the basic tools of technology and innovation management.</li><li>3. Students have developed a critical understanding for the evolution of technology.</li><li>4. Students are able to evaluate the importance of technology-based competencies in corporate competitiveness.</li><li>5. Students have basic knowledge about how to effectively manage research, development and innovative activities in industrial firms.</li><li>6. With the help of the methods learnt, students master situations with a strategic dimension</li></ol>					
Content	<p>The content of the course is divided in four sections:</p> <ol style="list-style-type: none"><li>1. Introduction to technology and innovation management</li><li>2. Understanding Technology,</li><li>3. Corporate Organisation of Innovation</li><li>4. National Innovation Systems</li></ol>					

<b>Hint</b>	The learn outcome of this module will be achieved with the help of a 90 min exam at the end of this course.
<b>Literature</b>	<p>Compulsory:</p> <ul style="list-style-type: none"><li>• BURGELMAN, Robert A., Clayton M. CHRISTENSEN und Steven C. WHEELWRIGHT, 2009. Strategic management of technology and innovation. 5. Auflage. New York, NY [u.a.]: McGraw-Hill. ISBN 0-07-126329-2, 978-0-07-126329-0</li></ul>

Sustainability in China						
Module Title	Sustainability in China			Module No	2.8.2.8	
Lecturer(s) / <u>responsible for module</u>	Habisch, Andre					
Language of instruction	Englisch					
Kind of module	Elective Subject					
Duration / Frequency	1 Semester variable semester					
Parts of the module	Sustainability in China					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all courses of the THI Business School, as far as this is offered in the module handbook of the respective study program.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	Sustainable development is a global goal of the 21st century, as expressed in the UN Sustainable Development Goals. As the most populous country in the world, the People's Republic of China plays a key role in this. At the same time, however, the struggle for sustainable development in China also opens up highly interesting entrepreneurial perspectives. According to a specific Chinese sustainability concept, economic, ecological and social as well as cultural and governance aspects of the topic are explained.					
Content	The course takes place as a weekly lecture in English at the KU Eichstätt; It is carried out in cooperation with the Competence Center Sustainability in China (CCSC) and the AUDI Confucius Institute (headed by Prof. Dr. Peter Augsdörfer). In a transdisciplinary perspective, Chinese, German and international lecturers from science and entrepreneurial practice each present partial aspects of economic, ecological and social development in China. On the one hand, knowledge about current developments in today's China is imparted; On the other hand, sustainability-relevant aspects of the economy in emerging economies are the focus. Students select from the spectrum of the lecture series a topic each that they deepen in writing in cooperation with the appropriate lecturer based on the literature.					

<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"><li>• ZHAO, Rui und Uzezi DIA, 2017. Digital Service through Sharing Economy to Sustainability: A car sharing case in Suzhou, China. LAP LAMBERT Academic Publishing. ISBN 978-6202062244</li><li>• CRANE, A drew und Dirk MATTEN, 2016. Business ethics: managing corporate citizenship and sustainability in the age of globalization. 4. Auflage. Oxford University Press. ISBN 978-0199697311</li><li>• HABISCH, André und René SCHMIDPETER, 2016. Cultural Roots of Sustainable Management: Practical Wisdom and Corporate Social Responsibility. Berlin: Springer. ISBN ISBN 978-3-319-28287-9</li></ul>
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Sustainability & Philosophical Approaches						
Module Title	Sustainability & Philosophical Approaches			Module No	2.8.2.9	
Lecturer(s) / <u>responsible for module</u>	Barfuß, Georg Stephan; von Stietencron, Sinan					
Language of instruction	English					
Kind of module	Elective Subject					
Duration / Frequency	1 Semester variable semester					
Parts of the module	Sustainability & Philosophical Approaches					
Learning methods	Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 63 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all courses of the THI Business School, as far as this is offered in the module handbook of the respective study program.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	24 h	0 h	51 h	75 h
Method of assessment / Requirements for credit points	Seminar paper					
Weighting for the composition of the final grade	See Study and examination regulations					
Objectives	<ul style="list-style-type: none"><li>Students know the concept of sustainability as defined by the United Nations and are able to raise sustainability issues on their own and discuss them from different perspectives (stakeholder theory).</li><li>Students know the responsibility for companies that derives from it: Corporate Social Responsibility (CSR). They are able to discuss CSR from the different perspectives of society: NGOs, politics, investors, etc.</li><li>Students know the basics about philosophical reasoning. They are able to define a philosophical question and discuss it in the proper way. In addition, they are able to moderate a philosophical discussion.</li></ul>					
Content	<p>Content Sustainability:</p> <ul style="list-style-type: none"><li>Definition of "sustainable development", "the Sustainable Development Goals" and "Science Based Targets".</li><li>Discussion of the question "what's a business for?" and definition and history of "Corporate Social Responsibility"</li><li>practical examples from the automotive and other industries regarding the implementation of sustainability management.</li><li>Limitations of economics, business administration and law to answer questions like "what is climate justice?", "who owns nature?" or "are the rich countries exploiting the poor?". These limitations are used as a "bridge" to the second part of this course: Philosophy.</li></ul> <p>Content Philosophy:</p> <p>Seen from a historical perspective philosophy is nothing less than the mother of all sciences. Yet over the two centuries it has become an exotic, often overly abstract subject with a general lack of practical relevance. Today this epoch of detached philosophy is rapidly coming to an end. In a globalized world, facing</p>					



	<p>challenges such as climate change, globalisation of commerce and culture, automatization and digitalisation, philosophy experiences an unprecedented revival as interdisciplinary and low-threshold platform for fundamental questions of ethics, essence and purpose:</p> <p>How do we want to live in the future? How does technology change the way we see the world? What is justice in a globalized world? What does it truly mean to be "online"? What is the relationship between human and nature? And many more...</p> <p>The seminar introduces philosophy as a method of reflecting upon the world in open, moderated group discourses. It demonstrates the importance of philosophizing as a basic human act and shows its relevance in the context of sustainability. In "live sessions" the students will have the chance to philosophize self-chosen questions. Furthermore, it conveys methods of finding philosophical questions in daily life as well as in a scientific or commercial context. Through the so-called philosophical stance and with reference to communication psychology it introduces a method for personal self-reflection and character development. Finally, the students will develop their own approaches to philosophically deal with their personal core questions in the field of sustainability.</p>
<b>Literature</b>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> <li>• Ohne Autor. Sustainable Development [online]. [Zugriff am: ]. Verfügbar unter: <a href="https://sustainabledevelopment.un.org/sdgs">https://sustainabledevelopment.un.org/sdgs</a></li> </ul> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> <li>• CRUTZEN, Paul J., Michael MASTRANDREA und Stephen H. SCHNEIDER, 2011. Das Raumschiff Erde hat keinen Notausgang: Energie und Politik im Anthropozän. ISBN 978-3-518-06176-3</li> <li>• FREEMAN, R. Edward und andere, 2010. Stakeholder theory: the state of the art. 1. Auflage. Cambridge [u.a.]: Cambridge Univ. Press. ISBN 978-0-521-19081-7, 0-521-19081-9</li> </ul>

Praxis-Reflexion für Dual-Studierende						
Modulbezeichnung	Praxis-Reflexion für Dual-Studierende			Modulnummer	2.8.2.10	
Dozent/in	Nigl, Anja; Wittmann, Robert					
Lehrsprache	Deutsch					
Art der Lehrveranstaltung	Fachwissenschaftliches Wahlpflichtfach					
Dauer des Moduls / Häufigkeit des Angebots des Moduls	1 Semester wechselnde Angebotssemester					
Lehrveranstaltungen des Moduls	Praxis-Reflexion für Dual-Studierende (FW_PR_Dual)					
Lehr- und Lernmethoden des Moduls	SU/Ü - seminaristischer Unterricht/Übung					
Voraussetzungen für die Teilnahme laut SPO	Die Teilnehmer müssen mindestens 42 ECTS aus dem ersten Studienabschnitt erzielt haben.					
Empfohlene Voraussetzungen	Keine					
Verwendbarkeit des Modules innerhalb des eigenen sowie für andere Studiengänge	Dieses Modul ist für alle Studiengänge der THI Business School geöffnet, soweit dies im Modulhandbuch des jeweiligen Studienganges angeboten wird. Es ist speziell für Dual Studierende vorgesehen.					
Gesamtarbeitsaufwand und seine Zusammensetzung	SWS	ECTS	Präsenzzeit	WBT-Aufwand	Selbststudium	Gesamtaufwand
	2	3	24 h	0 h	51 h	75 h
Art der Prüfung / Voraussetzungen für die Vergabe von Leistungspunkten	LN - Seminararbeit					
Gewichtung der Einzelnote in der Gesamtnote	Siehe SPO					
Qualifikationsziele des Moduls	<p>Die Studierenden:</p> <ul style="list-style-type: none"><li>• reflektieren ihre bisherigen Praxisphasen im Unternehmen und sind in der Lage, daraus ihre persönlichen Stärken zu identifizieren</li><li>• können ein Problem der Praxis eigenständig analysieren</li><li>• können in Kooperation mit Experten aus der Praxis einen problembezogenen Lösungsansatz erarbeiten</li><li>• sind in der Lage, in Kooperation mit den Experten der Praxis die Erfolgsfaktoren für die Implementierung der erarbeiteten Lösung zu identifizieren und zu priorisieren, sowie adäquate Vorschläge zur Umsetzung zu erarbeiten</li><li>• reflektieren ihre Erfahrungen im Praxisprojekt und sind in der Lage, daraus Potentiale für ihre berufliche Entwicklung abzuleiten</li></ul>					
Inhalte des Moduls	<ul style="list-style-type: none"><li>• Zieldefinition für weitere Entwicklungsschritte, Persönlichkeitsprofil, Reflexion des fachlichen und persönlichen Kompetenzportfolios, Marktanalyse im Unternehmen Persönliche und unternehmensbezogene SWOT-Analyse, Strategische Planung für die Entwicklung im Unternehmen</li><li>• Identifikation und Entwicklung eines konkreten Projektdesigns im Dual-Unternehmen mit den möglichen Phasen:<ul style="list-style-type: none"><li>○ Analyse</li><li>○ Design</li><li>○ Entwicklung</li><li>○ Vorbereitung der Umsetzung</li><li>○ Umsetzung</li></ul></li></ul>					

	<ul style="list-style-type: none"><li>• Vernetzung der persönlichen Entwicklung mit Entwicklungsperspektiven im Unternehmen</li></ul>
<b>Hinweis</b>	Keine Anmerkungen
<b>Literatur</b>	<p>Verpflichtend:</p> <ul style="list-style-type: none"><li>• WITTMANN, Robert G. und andere, 2019. Strategy design innovation: how to create business success using a systematic toolbox. Completely revised 5. Auflage. Augsburg: ZIEL. ISBN 978-3-96557-077-1, 3-96557-077-3</li></ul> <p>Empfohlen:</p> <p>Keine</p>