

Bachelor
International Management
SPO 2019

Module Handbook

As of Dez 2020 as an overview of the study program; for possible changes in electives, performance certificates or lecturers please refer to the semester-specific module handbook.

Due to volatile covid regulations, it is possible that courses will only be held digitally. Furthermore, it is possible that lectures will be recorded and published. By entering the lecture room, you consent to the possible unintentional recording of your person.

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1. Overview of the modules and hours (1st to 2nd semester)*

Curriculum International Management		1st semester		2nd semester	
No.	Module	SWS ¹	ECTS	SWS	ECTS
1.1	Business Administration, Entrepreneurship and International Management Principles		8		
1.1.1	Introductory Week	2			
1.1.2	Basic Principles of Business Administration, Entrepreneurship and International Management	6			
1.2	Microeconomics			4	5
1.3	Quantitative Methods	6	7		
1.4	Digital Transformation & Business Models	4	5		
1.5	Bookkeeping, National and International Accounting			6	7
1.6	Cost Accounting and Cost Management	4	5		
1.7	HR Management & Organisation			4	5
1.8.1	Elective Foreign Language I (Spanish, French or Chinese)	4	4		
1.8.2	Elective Foreign Language II			4	4
1.9	Basic Internship (8 weeks) ²				10
	Total	26	29	18	31
-	English Refresher 1 ³	2	-		
-	English Refresher 2 ³	2	-		

* In combination with the basic internship and the internship semester abroad, the degree program has 210 ECTS. Details are specified in the appendix to the valid study and examination regulations. You can find them [here](#).

¹ hours per week

² The basic internship can be completed in total at the end of the 2nd semester or in two parts of 4 weeks each after the 1st and 2nd semester. It must be completed by the beginning of the 4th semester at the latest.

³ Optional additional offer to refresh and improve your English language skills, without receiving ECTS.

2. Overview of the modules and hours (3rd to 7th semester)*

Curriculum International Management		3 rd semester		4 th semester		5 th semester ⁴		6 th semester ⁵		7 th semester	
No.	Module	SWS	ECTS	SWS	ECTS	SWS	ECTS	SWS	ECTS	SWS	ECTS
2.1	Marketing & Sales	4	5								
2.2	Corporate Finance	4	5								
2.3	National and International Taxation	4	5								
2.4	Global Supply Chain Management	4	5								
2.5	German and International Business Law	4	5								
2.6.1	Elective Foreign Language III	4	4								
2.6.2	Elective Foreign Language IV			4	4						
2.7	International Strategic Management			4	5						
2.8	International Business Diplomacy & Crosscultural Management			4	6						
2.9	Computerized Statistics			4	5						
2.10	Current Issues in Economics					4	6				
2.11	Major Module I + II			2x4	2x6						
2.11	Major Module III									4	6
2.12	International Project					4	5				
2.13	International Business Simulation									3	5
2.14	Revision of Business Theory									4	5
2.15	Electives: Business Competences I - III					3x2	9				
2.16	Electives: Social Competences					2	3				
2.17	Electives: Sustainability Competences					2	3				
2.18	Project "Social Engagement"					2	3				
2.19	Seminar Scientific Work	2	2								
2.20	Bachelor Thesis										12
2.2	Internship Semester Abroad (20 weeks) ⁵								30		
	Total	26	31	24	32	20	29		30	11	28

* In combination with the basic internship and the internship semester abroad, the degree program has 210 ECTS. Details are specified in the appendix to the valid study and examination regulations. You can find them [here](#).

⁴ Theoretical semester abroad

⁵ Internship semester abroad (20 weeks): The internship semester abroad takes place in the respective companies in non-German-speaking countries (see curriculum for practical training periods on p. 7).

In order to ensure an intensive experience abroad, it is strongly recommended to complete the theoretical and internship semester abroad en bloc, i.e. within one year.

3. Curriculum for practical training periods

I. Basic internship: 10 ECTS

Duration: 8 weeks (can also be divided into 2x4 weeks)
When?: First study section: during the semester breaks of the first study section. It must be completed by the beginning of the 4th semester at the latest.

Training objective:

Overview of the working methods in the commercial departments of an international company. Insight into the complexity of business management processes. Knowledge of modern working methods for solving commercial tasks. Introduction to business management competence.

Training content:

The students should be employed in two commercial fields of activity of an international company and be introduced to independent, self-reliant work.

II. Internship semester abroad: 30 ECTS

Duration: 20 weeks
When?: Second study section: the 6th semester is scheduled to follow the theoretical semester abroad

Training objective:

Introduction to the activities of a bachelor's graduate in an international company through independent work on concrete tasks in the design and regulation of business processes and the acquisition of problem-solving skills. The internship semester abroad must be completed in a non-German speaking country.

Training content:

Students should work on tasks and carry out subtasks independently and on their own responsibility whose degree of difficulty is appropriate to their level of training and their later tasks as a bachelor's graduate in an international company.

4. Dual study option

Dual studies at the Technische Hochschule Ingolstadt combine theory with practice. There are two different models of dual bachelor programmes: **compound studies** (combination of vocational training and studies) or **studies with an additional practical element** (combination of practical experience and studies).

For the bachelor program of International Management both the dual study options are possible.

Compound studies are conducted together with a vocational training e.g. as Eurokauffrau/-mann. Also, our study program can be conducted 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 to 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 compound studies, the usual length amounts to 4.5 years due to the additional vocational training period.

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.

In B.A. International Management the contextual and content-based interlocking is performed systematically in the following modules:

Module Nr.	Modul title	Content-based interlocking		SWS	ECTS
1.1.1	Introductory week	In course of the introductory week, company excursions are offered accompanied by a business analysis. Dual partner companies are asked to participate in turns. The business analysis is then conducted by the dual students for their dual company. Moreover, the introductory week comprises a separate meeting for dual students only across all degree programs of THI Business School. The dean of education provides information on the specifics of the dual study option and students share experiences and reflect their practical phases already conducted at the companies.	PF	2	2
1.9	Basic internship (8 weeks)	The basic internship is conducted at the dual partner company, if it has not yet been accredited for by a previous vocational training or other similar competence. A report is handed in containing the content-based linkage between practice at the dual partner and theory learnt at the university. The report is approved by the Praktikumsbeauftragter.	PF		10
2.12	International Project	Dual partners are asked to contribute projects from their business practice which are worked on by the dual students.	PF	4	5
2.15	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

2.13	International 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	5
2.20	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
P2.2	Praktisches Studiensemester (20 weeks) internship abroad/	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
Summe					67

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. Module descriptions

1.1 Business Administration, Entrepreneurship and International Management Principles						
Module Title	Betriebswirtschaft, Entrepreneurship und Internationales Management Grundlagen			Module No	1.1	
Lecturer(s) / <u>responsible for module</u>	IG_Einführungswoche: <u>Habermann, Mandy</u> ; Gmelch, Oliver IG_BAEIM: Eichinger-Stellner, Felizitas; <u>Augsdörfer, Peter</u>					
Language of instruction	Introductory Week: German Business Administration: German Entrepreneurship: German International Management Principles: English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	1.1.1 Introductory Week (IG_Einführungswoche) 1.1.2 Basic Principles of Business Administration, Entrepreneurship and International Management (IG_BAEIM)					
Learning methods	1.1.1: SU/Ü - lecture with integrated exercises 1.1.2: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	Passing 1.1.1 is a mandatory prerequisite for being allowed to take the exam of 1.1.2.					
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 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 "Global Economics and Business 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 min.), the course evaluation is on a pass/non-pass basis 1.1.2 schrP120 – written exam, 120 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Introductory Week:</p> <p>The students</p> <ul style="list-style-type: none"> • can apply business learning and working techniques such as learning organisation, time and self management, problem solving techniques. • can carry out and apply research techniques. • know the basics of business administration and corporate functions. <p>For dual students, additional objectives apply:</p> <ul style="list-style-type: none"> • The dual students recognize the particularities of the dual study option and know about the content touchpoints between company and university. 					

	<ul style="list-style-type: none"> • 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. • They are able to apply the basic scientific instruments of business analysis to their dual partner company. <p>Business Administration: The students are able to</p> <ul style="list-style-type: none"> • make statements about the object of knowledge, theoretical approaches and the differentiation of business administration. • classify companies as carriers of economic activity according to different criteria. • identify the tasks of the operational functional areas and their interaction. • recognize the dependence of entrepreneurial decisions on the economic, legal, political, social and ecological environmental situation. <p>Entrepreneurship:</p> <ul style="list-style-type: none"> • Students understand the need for entrepreneurial solutions to daily challenges. • They know and understand the components of a business model. • Students are able to distinguish between viable and non-viable business models. <p>International Management Principles:</p> <ul style="list-style-type: none"> • Students understand the differences of a national, multinational, international and global company. • Students understand why and how companies go abroad. • Students know the opportunities and risks of internationalization.
<p>Content</p>	<p>Introductory Week:</p> <ul style="list-style-type: none"> • Introduction to the basics of business administration (Prof. Dr. Mandy Habermann) • Introduction to business learning and working techniques (Ms Martina Laufer-Huber) • Business research techniques and knowledge management (Doris Schneider, Beatrice Baldarelli) • Company practice: Excursion for company analysis (Prof. Dr. Mandy Habermann) • Company analysis (Prof. Dr. Mandy Habermann) <p>For dual students:</p> <ul style="list-style-type: none"> • Additional exchange meeting of all 1st semester students (K. Schmidt) <p>Business Administration:</p> <ul style="list-style-type: none"> • Basic concepts, theoretical approaches and classification of business administration • Business administration as management theory • Corporate goals and key business management figures • Companies and their environment • Constitutive decisions of companies • Legal forms of companies • Corporate cooperations and concentrations • Reorganisation, insolvency and liquidation of companies • Basic operational functions: Material, production and sales management • Operational cross-sectional functions: Personnel, capital, organization and information management • business process management <p>Entrepreneurship: In this course we will deal with different perspectives on the topic of entrepreneurship (e.g. also the view of government, society, VCs, companies, entrepreneurs).</p>

	<p>Basic concepts, theories and terminology are explained and discussed in class. Basic entrepreneurship tools will be explained with practical examples.</p> <p>International Management Principles:</p> <p>The course examines the relevance and dimensions as well as the foundations and principles of international management. Further contents are</p> <ul style="list-style-type: none"> • The development of globalization and the history of international trade • Internationalization motives for companies • Internationalization theories • Globalization strategies • Market entry strategies • Opportunities and risks of internationalization • Current trends & challenges
<p>Hint</p>	<p>Introductory Week:</p> <p>Presence required. Examination (presentation) takes place at the end of the introductory week. Passing the examination of Module 1.1.1 is a prerequisite for the participation in the examination of Module 1.1.2.</p>
<p>Literature</p>	<p>1.1.1:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • JUNG, Hans, 2016. <i>Allgemeine Betriebswirtschaftslehre</i>. 13. Auflage. Berlin: de Gruyter Oldenbourg. ISBN 978-3-486-76376-8, 978-3-486-98943-4 • THOMMEN, Jean-Paul, ACHLEITNER, Ann-Kristin, 2017. <i>Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. Verfügbar unter: http://dx.doi.org/10.1007/978-3-8349-3844-2. • VAHS, Dietmar und Jan SCHÄFER-KUNZ, 2015. <i>Einführung in die Betriebswirtschaftslehre</i>. 7. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7992-6997-1, 978-3-7910-3456-0 • 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 • DANIELS, John Day, Lee H. RADEBAUGH und 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 <p><i>Recommended:</i></p> <p>None</p> <p>1.1.2:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • JUNG, Hans, 2010. <i>Allgemeine Betriebswirtschaftslehre</i>. 12. Auflage. München: Oldenbourg. ISBN 978-3-486-59211-5, 3-486-59211-4 • 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 • 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><i>Recommended:</i></p> <ul style="list-style-type: none"> • GASSMANN, O., K. FRANKENBERGER und M. CSIK, 2013. <i>Geschäftsmodelle entwickeln</i>. München: Hanser. • OSTERWALDER, A. und andere, 2015. <i>Value Proposition Design</i>. 1. Auflage. Frankfurt am Main: Campus-Verlag.

1.2 Microeconomics						
Module Title	Mikroökonomie			Module No	1.2	
Lecturer(s) / <u>responsible for module</u>	<u>Ruschinski, Monika</u>					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Mikroökonomie (IG_Micro)					
Learning methods	1.2: SU/Ü - 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 module 1.3 in B.A. Business Administration and 1.2 B.A. Global Economics and Business Management. It is a prerequisite for module 2.10 Current Issues in Economics.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • recognise the difference between changes in offer and demand. • assess changes in demand and offer in terms of their effects on sales, prices and turnover. • apply welfare economic analysis to taxes, subsidies, exports and imports. • distinguish and interpret cost categories and patterns. • define different market forms and recognise and analyse the different market behaviour of enterprises. • prepare and implement optimal production decisions against the background of the competitive situation. • Recognise and assess the necessity of state intervention. 					
Content	<ul style="list-style-type: none"> • Introduction: The "Basic Laws" of Economics • Theorem of comparative costs • Determining factors of offer / demand, elasticities, taxes / subsidies • Welfare-economic consideration of markets, especially taxes, subsidies and free trade • Price and market behaviour of companies: cost function, polypol, monopol, oligopoly, monopolistic competition • The Public Sector: Externalities and Environmental Policy, Public Goods 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • MANKIW, N. Gregory und Mark P. TAYLOR, 2018. <i>Grundzüge der Volkswirtschaftslehre</i>. 7. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-4142-1 					

	<ul style="list-style-type: none">• HERRMANN, Marco und Nicholas Gregory MANKIW, 2016. <i>Arbeitsbuch Grundzüge der Volkswirtschaftslehre</i>. 5. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3600-7 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• PINDYCK, Robert S. und Daniel L. RUBINFELD, 2018. <i>Mikroökonomie</i>. 9. Auflage. Hallbergmoos: Pearson. ISBN 978-3-8689-4352-8
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1.3 Quantitative Methods						
Module Title	Quantitative Methoden			Module No	1.3	
Lecturer(s) / <u>responsible for module</u>	Clostermann, Jörg; <u>Habermann, Mandy</u> ; Ulrichshofer, Anna					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Quantitative Methoden (IG_QM)					
Learning methods	1.3: SU/Ü - 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 "Global Economics and Business 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	schrP120 - written exam, 120 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • have an overview of the statistical and mathematical methods required for middle and senior management • carry out interest and compound interest calculations. • set up a savings plan differentiated according to payment rhythm and payment duration. • set up a pension plan differentiated according to the payment rhythm and payment duration. • perform a net present value calculation. • set up a repayment plan differentiated according to payment rhythm and payment duration. • use the basic methods of descriptive statistics. • recognize the relevance of the concepts of descriptive statistics for practical problems. • apply the methods of descriptive statistics appropriately and evaluate the results on a sound basis. • calculate and interpret various location and dispersion parameters. • perform and interpret a concentration calculation. • calculate and interpret correlation measures for nominal, ordinal and metric characteristics. • perform, select and interpret a multiple correlation/regression calculation. • analyse random processes with the help of probability calculation. • define random variables using probability and distribution functions. • apply stochastic models and special distributions adequately. • apply the basic methods of inductive statistics. 					

	<ul style="list-style-type: none"> • apply methods of inductive statistics appropriately and evaluate the results in a well-founded way.
Content	<ul style="list-style-type: none"> • Exponential function • Logarithm • Calculations of interest and compound interest • Pensions and calculation of present value • Annuity redemption and repayment calculation • Basic concepts of descriptive statistics, especially characteristics, characteristic values, scaling, empirical distributions, frequencies, analysis methods • Description and analysis of data • Mean values, dispersion measures, concentration measures, correlation measures, index numbers, time series analysis • Linear single regression • Multiple regression • Basics of probability theory • Concepts and probability calculations • Random variables and distributions of random variables • Stochastic models and special distributions • Parameter estimations and hypothesis testing
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • TIETZE, Jürgen, 2015. <i>Einführung in die Finanzmathematik</i>. 12. Auflage. Wiesbaden: Springer. ISBN ISBN: 978-3-658-07156-1; 3-658-07156-7; 978-3-658-07157-8 • BOURIER, Günther, 2018. <i>Wahrscheinlichkeitsrechnung und schließende Statistik: praxisorientierte Einführung; mit Aufgaben und Lösungen</i>. 9. Auflage. Wiesbaden: Springer Gabler. ISBN Softcover ISBN 978-3-658-07480-7, eBook ISBN 978-3-658-07481-4, DOI 10.1007/978-3-658-07481-4 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • TIETZE, Jürgen, 2015. <i>Übungsbuch zur Finanzmathematik</i>. 8. Auflage. Wiesbaden: Springer. ISBN 978-3-658-09073-9; 978-3-658-09074-6 • PURKERT, Walter, 2014. <i>Brückenkurs Mathematik für Wirtschaftswissenschaftler</i>. 8. Auflage. Wiesbaden: Springer Gabler. ISBN 978-3-8348-2325-0; 978-3-8348-1932-1 • LUDERER, Bernd, 2015. <i>Starthilfe Finanzmathematik</i>. 4. Auflage. Wiesbaden: Springer. ISBN 978-3-658-08425-7; 978-3-658-08424-0 • BÄRTL, Matthias, 2017. <i>Statistik Schritt für Schritt</i>. ISBN ISBN-10: 1520186835, ISBN-13: 978-1520186832 • BÄRTL, Matthias, 2017. <i>Klausur-Coach Statistik</i>. ISBN ISBN-10: 1520453531, ISBN-13: 978-1520453538 • BOURIER, Günther, 2014. <i>Statistik-Übungen: beschreibende Statistik, Wahrscheinlichkeitsrechnung, schließende Statistik</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-05994-1, 978-3-658-05995-8. Verfügbar unter: https://doi.org/10.1007/978-3-658-05995-8. • SCHIRA, Josef, 2016. <i>Statistische Methoden der VWL und BWL: Theorie und Praxis</i>. 5. Auflage. München: Pearson. ISBN 9783868942996 • WEWEL, Max-Christoph, 2014. <i>Statistik im Bachelor-Studium der BWL und VWL: Methoden, Anwendungen, Interpretation; [mit herausnehmbarer Formelsammlung]</i>. 3. Auflage. Hallbergmoos: Pearson. ISBN 978-3-86894-220-0, 3-86894-220-3

1.4 Digital Transformation & Business Models						
Module Title	Digital Transformation & Business Models			Module No	1.4	
Lecturer(s) / <u>responsible for module</u>	Becker, Thomas; Faulbacher, Michael					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Digital Transformation & Business Models (IG_DT&BM)					
Learning methods	1.4: SU/Ü - 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	Provides essential knowledge if students choose the corresponding major of studies. The course may be accredited for the corresponding course in the study program "Global Economics and Business 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	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students</p> <ul style="list-style-type: none"> • have a basic understanding of the effects of digitalization on individuals, the society and firms. • know exemplary digital business models and are aware of the core principles to build them. • understand the challenge of digital transformation for traditional companies. • understand the importance of entrepreneurship. • are able to create, scope and document a simple digital business model with instruments like the business model canvas. • utilize common office software to solve common tasks (e.g. business case generation). • achieve their first piece of the Entrepreneurship Certificate (basic level). 					
Content	<ul style="list-style-type: none"> • Digitization, Digitalization, Digital Transformation • Digital transformation in practice • Business Model Canvas • Operating Model Canvas • Pitches 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • RIES, Eric, 2011. <i>The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses</i>. New York: Crown Business. ISBN 978-0-307-88789-4, 978-0-307-88791-7 					

	<ul style="list-style-type: none">• OSTERWALDER, Alexander and Yves PIGNEUR, 2010. <i>Business model generation: a handbook for visionaries, game changers, and challengers</i>. Hoboken, NJ: Wiley. <p><i>Recommended:</i></p> <ul style="list-style-type: none">• ROGERS, David L., 2016. <i>The digital transformation playbook: rethink your business for the digital age</i>. New York: Columbia Business School Publishing. ISBN 978-0-231-17544-9
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1.5 Bookkeeping, National and International Accounting						
Module Title	Buchführung, nationale und internationale Bilanzierung			Module No	1.5	
Lecturer(s) / <u>responsible for module</u>	Habermann, Mandy; Zellner, Elisabeth					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Buchführung, nationale und internationale Bilanzierung (IG_Acc)					
Learning methods	1.5: SU/Ü - 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	None					
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	schrP120 - written exam, 120 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • know the tasks of bookkeeping, are able to book important business transactions and prepare balance sheets and profit and loss accounts. • know the tasks of commercial and tax law and IFRS accounting. • know the basic principles of group accounting in an international context and essential regulations according to IFRS. • are familiar with the differences between accounting in accordance with HGB and IFRS and are able to derive significant consequences. • know the instruments of accounting and valuation according to HGB and IFRS. • are able to balance and evaluate individual items in the annual financial statements taking into account national and IFRS accounting standards. 					
Content	<ul style="list-style-type: none"> • Principles of bookkeeping and accounting • International accounting, especially accounting in accordance with IFRS • Significant recognition, disclosure and valuation regulations of the accounting in accordance with HGB and IFRS • Other components of the annual financial statements or external accounting in accordance with HGB and IFRS • Differences in accounting in accordance with HGB and IFRS 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BUCHHOLZ, Rainer, 2017. <i>Internationale Rechnungslegung: die wesentlichen Vorschriften nach IFRS und HGB – mit Aufgaben und Lösungen</i>. 13. Auflage. Berlin: Erich Schmidt Verlag. ISBN 978-3-503-17423-2 					

	<ul style="list-style-type: none"> • FLEISCHER, Holger, 2018. <i>Handelsgesetzbuch: mit Einführungsgesetz, Publizitätsgesetz und Handelsregisterverordnung: Textausgabe</i>. 63. Auflage. München: dtv. ISBN 978-3-406-72202-8, 978-3-423-05002-9 • DÖRING, Ulrich und Rainer BUCHHOLZ, 2018. <i>Buchhaltung und Jahresabschluss</i>. 15. Auflage. Berlin: Erich Schmidt Verlag. ISBN 978-3-503-17743-1 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • PELLENS, Bernhard et. al., 2017. <i>Internationale Rechnungslegung: IFRS 1 bis 16, IAS 1 bis 41, IFRIC-Interpretationen, Standardentwürfe: mit Beispielen, Aufgaben und Fallstudie</i>. 10. Auflage. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3662-5 • BUCHHOLZ, Rainer, 2016. <i>Grundzüge des Jahresabschlusses nach HGB und IFRS: mit Aufgaben und Lösungen</i>. 9. Auflage. München: Verlag Franz Vahlen. ISBN 978-3-8006-5189-4 • BORNHOFEN, Manfred und Martin C. BORNHOFEN, 2018. <i>Buchführung 1</i>. 30. Auflage. Wiesbaden: Springer Gabler. ISBN 978-3-658-21693-1; 3-658-21693-X
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1.6 Cost Accounting and Cost Management						
Module Title	Cost Accounting and Cost Management			Module No	1.6	
Lecturer(s) / <u>responsible for module</u>	<u>Schmidt, Karin</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Cost Accounting and Cost Management (IG_CA&CM)					
Learning methods	1.6: SU/Ü - 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	Provides essential knowledge if students choose the corresponding major of studies (Controlling und Finance) The course may be accredited for the corresponding course in the study program "Global Economics and Business 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	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • distinguish between financial accounting and cost accounting. • apply the appropriate vocabulary when talking about cost and pricing. • know about differences in cost accounting of German and angloamerican systems. • calculate the cost per product and know how to detect cost inefficiencies. • explain different cost management techniques and know which one to apply in specific situations. 					
Content	<ul style="list-style-type: none"> • Principles of cost accounting and cost management • Cost accounting: <ul style="list-style-type: none"> ○ cost accounting techniques in different countries ○ process costing ○ cost center accounting ○ calculating the cost per product and per period ○ pricing a product • Cost accounting systems and cost management techniques: <ul style="list-style-type: none"> ○ contribution margins ○ cost-volume-profit relationships ○ activity based costing ○ target costing ○ principles of planning and budgeting 					

Hint	
Literature	<p><i>Complusory:</i></p> <ul style="list-style-type: none"> • DATAR, Srikant M. and Madhav V. RAJAN, 2018. <i>Horngren's cost accounting: a managerial emphasis</i>. 16th edition. Harlow, England: Pearson. ISBN 978-1-292-21161-9 • DRURY, Colin, 2018. <i>Management and cost accounting</i>. 10th edition. Andover: Cengage. ISBN 978-1-4737-4887-3, 1473748879 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • CAREY, Mary, Cathy KNOWLES and Jane TOWERS-CLARK, 2017. <i>Accounting: a smart approach</i>. 2nd edition. Oxford: Oxford University Press. ISBN 978-0-19-874513-6 • SCHMIDT, Andreas, 2017. <i>Kostenrechnung: Grundlagen der Vollkosten-, Deckungsbeitrags- und Plankostenrechnung sowie des Kostenmanagements</i>. 8. edition. Stuttgart: Verlag W. Kohlhammer. ISBN 978-3-17-032175-5, 3-17-032175-7 • COENENBERG, Adolf G., Thomas M. FISCHER and Thomas GÜNTHER, 2016. <i>Kostenrechnung und Kostenanalyse</i>. 9. Auflage. Stuttgart: Schäffer-Poeschel Verlag für Wirtschaft Steuern Recht GmbH. ISBN 978-3-7910-3613-7

1.7 HR Management & Organisation						
Module Title	HR Management & Organisation			Module No	1.7	
Lecturer(s) / <u>responsible for module</u>	<u>Lieske, Claudia</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	HR Management & Organisation (IG_HR&Orga)					
Learning methods	1.7: SU/Ü - 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	<p>The course may be accredited for the corresponding module 1.14 in B.A. Business Administration and 1.11 B.A. Global Economics and Business Management.</p> <p>The contents are basic for further courses of social competences 2.16 as well as the corresponding major of studies (HR Management and CSR)</p>					
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 regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • know about the extraordinary influence of HR in international companies. • have a decent overview of HR management and organisation as well as different practices to lead and motivate people. <p>The students are able to</p> <ul style="list-style-type: none"> • master challenges in HR related topics. • are able to make decisions for different organisational structures and see the impacts on leadership. 					
Content	<ul style="list-style-type: none"> • Basics in HR Management and Strategic HR Management • Globalisation of HR • Aspects of labour law • Functions and tasks within HR management like staffing, development and performance management in the multinational context • Theories of leadership • International HR Management & Culture 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • DOWLING, Peter J., Marion FESTING and Allen D. ENGLE, 2017. <i>International Human Resource Management</i>. 7th edition. Andover: Cengage Learning. ISBN 978-1473719026 <p><i>Recommended:</i></p>					

	<ul style="list-style-type: none">• BERTHEL, Jürgen and Fred G. BECKER, 2017. <i>Personal-Management</i>. 11th edition. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-3737-0• DESSLER, Gary, 2017. <i>Human Resource Management</i>. 15th edition. Upper Saddle River: Pearson. ISBN 978-1-292-15210-3; 1-292-15210-9• EISELE, Daniela and Thomas DOYÉ, 2010. <i>Praxisorientierte Personalwirtschaftslehre: Wertschöpfungskette Personal</i>. 7th edition. Stuttgart: Kohlhammer. ISBN 978-3-17-020095-1• TORRINGTON, Derek and others, 2017. <i>Human Resource Management</i>. 10th edition. Harlow: Prentice Hall. ISBN 9781292129099
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1.8.1 Chinese I						
Module Title	Chinese I			Module No	1.8.1	
Lecturer(s) / <u>responsible for module</u>	<u>Chen, Jing</u>					
Language of instruction	Chinese					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Chinese I (IG_EFL_I_Chinesisch)					
Learning methods	1.8.1: SU/Ü - 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	<p>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 "Global Economics and Business Management".</p>					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • have been introduced to cultural differences and intercultural aspects. • have acquired the Chinese phonetic transcription (Pinyin) and the Chinese characters (Hanzi). <p>The students are able to</p> <ul style="list-style-type: none"> • understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs. • introduce themselves and others, ask and answer questions about personal details. • interact in a simple way. 					
Content	<ul style="list-style-type: none"> • Introduction to the Chinese language: Pinyin (Chinese phonetic writing system) and Hanzi (Chinese characters). • Acquisition of most fundamental language concepts allowing students to communicate in every day situations. • Case studies to gain an understanding of certain aspects of Chinese business culture. 					
Hint	<p>Maximum of 25 students per class. Following literature for further reference will be announced during class.</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • LIU, Xun, Kai ZHANG and Shehui LIU, 2007. <i>Das neue praktische Chinesisch / 1,[1]. Lehrbuch</i>. ISBN 3905816008; 978-3905816006 <p><i>Recommended:</i></p> <p>None</p>					

1.8.1 French I						
Module Title	French I			Module No	1.8.1	
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 term					
Parts of the module	French I (IG_EFL_I_Französisch)					
Learning methods	1.8.1: SU/Ü - 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 "Global Economics and Business Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The course will take students from level A1.1 to A2 Students are able to <ul style="list-style-type: none"> understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of needs. introduce themselves and others. ask and answer questions about personal details. interact in a simple way. 					
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.					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> 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 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 <p><i>Recommended:</i></p> <p>None</p>					

1.8.1 Spanish I						
Module Title	Spanish I			Module No	1.8.1	
Lecturer(s) / <u>responsible for module</u>	Valencia-Schüle, Belinda; Antràs Solè, Teresa					
Language of instruction	Spanish					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Spanish I (IG_EFL_I_Spanisch)					
Learning methods	1.8.1: SU/Ü - 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 "Global Economics and Business Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Level A1 Students are able to <ul style="list-style-type: none"> • understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs. • introduce themselves and others. • ask and answer questions about personal details. • interact in a simple way. 					
Content	<ul style="list-style-type: none"> • 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 • The Alphabet, numbers and ordinal numbers • Pronunciation • Different word types (nouns, verbs, adjectives, pronouns, including personal and possessive pronouns) • 'Ser y estar' – usage, different tenses. Most common regular and irregular verbs, reflexive verbs • Adverbs • Time and place • Negation and questions • Prepositions and prepositional phrases (to, from, for, in, with....) • Sentences – word order 					
Hint	Maximum of 25 students per class. Following literature for further reference will be announced during class.					

Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• GUERRERO GARCÍA, Encarnación and Núria XICOTA TORT, 2015. Universo.ele A1: Spanisch für Studierende; Kurs- und Arbeitsbuch mit Audio-CD. 1. edition. München: Hueber Verlag. ISBN 978-3-19-004333-0, 3-19-004333-7 <p><i>Recommended:</i></p> <p>None</p>
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1.8.2 Chinese II						
Module Title	Chinese II			Module No	1.8.2	
Lecturer(s) / <u>responsible for module</u>	<u>Chen, Jing</u>					
Language of instruction	Chinese					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Chinese II (IG_EFL_II_Chinesisch)					
Learning methods	1.8.2: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	1.8.1 Elective 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 "Global Economics and Business Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students are able to</p> <ul style="list-style-type: none"> understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations). They have become familiar with cultural differences and intercultural aspects. 					
Content	<ul style="list-style-type: none"> Acquisition of most fundamental language concepts allowing students to communicate in every day situations Written Hanzi (Chinese characters) Case studies to gain an understanding of certain aspects of Chinese business culture 					
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"> LIU, Xun, Kai ZHANG and Shehui LIU, 2007. <i>Das neue praktische Chinesisch - Lehrbuch 1</i>. ISBN 978-3905816006 <p><i>Recommended:</i></p> <p>None</p>					

1.8.2 French II						
Module Title	French II			Module No	1.8.2	
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 summer term					
Parts of the module	French II (IG_EFL_II_Französisch)					
Learning methods	1.8.2: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	1.8.1 Elective 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 "Global Economics and Business Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The course will take students from level A1 to level A2. Students are able to <ul style="list-style-type: none"> understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily situations). communicate in simple and routine tasks. describe in simple terms aspects of one's background, immediate environment and matters in areas of immediate need. 					
Content	<ul style="list-style-type: none"> Grammar: Passé composé, Imparfait, Future, Conditional, Imperative, Personal pronouns, Determinants, Adverbs, Time, Days, Months, Dates, Comparative of Adjectives + Adverbs, Superlatives 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. 					
Hint	Maximum of 25 students per class. Following literature for further reference will be announced during class.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> 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 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 <p><i>Recommended:</i></p> <p>None</p>					

1.8.2 Spanish II						
Module Title	Spanish II			Module No	1.8.2	
Lecturer(s) / <u>responsible for module</u>	Valencia-Schüle, Belinda; Antràs Solè, Teresa					
Language of instruction	Spanish					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Spanish II (IG_EFL_II_Spanisch)					
Learning methods	1.8.2: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	1.8.1 Elective 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 "Global Economics and Business Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students are able to</p> <ul style="list-style-type: none"> understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations). communicate, using simple past tense. describe in simple terms aspects of one's background, immediate environment and matters in areas of immediate need, conduct short conversations about everyday matters. write postcards as well as short stories. 					
Content	<ul style="list-style-type: none"> Improvement of vocabulary, grammar and communication skills Grammar includes: Imperative, simple past, past progressive, future simple Additionally, skills like listening, reading, giving simple presentation and taking part in basic negotiations will be improved Pronunciation, paying attention to stress, intonation, accentuation Word order involving adjectives, personal pronouns Regular and irregular verbs Gerunds, adverbs, prepositions 					
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"> GUERRERO GARCÍA, Encarnación and NÚRIA XICOTA TORT. <i>Universo.ele A2</i>. München: Hueber. ISBN 978-3-19-054333-5 (Digitale Ausgabe: ISBN 978-3-19-254333-3) <p><i>Recommended:</i></p> <p>None</p>					

1.9 Basic internship (8 weeks)						
Module Title	Grundpraktikum			Module No.	1.9	
Lecturer(s) / <u>responsible for module</u>	NN					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	8 weeks – during semester break winter and summer term					
Parts of the module	Basic internship					
Learning methods	internship					
Prerequisite according to Study and examination regulation	None					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	Completion of the basic internship is a prerequisite for entry into the internship semester abroad (20 weeks)					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	0	10	0 h	0 h	250 h	250 h
Method of assessment / Requirements for credit points	internship report					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> know the various business management fields in international companies or comparable organisations define commercial tasks and manage them in approaches have commercial skills in at least two functional areas. <p>For dual student, additional objectives apply:</p> <ul style="list-style-type: none"> the basic internship is conducted at the dual partner company, if the competencies have not yet been covered by a previous vocational training or other practical experience. An internship report is handed in stating the contextual interlocking between dual partner company and university. Therefore, students are able to understand the connection between theoretical knowledge and practical activities in their dual partner company. 					
Content	<p>Employment in two commercial fields of activity over a period of 4 - 8 weeks each. Exemplary fields of activity are: Purchasing; Material Management; Logistics; Finance and Accounting; Human Resources; Organization; Marketing; Sales; Tax Department; IT Department of an international company</p> <p>Dual students conduct the internship at their dualö partner company.</p>					
Hint						
Literature	<p><i>Compulsory:</i> None</p> <p><i>Recommended:</i> None</p>					

2.1 Marketing & Sales						
Module Title	Marketing & Sales			Module No	2.1	
Lecturer(s) / <u>responsible for module</u>	<u>Weiß, Patrick</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Marketing & Sales (IG_M&S)					
Learning methods	2.1: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	Provides essential knowledge if students choose the corresponding major of studies (Marketing and Sales) The course may be accredited for the corresponding course in the study program "Global Economics and Business 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	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • understand key marketing concepts and marketing process. • analyze specific B2C and B2B markets. • develop a customer value-driven marketing strategy. • construct an integrated marketing program. • understand key sales concepts both on strategic and on operational level. • measure and evaluate marketing and sales results using adequate tools and methods. 					
Content	<ul style="list-style-type: none"> • Defining marketing concepts and the marketing process • Understanding the marketplace and customer value <ul style="list-style-type: none"> ○ market analysis ○ management of marketing information to gain customer insight ○ consumer markets and consumer buyer behavior ○ business markets and business buyer behavior • Designing Customer value driven marketing strategy <ul style="list-style-type: none"> ○ segmentation ○ targeting ○ differentiation ○ positioning • Planning and implementing marketing mix <ul style="list-style-type: none"> ○ product marketing ○ price marketing 					

	<ul style="list-style-type: none"> ○ place marketing ○ promotion marketing ● Sales concepts <ul style="list-style-type: none"> ○ Strategic sales management: markets, customers, portfolio, channels and organisation ○ Operational sales management: Selling tools and methods, the sales funnel, sales controlling
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> ● JOBBER, David, Geoffrey LANCASTER and Kenneth LE MEUNIER-FITZGERALD, 2019. <i>Selling and Sales Management</i>, 11. edition. Boston: Pearson. ISBN 978-1292205021 ● KOTLER, Philip and Gary ARMSTRONG, 2018. <i>Principles of marketing</i>. 17. edition. Boston: Pearson. ISBN 978-1-292-22017-8 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> ● KOTLER, Philip and Kevin LANE KELLER, 2019. <i>Marketing Management</i>. 4. European Edition. London: Pearson. ISBN 978-1292248448

2.2 Corporate Finance						
Module Title	Corporate Finance			Module No	2.2	
Lecturer(s) / <u>responsible for module</u>	<u>Habermann, Mandy</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Corporate Finance (IG_CF)					
Learning methods	2.2: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	The 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	Provides essential knowledge if students choose the corresponding major of studies (Controlling und Finance) The course may be accredited for the corresponding course in the study program "Global Economics and Business 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	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The Students</p> <ul style="list-style-type: none"> • know common financial instruments and are able to classify and describe them. • are able to outline the importance and message of the leverage effect. • can apply different methods of capital budgeting to derive investment decisions. • know about targets and problems in finance and investment in internationally operating companies. 					
Content	<ul style="list-style-type: none"> • Definitions and basic concepts of financing and investment • Overview of financial instruments and their functions • Declaration and interpretation of important financial figures • Significance of capital structure decisions: leverage effect • Multinational capital structure and cost of capital • Managing currency risk and country risk • Various methods of capital budgeting 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • 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 • EUN, Cheol S. and Bruce G. RESNICK, 2014. <i>International Finance</i>. 7th edition. Maidenhead: McGraw-Hill Education. ISBN 9780077161613 					

	<ul style="list-style-type: none"> • MADURA, Jeff, 2014. <i>International Financial Management</i>. 3rd edition. Stamford: Cengage Learning. ISBN 978-1-4080-7981-2 • BÖSCH, Martin, 2014. <i>Internationales Finanzmanagement: Rahmenbedingungen, Investition, Finanzierung und Risikomanagement</i>. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3350-1 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • 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: https://doi.org/10.1515/9783110413885. • 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: https://doi.org/10.15358/9783800653409. • 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: https://doi.org/10.15358/9783800649716.
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2.3 National and International Taxation						
Module Title	Nationale und internationale Besteuerung			Module No	2.3	
Lecturer(s) / <u>responsible for module</u>	<u>Zellner, Elisabeth</u>					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Nationale und internationale Besteuerung (Tax IG)					
Learning methods	2.3: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	Provides essential knowledge if students choose the corresponding major of studies (Unternehmensbesteuerung und Rechnungslegung)					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	5	47 h	0 h	78 h	125 h
Method of assessment / Requirements for credit points	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • have an overview of the system of national and cross-border taxation in Germany. • know the basic income tax regulations for the taxation of natural and legal persons and • are familiar with the system of sales tax within the EU. • know the basics of international tax law and know how to avoid possible double taxation. 					
Content	<ul style="list-style-type: none"> • Residence taxation <ul style="list-style-type: none"> o Withholding tax o Taxation of companies and their shareholders o Taxation of corporate profits, rental income, interest, dividends, licenses and salaries • Functioning of a Double Taxation Convention (OECD) • Avoidance of double taxation for VAT purposes in the case of cross-border transactions within the EU 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • 2019. <i>Wichtige Steuergesetze: mit Durchführungsverordnungen</i>. 68. Auflage. Herne: NWB. ISBN 978-3-482-60450-8; 3-482-60450-9 <p><i>Recommended:</i></p>					

	<ul style="list-style-type: none">• GREFE, Cord, 2019. <i>Unternehmenssteuern</i>. 22. Auflage. Herne: Kiehl. ISBN 978-3-470-10272-6; 3-470-10272-4• BORNHOFEN, Manfred und Martin BORNHOFEN, 2019. <i>Steuerlehre 1 - Rechtslage 2019</i>. 40. Auflage. Wiesbaden: Gabler. ISBN 3658256826• BORNHOFEN, Manfred und Martin BORNHOFEN, 2018. <i>Steuerlehre 2 - Rechtslage 2018</i>. 39. Auflage. Wiesbaden: Gabler. ISBN 3658239948• KUDERT, Stephan, 2017. <i>Internationales Steuerrecht - leicht gemacht</i>. 3. Auflage. Berlin: Kleist. ISBN 978-3-87440-345-0
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2.4 Global Supply Chain Management

Module Title	Global Supply Chain Management	Module No	2.4			
Lecturer(s) / <u>responsible for module</u>	<u>Sternbeck, Michael</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Global Supply Chain Management (IG_GSCM)					
Learning methods	2.4: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	Provides essential knowledge if students choose the corresponding major of studies (Operations and Supply Chain Management) The course may be accredited for the course 1.5 Operations Management in the .study program "Global Economics and Business 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	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students know</p> <ul style="list-style-type: none"> and apply concepts, methods and contribution of logistics to the success of international organizations. about the very critical impact that Supply Chain Management could exert on the profitability of an organization. <p>The students</p> <ul style="list-style-type: none"> understand the challenges and opportunities of global supply chains. understand that control of the critical factors is vital for maximizing the returns and staying ahead of competition through lower cost. 					
Content	<ul style="list-style-type: none"> Fundamentals of supply chain and basic terms Role of purchase management and supply chain management in terms of finance and cost Origin and concepts of purchase management: profit centre concept, integrated concept, centralization vs. decentralization Purchase policies and procedures, purchase cycle / ordering systems, make or buy decisions Legal and economic aspects of purchase, delivery, transport logistic and transfer of risk in a supply chain Types of inventories, need for inventory control, factors influencing inventory, mechanics of inventory control and systems Requirement to understand the supply chain from the perspective of a purchase manager Supply chain performance: achieving strategic fit and scope Supply chain drivers and metrics 					

	<ul style="list-style-type: none"> • Designing distribution networks and applications to e-business • Network design of supply chain • Designing global supply chain networks • Coordination in a supply chain
Hint	A deepened study of the relevant literature and the corresponding case studies is required.
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • CHOPRA, Sunil and Peter MEINDL, 2013. <i>Supply Chain Management</i>. 5th edition. Upper Saddle River, N.J.: Pearson. • MONCZKA, Robert M. and others, 2010. <i>Purchasing and Supply Chain Management</i>. 4th edition. Mason, OH: South-Western Cengage Learning. <p><i>Recommended:</i></p> <p>None</p>

2.5 German and International Business Law						
Module Title	Deutsches und internationales Wirtschaftsrecht			Module No	2.5	
Lecturer(s) / <u>responsible for module</u>	<u>Wegmann, Bernd</u>					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Deutsches und internationales Wirtschaftsrecht (IG_Law)					
Learning methods	2.5: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	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	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • recognise the importance of national, international and European commercial and company law. • are familiar with the principles of sales law, commercial and company law in the national, international and European context. • are able to apply the law in basic principles in compliance with national, European and international regulations, especially in <ul style="list-style-type: none"> o general contract law o Sales law in the area of B2B and B2C o Commercial credit insurance law o Commercial and company law 					
Content	<ul style="list-style-type: none"> • Definition and particularities of international and European law • Fundamentals of International Public Law • Fundamentals of Supranational and European Law • Deepening of international and European business law • Comparison of European and international business law with national business law 					
Hint	Legal texts on national, European and international law are used in the event.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HEIDERHOFF, Bettina, 2016. <i>Europäisches Privatrecht</i>. 4. Auflage. Heidelberg: C.F. Müller. ISBN 978-3-8114-4153-8 <p><i>Recommended:</i></p>					

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| | <ul style="list-style-type: none">• HERDEGEN, Matthias, 2017. <i>Internationales Wirtschaftsrecht: ein Studienbuch</i>. 11. Auflage. München: C.H. Beck.• HABERSACK, Mathias und Dirk A. VERSE, 2019. <i>Europäisches Gesellschaftsrecht: Einführung für Studium und Praxis</i>. 5. Auflage. München: C.H. Beck. ISBN 978-3-406-71944-8, 3-406-71944-9 |
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2.6.1 Chinese III						
Module Title	Chinese III			Module No	2.6.1	
Lecturer(s) / <u>responsible for module</u>	Huang, Rui					
Language of instruction	Chinese					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Chinese III (IG_EFL_III_Chinesisch)					
Learning methods	2.6.1: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	1.8.1 and 1.8.2 Elective 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 "Global Economics and Business Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business and retail situations). They are familiar with cultural differences and intercultural aspects.					
Content	<ul style="list-style-type: none"> • Improvement of vocabulary and grammar and communication • Deeper examination of Chinese culture and society 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch (Lehrbuch) 2,1</i>. 1st edition. ISBN 978-3905816020 • LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch (Arbeitsbuch) 2,2</i>. 1st edition. ISBN 978-3905816037 <p><i>Recommended:</i></p> <p>None</p>					

2.6.1 French III						
Module Title	French III			Module No	2.6.1	
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 term					
Parts of the module	French III (IG_EFL_III_Französisch)					
Learning methods	2.6.1: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	1.8.1 and 1.8.2 Elective 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 “Global Economics and Business Management”.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<ul style="list-style-type: none"> • The students know the vocabulary and typical business communication situations. • They know the main features of global business. • In this course students will have completed level B1. 					
Content	<p>Students learn</p> <ul style="list-style-type: none"> • how to act, give presentations, organize life in a business environment using the French language, organizing meetings, making appointments, writing letters, reading figures, statistics and graphs, negotiating with partners, socializing. <p>They also learn more about:</p> <ul style="list-style-type: none"> • Types of business enterprises, business culture, how a company is founded, how it grows and how and why it disappears. • Different types of services, company organigram, work contracts, remuneration, professions, human resource management, conflicts in the work place etc. <p>Grammar:</p> <ul style="list-style-type: none"> • All simple tenses + conditional, passive voice, complex sentences, gerund, infinitive constructions, verbs with different prepositions and their meaning. 					
Hint	<p>Maximum of 25 students per class.</p> <p>Following literature for further reference will be announced during class.</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • PENFORNIS, Jean-Luc, 2018. <i>Vocabulaire progressif du français des affaires - Niveau intermédiaire</i>. 2nd edition. Clé International. ISBN 978-3-12-529977-1. <p><i>Recommended:</i></p>					

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| | <ul style="list-style-type: none">• GRÉGOIRE, Maïa and Odile THIEVENAZ, 2017. <i>Grammaire progressive du français - Niveau intermédiaire</i>. Clé International. ISBN 3125299896. |
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2.6.1 Spanish III						
Module Title	Spanish III			Module No	2.6.1	
Lecturer(s) / <u>responsible for module</u>	Valencia-Schüle, Belinda; Antràs Solè, Teresa					
Language of instruction	Spanish					
Kind of module	General Elective Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Spanish III (IG_EFL_III_Spanisch)					
Learning methods	2.6.1: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	1.8.1 and 1.8.2 Elective 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 "Global Economics and Business Management".					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	4	4	47 h	0 h	53 h	100 h
Method of assessment / Requirements for credit points	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students are able to</p> <ul style="list-style-type: none"> understand and use sentences used in real life situations. to handle basic business situations and have gained some insight into business communication. They have become familiar with cultural differences and intercultural aspects. Students deepen their everyday vocabulary and gain a better insight into the grammar. 					
Content	<p>Knowledge of Spanish grammatical structures:</p> <ul style="list-style-type: none"> direct / indirect pronouns, orthography, Phonetic, Prepositions, etc. different verb tenses, including: Pretérito imperfecto, pretérito indefinido, condicional simple, pretérito pluscuamperfecto, subjuntivo, affirmative / negation imperative, futuro simple. They also practiced reporting experiences/events in the past tense, expressing opinion, talking about plans, accept them and reject them, making suggestions, expressing wishes, expressing doubt, etc. 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> POZO VICENTE, Cristina and Núria XICOTA TORT. <i>Universo.ELE B1</i>. ISBN 978-3-19-254334-0 <p><i>Recommended:</i></p> <p>None</p>					

2.6.2 Chinese IV						
Module Title	Chinese IV			Module No	2.6.2	
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 summer term					
Parts of the module	Chinese IV (IG_EFL_IV_Chinesisch)					
Learning methods	2.6.2: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	2.6.1 Elective 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 "Global Economics and Business 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	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • apply the language in real life situations. • to express themselves, both in spoken and written language. <p>The students have</p> <ul style="list-style-type: none"> • become more familiar with cultural differences and intercultural aspects, especially in business situations. • increased their competence in oral communication. • expanded their knowledge of Chinese grammatical structures. • gained a deeper insight into Chinese culture and business. 					
Content	<ul style="list-style-type: none"> • Communication and writing skills are improved, with an emphasis on business communication such as letter writing, writing emails and communicating on the telephone • Knowledge of Chinese grammatical structures • Chinese cultures are explored and the language is placed in intercultural context 					
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"> • XUN, Liu, Kai ZHANG and Liu SHEUI, 2008. <i>Das neue praktische Chinesisch / 2,[1]. Lehrbuch</i>. ISBN 3905816024; 978-3905816020 <p><i>Recommended:</i></p> <p>None</p>					

2.6.2 French IV						
Module Title	French IV			Module No	2.6.2	
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 summer term					
Parts of the module	French IV (IG_EFL_IV_Französisch)					
Learning methods	2.6.2: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	2.6.1 Elective 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. The course may be accredited for the corresponding course in the study program "Global Economics and Business 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	LN - 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"> • have improved their French communication skills by doing extensive text work. • are able to implement current business topics. • deepened their knowledge of general issues as well as in the area of marketing and finance. 					
Content	<ul style="list-style-type: none"> • Large French business enterprises and the French Industry • History of a family enterprise • Organizational chart – Work in different levels of a family enterprise • Different types of companies (legal status) • The application process: CV and cover letter • The application process: a traditional job application, an unsolicited application, an online application, • commercialization of a product • Marketing • Promotion of sales • Public relations • The distribution process • Methods of payment – banking and finance • Business loans • Accounting • Financial Accounting • The fiscal system 					

	<ul style="list-style-type: none"> • Current topics, class discussions and presentations • Grammar: past tense, passive voice, future tense, conditional tense, pronouns • The conditional, the subjunctive
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • 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 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • 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

2.6.2 Spanish IV						
Module Title	Spanish IV			Module No	2.6.2	
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 term					
Parts of the module	Spanish IV (IG_EFL_IV_Spanisch)					
Learning methods	2.6.2: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	2.6.1 Elective 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. The course may be accredited for the corresponding course in the study program "Global Economics and Business 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	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • apply the language in real life situations. • to express themselves, both in spoken and written language. • are able to handle basic business situations and have gained some insight into business communication. • read different publications, such as newspapers and business articles. 					
Content	<ul style="list-style-type: none"> • Communication and writing skills are improved, with an emphasis on business communication such as letter writing, writing emails and communicating on the telephone • Knowledge of Spanish grammatical structures, such as subjunctive, conditional, plus perfect is expanded • Hispanic cultures are explored and the language is placed in intercultural context 					
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"> • VON RIMSCHA, Anieska Mayea and Nùria XICOTA TORT. <i>Universo.ele B2: Spanisch für Studierende; Kurs-und Arbeitsbuch + Audio-CD</i>. München: Hueber Verlag. ISBN 978-3-19-004334-2 <p><i>Recommended:</i></p> <p>None</p>					

2.7 International Strategic Management						
Module Title	International Strategic Management			Module No	2.7	
Lecturer(s) / <u>responsible for module</u>	<u>Schmidt, Karin</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	International Strategic Management (IG_Strat)					
Learning methods	2.7: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An intense study of literature is highly recommended.					
Usability of the module for this or for other study programmes	It is recommended to be passed before attending Module 2.14 Internationales Vertiefungsseminar. The course may be accredited for the corresponding course in the study program "Global Economics and Business 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	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • are able to understand the leadership challenges in today's world. • understand the dimensions of Entrepreneurial Spirit. • are able to put strategic questions and to apply instruments of strategic leadership and innovation. • are ready to create the dimensions of a competitive Business Design. 					
Content	<p>Introduction to Executive Management</p> <ul style="list-style-type: none"> • The tools of strategy analysis • The analysis of competitive advantage • Business strategies in different industry contexts • Implementing and managing corporate strategies • Value Based Management 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • GRANT, Robert M., 2010. <i>Contemporary strategy analysis</i>. 7th edition. Hoboken, NJ: John Wiley & Sons. ISBN 0-470-74710-2, 978-0-470-74710-0 • HABERBERG, Adrian and Alison RIEPLE, 2008. <i>Strategic management: theory and application</i>. Oxford [u.a.]: Oxford Univ. Press. ISBN 978-0-19-921646-8 • HUNGENBERG, Harald, 2008. <i>Strategisches Management in Unternehmen: Ziele, Prozesse, Verfahren</i>. 5th edition. Wiesbaden: Gabler. ISBN 978-3-8349-1260-2 					

	<ul style="list-style-type: none"> • MACHARZINA, Klaus and Joachim WOLF, 2008. <i>Unternehmensführung: das internationale Managementwissen; Konzepte, Methoden, Praxis</i>. 6th edition. Wiesbaden: Gabler. ISBN 978-3-8349-1119-3 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • WELGE, Martin K. and Andreas AL-LAHAM, 2008. <i>Strategisches Management: Grundlagen, Prozess, Implementierung</i>. 5th edition. Wiesbaden: Gabler. ISBN 978-3-8349-0313-6, 3-8349-0313-2 • WHEELEN, Thomas L. and J. David HUNGER, 2008. <i>Strategic management and business policy: concepts and cases</i>. 11th edition. Upper Saddle River, NJ: Prentice Hall. ISBN 978-0-13-606827-3, 0-13-606827-8 • WITTMANN, Robert and Matthias REUTER, 2008. <i>Strategic planning: how to deliver maximum value through effective business strategy</i>. London [u.a.]: Kogan Page. ISBN 978-0-7494-5233-9
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2.8 International Business Diplomacy and Crosscultural Management

Module Title	International Business Diplomacy and Crosscultural Management	Module No	2.8			
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 term					
Parts of the module	International Business Diplomacy and Crosscultural Management (IG_IntBDCM)					
Learning methods	2.8: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	<p>The module is recommended to be completed before the theoretical as well as practical semester abroad as a preparation for inter- and crosscultural communication.</p> <p>The course may be accredited for the corresponding course in the study program "Global Economics and Business Management".</p>					
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 regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • know about the cultural differences and act accordingly. • are able to interact and communicate in a global environment. • are prepared to establish a business communication with international partners and are sensitive to their cultural peculiarities. • are able to apply their knowledge in case studies in intercultural contexts and find appropriate solutions 					
Content	<ul style="list-style-type: none"> • Importance of intercultural management for companies doing business abroad • Theories of culture • Concepts of intercultural management and communication • Organisation and leadership in international teams 					
Hint	The course is offered in three separate groups at different time slots that can be chosen via the "Fächereinschreibung" before the semester.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HOFSTEDE, Geert, 2010. <i>Cultures and organizations: Software of the Mind</i>. 3rd edition. • TROMPENAARS, Fons and Charles HAMPDEN-TURNER, 2012. <i>Riding the Waves of Culture</i>. 3rd edition. <p><i>Recommended:</i></p>					

	<ul style="list-style-type: none"> • RICHERSON, Peter J. and Robert BOYD, 2005. <i>Not by genes alone: how culture transformed human evolution</i>. Chicago [u.a.]: Univ. of Chicago Press. • INGLEHART, Ronald, 2018. <i>Cultural evolution: people's motivations are changing, and reshaping the world</i>. Cambridge; New York; Port Melbourne; New Delhi; Singapore: Cambridge University Press. • MOLL, Melanie, 2012. <i>The Quintessence of intercultural business communication</i>. Heidelberg u.a.: Springer. • MEYER, Erin, 2014. <i>The Culture Map: Breaking Through the Invisible Boundaries of Global Business</i>. Perseus Books Group.
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2.9 Computerized Statistics

Module Title	Computerbasierte Statistik	Module No	2.9			
Lecturer(s) / <u>responsible for module</u>	Clostermann, Jörg					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only summer term					
Parts of the module	Computerbasierte Statistik (IG_StatisticsIT)					
Learning methods	2.9: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Especially Module 1.3 Quantitative Methoden should be completed. An intensive study of literature is necessary.					
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	schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • have an overview of the current standard statistical analysis software. • can prepare the data for statistical analysis. • can perform and interpret mean value analyses of one random sample and two independent random samples. • can perform and interpret correlation analyses for nominal, ordinal and metric characteristics. • can perform and interpret variance analyses. • can perform and interpret multiple regression analyses for cross-sectional data, time series data, and panel data • can develop and estimate logit/probit models and interpret the results. • can perform and interpret time series analyses and develop forecast models based on them. • can perform and interpret factor analyses. • can perform and interpret cluster analyses. 					
Content	<ul style="list-style-type: none"> • Overview of statistical software: EXCEL, R, STATA, SPSS, EIEWS, GRETL • Creating and importing data files • Computer based mean value analysis • Computer based context analysis • Computer based regression analysis • Computer based variance analysis • Computer based logit/probit models 					

	<ul style="list-style-type: none"> • Computer based time series analysis, especially analysis of stochastic time series models • Computer based factor analysis • Computer based cluster analysis
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BÜHL, Achim, 2019. <i>SPSS - Einführung in die moderne Datenanalyse ab SPSS 25</i>. 16. Auflage. • CLEFF, Thomas, 2019. <i>Angewandte Induktive Statistik und Statistische Testverfahren eine computergestützte Einführung mit Excel, SPSS und Stata</i>. Wiesbaden: Springer Gabler. • DULLER, Christine, 2019. <i>Einführung in die Statistik mit EXCEL und SPSS - Ein anwendungsorientiertes Lehr- und Arbeitsbuch</i>. 4. Auflage. Berlin Heidelberg: Springer. • ECKSTEIN, Peter P., 2019. <i>Statistik für Wirtschaftswissenschaftler: eine realdatenbasierte Einführung mit SPSS</i>. 6. Auflage. Wiesbaden: Springer Gabler. <p><i>Recommended:</i> None</p>

2.10 Current Issues in Economics						
Module Title	Current Issues in Economics			Module No	2.10	
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 term					
Parts of the module	Current Issues in Economics (IG_CIE)					
Learning methods	2.10: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	It is recommended to have in depth knowledge of module 1.2 Microeconomics. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The module may be basic for certain choices of 2.15 elective business competences. The course may be accredited for the corresponding course in the study program "Global Economics and Business 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	LN - 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"> • have knowledge about the most important macroeconomic variables: gross domestic product, consumer price index, unemployment rate. • understand the determinants of the large variation in living standards over time and across countries. • know the long-run determinants of the unemployment rate, including job search, minimum wage laws, the market power of unions and efficiency wages. • understand the theory of inflation and the role of the central bank in controlling the quantity of money. • will be able to explain the relationship among saving, investment and the trade balance, the distinction between the nominal and real exchange rate, and the theory of purchasing-power parity. • will be able to evaluate facts about the business cycle and they can explain the influence of monetary and fiscal policy on aggregate demand. 					
Content	<ul style="list-style-type: none"> • The data of macroeconomics: Gross domestic product, consumer prices index, unemployment rate • Economic growth around the world and the causes of growth • The financial system: saving and investment • The monetary system and the role of central banks • The open economy: the market for foreign currency exchange and trade policy • Causes of changes in the business cycle • The influence of monetary and fiscal policy 					

Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • MANKIW, Nicholas Gregory and Mark P. TAYLOR, 2017. <i>Economics</i>. 4th edition. Andover: Cengage Learning. ISBN 978-1-4737-2533-1, 147372533X <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2015. <i>International economics: theory and policy</i>. 10th edition. Boston, Mass.; Munich [u.a.]: Pearson. ISBN 978-1-292-01955-0, 1-292-01955-7 • DORMAN, Peter, 2014. <i>Macroeconomics: a fresh start</i> [online]. Berlin [u.a.]: Springer PDF e-Book. ISBN 978-3-642-37440-1, 978-3-642-37441-8. Available via: https://doi.org/10.1007/978-3-642-37441-8. • HEATHER, Ken and Simka STEFANOVA, 2017. <i>Maths for economics: a companion to Mankiw and Taylor economics</i>. Hampshire: Cengage Learning. ISBN 978-1-4737-2542-3

2.11 Global Automotive Industry						
Module Title	Global Automotive Industry			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Becker, Thomas; <u>Wagner, Harry</u>					
Language of instruction	German/English					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Global Automotive Industry (Major: Automotive & Mobility Management)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • understand the automotive industry structure, current issues, industry trends as well as industry challenges and will have a broad overview on automotive core competencies. • understand effective leadership and management skills with respect to special issues surrounding the automotive industry. • know how to research, organize, evaluate, synthesize and analyze economic information for business decision making purposes. • understand the project problem resolution processes by applying structured approaches for logic writing and thinking. 					
Content	<p>This business management course with applied focus on the automotive industry covers the following contents:</p> <ul style="list-style-type: none"> • Automotive markets and structure of domestic and global automotive industry • Technical basics of automotive products and industry/ technology trends • Process model and core processes in the automotive supply chain • Product manufacturing, procurement and logistics in the automotive industry • Marketing and sales in the automotive industry 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • GOBETTO, Marco, 2014. Operations Management in Automotive Industries: From Industrial Strategies to Production Resources Management, Through the Industrialization Process and Supply Chain to Pursue Value Creation [online]. PDF e-Book. ISBN 978-94-007-7593-0. Available via: https://doi.org/10.1007/978-94-007-7593-0. 					

	<p><i>Recommended:</i></p> <ul style="list-style-type: none"> • MORGAN, James M. and Jeffrey K. LIKER, 2006. <i>The Toyota product development system: integrating people, process, and technology</i>. New York, NY: Productivity Press. ISBN 1-56327-282-2, 978-1-563-27282-0 • SHINGŌ, Shigeo, 2008. <i>A study of the Toyota production system from an industrial engineering viewpoint</i>. Boca Raton, Fla. [u.a.]: CRC Press. ISBN 0-915299-17-8 • WOMACK, James P., Daniel T. JONES and Daniel ROOS, 2007. <i>The machine that changed the world: the story of lean production; Toyota's secret weapon in the global car wars that is revolutionizing world industry</i>. 1st edition. New York, NY [u.a.]: Free Press. ISBN 978-0-7432-9979-4 • KAPLAN, Len and A. SMOLKIN, 2009. <i>Is Automotive Industry Dead or just stuck? Future Innovation for New Leaders in Car Transportation</i>. Future Mapping Series Vol. II. • MINTO, Barbara, 2002. <i>The pyramid principle: logic in writing and thinking; [present your thinking so clearly that the ideas jump off the page and into the reader's mind]</i>. Second edition, published 2002. London: Prentice Hall. ISBN 0-273-65903-0
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2.11 Product Development in the Automotive Industry						
Module Title	Produktentstehung in der Automobilindustrie			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	<u>Becker, Thomas</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Produktentstehung in der Automobilindustrie (Major: Automotive & Mobility Management)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>After participation in the module courses, students are able to...</p> <ul style="list-style-type: none"> • reproduce definitions of terms relating to the automotive industry, its players and the value chain. • understand the characteristics and challenges of the automotive industry and to establish a link to product development. • name the goals and tasks of the development organization. • understand the phases, contents and milestones of the automotive industry's product development process. • understand the organizational structure of a development area and the cooperation model of a project organization with simultaneous engineering (SE) teams. • describe the role of the development area during a vehicle ramp-up • understand the value-added structure of the automotive development of an Original Equipment Manufacturer (OEM) and the integration of suppliers, development service providers and cooperation partners. • explain important efficiency measures such as common parts/platform and automation strategies or agile development methods. • apply cost and performance indicators to control a development area. • explain the opportunities and challenges of digital transformation using examples such as virtual safeguarding. 					
Content	<ul style="list-style-type: none"> • Automotive supply chain and supplier integration • Product structure of a vehicle and modular development • Functional structure of the development organization and its core services 					

	<ul style="list-style-type: none"> • Breakdown of the product development process into its individual steps and milestones, approval processes and committees • Series organization of an automobile manufacturer for project management: Distribution of roles and tasks in interdisciplinary SE teams • Control of financial ratios and performance data in research and development • New product development with agile methods like Scrum and Kanban • Opportunities and risks of virtual development • Case study electric mobility: Effects of the megatrend on the development of an automobile manufacturer
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • LINDEMANN, Udo, 2016. Handbuch Produktentwicklung, Carl Hanser Verlag; ISBN 978-3-446-44518-5 • KAMPKER, Achim, Dirk VALLEE et al., 2018. Elektromobilität: Grundlagen einer Zukunftstechnologie, Springer; ISBN 978-3-662-53136-5 • PFEFFER, Joachim, 2019. Grundlagen der agilen Produktentwicklung: Basiswissen zu Scrum, Kanban, Lean Development, Peppair; ISBN 3947487002/ EAN 9783947487004 • Beate Bender, Kilian Gericke Hrsg. (2019): Pahl/Beitz Konstruktionslehre: Methoden und Anwendung erfolgreicher Produktentwicklung; Springer Vieweg; ISBN 978-3-662-57302-0 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • DIEZ, Willi, 2018. Wohin steuert die Automobilindustrie? 2., überarbeitete und aktualisierte Auflage, Berlin (u.a.): De Gruyter. ISBN 978-3110481150 • EHRENSPIEL, Klaus und Harald MEERKAMM, 2017. Integrierte Produktentwicklung: Denkabläufe, Methodeneinsatz, Zusammenarbeit, Hanser; ISBN 3110481154/ EAN: 9783110481150 • JOCHEM, Roland und Katja LANDGRAF, 2011. Anforderungsmanagement in der Produktentwicklung: Komplexität reduzieren, Prozesse optimieren, Qualität sichern, Symposion; ISBN 978-3939707844 • RADEMACHER, Martin H. H., 2014. Virtual Reality in der Produktentwicklung: Instrumentarium zur Bewertung der Einsatzmöglichkeiten am Beispiel der Automobilindustrie, Springer Vieweg; ISBN 978-3658070120

2.11 Mobility Trends and Concepts						
Module Title	Mobilitätstrends und Konzepte			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	<u>Wagner, Harry</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Mobilitätstrends und Konzepte (Major: Automotive & Mobility Management)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – oral exam					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • know the basics of mobility management and are able to distinguish the different mobility solutions according to their basic structural characteristics (passenger transport, freight transport, urban mobility, supra-regional mobility). • are able to classify individual urban mobility concepts on the basis of different delimitation criteria. • have an overview of different mobility concepts of global metropolises and are able to describe their advantages and disadvantages. • have understood how innovative mobility concepts differ from the traditional ones and are able to describe the shifting value added from pure transport to mobility information services. 					
Content	<ul style="list-style-type: none"> • Basics of mobility management • Mobility Trends • Structuring characteristics of mobility solutions • Mobility modes: Motorised individual transport (MIV), public transport (ÖV), non-motorised transport (NMIV), freight transport (GV) • Urbanisation and urban development • Mobility concepts in urban and rural environments 					
Hint						
Literature	<ul style="list-style-type: none"> • WAGNER, Harry, und Stefanie Kabel, 2018. Mobilität 4.0 – neue Geschäftsmodelle für Produkt- und Dienstleistungsinnovationen. Wiesbaden: Springer-Gabler. ISBN 978-3-658-21105-9 					

	<ul style="list-style-type: none">• PROFF, Heike, 2014. Radikale Innovationen in der Mobilität – technische und betriebswirtschaftliche Aspekte. Wiesbaden: SpringerGabler. ISBN 978-3-658-03102-2• BRAKE, Matthias, 2009. Mobilität im regenerativen Zeitalter: Was bewegt uns nach dem Öl? Hannover: Heise. ISBN 978-3-936931-61-7• ILLGMANN, Gottfried und Klemens Polatschek, 2013. Zukunft der Mobilität: Wie viel Personenverkehr werden wir uns leisten können? Berlin: Collective Intelligence Press. ISBN 978-3944744001
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2.11 Methods & Instruments of Strategic Controlling						
Module Title	Methoden & Instrumente des Strategischen Controllings			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Graap, Torsten; <u>Schmidt, Karin</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Methoden & Instrumente des Strategischen Controllings (Major: Controlling & Finance)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – oral exam (15-30 min)					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • are able to correctly classify the topic of "Strategic Management". • and recognise the possibilities and limits of support from "Strategic Controlling". • are able to define goals and apply the corresponding instruments of "Strategic Controlling". • learn how to deal with futurology from various sources and are able to independently develop creative strategic development opportunities for companies. • are enabled to assess and master the application possibilities and the use of the described instruments in business practice. 					
Content	<ul style="list-style-type: none"> • Basics of strategic management • Differences between operational and strategic controlling • Various concepts of future developments (e.g. megatrend theory, Club of Rome, transformation theory) • Tools of strategic controlling, such as SWOT analysis, early detection systems, various strategy concepts 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • ALTER, Roland: Strategisches Controlling, 2013. Unterstützung des strategischen Managements, 2. Aufl., München: Oldenbourg. ISBN 9783486756036 					

	<ul style="list-style-type: none">• BAUM, Heinz-Georg, Adolf G. COENENBERG und Thomas GÜNTHER, 2013. Strategisches Controlling, 5. Auflage. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-2971-9.• HORX, Matthias. 2014. Das Megatrend-Prinzip. München: Pantheon Verlag. ISBN 978-3570552148• MÜLLER, Armin, 2009. Grundzüge eines ganzheitlichen Controllings, München: Oldenbourg, 2. Auflage. ISBN 978-3486583434 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• HORVATH, Peter, Ronald GLEICH und Mischa SEITER, 2019. Controlling, 14. Aufl., München: Vahlen. ISBN 978-3800658695
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2.11 Methods & Instruments of Operational Controlling						
Module Title	Methoden & Instrumente des Operativen Controllings			Module No	2.11	
Lecturer(s) / responsible for module	<u>Mayr, Michael</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Methoden & Instrumente des Operativen Controllings (Major: Controlling & Finance)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 – written exam, 90 min					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students...</p> <ul style="list-style-type: none"> • master the classical instruments and methods of operative controlling. • know the tool of integrated corporate planning in detail and can apply the required methods in practice. • can prepare business decisions on the basis of key figures. • are familiar with modern instruments of result deviation analysis. • are familiar with the structuring and presentation of a target-oriented information system. • have learnt how to apply these tools on the basis of practical case studies. 					
Content	<ul style="list-style-type: none"> • Definition and tasks of operational controlling • Integrated corporate planning and budgeting • Instruments and variants of planning • Methods of investment controlling • Transfer pricing methodologies • Systematic result deviation analysis • Reporting and key figure systems • Case studies on selected topics 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • FISCHER, Thomas M., Klaus MÖLLER und Wolfgang SCHULTZE, 2015. Controlling: Grundlagen, Instrumente und Entwicklungsperspektiven. 2. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3390-7, 3-7910-3390-5 					

	<ul style="list-style-type: none">• WEBER, Jürgen und Utz SCHÄFFER, Juli 2016. Einführung in das Controlling. 15. Auflage. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3574-1, 3-7910-3574-6 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• STEINLE, Claus und Andreas DAUM, 2007. Controlling: Kompendium für Ausbildung und Praxis. 4. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-2679-4, 3-7910-2679-8• GLADEN, Werner, 2014. Performance Measurement: Controlling mit Kennzahlen [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-05138-9. Verfügbar unter: https://doi.org/10.1007/978-3-658-05138-9.
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2.11 Portfolio Management - Institutions, Modelling and Practical Implementation						
Module Title	Portfoliomanagement – Institutionen, Modellierung und praktische Umsetzung			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	<u>Sinha, Tanja</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Portfoliomanagement – Institutionen, Modellierung und praktische Umsetzung (Major: Controlling & Finance)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • have an overview of the common financial market indices and at the same time know the basic functioning of stock, bond and currency markets. • know the basics of portfolio theory and the relationship between return and risk. • know the contents of portfolio selection theory according to Markowitz. • know the statements of the Capital Asset Pricing Model as well as risk-adjusted performance measures based on it. • understand the characteristics of prices and price trends. • know processes for describing price and yield time series. • know index and factor models for forecasting expected returns. • have an overview of the different concepts of market efficiency. 					
Content	<ul style="list-style-type: none"> • Financial market indices and functioning of financial markets • Basics of portfolio theory • Portfolio Selection Theory • Capital Asset Pricing Model • Empirical behaviour of prices and returns • Index and factor models • The different concepts of market efficiency 					
Hint						

<p>Literature</p>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • FRANZEN, Dietmar und SCHÄFER, Klaus, 2018, Assetmanagement, Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3829-2, 978-3-7910-3830-8 • SPREMANN, K. und P. GANTENBEIN, 2014. Zinsen, Anleihen, Kredite. 5. Auflage. München [u.a.]: Oldenbourg. ISBN 978-3-486-70269-9 • ELTON, Edwin J. und Martin Jay GRUBER, 1995. Modern portfolio theory and investment analysis. 5. Auflage. New York, NY [u.a.]: Wiley. ISBN 0-471-00743-9 • BREALEY, Richard A., Stewart C. MYERS und Franklin ALLEN, 2017. Principles of corporate finance. T. Auflage. New York: McGraw-Hill Education. ISBN 978-1-259-25333-1, 978-1-259-14438-7 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • MARKOWITZ, Harry, 1952. Portfolio Selection. In: The Journal of Finance. 7(1), S.77-91. ISSN http://links.jstor.org/sici?sici=0022-1082%28195203%297%3A1%3C77%3APS%3E2.0.CO%3B2-1 • SHARPE, William F., 1964. Capital Asset Prices: A Theory of Market Equilibrium under Conditions of Risk. In: The Journal of Finance. 19(3), S. 425-442.
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2.11 Corporate Finance - Instruments, Valuation and Capital Structure						
Module Title	Unternehmensfinanzierung – Instrumente, Bewertung und Kapitalstruktur			Module No	2.11	
Lecturer(s) / responsible for module	Habermann, Mandy					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Unternehmensfinanzierung – Instrumente, Bewertung und Kapitalstruktur (Major: Controlling & Finance)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • know primary financing instruments, especially those traded on financial markets. • can apply the main methods and instruments used to value these financial instruments. • can determine the entrepreneurial capital structure and the associated cost of capital. • know measures to optimise the cost of capital and are able to assess them. 					
Content	<ul style="list-style-type: none"> • Presentation and analysis of the most important primary financial instruments • Valuation methods for shares and interest rate products • Overview of essential theories on capital structure • Determination of the cost of capital of significant financial instruments • Measures to change the capital structure and capital costs 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • PAPE, U., 2018. Grundlagen der Finanzierung und Investition, 4. Auflage. Berlin [u.a.]: Oldenbourg. ISBN 978-3-11-057864-5 • PERRIDON, L., M. STEINER und A. RATHGEBER, 2017. Finanzwirtschaft der Unternehmung. 17. Auflage. München: Verlag Vahlen. ISBN 978-3-8006-5267-9, 978-3-8006-4900-6 • SPREMANN, K. und P. GANTENBEIN, 2014. Zinsen, Anleihen, Kredite. 5. Auflage. München [u.a.]: Oldenbourg. ISBN 978-3-486-70269-9 					

	<ul style="list-style-type: none"> • SPREMANN, K. und A. GRÜNER, 2019. Finance, Investition – Unternehmensfinanzierung - Kapitalstruktur, 5. Auflage. Berlin [u.a.]: Oldenbourg. ISBN 978-3-11-047221-9 • SCHMIDT, R. und E. TERBERGER, 1997. Grundzüge der Investitions- und Finanzierungstheorie. 4. Auflage, Wiesbaden: Gabler. 3409437002 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • BREALEY, Richard A., Stewart C. MYERS und Franklin ALLEN, 2017. Principles of corporate finance. T. Auflage. New York: McGraw-Hill Education. ISBN 978-1-259-25333-1, 978-1-259-14438-7 • DRUKARCZYK, J. und A. SCHÜLER, 2016. Unternehmensbewertung. 7. Auflage. München: Verlag Vahlen. ISBN 978-3-8006-4777-4, 978-3-8006-4778-1 • KROLLE, S., Schmitt, G. und B. Schwetzler, 2005. Multiplikatorverfahren in der Unternehmensbewertung: Anwendungsbereiche, Problemfälle, Lösungsalternativen. Stuttgart: Schäffer-Poeschel. 978-3-7910-2390-8 • LUDERER, B. 2015. Starthilfe Finanzmathematik, 4. Auflage. Wiesbaden: Springer. 978-3-658-08424-0 • PEEMÖLLER, V., 2019. Praxishandbuch der Unternehmensbewertung. 7. Auflage. Herne: NWB. ISBN 978-3-482-51187-5
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2.11 Logistics Management						
Module Title	Logistikmanagement			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Mayr, Michael; Schuderer, Peter					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Logistikmanagement (Major: Operations & Supply Chain Management)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • know basic logistics definitions and problems and are able to describe processes in the company in a model way. • have a command of the methodological basics for analysing the current status and optimisation potential of material and information flows. • have an overview of innovative methods for logistics processes, especially in operative procurement and distribution logistics. • have grasped the importance of key figure-oriented logistics management and are able to apply problem-oriented logistics key figures. 					
Content	<ul style="list-style-type: none"> • Basics of logistics and logistics management • Goals and methods of logistics management • Design principles in flow systems • Waste in value creation systems • Value stream analysis and design • Problems and solution methods of procurement logistics • Central problems and solution methods of distribution logistics • Concepts for inventory management and methods for the optimization of inventory types • Transport concepts and methods for the optimization of off-site transport flows • Concepts of logistics management and controlling 					
Hint						
Literature	<i>Compulsory:</i>					

	<ul style="list-style-type: none"> • HEIZER, Jay; RENDER, Barry, 2020. Operations Management: Sustainability and Supply Chain Management, 13th edition, Boston: Pearson • KLAUS, Peter, Winfried KRIEGER und Michael KRUPP, 2012. Gabler Lexikon Logistik: Management logistischer Netzwerke und Flüsse. ISBN 978-3-8349-7172-2 • SCHÖNSLEBEN, Paul, 2016. Integrales Logistikmanagement: Operations und Supply Chain Management innerhalb des Unternehmens und unternehmensübergreifend. ISBN 978-3-662-48334-3 • SCHULTE, Christof, 2017. Logistik - Wege zur Optimierung der Supply Chain. 7. Auflage. München: Vahlen. • SLACK, Nigel; BRANDON-JONES, Alistair, 2019; Operations Management, 9th edition, Boston: Pearson • THONEMANN, Ulrich, 2015. Operations Management - Konzepte, Methoden und Anwendungen. 3. Auflage. München: Pearson Studium. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • CHOPRA, Sunil; MEINDL, Peter, 2014. Supply Chain Management: Strategie, Planung und Umsetzung. 5. Auflage. Hallbergmoos: Pearson. ISBN 978-3-86894-188-3 • ERLACH, Klaus, 2010. Wertstromdesign: Der Weg zur schlanken Fabrik. 2. Auflage. Heidelberg: Springer. • ROTHER, Mike und John SHOOK, 2015. Sehen lernen: Mit Wertstromdesign die Wertschöpfung erhöhen und Verschwendung beseitigen. 4. Auflage. • WANNENWETSCH, Helmut, 2014. Integrierte Materialwirtschaft, Logistik und Beschaffung. ISBN 978-3-642-45023-5
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2.11 Industrial Logistics and Lean Production						
Module Title	Industrielle Logistik und Lean Production			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	<u>Schuderer, Peter</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Industrielle Logistik und Lean Production (Major: Operations & Supply Chain Management)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • master the most important components of the material and information flow in the industrial value-added process under economic and technical aspects. • can classify the relevant systems for planning and controlling the supply chain with a focus on the value-added processes. • have an overview of logistics information systems and in-depth knowledge of the functional groups and functions of production processes (Make), the management of upstream (Source) and downstream processes (Deliver) and reverse logistics (Return). • have an overview of the logistics functions based on concrete case studies from operational practice. 					
Content	<p>1 Fundamentals of material flow and value creation systems</p> <p>2 Transport and storage systems</p> <ul style="list-style-type: none"> • Transport and handling systems • Warehouse and picking systems • IT support in transport, warehouse and picking <p>3 Procurement logistics</p> <ul style="list-style-type: none"> • Goods receipt • Concepts of external material procurement • IT support in procurement (eProcurement) <p>4 Production Logistics and Lean Production</p> <ul style="list-style-type: none"> • Factory planning according to material flow • Production planning and control 					

	<ul style="list-style-type: none"> • Production-synchronous material supply etc.) • Innovative manufacturing concepts and production systems • Industry 4.0/Logistics 4.0 • IT support in production (eProduction) <p>5 Distribution logistics</p> <ul style="list-style-type: none"> • just-in-time / just-in-sequence • IT support in distribution (eDistribution) <p>6 Disposal logistics (Sustainable SCM)</p> <p>Keywords: transport/conveyor/loading aids, continuous/ discontinuous conveyors, storage technology, picking technology, basics and classification of logistic information systems (supply chain, business processes, functions, technologies), supply chain application systems (SCM, ERP, PPS, JiT/JiS systems, SynchroLog, cyber-physical systems, industry 4.0), production planning and control (basic data generation/management, sales/production program planning, quantity planning, deadline and capacity planning, order initiation/monitoring), workshop/production control, lean management, production systems</p>
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HAUSLADEN, Iris, 2016. IT-gestützte Logistik - Systeme - Prozesse - Anwendungen. 3. Auflage. Berlin: Springer Gabler. ISBN 978-3-658-13079-4 • KLAUS, Peter, KRIEGER, Winfried und KRUPP, Michael, 2012. Gabler Lexikon Logistik: Management logistischer Netzwerke und Flüsse. 5. Auflage., Gabler, ISBN 978-3-834-93371-3 • SCHÖNSLEBEN, Paul, 2016. Integrales Logistikmanagement: Operations und Supply Chain Management innerhalb des Unternehmens und unternehmensübergreifend. 7. Aufl. Berlin: Springer. ISBN 978-3-662-48334-3, • SCHULTE, Christof, 2017. Logistik - Wege zur Optimierung der Supply Chain. 7. Auflage. München: Vahlen, ISBN 978-3-800-65118-4 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • ARNOLD, Dieter und Kai FURMANS, 2019. Materialfluss in Logistiksystemen. 7. Auflage. Berlin: Springer, ISBN 978-3-662-60387-1 • KLUG, Florian, 2018. Logistikmanagement in der Automobilindustrie: Grundlagen der Logistik im Automobilbau. 2. Auflage. Berlin: Springer. ISBN 978-3-662-55872-0 • MERTENS, Peter, 2013. Integrierte Informationsverarbeitung 1: Operative Systeme in der Industrie. 18. Auflage. Berlin: Springer. ISBN 978-3-8349-4394-1 • WANNENWETSCH, Helmut, 2014. Integrierte Materialwirtschaft, Logistik und Beschaffung. 5. Aufl. Berlin: Springer. ISBN 978-3-642-45023-5

2.11 Practice Project on Operational Excellence						
Module Title	Praxisprojekt zur Operational Excellence			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	<u>Schuderer, Peter</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Praxisprojekt zur Operational Excellence (Major: Operations & Supply Chain Management)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – oral exam					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> - apply the contents (methods and techniques) learned in the courses L1 and L2 in real use cases in companies - contribute to sustainable improvements within the respective companies (no game projects!). - carry out an analysis of the current situation within the framework of a project in a company for a concrete task. - create a target concept. - present successfully to the decision makers of the company. - prepare the project results and document them in a results report. - gain skills to be able to solve logistical problems independently in practical use. 					
Content	<p>Methods and techniques of operational excellence</p> <ul style="list-style-type: none"> • Principles • Analysis methods (ABC, XYZ analysis, process representation, muda etc.) • Information flow • Material flow • Value stream analysis and design • Process analysis • Practice project in the company • Introduction to the project • Data acquisition • As-is analysis (processes, IT systems, strengths and weaknesses analysis) 					

	<ul style="list-style-type: none"> • Target concept • Presentation • Follow-up/Documentation
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • ERLACH, Klaus, 2010. Wertstromdesign - der Weg zur schlanken Fabrik. 2. Auflage. Berlin/Heidelberg: Springer. ISBN 978-3-540-89866-5 • KLAUS, Peter, KRIEGER, Winfried und KRUPP, Michael, 2012. Gabler Lexikon Logistik: Management logistischer Netzwerke und Flüsse. 5. Auflage., Gabler, ISBN 978-3-834-93371-3 • ROTHER, Mike, und Rick HARRIS, 2006. Kontinuierliche Fließfertigung organisieren: Praxisleitfaden zur Einzelstück-Fließfertigung für Manager, Ingenieure und Meister in der Produktion. Lean Enterprise Institute. ISBN 978-0-974-32258-2 • ROTHER, Mike und John SHOOK, 2015. Sehen lernen: mit Wertstromdesign die Wertschöpfung erhöhen und Verschwendung beseitigen. LMI Forum GmbH. ISBN 978-3-9809521-1-8 • SCHULTE, Christof, 2017. Logistik - Wege zur Optimierung der Supply Chain. 7. Auflage. München: Vahlen, ISBN 978-3-800-65118-4 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • KLUG, Florian, 2018. Logistikmanagement in der Automobilindustrie: Grundlagen der Logistik im Automobilbau. 2. Auflage. Berlin/Heidelberg: Springer. ISBN 978-3-662-55872-0 • OHNO, Taiichi, 2013. Das Toyota-Produktionssystem. 3. Auflage. Frankfurt/New York: Campus. ISBN 978-3-593-39929-4

2.11 B2B Sales Management and Psychology of Communication						
Module Title	B2B Vertriebsmanagement und Psychologie der Kommunikation			Module No	2.11	
Lecturer(s) / responsible for module	Hofbauer, Günter; Sangl, Anita					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	B2B Vertriebsmanagement und Psychologie der Kommunikation (Major: Marketing & Sales)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • are able to apply the instruments and methods of market-oriented corporate management to various tasks in sales and communication and to measure and assess their success using concrete success indicators. • have the knowledge of the contribution of marketing communication and sales management to success and can adequately formulate tasks. • are capable of recognizing and applying the psychology of communication in specific individual cases. • are able to apply social techniques of communication. • have the competence to achieve the targeted activation of market potential through measures of integrated marketing communication. • are able to assess and apply the possibilities of acquisition and customer loyalty through professional sales management. 					
Content	<ul style="list-style-type: none"> • Psychological aspects in marketing relationship management • Importance and tasks of marketing communication • Attention-grabbing image communication and social techniques • Brand management, image policy and corporate identity • The Communication Cycle - with 11 phases to success • Creativity and design principles • Basics for professional sales management • Content and objectives of sales management • Customer life cycle concept and procedures • The Selling Cycle - with 11 phases to success 					

	<ul style="list-style-type: none"> • Impact parameters, performance indicators and controlling
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HOFBAUER, Günter und Claudia HELLWIG, 2016. Professionelles Vertriebsmanagement: der prozessorientierte Ansatz aus Anbieter- und Beschaffersicht. 4. Auflage. Erlangen: PUBLICIS. ISBN 978-3-89578-437-8, 978-3-89578-938-0 • HOFBAUER, Günter und Christina HOHENLEITNER, 2005. Erfolgreiche Marketing-Kommunikation: Wertsteigerung durch Prozessmanagement. München: Vahlen. ISBN 3-8006-3239-X • HOFBAUER, Günter, 2015. The Characterization of Alpha Communicators in the Context of Communication and Diffusion. In: Journal of Business and Economics. 6(1), S.50-58. ISSN 2155-7950 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • HOFBAUER, Günter und Barbara SCHÖPFEL, 2010. Professionelles Kundenmanagement: ganzheitliches CRM und seine Rahmenbedingungen. Erlangen: PUBLICIS. ISBN 978-3-89578-331-9, 3-89578-331-5 • HOFBAUER, Günter, Thomas FINK und Karina HOFBAUER, 2014. Erfolgreich verhandeln: so kommen Sie gezielt zum Vertragsabschluss. Berlin: Uni-Edition. ISBN 978-3-944072-25-8

2.11 Market Research						
Module Title	Marktforschung			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Heinisch, Stefan; <u>Raab-Kuchenbuch, Andrea</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Marktforschung (Major: Marketing & Sales)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 – written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<ul style="list-style-type: none"> • Students are familiar with the marketing research methods used in practice and are able to apply them systematically within the marketing research process. • Students can apply the most important methods of statistical data analysis and know their possibilities and limitations. • Students are able to solve practical marketing research problems independently. • Students receive a practical introduction to the SPSS software and are able to interpret outputs. 					
Content	<ul style="list-style-type: none"> • Market research and marketing research in context • The marketing research process • Recognize and define the goal of the investigation • Create research plan and collect data • Analyse and interpret collected data • Marketing research on the basis of a practical work • Introduction training in SPSS 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • RAAB, Andrea, Andreas POOST und Simone EICHHORN, 2009. Marketingforschung - Ein praxisorientierter Leitfaden. ISBN 978-3170207509 • BEREKOVEN, Ludwig, ECKERT, Werner, ELLENRIEDER, Peter, 2006. Marktforschung: methodische Grundlagen und praktische Anwendung [online]. Wiesbaden: Gabler PDF e-Book. ISBN 3-8349-0317-5, 978-3-8349-0317-4. Verfügbar unter: https://doi.org/10.1007/978-3-8349-9062-4. 					

	<ul style="list-style-type: none"> • NIESCHLAG, Robert, Erwin DICHTL und Hans HÖRSCHGEN, 2002. Marketing. 19. überarb. u. erg. Aufl., Duncker & Humblot. ISBN 978-3-428-10930-2 • SCHWARZE, Jochen, 2013. Aufgabensammlung zur Statistik. 7., vollst. überarb. Auflage. Berlin: NWB Verlag. ISBN 978-3-482434570 • 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. Verfügbar unter: https://doi.org/10.1007/978-3-658-05995-8. • GÜNTHER, Martin, Ulrich VOSSEBEIN und Raimund WILDNER, 2006. Marktforschung mit Panels: Arten, Erhebung, Analyse, Anwendung. 2. Auflage. Wiesbaden: Gabler. ISBN 3-409-22244-8, 978-3-409-22244-0 <p><i>Recommended:</i> None</p>
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2.11 Marketing Performance with Product and Price						
Module Title	Marketing Performance mit Produkt und Preis			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Hofbauer, Günter; Sangl, Anita					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Marketing Performance mit Produkt und Preis (Major: Marketing & Sales)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • are able to interpret customer wishes in order to uncover market potentials and to formulate a demand-oriented offer. • are able to analyse purchase decision processes and gain a pro-found understanding of the buying behaviour of both companies and consumers. • are able to use this knowledge to design and coordinate the performance-forming components. • know the critical success factors for innovations through the in-depth presentation of the product management process. • have the competence to use the success potential of the company through product management measures. • are capable of independently applying the marketing instruments in practice. • are capable of managing product and innovation processes in a target-oriented manner and to assess them adequately. 					
Content	<ul style="list-style-type: none"> • Basics for product management • Innovation and technology • Purchase decision processes as the basis for product design • Integrated procurement marketing • Diffusion management and the dissemination of innovations • Professional price and cost management • Legal framework • Organization and requirements for product management • Process orientation in product management • The Product Management Cycle - with 11 phases to success 					

Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HOFBAUER, Günter und Anita SANGL, 2018. Professionelles Produktmanagement: der prozessorientierte Ansatz, Rahmenbedingungen und Strategien. 3. Auflage. Erlangen: Publicis Pixelpark. ISBN 978-3-89578-473-6, 3-89578-473-7 • HOFBAUER, Günter und Sabine KNÖR, 2015. Professionelles Preismanagement: die Komponenten langfristig wirksamer Preisgestaltung. Erlangen: Publicis. ISBN 978-3-89578-454-5, 3-89578-454-0 • HOFBAUER, Günter und Sabine BERGMANN, 2012. Prinzipien des Innovations- und Technologiemanagements. Ingolstadt: Fachhochschule. ISBN http://opus4.kobv.de/opus4-haw/frontdoor/index/index/id/39/docId/39 • HOFBAUER, Günter und HOFBAUER, Karina, 2016. The Innovation-Alignment-Portfolio to balance Exploitation and Exploration of Innovations. In: China-USA Business Review. 2016(9), S.417-424. ISSN 1537-1514 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • HOFBAUER, Günter und Karoline DÜRR, 2011. Der Kunde - das unbekannte Wesen: psychologische und soziologische Einflüsse auf die Kaufentscheidung. 2. Auflage. Berlin: Uni-Ed. ISBN 978-3-942171-19-9

2.11 Digital Marketing						
Module Title	Digital Marketing			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	<u>Decker, Alexander</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Digital Marketing (Major: Marketing & Sales)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature, especially via online research, is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students acquire application and practice-oriented knowledge about digital marketing.</p> <ul style="list-style-type: none"> • They understand the basics of strategy development in online marketing including social media. • They understand the most important tools in digital marketing and their structure and functioning. • They know the forms, application possibilities and analysis methods of social media platforms. • They can distinguish best from worst cases in digital marketing. • They know how to use the different tools in daily business and what has to be considered separately for each tool. • They learn to understand and use selected digital marketing tools. • They know the most important do's and don'ts in digital marketing. • They are able to apply the acquired knowledge within the framework of a practical project. • They also train their analytical skills, presentation techniques and communication skills. 					
Content	<ol style="list-style-type: none"> 1. Introduction and overview to digital marketing 2. Basics of website design 3. Classic instruments of digital marketing <ol style="list-style-type: none"> 3.1 Display Advertising 3.2 SEO 3.3 SEA 3.4 Affiliate Marketing 3.5 E-mail marketing 					

	<p>4. Further instruments in digital marketing</p> <p>4.1 Content Marketing</p> <p>4.2 Viral marketing</p> <p>4.3 AR, MR and VR</p> <p>4.4 Gamification</p> <p>5. Social media marketing - the SoMe strategy process</p>
Hint	None
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • DECKER, Alexander (2019): Der Social-Media-Zyklus. Springer Gabler. ISBN 3658228725/ EAN 9783658228729 • KINGSNORTH, Simon (2016): Digital Marketing Strategy: an integrated approach to online marketing. Kogan Page. ISBN 978-0749474706 • KREUTZER, Ralf T. (2018): Praxisorientiertes Online-Marketing: Konzepte - Instrumente – Checklisten. Springer Gabler. ISBN 978-3658179113 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • BABKA, Stefanie (2016): Social Media für Führungskräfte: Behalten Sie das Steuer in der Hand. Springer Gabler. ISBN 978-3658057664 • CHAFFEY, Dave & ELLIS-CHADWICK, Fiona (2012): Digital Marketing – Strategy, Implementation and Practice. 5. Auflage. Harlow: Pearson. ISBN 978-0273746102 • GRABS, Anne; BANNOUR, Karim-Patrick; VOGL, Elisabeth (2018): Follow me! Erfolgreiches Social Media Marketing mit Facebook, Instagram und Co. Rheinwerk Computing. ISBN 978-3836262316 • JARVIS, Jeff (2009): What would Google do. Harper Business. ISBN 978-0061709715 • KREUTZER, Ralf T.; LAND, Karl-Heinz (2016): Digitaler Darwinismus: Der stille Angriff auf Ihr Geschäftsmodell und Ihre Marke. Springer Gabler. ISBN 978-3-658-11305-6 • LAMMENNETT, Erwin (2019): Praxiswissen Online-Marketing. Springer Gabler. 7. Auflage. ISBN 978-3658251345 • PEIN, Vivian (2018) Der Social Media Manager. Handbuch für Ausbildung und Beruf. Reinwerk Computing. 3. Auflage. ISBN 978-3836256193 RYAN, Damian (2015): Understanding Social Media: How to create a plan for your business that works. Kogan Page. ISBN 978-0749473563 <p>But especially also research in the www.</p>

2.11 Personnel and Organisational Development

Module Title	Personal- und Organisationsentwicklung	Module No	2.11			
Lecturer(s) / <u>responsible for module</u>	Doyé, Thomas; Grein, Eberhard; <u>Lieske, Claudia</u> ; Regler, Michaela					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Personal- und Organisationsentwicklung (Major: HR Management & CSR)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Personnel and organisational development:</p> <p>Students know the basics and components of HR management and organizational management. Students are familiar with the basics and principles of personnel and organisational development.</p> <p>Students have a deeper insight into labour law topics as well as international HR management and an overview of change management as a current field of organisational and personnel management. They understand the importance of employees as human capital and are familiar with various aspects of employee remuneration.</p>					
Content	<p>Personnel and organisational development:</p> <ul style="list-style-type: none"> • Fields of activity of HR management and organisational management in times of digitalisation and globalisation • HR roles, human capital, HR value drivers + feedback • International HR Management • Variable remuneration + additional company benefits • Justification, contents + termination of employment contracts • Special protection against dismissal • Change Management as a current field of organizational and personnel management • Personnel assessment + personnel planning 					
Hint						
Literature	<i>Compulsory:</i>					

	<ul style="list-style-type: none"> • DOWLING, Peter J., Marion FESTING und Allen D. ENGLE, 2017. International human resource management. 7. Auflage. Andover: Cengage Learning. ISBN 978-1-4737-1902-6 • EISELE, Daniela und Thomas DOYÉ, 2010. Praxisorientierte Personalwirtschaftslehre: Wertschöpfungskette Personal. 7. Auflage. Stuttgart: Kohlhammer. ISBN 978-3-17-020095-1, 978-3-17-029451-6 • BERTHEL, Jürgen und Fred G. BECKER, 2017. Personal-Management: Grundzüge für Konzeptionen betrieblicher Personalarbeit. 11. Auflage. Stuttgart: Schäffer-Poeschel Verlag für Wirtschaft Steuern Recht GmbH. ISBN 978-3-7910-3738-7 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • DOYÉ, Thomas, MARTIN, Richard, 2010. Organisationsentwicklung und Abbau von Widerständen gegen Veränderungen. In: Change management. • APPEL, Wolfgang, 2013. Digital Natives: was Personaler über die Generation Y wissen sollten [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-00543-6, 978-3-658-00542-9. Verfügbar unter: https://doi.org/10.1007/978-3-658-00543-6. • OLFERT, Klaus, 2016. Personalwirtschaft. 10. Auflage. Herne: Kiehl. ISBN 978-3-470-49680-1
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2.11 Human Resource Management

Module Title	Human Resource Management	Module No	2.11			
Lecturer(s) / <u>responsible for module</u>	Münichsdorfner, Daniel; <u>Quenzler, Alfred</u> ; Schütz, Stefan					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Human Resource Management (Major: HR Management & CSR)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Human Resource Management:</p> <p>The students:</p> <ul style="list-style-type: none"> know the most important fields of activity, instruments and topics of Human Resource Management. can apply this knowledge to concrete problems. 					
Content	<p>Human Resource Management:</p> <p>Exemplary deepening of selected key topics by means of exercises and case studies.</p> <ul style="list-style-type: none"> Employer branding and employer attractiveness in times of shortage of skilled workers Work organisation 4.0. and New Work in times of digitalisation The importance of corporate culture and values Social media as a central instrument in the recruiting process Job satisfaction and lifelong learning Demography-based personnel management Talent Management as a strategic HR topic Knowledge of innovative personnel instruments such as Talent Relationship Management Use of concrete instruments and procedures of operational personnel management HR controlling as the basis for sensible planning Processing of practice-oriented case studies and examples 					
Hint						

<p>Literature</p>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • EISELE, Daniela und Thomas DOYÉ, 2010. Praxisorientierte Personalwirtschaftslehre: Wertschöpfungskette Personal. 7. Auflage. Stuttgart: Kohlhammer. ISBN 978-3-17-020095-1 • FESTING, Marion, 2011. Internationales Personalmanagement [online]. Wiesbaden: Gabler PDF e-Book. ISBN 978-3-8349-0379-2, 3-8349-0379-5. Verfügbar unter: https://doi.org/10.1007/978-3-8349-6421-2. • DESSLER, Gary, 2017. Human resource management. 15. Auflage. Boston; Munich [und viele weitere]: Pearson. ISBN 978-1-292-15210-3, 1-292-15210-9 • BARTSCHER, Thomas und Regina NISSEN, 2017. Personalmanagement: Grundlagen, Handlungsfelder, Praxis. 2. Auflage. Hallbergmoos: Pearson. ISBN 978-3-86894-281-1, 3-86894-281-5 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • ULRICH, David, 1999. Strategisches Human-Resource-Management. München; Wien: Hanser. ISBN 3-446-21228-0 • JUNG, Hans, 2017. Personalwirtschaft [online]. Berlin; Boston: De Gruyter Oldenbourg PDF e-Book. ISBN 978-3-11-049309-2, 978-3-11-049153-1. Verfügbar unter: https://doi.org/10.1515/9783110493092. • SCHOLZ, Christian, 2014. Personalmanagement: informationsorientierte und verhaltenstheoretische Grundlagen. 6. Auflage. München: Vahlen. ISBN 978-3-8006-4869-6, 978-3-8006-3680-8
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2.11 Personnel and Organisational Development Projects

Module Title	Personal- und Organisationsentwicklung Projekte	Module No	2.11			
Lecturer(s) / <u>responsible for module</u>	<u>Quenzler, Alfred</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Personal- und Organisationsentwicklung Projekte (Major: HR Management & CSR)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • know concepts, procedures and instruments of organisational development and HR management. • are able to develop concepts and concrete proposals for solutions to current problems of companies and practical problems on the basis of concrete practical projects of partner companies. • are able to work in a problem-solving and structured manner, apply concrete implementation skills and present them in a goal-oriented manner. 					
Content	<p>Examples of previous projects:</p> <ul style="list-style-type: none"> • Optimization of student retention programs • Social media: Which channels are relevant for target groups? • Analysis of the Spanish employer market • Development of a concept for the introduction of "Campus Scouts" • Benchmark career sites of internationally operating companies • Evaluation of the corporate culture in companies • Process-oriented organization of human resources management • Introduction of a company-specific PE/OE concept • Talent Relationship Management in international companies • Design and implementation of an employee survey • Analysis and launch strategy for an online game of a large company 					
Hint						

Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• MEYER, Helga, REHER, Heinz-Josef, 2016. Projektmanagement: Von der Definition über die Projektplanung zum erfolgreichen Abschluss [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-07569-9, 978-3-658-07568-2. Verfügbar unter: https://doi.org/10.1007/978-3-658-07569-9. <p><i>Recommended:</i></p> <p>None</p>
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2.11 CSR and Compliance Management						
Module Title	CSR and Compliance Management			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Kühl, Christian; Krebs, Jan-Marten					
Language of instruction	English					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	CSR and Compliance Management (Major: HR Management & CSR)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – oral exam					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • know the concept of CSR and are able to explain the theoretical background to the concept. • are able to embed the CSR concept into the framework of sustainable development in general and business administration in particular. • 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. • are able to work with the basic concepts of sustainability controlling and understand the most important key performance indicator (KPI) in that respect. • are able to relate their theoretical knowledge to practical case studies and form an opinion on the CSR activities of companies. • know the concept of compliance and are able to comprehend compliance as a major issue when doing business globally. • understand how compliance influenced by law and company regulations is linked to the ethical behavior of each individual and how they can act accordingly. 					
Content	<ul style="list-style-type: none"> • CSR and the theory of business administration: contradiction in terms? • Is business part of society or “is the business of business business”? • Definition of CSR and relation to the concept of sustainability/sustainable development • Shareholder vs. Stakeholder approach • The four theories of CSR, or: why business should try to do good • Is there a “business case” for CSR? • Sustainability Controlling: green controlling and other measurement techniques 					

	<ul style="list-style-type: none"> • How to implement CSR: examples/case studies from the automotive (and other) industry • Definition of compliance with an international scope • Perception of compliance in different countries and companies • Structure and concepts for corporate compliance • Compliance challenges when making business in a global environment
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • FREEMAN, R. Edward, Jeffrey S. HARRISON, Andrew WICKS, Bidhan L. PARMAR and Simone DE COLLE, 2011. Stakeholder Theory. The State of the Art. New York: Cambridge University Press. ISBN 978-0521137935 • ERNST & YOUNG, 2014. Global Fraud Survey; Overcoming compliance fatigue; Reinforcing the commitment to ethical growth. 13th Global Fraud Survey • http://www.thinkib.net/psychology/page/676/compliance-techniques <p><i>Recommended:</i></p> <p>None</p>

2.11 Business Intelligence & Business Analytics						
Module Title	Business Intelligence & Business Analytics			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Bernhard, Anna; Weichselsdorfer, Kerstin					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Business Intelligence & Business Analytics (Major: Digital Business)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> understand the data flows within companies and are familiar with the principles of system landscapes within companies from data collection to processing and reporting at different management levels. know the Business Intelligence process, the developments and the possible applications of BI systems. know the differentiation to operative systems and the reasons for this. know the basics of business performance measurement systems for different management levels and are able to compile these key figures from a concrete amount of data. are familiar with handling big data and are able to deal with various analysis options of data mining. know the architecture and the most important elements of a data warehouse. are able - on the basis of a concrete business case - to implement the complete BI process incl. reporting on the basis of a business management question using BI software in its basic features. are able to describe the characteristics of Enterprise Resource Planning and are able to classify ERP systems and their architecture in the context of information management. know the advantages and disadvantages of standard software and are able to adapt the main features of this software to company-specific requirements. can record business transactions in an already configured system and work in the system using case studies. understand the challenges involved in introducing new ERP systems in the company. 					

Content	<ul style="list-style-type: none"> • Implementation of one or more classic processes (e.g. purchase-to-pay, order-to-cash, production) in SAP ERP based on a concrete case study • Adjustments to the organizational structure when setting up a new system (read-only) • User and consultant view • Overview and classification of Data Analytics, Big Data and Business Intelligence • Layer architecture of analytical application systems • Data warehouse systems and architecture variants • Application of data analysis methods • Development and implementation of reporting solutions using BI tools
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • GRONAU, Norbert, 2014. Enterprise Ressource Planning - Architektur, Funktionen und Management von ERP-Systemen. Berlin [u.a.]: De Gruyter Oldenbourg. ISBN 978-3-486755749 • KEMPER, Hans-Georg, Henning BAARS und Walid MEHANNA, 2010. Business Intelligence- Grundlagen und praktische Anwendung. Berlin: Springer Gabler. ISBN 978-3-4807192 • GLUCHOWSKI, Peter und Peter CHAMONI, 2016. Analytische Informationssysteme: Business Intelligence-Technologien und -Anwendungen. 5. Auflage. Berlin: Springer Gabler. ISBN 978-3-662-47762-5, 3-662-47762-9 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • MERTENS, Peter, 2013. Integrierte Informationsverarbeitung 1. 18. Aufl. Berlin: Springer Gabler. ISBN 978-3834943941 • MERTENS, Peter und Marco Meier, 2009. Integrierte Informationsverarbeitung 2. Berlin: Springer Gabler. ISBN 978-3834910011

2.11 Electronic and Mobile Business

Module Title	Electronic und Mobile Business	Module No	2.11			
Lecturer(s) / <u>responsible for module</u>	Locher, Christian; <u>Stummeyer, Christian</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Electronic und Mobile Business (Major: Digital Business)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • know the business and technical background of e- and m-business. • understand the special mechanics of Internet-based business models. • are able to transform an e-business business idea into a meaningful business case. • are able to assess the complexity of the technical support of an e-business process, after they have implemented this in a practical team work. 					
Content	<ul style="list-style-type: none"> • What does e- and m-business mean? Economic and technical background • Classical use cases - internal and cross-company processes • Internet economy: rules and mechanics of Internet-based business models • Consolidation of e-commerce • Working in a team to develop an e-business model • Working in a team to plan and implement an application system 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • KOLLMANN, Tobias, 2016. E-Business: Grundlagen elektronischer Geschäftsprozesse in der digitalen Wirtschaft. 6. Auflage. Wiesbaden: Springer Gabler. ISBN 978-3-658-07669-6, 3-658-07669-0 • HEINEMANN, Gerrit, 2017. Der neue Online-Handel: Geschäftsmodell und Kanalexzellenz im Digital Commerce [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-15384-7, 978-3-658-15383-0. Verfügbar unter: https://doi.org/10.1007/978-3-658-15384-7. <p><i>Recommended:</i></p>					

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| | <ul style="list-style-type: none">• GRAF, Alexander und Holger SCHNEIDER, 2015. Das E-Commerce Buch: Marktanalysen - Geschäftsmodelle - Strategien. Frankfurt am Main: dfv Mediengruppe Fachbuch. ISBN 978-3-86641-307-8 |
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2.11 Process and IT Management

Module Title	Prozess- und IT-Management		Module No	2.11		
Lecturer(s) / <u>responsible for module</u>	Hofmann, Jürgen; <u>Schmidt, Werner</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Prozess- und IT-Management (Major: Digital Business)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	The participants should have successfully completed Module 1.4 Digital Transformation & Business Models. An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> know the importance of Business Process Management (GPM / BPM) for the constant (re)alignment of the business processes of the companies with the customer. can apply selected methods and software tools of the integrated BPM cycle in the individual activity bundles of the cycle. know the field of activity and the range of tasks of IT managers. know essential aspects of IT organization as well as the current organizational approaches in connection with the digitalization of companies. understand the essential IT processes according to ITIL and ISO 20.000 and can apply them in the business context. have the background knowledge of the relevant IT outsourcing forms as well as the essential steps and the related tasks and critical success factors in the process of outsourcing IT services. 					
Content	<ul style="list-style-type: none"> Fundamentals of Business Process Management (GPM) / Business Process Management (BPM): GPM/BPM as the engine of digitization Process model (identification, presentation, analysis and optimization of business processes) Design of processes with the help of modern IT tools: from model to executable workflow Monitoring of processes: business process intelligence Organisational aspects of IT (incl. cooperation between IT and business departments), also in connection with digital business IT outsourcing (incl. cloud computing) 					

	<ul style="list-style-type: none"> IT processes (incl. approaches to ITIL)
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> HOFMANN, Jürgen und Werner SCHMIDT, 2010. Masterkurs IT-Management. 2. Auflage. Wiesbaden: Vieweg+Teubner Verlag. ISBN 978-3-8348-0842-4 WESKE, Mathias, 2012. Business Process Management. 2. Auflage. Berlin: Springer-Verlag. ISBN 978-3-642-44441-8 <p><i>Recommended:</i></p> <p>None</p>

2.11 Income Taxes						
Module Title	Ertragsteuern			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Alt, Markus; Bauer, Christian					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Ertragsteuern (Major: Unternehmensbesteuerung & Rechnungslegung)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • can work with income tax law. • know the norms and effects of income taxes as well as the interactions between tax and commercial balance sheets. • are able to recognise the income tax correlations relevant for companies and to work on their design. 					
Content	<ul style="list-style-type: none"> • Consolidation of income tax with a focus on the taxation of entrepreneurial activities of natural persons • Special features of co-entrepreneurship • Consolidation of corporate tax • Consolidation of trade tax • Balance sheet tax bases • Overview of the fiscal unity and the transformation tax law 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HOTTMANN, Jürgen, Markus BECKERS und Heribert SCHUSTEK, 2017. Einkommensteuer. 22. Auflage. • ZENTHÖFER, Wolfgang und Matthias ALBER, 2016. Körperschaftsteuer, Gewerbesteuer. 17. Auflage. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3558-1, 3-7910-3558-4 <p><i>Recommended:</i></p> <p>None</p>					

2.11 Tax Procedure Law, Transfer Taxes and Taxes on Assets

Module Title	Steuerverfahrensrecht, Verkehrssteuern und Substanzsteuern	Module No	2.11			
Lecturer(s) / <u>responsible for module</u>	Jordan, Markus					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Steuerverfahrensrecht, Verkehrssteuern und Substanzsteuern (Major: Unternehmensbesteuerung & Rechnungslegung)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> are able to apply the most important principles of the taxation procedure in Germany to simply structured, practice-oriented cases. know the basics of German inheritance law and the essential norms of inheritance and gift tax law, including the relevant provisions of the valuation law. understand the practical relevance of basic regulations of the German sales tax law including the sales taxation within the European Union (EU). know the essential norms of transaction taxes, taxes on assets and valuation law and know the effects and design of transport and substance taxes. 					
Content	<p>Tax procedure law, transfer taxes and taxes on capital:</p> <p>Basics of the tax procedure:</p> <ul style="list-style-type: none"> Definitions of the tax code Basics of the tax liability and taxation procedure Selected principles of the implementation of taxation Basics of the extrajudicial as well as the judicial appeal procedure Basics of the law on fiscal offences and irregularities Inheritance and gift tax law: Basics of the law of succession Basics of inheritance and gift tax law Tax valuation, especially of real estate and business assets Basics of the value added tax law: Taxable and taxable turnover including turnover taxation in the EU 					

	<ul style="list-style-type: none"> • Location and tax exemptions in turnover tax law • The input tax deduction • Basic information on the taxation procedure in turnover tax law
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • ANDRASCEK-PETER, Ramona und Wernher BRAUN, 2018. Lehrbuch Abgabenordnung. 21. Auflage. Herne/Berlin: nwb-Verlag. ISBN 978-3-482-67511-9 • ANDRASCEK-PETER, Ramona und Wernher BRAUN, 2017. Fallsammlung Abgabenordnung. 18. überarb. Auflage. Herne/Berlin: nwb-Verlag. ISBN 978-3-482-53638-0 • HELMSCHROTT, Hans, Jürgen SCHAEBERLE und Thomas SCHEEL, 2016. Abgabenordnung. 16. Auflage. Stuttgart: Schäffer-Poeschel-Verlag. ISBN 978-3-7910-3676-2 • HEIL, Michael, 2017. Erbrecht, Erbschaftsteuer, Schenkungsteuer. 4. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7992-6998-8 • MEISSNER, Gabi und Alexander NEESER, 2017. Umsatzsteuer. 24. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-4446-0 • HORSCHITZ, Harald, Walter GROß und Peter SCHNUR, 2011. Bewertungsrecht. 13. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3080-7 • GROOTENS, Mathias und Jörg KOLTERMANN, 2019. Lehr- und Trainingsbuch Bewertung und Erbschaftsteuer. 10. Auflage. Herne/Berlin: nwb-Verlag. ISBN 978-3-482-75500-2 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • AX, Rolf und andere, 2017. Abgabenordnung und Finanzgerichtsordnung. 21. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3705-9 • HORSCHITZ, Harald und andere, 2018. Erbschaft- und Schenkungsteuer, Bewertungsrecht. 19. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3701-1 • KURZ, Dieter und Gabi MEISSNER, 2017. Umsatzsteuer. 18. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3671-7

2.11 International Tax Law and Business Decisions

Module Title	Internationales Steuerrecht und unternehmerische Entscheidungen	Module No	2.11			
Lecturer(s) / responsible for module	<u>Zellner, Elisabeth</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Internationales Steuerrecht und unternehmerische Entscheidungen (Major: Unternehmensbesteuerung & Rechnungslegung)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • have knowledge and skills in the case-oriented application of the norms of foreign tax law and double taxation agreements. • know the effects of foreign tax law and double taxation agreements on inbound and outbound investments. • have a basic knowledge of the possibilities of structuring cross-border situations. • can assess the influence of taxation on entrepreneurial decisions. 					
Content	<ul style="list-style-type: none"> • Basics of international tax law • System of DTA law and the allocation of taxation rights based on the OECD Model Convention • Main features of the German Foreign Tax Act, in particular the additional taxation and transfer pricing • Design of inbound and outbound investments from a German tax perspective • Comparison of tax burdens and choice of legal form • Main features of international group tax planning. 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BRÄHLER, Gernot, 2014. Internationales Steuerrecht: Grundlagen für Studium und Steuerberaterprüfung [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-03845-8, 9783658038441. Verfügbar unter: https://doi.org/10.1007/978-3-658-03845-8. <p><i>Recommended:</i></p>					

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| | <ul style="list-style-type: none">• FROTSCHER, Gerrit, 2015. Internationales Steuerrecht. 4., völlig überarbeitete Auflage 2015. München: BECK. ISBN 978-3-406-67870-7 |
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2.11 International Accounting						
Module Title	Internationale Rechnungslegung			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	<u>Jordan, Markus</u>					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Internationale Rechnungslegung (Major: Unternehmensbesteuerung & Rechnungslegung)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • are able to name all elements of external accounting according to HGB and IFRS and to describe the corresponding preparation requirements according to HGB and IFRS. • know the instruments of external accounting according to HGB and IFRS for various balance sheet items. • have the ability to recognize and design, analyze and criticize accounting policy leeway in the preparation of annual financial statements. • know the basics, tasks and methods of auditing as well as the general procedure for an audit. • have trained the practical application of the acquired knowledge about case studies. 					
Content	<ul style="list-style-type: none"> • Functions of (group) accounting • Overview of International Financial Reporting according to IFRS • Overview of group accounting according to IFRS in comparison to HGB • Comparison of the balance sheet according to IFRS with the balance sheet according to HGB • Comparison of the income statement according to IFRS with the income statement according to HGB • Comparison of the reporting in the notes to the financial statements in accordance with IFRS with national accounting in accordance with HGB • Segment reporting according to IFRS • Statement of changes in equity according to IFRS • Cash flow statement according to IFRS 					

	<ul style="list-style-type: none"> • Principles of external group accounting • Introduction to the fields of activity of an auditor and normative basics of auditing • Professional principles and seal management • Principles of the risk-oriented audit approach • Overview of the modules of a final examination • Contents of the main audit statements in the audit report, audit opinion and meetings of the controlling bodies
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • GESETZESSAMMLUNG/STANDARDS, IFRS-Texte sowie HGB bzw. Wirtschaftsgesetze (aus dem NWB- oder Beck-Verlag). • BAETGE, Jörg, Hans-Jürgen KIRSCH und Stefan THIELE, 2019. Bilanzen. 15. Auflage. Düsseldorf: IDW Verlag GmbH. ISBN: 978-3-8021-2431-0 • BAETGE, Jörg, Hans-Jürgen KIRSCH und Stefan THIELE, 2017. Konzernbilanzen. 12. Auflage. Düsseldorf: IDW-Verl. ISBN 978-3802121371 • COENENBERG, Adolf Gerhard, Axel HALLER und Wolfgang SCHULTZE, 2018. Jahresabschluss und Jahresabschlussanalyse. 25. Auflage. Stuttgart: Schäffer-Poeschel-Verlag. ISBN 978-3-7910-4112-4 • KIRSCH, Hanno, 2017. Einführung in die internationale Rechnungslegung nach IFRS. 11., vollständig überarbeitete und erweiterte Auflage. Herne/Berlin: NWB-Verlag. ISBN 978-3-482-67121-0 • KÜTING, Karlheinz und Claus-Peter WEBER, 2018. Der Konzernabschluss: Praxis der Konzernrechnungslegung nach HGB und IFRS. 14. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3730-1 • MARTEN, Kai-Uwe, Reiner QUICK und Klaus RUHNKE, 2015. Wirtschaftsprüfung: Grundlagen des betriebswirtschaftlichen Prüfungswesens nach nationalen und internationalen Normen. 5. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3438-6 • PELLENS, Bernhard und andere, 2017. Internationale Rechnungslegung: IFRS 1 bis 16, IAS 1 bis 41, IFRIC-Interpretationen, Standardentwürfe: mit Beispielen, Aufgaben und Fallstudie. 10. Auflage. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-3661-8 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • BUCHHOLZ, Rainer, 2018. Internationale Rechnungslegung: die wesentlichen Vorschriften nach IFRS und HGB – mit Aufgaben und Lösungen. 14. Auflage. Berlin: Erich Schmidt Verlag. ISBN 9783503181889 • INSTITUT DER WIRTSCHAFTSPRÜFER (IDW) (HRSG.), 2019. Wirtschaftsprüfer-Handbuch. 16. Auflage. Düsseldorf: IDW-Verlag. ISBN 978-3-8021-2193-7 • INSTITUT DER WIRTSCHAFTSPRÜFER (IDW) (HRSG.), 2017. IDW-Praxishandbuch zur Qualitätssicherung ...: mit Arbeitshilfen zur internen Qualitätssicherung und zum risikoorientierten Prüfungsvorgehen bei der Prüfung kleiner und mittelgroßer Unternehmen. 11. Auflage. Düsseldorf: IDW-Verlag. ISBN: 978-3-8021-2136-4

2.11 Statics, Strength, Technical Systems						
Module Title	Statik, Festigkeit, Technische Systeme			Module No	2.11	
Lecturer(s) / <u>responsible for module</u>	Wellnitz, Jörg					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Statik, Festigkeit, Technische Systeme (Major: Technologie, Innovation, Entrepreneurship)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students are able to:</p> <ul style="list-style-type: none"> perform their own calculations and analyses for static structures. to solve simple tasks of strength theory with and without tools and to indicate calculation results. to evaluate and assess independent simple load-bearing structures of technical mechanics. to carry out simple construction drawings and to derive sets of drawings. to analyse the strength of 1D and 2D load-bearing structures of simple type for use in vehicle construction, both statically and dynamically. 					
Content	<ul style="list-style-type: none"> Statics of one-dimensional and two-dimensional systems of engineering mechanics Moments of inertia and moments of area of the supporting structures of technical mechanics Free cutting and definition of cutting forces of stresses and strains Structural theory for bar and beam structures Strength evaluation and analysis of structural components of vehicle construction. 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> BALKE, Herbert, 2014. Einführung in die Technische Mechanik: Festigkeitslehre [online]. Berlin [u.a.]: Springer PDF e-Book. ISBN 978-3-642-40981-3. Verfügbar unter: https://doi.org/10.1007/978-3-642-40981-3. 					

	<ul style="list-style-type: none">• BALKE, Herbert, 2010. Einführung in die Technische Mechanik: Statik [online]. Berlin [u.a.]: Springer PDF e-Book. ISBN 978-3-642-10397-1, 978-3-642-10398-8. Verfügbar unter: https://doi.org/10.1007/978-3-642-10398-8.• BERGER, Joachim, 1994. Technische Mechanik für Ingenieure: Band 2: Festigkeitslehre [online]. Wiesbaden: Vieweg+Teubner Verlag PDF e-Book. ISBN 978-3-322-89898-2, 978-3-528-04930-0. Verfügbar unter: https://doi.org/10.1007/978-3-322-89898-2. <p><i>Recommended:</i> None</p>
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2.11 Technology and Innovation Management

Module Title	Technologie- und Innovationsmanagement	Module No	2.11			
Lecturer(s) / <u>responsible for module</u>	<u>Augsdörfer, Peter</u>					
Language of instruction	English					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Technologie- und Innovationsmanagement (Major: Technologie, Innovation, Entrepreneurship)					
Learning methods	SU/Ü - lecture with integrated exercises. The module is a 1-semester, 50% weekly virtual, 50% blocked presence course. The virtual part is offered every semester, the blocked course only after the examination period in the summer semester.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN - schrP90 - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> to lead a semantically and contentwise correct technical discussion on management level with the learned basics about the connection between company value and technology with the aim to recognize and evaluate entrepreneurial advantages and to convert them into profitable actions (new product development or start-up). to understand the course of a technology development and its change and to develop an entrepreneurial sensitivity to approach new things. to organize innovation processes with special focus on the early phase of innovation ("fuzzy front end"). to develop a technology and innovation strategy for the successful positioning of a company. to recognize the importance of evolutionary aspects in corporate management, with the aim of managing a company in a financially successful and ecologically future-oriented manner. 					
Content	<p>In terms of content, the course has four major topics:</p> <ol style="list-style-type: none"> propaedeutic <ul style="list-style-type: none"> Introduction to Technology - Management understanding of technology <ul style="list-style-type: none"> Evolution of the technology Technology - Vectors 					

	<ul style="list-style-type: none"> • Technology - Variety • Technology - Design <p>3. operational organisation of innovation</p> <ul style="list-style-type: none"> • Organization of F.u.E. • Innovation processes • Reasons for innovative activity • Management of creative employees • Technology - Strategy • Technology - Prediction • Learning processes of technology - competencies <p>4. national innovation systems</p>
Hint	The examination of the goals (degree of goal achievement) is realized by the 90-minute examination at the end of the semester. The examination takes place at the THI during the examination period.
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • TIDD, Joe und John BESSANT, 2018. Managing Innovation: Integrating Technological, Market and Organizational Change. 5. Auflage. Chichester: Wiley. ISBN 111836063X <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • BURGELMAN, Robert, Clayton CHRISTENSEN and Steven WHEEL-WRIGHT, 2008. Strategic Management of Technology and Innovation. 5. Aufl. Irwin, USA: McGraw-Hill Education. ISBN 978-0073381541

2.11 Entrepreneurship and Business Models

Module Title	Entrepreneurship und Geschäftsmodelle	Module No	2.11			
Lecturer(s) / <u>responsible for module</u>	Bader, Martin; Jünger, Michael					
Language of instruction	German					
Kind of module	Major Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Entrepreneurship und Geschäftsmodelle (Major: Technologie, Innovation, Entrepreneurship)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	An in-depth study of literature is necessary.					
Usability of the module for this or for other study programmes	This module can also be selected as major elective subject by students of the degree program BW.					
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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> distinguish and apply different instruments of business modelling enumerate the building blocks of a business model and explain the design elements that need to be considered when developing it. to name information channels as a data basis for the creation of a business plan and to research them in a target-oriented way. to develop a business plan as an entrepreneur and to present it to a committee of investors. to successfully apply practical tips for business development. 					
Content	<ul style="list-style-type: none"> Introduction to business planning and business modelling. Introduction to the computer-aided business game TOPSIM - easyStartup! production. Preparation of a business plan and its presentation to a board of investors. Execution of the business game with a 4-period scenario in Five groups. Final presentation with comparison of the planned business development and the actually realized. 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> SCHALLMO, Daniel, 2013. Geschäftsmodellinnovation. München: Gabler. ISBN 978-3-658-00245-9 					

	<ul style="list-style-type: none"> • OSTERWALDER, Alexander und Yves PIGNEUR, 2010. Business Model Generation. Wiley. ISBN 978-0470876411 • OSTERWALDER, Alexander und andere, 2014. Value Proposition Design. Wiley. ISBN 9781118968055 • GRASSMANN, Oliver, Karolin FRANKENBERGER und Michael CSIK, 2013. Geschäftsmodelle entwickeln. Carl Hanser Verlag. ISBN: 978-3446435674 • FORD, Brian R., Jay M. BORNSTEIN und Patrick PRUITT, 2007. Business Plan Guide. 3. Auflage. Wiley. ISBN 978-0470112694 • VOGELSANG, Eva, Christian FINK und Matthias BAUMANN, 2012. Existenzgründung und Businessplan. Erich Schmidt Verlag ISBN: 978-3503138883 <p><i>Recommended:</i> None</p>
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2.12 International Project

Module Title	International Project	Module No	2.12			
Lecturer(s) / <u>responsible for module</u>	<u>Quotschalla, Christian</u>					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	International Project (IG_Proj)					
Learning methods	2.12: Pr - project					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	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 regulation					
Objectives	<p>The students are able to:</p> <ul style="list-style-type: none"> • Define and describe common project management terminology. • Use general project management tools to coordinate a team and document the progress of a project. • Avoid common cultural pitfalls and mistakes in managing projects. • Define their role in the global project management process. • Present key project data to an international audience. <p>This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of an international project.</p> <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	<p>The students work together in an international project. The aim is to learn and apply the following project management aspects and apply them in practice:</p> <ul style="list-style-type: none"> • Project management tools, methods and techniques • Running and coordinating an interdisciplinary and international project • Planning, scheduling, resource allocation, making decisions • Realisation and controlling • Regulation and performance measurement activities • Visualisation and communication • Conflict management 					

	<ul style="list-style-type: none"> • Case studies • Marketing and communications inputs
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • KOSTER, Kathrin, 2009. <i>International Project Management</i>. ISBN 1412946212 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • NICHOLAS, John M. and Herman STEYN, 2016. <i>Project Management for Engineering, Business and Technology</i>. 5. edition. ISBN 1138937347

2.13 International Business Simulation

Module Title	International Business Simulation	Module No	2.13			
Lecturer(s) / <u>responsible for module</u>	Augsdörfer, Peter; Sinha, Tanja					
Language of instruction	English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	International Business Simulation (IG_TOPSIM)					
Learning methods	2.13: Ü - exercise					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	3	5	35 h	0 h	90 h	125 h
Method of assessment / Requirements for credit points	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • understand thoroughly a global value chain process. • experience the impact of positioning and strategic management on success. • to interpret the factors influencing growth, sales, product development, production and finance. • find out how to realize and control international economic connections. • read and analyze budgets and reports as well as understand the financial structure of the global company. • understand intercultural communication skills, team work, and work delegation. <p>For dual study students: The dual students are able to:</p> <ul style="list-style-type: none"> • identify and name differences between game and their experience in their practical phases are the dual partner • reflect the game setting critically 					
Content	<p>The business simulation (TOPSIM Going Global) has a global context. It is a sophisticated, computerized business simulation game. Together with fellow players, students simulate a management team, which is responsible for running a business in the washing machine industry. The objective of the game is to train students to acquire general management skills and an overall view of management combined with cultural elements of an imaginary international corporation.</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 partner company. This additional topic will be presented during the annual shareholders' meeting and is therefore part of the overall grade.</p>					

Hint	PLEASE NOTE: Method of assessment / Requirements for Credit Points: LN: Game results and presentation of steps and strategies. Full attendance required. The course will be graded. Please note: as the seminar requires a minimum number of participants which is due to technical reasons of the simulation, a revision or reexamination cannot be offered in the summer term.
Literature	<p><i>Compulsory:</i> Simulation Game Handbook (will be provided by TOPSIM).</p> <p><i>Recommended:</i> Literature for further reference will be announced during class.</p>

2.14 Revision of Business Theory

Module Title	Internationales Vertiefungsseminar	Module No	2.14			
Lecturer(s) / <u>responsible for module</u>	Habermann, Mandy; Jünger, Michael; Scheed, Bernd; Schmidt, Karin					
Language of instruction	Deutsch/Englisch					
Kind of module	Pflichtfach					
Duration / Frequency	1 Semester nur Wintersemester					
Parts of the module	Internationales Vertiefungsseminar (IG_IntVS)					
Learning methods	2.14: S - seminar					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Compulsory Modules are recommended: 1.1 Betriebswirtschaft, Entrepreneurship und Internationales Management Grundlagen, 1.3 Quantitative Methoden, 2.3 Nationale und internationale Besteuerung, 1.5 Buchführung, nationale und internationale Bilanzierung, 2.2 Corporate Finance, 2.1 Marketing & Sales, 2.4 Global Supply Chain Management, 1.7 HR Management & Organisation and 2.7 International 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 "Global Economics and Business 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	mdIP - oral exam 15-30 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • know the principles and instruments of business administration in an international context and decision-making processes. • have a basic understanding of entrepreneurial thinking. • are able to use and classify the instruments within a holistic approach. • are able to discuss and evaluate their knowledge in case studies. 					
Content	<p>The course is a cap stone seminar of the entire study program. Therefore, the key content is to review the key learning elements of the complete study program, such as:</p> <ul style="list-style-type: none"> • International management • Goal setting and strategic management • Decision making • Functions across as well as along the value chain such as logistics, marketing, controlling, HR and leadership etc. • Introductory course at semester start is mandatory (if you have not attended in the previous semester) and will include a guide on how to prepare for the exam; the oral examination will take place shortly before the exam period (January or July). 					
Hint	attendance required					
Literature	<i>Compulsory:</i>					

	<ul style="list-style-type: none"> • 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: http://dx.doi.org/10.1007/978-3-8349-3844-2. • VAHS, Dietmar and Jan SCHÄFER-KUNZ, 2015. <i>Einführung in die Betriebswirtschaftslehre</i>. 7. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7992-6997-1, 978-3-7910-3456-0 • JUNG, Hans, 2016. <i>Allgemeine Betriebswirtschaftslehre</i>. 13. edition. München: Oldenbourg. ISBN 978-3-486-59211-5, 3-486-59211-4 • HILL, Charles W. L., 2014. <i>International business: competing in the global marketplace</i>. 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 • 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 <p><i>Recommended:</i> None</p>
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Electives: Business Competences (FW)

The following Specialised Elective Subjects (No. 2.15 attachment SPO) will be offered:

1	5-Euro-Business
2	Business Planning
3	Business in Latin America
4	Business start-up and start-up coaching
5	Financial mathematics with modelling
6	Basics of social psychology
7	Basics of business psychology
8	Real Estate Management
9	Communication- and Branddesign
10	Marketing and Law
11	Mathematics I / Business Mathematics
12	Production organization
13	Technology Management
14	Practice reflection for dual students

Alternatively, further subjects, e.g. from studies abroad, can be recognised upon application. There is no guarantee that all elective courses are actually offered. Likewise, there is no guarantee that courses will be offered if there is not a sufficient number of participants. Courses of the Virtual University of Bavaria can also be chosen. Please contact in this case the program director in advance.

2.15 FW: 5-Euro-Business						
Module Title	5-Euro-Business			Module No	2.15	
Lecturer(s) / <u>responsible for module</u>	Erras, Marc; Funk, Andrea; Kurpiers, Sandro; Stapf, Simon					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	5-Euro-Business (FW_5BUS)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - Seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>After a successful participation in the course the students are able to...</p> <ul style="list-style-type: none"> • identify the essential success factors of the company foundation and the start-up management and the necessary measures for this. • to develop a business idea by means of the acquired competences/ creativity techniques • conceptualize a convincing business concept. • implement a business concept on the market. • present and defend a business concept in front of an expert group of professionals. 					
Content	<p>The content of the module is influenced 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 on the market in the form of a civil law company.</p> <p>Accompanying the practical examination of their own business idea, students receive training in the following areas:</p> <ul style="list-style-type: none"> o Creativity techniques and team building o Project Management o Business Planning with the following focal points: <ul style="list-style-type: none"> • Executive Summary, • Product/service, • Positioning in the market, • Marketing concept, 					

	<ul style="list-style-type: none"> • Business system, • Team skills, • Roadmap for implementation, • Financing possibilities, • Risk management <p>o Legal basis for founders in Germany</p> <p>Finally, the students present their business concept to a jury of business representatives.</p>
<p>Hint</p>	<p>The course supports the "5-Euro Business" project run by the "Bildungswerk der Bayerischen Wirtschaft" in the form of block courses and coaching. In entrepreneurial teams, business ideas are developed with a provided starting capital of 5 Euro per team and actually implemented within the semester. In addition to the courses, the teams are coached by experienced representatives from the business world. The developed and implemented business ideas of the teams will be evaluated by a jury and awarded in a final event.</p> <p>The Bildungswerk der Bayerischen Wirtschaft (Bavarian Industry Educational Institution) provides prizes of up to 1,800 euros for the best implemented business concepts.</p> <p>NOTE:</p> <p>The 5-euro business course is also offered as an optional subject. Therefore, there are optional dates for the FW subject, which do not have to be attended by students (who have taken the FW-subject). (the list of these dates can be found in the timetable under Notes on this subject)</p>
<p>Literature</p>	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BAYSTARTUP, 2017. <i>Handbuch Businessplan-Erstellung</i> [online]. PDF e-Book. Verfügbar unter: www.baystartup.de/know-how-und-kontakte/leitfaden-businessplanning-know-how.html. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • KAWASAKI, Guy, 2015. <i>The art of the start 2.0: the time-tested, battle-hardened guide for anyone starting anything</i>. Überarb. Aufl. [London] [u.a.]: Portfolio Penguin. ISBN 978-0-241-18726-5, 978-1-59184-811-0 • DIETMAR, Grichnik et al., 2017. <i>Entrepreneurship</i>. 2. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3791036595

2.15 FW: Business Planning

Module Title	Business Planning	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Ungrade, Carsten</u>					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable term					
Parts of the module	Business Planning (FW_BP)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • see the critical issues and feasibility of developing a business venture • are prepared to develop a strategic frame, an operating model and a systematic roadmap for execution. • understand the difficult political and organizational obstacles that accompany every business planning. • understand the process of an entrepreneurial business planning. 					
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"> • Identifying business ideas • Screening the idea to determine feasibility • Developing a strategic plan • Developing an operating model • Transforming strategies to operational issues • Case studies, practical exercises and presentations 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BARINGER, B.R., <i>Preparing Effective Business Plans: An Entrepreneurial Approach</i>. ISBN 9780132338233 <p><i>Recommended:</i></p> <p>None</p>					

2.15 FW: Business in Latin America

Module Title	Business in Latin America	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	Orozco de Plesnar, Roxana Xonale					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable term					
Parts of the module	Business in Latin America (FW_BUSLA)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> are able to understand the potential and the challenges of conducting business in Latin America have practical knowledge in cultural, managerial, economic, political and legal issues 					
Content	<p>Introduction to the Latin American subcontinent:</p> <ul style="list-style-type: none"> Geographic scope Common historic roots - Conducting business in Latin America Latin American cultures: similarities and differences Pragmatic overview of classic/ contemporary cultural studies on Latin America Economic outlook for the region Foreign direct investment 					
Hint						
Literature	<p><i>Compulsory:</i> None</p> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> BALL, Donald and others, 2012. <i>International Business: The Challenge of Global Competition</i>. 13. edition. New York: McGraw-Hill. ISBN 978-0077606121 BEAMISH, Paul W. and Allen J. MORRISON, 2003. <i>International Management, Text and Cases</i>. 5. edition. New York: McGraw-Hill. ISBN 978-0071151405 HOUSE, Robert J. and others, 2004. <i>Culture, Leadership, and Organizations. The GLOBE-Study of 62 Societies</i>. London: Thousand Oaks. ISBN 978-0761924012 					

	<ul style="list-style-type: none">• LENARTOWICZ, Tomasz and James JOHNSON, 2002. <i>Comparing Managerial Values in Twelve Latin American Countries: An Exploratory Study</i>. In: <i>Management International Review</i>, Vol. 42.• ALBERT, Rosita Daskal, 1996. A Framework and Model for Understanding Latin American and Latino/ Hispanic Cultural Patterns. In: <i>Landis: Handbook of Intercultural Training</i>. , p.317-348.
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2.15 FW: Business start-up and start-up coaching

Module Title	Existenzgründung und Gründungs-coaching	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Boruth, Peter</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable term					
Parts of the module	Existenzgründung und Gründungscoaching (FW_ExGr)					
Learning methods	SU/Ü - Individual coaching of founders or teams of founders based on a very concrete start-up project					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	There must already be an initial rough business idea, which is then further differentiated during the coaching.					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>After successful participation in the course the students are able to</p> <ul style="list-style-type: none"> • to develop a business idea yourself and to differentiate it into a consistent business plan. • to identify the success factors for certain types of business and to derive appropriate measures for implementation. • to consistently prepare the implementation and to initiate or actually introduce the business idea to the market by founding a company. • to reflect the possibilities of financial support instruments and specific start-up support by THI (e.g. EXIST programme, FLIGHTS etc.). 					
Content	<p>In the course of the lecture the students develop a completely differentiated business plan for their own business idea. The elaboration can be done in groups or alone.</p> <p>The lecture is divided into the following topics:</p> <ol style="list-style-type: none"> 1. idea development & evaluation 2. business model development 3. business planning 4. foundation 5. growth & exit <p>The lecture thus reflects the classical start-up phases. The focus is mainly on the topics 1-3, which slowly introduce the students to a business start-up and provide them with the necessary basic knowledge and helpful methods and instruments. Topic areas 4 and 5 are treated as an outlook and provide insights into the possible implementation and further development of the own business idea.</p>					

Hint	<p>IMPORTANT</p> <ul style="list-style-type: none"> • Prerequisite for participation in FW_ExGr is a first business idea
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BAYSTARTUP. Handbuch Businessplan-Erstellung [online]. Verfügbar unter: www.baystartup.de/know-how-und-kontakte/leitfaden-businessplan-ning-know-how.html • DIETMAR, Grichnik et al., 2017. Entrepreneurship. 2. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3791036595 • RIES, Eric, 2015. The Lean Startup; How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Therey and Application. • KAWASAKI, Guy, 2015. The art of the start 2.0: the time-tested, battle-hardened guide for anyone starting anything. r. Auflage. [London] [u.a.]: Portfolio Penguin. ISBN 978-0-241-18726-5, 978-1-59184-811-0 <p><i>Recommended:</i></p> <p>none</p>

2.15 FW: Financial mathematics with modelling

Module Title	Finanzmathematik mit Modellierung	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Sinha, Tanja</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable term					
Parts of the module	Finanzmathematik mit Modellierung (FW_FM)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – 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"> • have an overview of important financial mathematical models from the fields of investment calculation, credit financing, bond financing and controlling • are able to critically evaluate the financial mathematical models dealt with and know the advantages, but also the limits and problems of using models • are able to independently reproduce financial mathematical models in Excel and prepare them for further applications 					
Content	<ul style="list-style-type: none"> • Possibilities and limits of working with financial theory models • Creation of financial models in Excel on selected topics such as <ul style="list-style-type: none"> o Investment calculation methods o Equity and debt financing o Valuation of bonds o Cost and performance accounting o Controlling 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • ERNST, Dietmar und Joachim HÄCKER, 2016. <i>Financial Modeling</i>. 2. Auflage. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-3541-3 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • SCHÜLER, Andreas, 2016. <i>Finanzmanagement mit Excel: Grundlagen und Anwendungen</i>. 2. Auflage. München: Vahlen. ISBN 978-3-8006-5270-9; 3-8006-3662-X 					

2.15 FW: Basics of social psychology

Module Title	Grundlagen der Sozialpsychologie	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Manhart, Andreas</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable term					
Parts of the module	Grundlagen der Sozialpsychologie (FW_SozPsy)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • have an overview of social psychological phenomena • can assess the extent to which the social environment influences individual decisions • can assess the extent to which individual decisions are influenced by social interaction 					
Content	<ul style="list-style-type: none"> • Methods in social psychology - surveys and experiments • About the self and self-concept • Consistency theories e.g. theory of cognitive dissonance • Striving for control • Interpersonal attraction: the effect of being "liked" • Physical attractiveness • Social perception • Social judgements, rationality of decisions: Judgement heuristics • Social cognition: cognitive concepts • Attitude and behaviour 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • ZIMBARDO, Philip G. und Richard J. GERRIG, 2008. Psychologie. 18., aktualis. Aufl. Pearson Studium. ISBN 9783827372758 • STROEBE, Wolfgang, Klaus JONAS und Miles HEWSTONE, 2014. Sozialpsychologie. Wiesbaden: Springer. ISBN 978-3-642-41091-8 • BIERHOFF, Hans-Werner und Dieter FREY, 2011. Sozialpsychologie - Individuum und soziale Welt. Göttingen [u.a.]: Hogrefe. ISBN 978-3-8017-2154-1 					

	<i>Recommended:</i> Keine
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2.15 FW: Basics of business psychology

Module Title	Grundlagen der Wirtschaftspsychologie	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Graap, Torsten</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable semester					
Parts of the module	Grundlagen der Wirtschaftspsychologie (FW_GWP)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> understand the basic psychological knowledge and are able to distinguish between the different schools of thought are able to analyse and understand business management topics on the basis of basic psychological knowledge and thus expand your ability to judge and make decisions in the company 					
Content	<ul style="list-style-type: none"> History of psychology Psychological currents in science (e.g. behavioural psychology, neuropsychology, phenomenological psychology, psychoanalysis, humanistic psychology) Personality Psychology (e.g. personality typologies, including self-test) Psychopathological phenomena in companies, e.g. workaholism, mobbing, bossing, burn-out (incl. self-test), bore-out, depression, corruption; defence mechanisms of human behaviour 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> WIEDEMANN, Wolfgang, 2005. Schnellkurs Psychologie, DuMont. ISBN 978-3832176273. ZIMBARDO, Philip G. und Richard J. GERRIG, 2008. Psychologie. 18., aktualis. Aufl. Pearson Studium. ISBN 9783827372758 JUNG, Hans, 2014. Persönlichkeitstypologie: Instrument der Mitarbeiterführung. 4. aktualisierte und erweiterte Auflage. De Gruyter Oldenbourg. ISBN 9783486763775 KIRCHLER, Erich, 2011. Wirtschaftspsychologie. Hogrefe Verlag Göttingen. ISBN 978-3-8409-2362-3 					

	<p><i>Recommended:</i></p> <ul style="list-style-type: none">• RIEMANN, Fritz, 2019. Grundformen der Angst. 45. Auflage. Ernst Reinhardt Verlag. ISBN 978-3-497-02422-3• LEYMANN, Heinz, 2013 Mobbing. Psychoterror am Arbeitsplatz und wie man sich dagegen wehren kann. Rowohlt Verlag. ISBN 978-3-644-50001-3
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2.15 FW: Real Estate Management

Module Title	Immobilienmanagement	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	Pöll, Eleonore					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable semester					
Parts of the module	Immobilienmanagement (FW_IM)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • have an overview of the basics of the real estate industry and the real estate market • have in-depth knowledge of the analysis, investment and ongoing management of real estate • master the methods of active management and targeted control of real estate • know the valuation of real estate and can apply it 					
Content	<ul style="list-style-type: none"> • Management & strategy for real estate/real estate companies • Corporate and Public Real Estate Management • Real estate portfolio management and risk management • Property valuation 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • SCHULTE, Karl-Werner, 2008. <i>Immobilienökonomie: Band I: Betriebswirtschaftliche Grundlagen</i> [online]. München: De Gruyter PDF e-Book. ISBN 978-3-486-58397-7, 978-3-486-84460-3. Verfügbar unter: https://doi.org/10.1524/9783486844603. • SCHULTE, Karl-Werner und E. PÖLL, 2006. <i>Handbuch Immobilienmanagement der öffentlichen Hand</i>. Köln: Müller. ISBN 3-89984-141-7 • KLEIBER, Wolfgang, Roland FISCHER und Ullrich WERLING, 2017. <i>Verkehrswertermittlung von Grundstücken: Kommentar und Handbuch zur Ermittlung von Marktwerten (Verkehrswerten) und Beleihungswerten sowie zur steuerlichen Bewertung unter Berücksichtigung der ImmoWertV</i>. 8. Auflage. Köln: Bundesanzeiger Verlag. ISBN 978-3-8462-0680-5 					

	<p><i>Recommended:</i></p> <ul style="list-style-type: none">• JUST, Tobias, MAENNIG, Wolfgang, 2017. <i>Understanding German Real Estate Markets</i> [online]. Cham: Springer PDF e-Book. ISBN 978-3-319-32031-1. Verfügbar unter: https://doi.org/10.1007/978-3-319-32031-1.
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2.15 FW: Communication- and Branddesign

Module Title	Kommunikations- und Branddesign	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Schmelter, Boris</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable semester					
Parts of the module	Kommunikations- und Branddesign (FW_KBD)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • are sensitized for dealing with brands • are prepared for cooperation between companies and creative agencies • have a fundamental overview of successful brand and design processes 					
Content	<p>Design is an indispensable part of successful brand management. Only through design can concrete brand experiences be created in different media. The task of design is to understand the identity of the brand and transform it into visual concepts. In this way, an authentic image is created that generates trust and makes a brand sustainably successful.</p> <p>Brand design - or corporate design for companies - is the cornerstone of a brand image and defines a stringent visual framework. The process of development, introduction and future maintenance is demonstrated using practical examples. The focus here is on the cooperation between companies and creative agencies.</p> <p>Communication design describes the design of individual measures in different media, which address the target group with defined tasks. This includes, for example, brochures, magazines, websites, advertising campaigns and brand experiences at trade fairs and events. The course describes the balancing act between creative individual performance and adherence to brand design.</p>					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BEYROW, Matthias, P. KIEDAISCH und N. DALDROP, 2013. <i>Corporate Identity & Corporate Design: das Kompendium</i>. 3. Auflage. Ludwigsburg: Av-Ed.. ISBN 978-3-89986-185-3, 3-89986-185-X • BURMANN, Christoph, Tilo F. HALASZOVICH und Frank HEMMANN, 2012. <i>Identitätsbasierte Markenführung: Grundlagen - Strategie - Umsetzung -</i> 					

	<p><i>Controlling</i>. Wiesbaden: Springer Gabler. ISBN 978-3-8349-2990-7, 3-8349-2990-5</p> <ul style="list-style-type: none"> • ABDULLAH, Rayan und Roger CZIWERNY, 2007. <i>Corporate Design (CD): Akquisition, Sensibilisierung, Prozess, Vertragsgestaltung; [Kosten und Nutzen]</i>. 2. Auflage. Mainz: Schmidt. ISBN 978-3-87439-714-8 • SAUTHOFF, Daniel, Gilmar WENDT und Hans Peter WILLBERG, 2010. <i>Schriften erkennen: eine Typologie der Satzschriften für Studenten, Grafiker, Setzer, Kunsterzieher und alle PC-User</i>. 12. Auflage. Mainz: Schmidt. ISBN 978-3-87439-373-7 • HARA, Ken'ya, 2007. <i>Designing design</i>. Baden: Müller. ISBN 978-3-03778-105-0 <p><i>Recommended:</i> Keine</p>
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2.15 FW: Marketing and Law

Module Title	Marketing und Recht	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Haas, Markus</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable semester					
Parts of the module	Marketing und Recht (FW_MR)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Participants are able to design marketing and communication campaigns with legal certainty and to implement them in all media.					
Content	<p>On the basis of numerous illustrative examples from practice, the following topics, among others, are developed and explained:</p> <ul style="list-style-type: none"> • Design of advertisements and (video/audio) spots • Use of social media and online marketing • Integration of foreign texts, music, logos and images into the various media genres (TV, radio, print, online, social media, etc.) • Use of (personal) photos and videos in the media and communication platforms • Misleading advertising (claiming a unique selling position, decoy offers, discount campaigns, etc.) • Emotional advertising (shock, fear, etc.) • Comparative advertising • "Blacklist" • Use of competitions (conditions of participation) • Surreptitious advertising and product placement • Direct marketing (especially telephone and e-mail advertising) • Copyright and trademark law in the context of media and advertising law • Consequences and liability of inadmissible marketing measures (including warning letters, cease-and-desist declaration, injunction, damages) • Broadcasting and press law issues relating to marketing • Reporting • Legal issues: Competition, trademark, copyright, press, broadcasting, data protection and personal rights. 					
Hint						

Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• FECHNER, Frank, 2017. <i>Medienrecht: Lehrbuch des gesamten Medienrechts unter besonderer Berücksichtigung von Presse, Rundfunk und Multimedia</i>. 18. Auflage. Tübingen: Mohr Siebeck. ISBN 978-3-8252-4801-7, 3-8252-4801-1 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• LETTL, Tobias, 2016. <i>Wettbewerbsrecht</i>. 3. Auflage. München: C.H. Beck. ISBN 978-3-406-68461-6, 3-406-68461-0• WANDTKE, Artur-Axel, Claire DIETZ-POLTE und Michael KAUERT, 2016. <i>Urheberrecht</i>. 5. Auflage. Berlin: de Gruyter. ISBN 978-3-11-040123-3
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2.15 FW: Mathematics I / Business Mathematics						
Module Title	Mathematik I / Wirtschaftsmathematik			Module No	2.15	
Lecturer(s) / <u>responsible for module</u>	<u>Popp, Heribert</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable semester					
Parts of the module	Mathematik I / Wirtschaftsmathematik (FW_Mathe)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	none					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Attention: The course takes place as a virtual course at the Virtual University of Bavaria (vhb). Information about the course can be found at https://kurse.vhb.org/VHBPORTAL/kursprogramm/kursprogramm.jsp?kDetail=true</p> <p>The student:</p> <ul style="list-style-type: none"> • has the basic mathematical knowledge required for modern business management. • has an overview of the mathematical thinking and working methods in the economic sciences, primarily using examples from business practice. 					
Content	<p>From the vhb course, course chapters 4-11 are relevant for THI students:</p> <p>The application of differential calculus to functions in economics, basics of integral calculus, functions with several independent variables, differential calculus for functions with several independent variables, matrix calculus, linear optimization, linear representations, determinants.</p>					
Hint	<p>Attention: You have to register for the subject at the vhb and take the exams at both the THI and the vhb!</p> <p>From the complete range of courses offered, the chapters 4-11 are relevant as an FW subject. These are relevant for the THI examination. THI students receive 3 ECTS for this.</p> <p>Information on the course can be found at https://kurse.vhb.org/VHBPORTAL/kursprogramm/kursprogramm.jsp?kDetail=true</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • PFUFF, Franz, 2009. <i>Mathematik für Wirtschaftswissenschaftler kompakt: kurz und verständlich mit vielen einfachen Beispielen</i>. 1. Auflage. Wiesbaden: Vieweg + Teubner. ISBN 978-3-8348-0711-3 					

	<i>Recommended:</i> none
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2.15 FW: Production organization

Module Title	Produktionsorganisation	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Hufnagl, Christine</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable semester					
Parts of the module	Produktionsorganisation (FW_PRODORG)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	none					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students are able to: present the contents, interrelationships and parameters of the complex processes involved in the creation, production and sale of an automobile from the perspective of adherence to deadlines, cost-effectiveness, sustainability and top quality.					
Content	<ul style="list-style-type: none"> • Digital Factory • Business game "stable production" • Product and technology development • Product Management • Planning procedures in the product development process • Customer order process • Procurement / purchasing • Production and plant planning • Personnel Management • Quality analysis • Logistics Planning • Opening up new markets • Energy and resource efficiency in production 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • DIEZ, Willi, 2016. <i>Grundlagen der Automobilwirtschaft: Das Standardwerk der Automobilbranche</i>. 6. Auflage. München: Autohaus, Buch & Formular. ISBN 978-3-89059-099-8 <p><i>Recommended:</i></p> <p>Keine</p>					

2.15 FW: Technology Management

Module Title	Technology Management	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	<u>Augsdörfer, Peter</u>					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester variable term					
Parts of the module	Technology Management (FW_TM)					
Learning methods	SU/Ü – Lecture with integrated exercises; virtually.					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The learning outcomes are compatible and complementary with the overall objectives of:</p> <ul style="list-style-type: none"> • business administration students wanting to gain knowledge about technology related issues in industrial firms • engineering students wanting to complement their education with business elements <p>Students should have acquired the following specific competences at the end of this course:</p> <ol style="list-style-type: none"> 1. Students are familiar with the basic models and language of technology and innovation management. 2. Students are able to use the basic tools of technology and innovation management. 3. Students have developed a critical understanding for the evolution of technology. 4. Students are able to evaluate the importance of technology-based competencies in corporate competitiveness. 5. Students have basic knowledge about how to effectively manage research, development and innovative activities in industrial firms. 6. With the help of the methods learnt, students master situations with a strategic dimension 					
Content	<p>The content of the course is divided in four sections:</p> <ol style="list-style-type: none"> 1. Introduction to technology and innovation management 2. Understanding Technology, 3. Corporate Organisation of Innovation 4. National Innovation Systems 					

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

2.15 FW: Practice reflection for dual students

Module Title	Praxis-Reflexion für Dual-Studierende	Module No	2.15			
Lecturer(s) / <u>responsible for module</u>	Nigl, Anja; Wittmann, Robert					
Language of instruction	German					
Kind of module	Fachwissenschaftliches Wahlpflichtfach					
Duration / Frequency	1 Semester Variable term					
Parts of the module	Praxis-Reflexion für Dual-Studierende (FW_PR_Dual)					
Learning methods	SU/Ü – Lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree program. It is specifically targeting dual students.					
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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The dual students:</p> <ul style="list-style-type: none"> • Reflect their practical phases up to now at the dual partner company and are able to retrieve their personal strengths • Are able to analyse a practical problem on their own. • together with practice experts are able to develop a problem-based solution • together with practice experts are able to develop and prioritize the success factors for implementing their solution, as well as provide proposals for execution. • reflect their experiences in practical projects and are able to draw potentials for their future business career. 					
Contents	<ul style="list-style-type: none"> • Target definition for further development steps, personality profile, reflection of their functional and personal competency profile, market analysis in their dual partner company, personal and company-based SWOT analysis, strategic planning for their development in their dual company. • Identification and development of a clear project design with the dual partner company with the possible phases: <ul style="list-style-type: none"> ○ Analysis ○ Design ○ Development ○ Preparation of implementation ○ Implementation • Building a network of between personal development and the future development potential in the dual partner company. 					
Hint	none					
Literature	<i>Compulsory:</i>					

	<ul style="list-style-type: none">• 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 <p><i>Recommended:</i> None</p>
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Electives: Social Competences (SW)

The following Elective subjects (No. 2.16 attachment SPO) are offered:

Note: You may not choose basic courses in languages you have already taken as Elective Foreign Language I - IV (e.g. Elective Language = Chinese, then you may not choose course Chinese Language 1 or 2).

1	Biography, Orientation, Sense
2	Chinese Language 1
3	Chinese Language 2
4	Intercultural Business Communication
5	Communication in crisis and change
6	Presentation Skills and Academic Writing C1
7	Self Management - Potentials, Opportunities and Risks
8	Spanish Business 1
9	Moderation and presentation technique
10	Social competence in communication und negotiation
11	Spanish Business 2

Alternatively, further subjects, e.g. from studies abroad, can be recognised upon application. There is no guarantee that all elective courses are actually offered. Likewise, there is no guarantee that courses will be offered if there is not a sufficient number of participants. Courses of the Virtual University of Bavaria can also be chosen. Please contact in this case the program director in advance.

2.16 SW: Biography, Orientation, Sense

Module Title	Biographie, Orientierung, Sinn	Module No	2.16			
Lecturer(s) / <u>responsible for module</u>	<u>Quenzler, Alfred</u> ; Schütz, Stefan					
Language of instruction	German					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Biographie, Orientierung, Sinn (SW_BOS)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • understand the demands employers place on graduates. • know their personal strengths and weaknesses. • actively think about meaning and goals. • learn to actively think about with their biography and attitudes. • know about interactions between team members in everyday working life • identify behaviour patterns in groups. • understand how communication patterns work in the professional environment. 					
Content	<ul style="list-style-type: none"> • Fields of application of team and project structures in practice • Models of communication and human images • Successful communication behaviour in the group • Self-image and external image • Self-reflection and position-fixing • Possible solutions for concrete cooperation and communication problems • Design of effective team processes 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • RAUTENBERG, Werner und Rüdiger ROGOLL, 2014. Werde, der du werden kannst: Persönlichkeitsentfaltung durch Transaktionsanalyse. V. Auflage. Freiburg, Br.: Kreuz. ISBN 978-3-451-61292-3, 3-451-61292-5 • SCHMIDT, Rainer, 2009. Immer richtig miteinander reden: Transaktionsanalyse in Beruf und Alltag. 5. Auflage. Paderborn: Junfermann. ISBN 978-3-87387-392-6, 3-87387-392-3 					

	<ul style="list-style-type: none">• STEWART, Ian und Vann JOINES, 2010. Die Transaktionsanalyse: [eine Einführung]. 10. Auflage. Freiburg im Breisgau [u.a.]: Herder. ISBN 978-3-451-05523-2 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• BERKEL, Karl, 2014. Konflikttraining: Konflikte verstehen, analysieren, bewältigen. 12. Auflage. Hamburg: Windmühle. ISBN 978-3-86451-023-6• FISHER, Roger, William URY und Bruce PATTON, 2015. Das Harvard-Konzept: die unschlagbare Methode für beste Verhandlungsergebnisse. 25. Auflage. Frankfurt am Main: Campus-Verl.. ISBN 978-3-593-50267-0, 3-593-50267-4
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2.16 SW: Chinese Language 1						
Module Title	Chinesische Sprache 1			Module No	2.16	
Lecturer(s) / <u>responsible for module</u>	<u>Chen, Jing</u>					
Language of instruction	Chinese					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Chinesische Sprache 1 (SZ_CHIN1)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is equivalent to the module of the same name of the Sprachenzentrum.					
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	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Students have basic knowledge of the Chinese language in all four skills of reading, listening, writing and speaking and are familiar with Chinese cultural aspects.					
Content	<ul style="list-style-type: none"> • phonetics (pronunciation of sounds and tones of the Chinese pinyin) • introduce oneself • time • ask for the price / Chinese currency / negotiate prices / express buying desires • order in the restaurant / express wishes / pay • information on family, profession and age • phrases used on the phone 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • KYBURZ, Christine und andere, 2011. Leben in China: Alltagssprache mit 100 Sätzen. [. Auflage. Beijing: Higher Education Press. ISBN 978-7-04-019054-0 <p><i>Recommended:</i></p> <p>None</p>					

2.16 SW: Chinese Language 2

Module Title	Chinesische Sprache 2	Module No	2.16			
Lecturer(s) / <u>responsible for module</u>	Chen, Jing					
Language of instruction	Chinese					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Chinesische Sprache 2 (SZ_CHIN2)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Chinesische Sprache 1					
Usability of the module for this or for other study programmes	This module is equivalent to the module of the same name of the Sprachenzentrum.					
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	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The students master simple communication in everyday life.					
Content	<p>Chinese language:</p> <ul style="list-style-type: none"> • pronunciation training <ul style="list-style-type: none"> ○ Chinese characters ○ Order and pay for food ○ Family, job and age ○ Speaking resources on the telephone • Chinese culture: <ul style="list-style-type: none"> ○ "Min yi shi wei tian" - The people see heaven in food ○ Who is part of the family in China? ○ Are all Chinese called Wei? 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • KYBURZ, Christine, 2006. Chinesisch erleben - Leben in China. Peking: Higher Education Press. ISBN 9787040190540 <p><i>Recommended:</i></p> <p>None</p>					

2.16 SW: Intercultural Business Communication

Module Title	Intercultural Business Communication	Module No	2.16			
Lecturer(s) / <u>responsible for module</u>	<u>Reicherstorfer, Anja</u>					
Language of instruction	English					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Intercultural Business Communication (SZ_IBC)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are familiar with the role of culture and cultural differences in general as well as of their effects on professional interaction.</p> <p>They are aware of factors leading to intercultural misunderstandings and are able to consider methods of overcoming these problems in business communication.</p>					
Content	<ul style="list-style-type: none"> • The importance communication in the context of culture • Cultural Dimensions - Geert Hofstede, Edward Hall • Selected business situations, such as <ul style="list-style-type: none"> ○ International Presentations ○ Negotiations across cultures ○ The role of international managers / managing international teams • Comparing cultures, selected case studies 					
Hint	This course is taught in English.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • MEYER, Erin, 2014. <i>The Culture Map</i>. New York, NY: Public Affairs Book. ISBN 978-1-61039-250-1 <p><i>Recommended:</i></p> <p>None</p>					

2.16 SW: Communication in crisis and change

Module Title	Kommunikation in Krise und Change	Module No	2.16			
Lecturer(s) / <u>responsible for module</u>	<u>Vollmer, Valentin</u>					
Language of instruction	German					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Kommunikation in Krise und Change (SW_KommKr)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<ul style="list-style-type: none"> - Students are prepared and sensitised to behaviour in crisis situations in the world of work and develop corresponding options for action. - Students recognise the operative consequences of change situations and learn measures to react to them adequately. - Students have an overview of typical leadership situations. 					
Content	<ul style="list-style-type: none"> - Communication in special (crisis) situations - Advanced: Mechanisms and behaviour in change processes - Management styles in operational implementation incl. modulation - Practical examples, development of solution strategies, experience of possible actions 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • LOHMER, Mathias, 2008. Psychodynamische Organisationsberatung. 2. Auflage. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3021-0 • GIERNALCZYK, Thomas und Mathias LOHMER, 2012. Das Unbewusste im Unternehmen. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3213-9 • PATTERSON, Kerry, 2012. Crucial Conversations: Tools for Talking when stakes are high. 2. Auflage. McGraw-Hill Education Ltd; ISBN 978-0071771320 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • VOLLMER, Valentin, 2019. Was junge Mitarbeiter brauchen ... und warum Unternehmen darauf Rücksicht nehmen sollten. ISBN 978-3-7482-1739-8 					

2.16 SW: Presentation Skills and Academic Writing C1

Module Title	Presentation Skills and Academic Writing C1		Module No	2.16		
Lecturer(s) / <u>responsible for module</u>	<u>Reicherstorfer, Anja</u>					
Language of instruction	English					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Presentation Skills and Academic Writing C1 (SZ_PresSkill)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Students have improved their English language skills while having gained thorough insight into dealing with technical topics in a scientific and academic way. Each student has held a graded presentation in class and lead through a discussion. Furthermore, each student will have completed a writing assignment, which is part of the final grade.					
Content	<ul style="list-style-type: none"> • Presentation Skills • Students will work toward a professional presentation in class. • Presentation skills in general are fine-tuned, scientific and academic language is evaluated • Students will look at presenting data and describing trends in a scientific way • The presented topics are discussed in class, students will lead through the discussion. • Peer evaluations are an integral part of the learning process. • Technical/academic writing • Students are improving their skills in academic and scientific writing with a special focus on the use of academic language <p>Selected forms of technical writing-procedures, processes, reports, etc. – are discussed and practiced</p>					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • Osmond, Alex, 2016. <i>Academic Writing and Grammar for Students</i>, London: Sage Study. ISBN 978-1-4739-1935-8 <p><i>Recommended:</i></p>					

	<ul style="list-style-type: none">• Siddons, Suzy, 2008. The Complete Presentation Skills Handbook, London: Kogan Page. ISBN 978-0-7494-5037-3• HUEMER, Birgt, Eve LEJOT and Katrien L. DEROEY, 2019. Academic writing across languages: multilingual and contrastive approaches in higher education = L'écriture académique à travers les langues: approches multilingues et contrastives dans l'enseignement supérieur = Wissenschaftliches Schreiben sprachübergreifend: mehrsprachige und kontrastive Ansätze in der Hochschulbildung. Wien; Köln; Weimar: Böhlau Verlag. ISBN: 978-3-205-20705-4; 3-205-20705-X
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2.16 SW: Self Management - Potentials, Opportunities and Risks

Module Title	Selbstmanagement - Potentiale, Chancen und Risiken		Module No	2.16		
Lecturer(s) / <u>responsible for module</u>	<u>Bayerl, Alexander</u>					
Language of instruction	German					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Selbstmanagement - Potentiale, Chancen und Risiken (SW_SMPCR)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • apply learned behaviours and proven tools. • shape their own personal and professional development largely independently of external influences. 					
Content	<p>The range of competencies includes topics such as independent motivation, goal setting, planning, organization, learning aptitude and success control through feedback.</p> <p>The structure is defined as follows:</p> <ul style="list-style-type: none"> • Introductory event: <ul style="list-style-type: none"> ○ Illumination of the subject area, setting of priorities and "homework". • Seminar I to III: <ul style="list-style-type: none"> ○ Getting to know the range of competences in team exercises. ○ Experiencing the various pillars of self-management under the aspects of "potential", "opportunity" and "risk" in an outdoor/ alpine context. • Workshop 1 & 2: <ul style="list-style-type: none"> ○ Experiential pedagogical, action-oriented self- and group experience with integrated proof of performance. 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • SCHWARTZ, Tony und Tim LOEHR, 2003. Die Disziplin des Erfolgs: von Spitzensportlern lernen - Energie richtig managen. Econ. ISBN 978-3430182034 <p><i>Recommended:</i></p>					

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| | <ul style="list-style-type: none">• GROÙE BOES, Stefanie und Tanja KASERIC, 2018. Trainer-Kit: die wichtigsten Trainingstheorien, ihre Anwendung im Seminar und Übungen für den Praxistransfer? Auflage. Bonn: Manager-Seminare-Verl. ISBN 978-3-936075-45-8 |
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2.16 SW: Spanish Business 1

Module Title	Spanisch Business 1	Module No	2.16			
Lecturer(s) / <u>responsible for module</u>	<u>Antràs Solè, Teresa</u>					
Language of instruction	Spanish					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Spanisch Business 1 (SZ_SPAN_BUS1)					
Learning methods	SU/S lecture; seminar					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Spanisch Level B1					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Los alumnos ampliarán su vocabulario en las áreas de negocios y comerciales. Las habilidades de presentación y discusión serán reforzadas para mejorar su capacidad de interactuar con hispanohablantes. Además, los alumnos serán capaces de comprender y analizar textos del mundo empresarial y económico.					
Content	En la primera parte de este módulo el curso se define como una introducción en el mundo de los negocios, mientras mejoramos nuestro nivel global de español. Trabajaremos diferentes textos (estructuras y vocabulario): redactar un CV, una carta de presentación o elaborar informes. También trataremos en el aula el conocimiento intercultural. En forma de textos y de ejercicios aprenderemos a defendernos mejor en el mundo laboral hispanohablante.					
Hint	At least previous knowledge of Spanish B1					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> DÍAZ GUTIÉRREZ, Eva, Pilar PÉREZ CAÑIZARES und Betsabé GAL-LEGO GIRÁDEZ, 2015. Meta profesional B1: Spanisch für den Beruf. Stuttgart: Klett. ISBN 978-3-12-515470-4 <p><i>Recommended:</i></p> <p>None</p>					

2.16 SW: Moderation and presentation technique

Module Title	Moderations- und Präsentationstechnik	Module No	2.16			
Lecturer(s) / <u>responsible for module</u>	<u>Schönherr, Andrea</u>					
Language of instruction	German					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Moderations- und Präsentationstechnik (SW_ModPräT)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • know what an optimal self-presentation looks like. • are able to present an exciting presentation of subject-related topics using modern techniques. • are able to confidently moderate (team) meetings and difficult discussions. 					
Content	<ul style="list-style-type: none"> • Comparing self-perception and external image • Offer the use of video recordings, on a voluntary basis with the consent of students. • To reconcile verbal and non-verbal communication. • Presentation of various moderation techniques, including the "6 thinking hats" by Edward de Bono • The moderator role in difficult discussions: Backgrounds, pitfalls, and how to come to acceptable agreements. 					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • DWECK, Carol, Januar 2016. Selbstbild: wie unser Denken Erfolge oder Niederlagen bewirkt. Ungekürzte Taschenbuchausgabe, 7. Auflage. München: Piper. ISBN 9783492252270, 3492252273 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • DE BONO, Edward, 2006. Der kluge Kopf: trainieren Sie Ihren Verstand und werden Sie ein faszinierender Gesprächspartner. 1. Auflage. Landsberg am Lech: mvg. ISBN 978-3-636-07153-8 					

2.16 SW: Social competence in communication und negotiation

Module Title	Soziale Kompetenz in Kommunikation und Verhandlung		Module No	2.16		
Lecturer(s) / <u>responsible for module</u>	Hofbauer, Günter					
Language of instruction	German					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Soziale Kompetenz in Kommunikation und Verhandlung (SW_SocCom)					
Lehr- und Lernmethoden des Moduls	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	The seminar participants have the skills to communicate and negotiate in a goal-oriented manner.					
Content	<ul style="list-style-type: none"> • Introduction to the psychology of communication • Communication models and theoretical foundations • The cycle of negotiation management • Preparation and communicative contact • Relationship building and needs analysis • Presentation, objection and pretext • Price communication, negotiation and conclusion • Fair and unfair methods in communication 					
Hint	<p>The preparation of the LN is prepared and coached.</p> <p>During the attendance time many different practical exercises on communication, communicative effect and negotiation are carried out and detailed feedback is given.</p>					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HOFBAUER, Günter, Thomas FINK und Karina HOFBAUER, 2014. Erfolgreich verhandeln: so kommen Sie gezielt zum Vertragsabschluss. Berlin: Uni-Edition. ISBN 978-3-944072-25-8 <p><i>Recommended:</i></p> <p>None</p>					

2.16 SW: Spanisch Business 2

Module Title	Spanisch Business 2	Module No	2.16			
Lecturer(s) / <u>responsible for module</u>	<u>Gutierrez-Frei, Georgina</u>					
Language of instruction	Spanish					
Kind of module	Elective subject					
Duration / Frequency	1 semester variable terms					
Parts of the module	Spanisch Business 2 (SZ_SPAN_BUS2)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Spanisch B2 Level					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - written exam, 90 minutes					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • know important Spanish-speaking companies. • have knowledge of the economy and business sectors of the Hispanic world. • have a vocabulary for moderating meetings and negotiations. • know cultural differences both in Spain and in Latin America. 					
Content	<ul style="list-style-type: none"> • The course teaches the language that is written and spoken in meetings, negotiations and presentations. • Indirect speech • Passive • Times of the subjuntivo • Consolidation of grammar from previous levels 					
Hint	Spanish Business 2 is aimed at students with Spanish level B.					
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BOVET, Montserrat, Pilar MARCÉ ALVAREZ und Marisa PRADA SEGOVIA, 2008. Entorno empresarial B2. Edelsa Grupo Didascalía. ISBN 9788477114680 <p><i>Recommended:</i></p> <p>None</p>					

Electives: Sustainability Competences (NW)

The following Specialised Elective Subjects Sustainability (No. 2.17 attachment SPO) will be offered:

1	Corporate Responsibility and Sustainability
2	Development Aid Project
3	Values and Consciousness – values and awareness in the economy
4	Basics in Sustainability
5	Sustainability in China
6	Sustainability & Philosophical Approaches

Alternatively, further subjects, e.g. from studies abroad, can be recognised upon application. There is no guarantee that all elective courses are actually offered. Likewise, there is no guarantee that courses will be offered if there is not a sufficient number of participants. Courses of the Virtual University of Bavaria can also be chosen. Please contact in this case the program director in advance.

2.17 NW: Corporate Responsibility and Sustainability						
Module Title	Corporate Responsibility und Nachhaltigkeit			Module No	2.17	
Lecturer(s) / <u>responsible for module</u>	Küst, Stefan					
Language of instruction	German					
Kind of module	Specialised Elective Subject Sustainability					
Duration / Frequency	1 semester variable terms					
Parts of the module	Corporate Responsibility und Nachhaltigkeit (NW_CR)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> • have a fundamental knowledge of the meaning of corporate responsibility and sustainability. • know which requirements, possibilities and instruments are available for implementation, realisation and communication in companys. • know what difficulties and opportunities are involved in implementing sustainability. • are able to support implementation projects. 					
Content	<p>Corporate responsibility (CR) and sustainability are becoming increasingly important to the public and companies. Usually based on corporate environmental commitment, the spectrum expands to include social, economic and societal challenges that a responsible, sustainable company must face.</p> <ul style="list-style-type: none"> • The challenge of CR/sustainability: definition, history, development Corporate responsibility as a competitive factor Strategies Drivers of sustainability CSR and classical corporate value, corporate citizenship, corporate governance etc. • Sustainability management and standards: Fields of action Standards (ISO 26000, ISO 14001, SA 8000, Global Compact, ...) Organization of CR management Mission statement Code of Conduct • CR fields of action: Product responsibility Responsibility in the supply chain Environmental responsibility Responsibility for society Responsibility for employees • Sustainability communication: strategies and measures stakeholder dialogue standards, guidelines, certificates rankings preparation of a sustainability report 					

	<ul style="list-style-type: none"> • The Sustainability Manager: Tasks organisational integration goals expectations Cooperation with management and specialist departments social and professional skills
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • LOTTER, Dennis und Jerome BRAUN, 2010. Der CSR-Manager - Unternehmensverantwortung in der Praxis. Altop Verlags- und Vertriebsgesellschaft mbH. ISBN 978-3925646508 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • RABE VON PAPPENHEIM, Jörg, 2009. Das Prinzip Verantwortung - Die 9 Bausteine nachhaltiger Unternehmensführung. Wiesbaden: Gabler. ISBN 978-3-8349-8056-4 • HARDTKE, Arnd, 2010. Gesellschaftliche Verantwortung von Unternehmen: von der Idee der Corporate Social Responsibility zur erfolgreichen Umsetzung. 1. Auflage. Wiesbaden: Gabler. ISBN 978-3-8349-0806-3

2.17 NW: Development Aid Project

Module Title	Development Aid Project		Module No	2.17		
Lecturer(s) / <u>responsible for module</u>	<u>Augsdörfer, Peter</u>					
Language of instruction	English					
Kind of module	Specialised Elective Subject Sustainability					
Duration / Frequency	1 semester variable terms					
Parts of the module	Development Aid Project (NW_DAP)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree program.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	3	5 h	0 h	70 h	75 h
Method of assessment / Requirements for credit points	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Students:</p> <ul style="list-style-type: none"> know that a vast amount of communities has limited or no access to basic utilities such as heating, cooking, water, and electricity. know about Luquina, a small community in Peru at the shore of Lake Titicaca, was chosen as the recipient of an easily replicable and sustainable energy system to provide cooking facilities, electricity and water to homes and buildings across the town. 					
Content	<p>A group of THI students will work alongside students from our US partner, the Seminole State College, Florida (USA) in order to create, design, and implement a solution in Luquina. This exposure allows for broadening experiences between the two academic cultures and the opportunity to provide minimal utilities to homes in a remote village. Due to limited funding, there are significant constraints on possible solutions, but sponsorship from university grants are pursued.</p> <p>The program provides a once in a lifetime opportunity to help solve a global problem, students applied modern technology with simplistic principles and resources in a way that would not be intrusive on Peruvian culture. Students will strive to implement a solution on a small scale in the village that could be implemented on a global scale due to its simplistic, inexpensive, sustainable, and not intrusive properties. This unique opportunity provides the students to form international relations and a cultural educational experience that, alongside coursework, will be difficult to find anywhere else.</p>					
Hint	<p>Suitable for engineering students and business students. All students (male and female) have to have good physical health needed for help with construction works. Business students could also help with finance related matters (loans, etc.). Spanish language is an advantage but no requirement. Students have to pass an interview with Prof. Dr. Augsdörfer</p> <p>Cost</p>					

	<ul style="list-style-type: none"> • Cost: 2400 US Dollar living cost (food and accomadation) in Luquina (Peru). Students are integrated in local families (living and eating) • Flight (international and national): to be paid by student separately • Duration: approx. 10 days • Timing: During Wintersemester holidays (15. Feb - 15. March) • More information: Prof. Dr. Peter Augsdörfer <p>Please note:</p> <ul style="list-style-type: none"> • Students particpate on their own risk • All recommendations of Auswärtiges Amt have to be followed. https://www.auswaertiges-amt.de/DE/Laenderinformationen/00-SiHi/PeruSicherheit.html • Studentes need to have adequate medical vaccinations
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • MCBRIDE, Melanie, 2016. Project Management Basics: How to Manage Your Project with Checklists [online]. Berkeley, CA: Apress PDF e-Book. ISBN 978-1-4842-2086-3, 978-1-4842-2085-6. Verfügbar unter: https://doi.org/10.1007/978-1-4842-2086-3. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • CROWDER, James A., FRIESS, Shelli, 2015. Agile project management: managing for success [online]. Cham [u.a.]: Springer PDF e-Book. ISBN 978-3-319-09018-4, 978-3-319-09017-7. Verfügbar unter: https://doi.org/10.1007/978-3-319-09018-4.

2.17 NW: Values and Consciousness – values and awareness in the economy

Module Title	Values and Consciousness – Werte und Bewusstsein in der Ökonomie	Module No	2.17			
Lecturer(s) / <u>responsible for module</u>	<u>Meng. Birte</u>					
Language of instruction	German					
Kind of module	Specialised Elective Subject Sustainability					
Duration / Frequency	1 semester variable terms					
Parts of the module	Values and Consciousness – Werte und Bewusstsein in der Ökonomie (NW_VaC)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • are able to think in an interdisciplinary and systemic way. • have an awareness of personal and social values and goals. • are familiar with various future models. • know the theoretical background to the key competences for a society and economy of the 21st century. • know related leadership models and are able to describe them. • know various techniques in the individual areas of competence (including systems thinking, value awareness, creativity, communication, teamwork, empathy) and can apply them. • are capable of making conscious and sustainable decisions. • expand their soft skills and problem-solving competence. 					
Content	<p>In times of an increasingly complex and rapidly changing world, humanity is facing new challenges. In all human areas - and thus also in the economy - the question arises as to the sustainability of existing structures and the decisions to be taken. Where do we stand? Where do we want to go? What do we need for it?</p> <p>The answers to these questions are essential for consciously shaping the future - in personal life, in society and in business.</p> <p>The seminar illuminates these questions with a fundamentally interdisciplinary approach using findings from the fields of psychology, sociology, health sciences, neuroscience, philosophy, ecology and future science, among others.</p> <p>In addition to considering possible future concepts - in particular the much-discussed social "Great Transformation" / "Great Transition" - with their respective</p>					

	<p>underlying value models and world views, the seminar will also focus on the relevance of various human abilities that are increasingly needed to enable the individual and society to consciously and sustainably shape a healthy future. These skills go beyond the purely analytical-mental and disciplinary area and include above all so-called soft skills (e.g. in the areas of emotional, social and creative intelligence) as well as an inter- or transdisciplinary and systemic perspective, which enables personal and economic decisions to be placed in an overall social and ecological context. Various methods and techniques in the individual skill areas are presented and applied in exercises.</p> <p>In relation to the above-mentioned aspects, there will also be a discussion of what leadership in the 21st century might look like. An overview of existing models is given and supplemented with examples from national and international companies.</p> <p>The seminar will present in detail:</p> <p>Future concepts (e.g. Great Transition Scenario); theories of personality, motivation and values (e.g. Maslow, Graves, Gebser); theories and techniques in the different areas of competence (e.g. creativity, value awareness, communication, teamwork, empathy); systemic thinking and presentation of system theoretical models; inter- and transdisciplinarity; leadership in the 21st century</p> <p>The applicability to and significance for economic issues are examined and discussed. The theoretical principles are supplemented by practical examples from companies.</p>
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • RASKIN, Paul, BANURI, Tariq, GALLOPIN, Gilberto, GUTMAN, Pablo, HAMMOND, Al, KATES, Robert, SWART, Rob, 2002. Great Transition. The Promise and Lure of the Times Ahead. A report of the Global Scenario Group. [online]. Boston: Stockholm Environment Institute PDF e-Book. ISBN 978-0-97124-181-7. Verfügbar unter: https://greattransition.org/documents/Great_Transition.pdf https://greattransition.org/documents/gt_deutsch.pdf. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • RIFKIN, Jeremy, 2012. Die empathische Zivilisation. Wege zu einem globalen Bewusstsein. Frankfurt/Main: Fischer. ISBN 978-3-596-19169-7 • SCHEIN, Steve, 2015. A new Psychology for Sustainability Leadership: The Hidden Power of Ecological Worldviews. Sheffield, UK: Greenleaf Publishing. ISBN 978-1-78353-190-5

2.17 NW: Basics in Sustainability

Module Title	Basics in Sustainability	Module No	2.17			
Lecturer(s) / <u>responsible for module</u>	<u>Barfuß, Georg Stephan</u>					
Language of instruction	German/English					
Kind of module	Specialised Elective Subject Sustainability					
Duration / Frequency	1 semester variable terms					
Parts of the module	Basics in Sustainability (NW_Sus)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • know the framework for sustainability: the sustainable development approach. • know the most recent concepts of implementing sustainable development: the planetary boundaries and the Sustainable Development Goals (SDGs). • know the important issues regarding sustainability management in an international context and how to present solution concepts. • know how to make use of them for international corporations. • are able to estimate possible consequences on management decisions within questions of internationalization. • are able to put all aspects of sustainability management into context, given specific practical examples. 					
Content	<ul style="list-style-type: none"> • Sustainable development: concept and framework for sustainability management • Definition, evolution and content of sustainability management • financial, social and ecological perspective of sustainability • different scoping of sustainability in international context • sustainability and innovation • sustainability accounting and controlling • sustainability reporting • case studies from different industries 					
Hint						
Literature	<i>Compulsory:</i>					

	<ul style="list-style-type: none">• BLOWFIELD, Michael and Alan MURRAY, 2014. <i>Corporate responsibility</i>. 3. edition. Oxford: Oxford Univ. Press. ISBN 978-0-19-967832-7• FREEMAN, R. Edward, 2010. <i>Stakeholder theory: the state of the art</i>. 1. edition. Cambridge: Cambridge Univ. Press. ISBN 978-0-521-19081-7; 0-521-19081-9; 978-0-521-13793-5; 0-521-13793-4 <p><i>Recommended:</i> None</p>
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2.17 NW: Sustainability in China

Module Title	Sustainability in China		Module No	2.17		
Lecturer(s) / <u>responsible for module</u>	<u>Habisch, Andre</u>					
Language of instruction	English					
Kind of module	Specialised Elective Subject Sustainability					
Duration / Frequency	1 semester variable terms					
Parts of the module	Sustainability in China (NW_SustChina)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	Sustainable development is a global goal of the 21st century, as for example expressed in the UN Sustainable Development Goals. As the world's most populous country, the People's Republic of China has a key role to play. At the same time, the struggle for sustainable development in China also opens up highly interesting business perspectives. In accordance with a specifically Chinese sustainability concept, economic, ecological and social, but also cultural and governance aspects of the topic are presented.					
Content	<p>The course takes place as a series of weekly lectures in English at the KU Eichstätt; it is held in cooperation with the Competence Centre Sustainability in China (CCSC) and the AUDI Confucius Institute (Director: Prof. Dr. Peter Augsdörfer).</p> <p>In a transdisciplinary perspective, Chinese, German and international speakers from science and business practice will present partial aspects of economic, ecological and social development in China. On the one hand, knowledge about current developments in today's China is conveyed; on the other hand, sustainability-relevant aspects of economic activity in emerging markets are the focus of attention. Students choose one topic from the spectrum of the lecture series, which they will then deepen in writing in cooperation with the corresponding lecturer.</p>					
Hint						
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • 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 • 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 					

	<ul style="list-style-type: none">• 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 <p><i>Recommended:</i> None</p>
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2.17 NW: Sustainability & Philosophical Approaches

Module Title	Sustainability & Philosophical Approaches	Module No	2.17			
Lecturer(s) / <u>responsible for module</u>	Barfuß, Georg Stephan; von Stietencron, Sinan					
Language of instruction	English					
Kind of module	Specialised Elective Subject Sustainability					
Duration / Frequency	1 semester variable terms					
Parts of the module	Sustainability & Philosophical Approaches (NW_S&PA)					
Learning methods	SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	This module is open to all degree programs at THI Business School, as far as this is offered in the module handbook of the respective degree 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	LN - seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<ul style="list-style-type: none"> 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). 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. 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. 					
Content	<p>Content Sustainability:</p> <ul style="list-style-type: none"> Definition of "sustainable development", "the Sustainable Development Goals" and "Science Based Targets". Discussion of the question "what's a business for?" and definition and history of "Corporate Social Responsibility" practical examples from the automotive and other industries regarding the implementation of sustainability management. 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. <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 challenges such as climate change, globalisation of commerce and culture, automatization and digitalisation, philosophy experiences an unprecedented revival</p>					

	<p>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>
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • Ohne Autor. Sustainable Development [online]. [Zugriff am:]. Verfügbar unter: https://sustainabledevelopment.un.org/sdgs <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • 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 • 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

2.18 Project "Social Engagement"						
Module Title	Projekt „Soziales Engagement“			Module No	2.18	
Lecturer(s) / <u>responsible for module</u>	Habermann, Mandy;					
Language of instruction	German/English					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Projekt „Soziales Engagement“ (IG_SoPro)					
Learning methods	2.18: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	None					
Usability of the module for this or for other study programmes	The module is offered also in other bachelor programmes of our business school (Betriebswirtschaft, Digital Business and Internationales Handelsmanagement). It can be accredited for in B.A. Global Economics and Business Management if conducted in English.					
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	LN – seminar paper					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students are able to</p> <ul style="list-style-type: none"> • define and carry out unpaid activities in the non-profit/voluntary sector on their own responsibility. • independently initiate, plan and carry out projects. • develop concepts and strategies in a team. • lead and motivate employees. • present project results confidently and result-oriented. 					
Content	<p>It is an honorary, non-profit project, which the students initiate and carry out independently and autonomously, either alone or in a team. The project can also be the continuation of an existing project, but in this case, too, a concept must be developed which clearly shows the further development and improvement of the existing project.</p> <p>The procedure is as follows:</p> <ul style="list-style-type: none"> • The students approach the respective professor directly with their project idea (see https://moodle.thi.de/moodle/course/view.php?id=1046). • If the professor signals his or her willingness to take on the project, the students must draw up a project agreement (template see https://moodle.thi.de/moodle/course/view.php?id=1046). The template for the project agreement can be found in Moodle under "Clostermann" and "Projekt Soziales Engagement". • After the supervising professor has countersigned the project agreement, the students can start. • The project should represent a workload of 75-90 hours per student. It can be carried out during the semester, overlapping semesters or during the semester break. An informal time protocol must be kept, from which your workload can be read. 					

	<ul style="list-style-type: none"> • After the project has been completed, ask the supervising professor for a presentation date. The presentation has a time frame 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 beginning of the examination period, otherwise a grade entry in the same semester is not guaranteed). • After a successful presentation, students will prepare an information sheet and poster about the project and deliver it by email to Jörg Clostermann. The template for the information sheet and the poster can be found in Moodle under "Clostermann" and "Projekt Soziales Engagement". <p>In the information sheet the team members are mentioned by name. If you are against the publication of the project information sheet in any form, please send an email to Jörg Clostermann (joerg.clostermann@thi.de).</p>
Hint	
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • WURSTER, Michael T., SACHSEN-ALTENBURG, Maria von, 2015. <i>Helden gesucht: Projektmanagement im Ehrenamt: Mit Illustrationen von Werner Tiki Küstenmacher</i> [online]. Berlin, Heidelberg: Springer Berlin Heidelberg PDF e-Book. ISBN 978-3-662-43923-4, 978-3-662-43922-7. Available via: https://doi.org/10.1007/978-3-662-43923-4. <p><i>Recommended:</i></p> <p>None</p>

2.19 Seminar Scientific Work

Module Title	Seminar Wissenschaftliches Arbeiten	Module No	2.19			
Lecturer(s) / <u>responsible for module</u>	<u>Ruschinski, Monika</u> , Bibliothek					
Language of instruction	German					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester only winter term					
Parts of the module	Seminar Wissenschaftliches Arbeiten (IG_SemWA)					
Learning methods	2.19: S - seminar					
Prerequisite according to Study and examination regulation	The students need at least 42 ECTS of the first study section to take classes of the second study section.					
Prerequisite of attendance	Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.					
Usability of the module for this or for other study programmes	The course is equivalent in content to the corresponding course in Business Administration and Internationales Handelsmanagement. The contents of the course are essential for the further processing of seminar papers and the Bachelor thesis. Passing the course is a prerequisite for the examination in module 2.20 Bachelor thesis.					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	2	2	16 h	4 h	30 h	50 h
Method of assessment / Requirements for credit points	Written elaboration 8-10 pages					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students</p> <ul style="list-style-type: none"> • know the basics of scientific work and apply the methods in a way appropriate to the situation. • apply research methods to gather relevant information for their scientific work. • know the correct way to cite sources in the text and to identify them in bibliographies. • know how to use the program "Citavi" with its possibilities and functions confidently. • are able to formulate an exposé that forms the basis for the structuring of their Bachelor thesis. 					
Content	<p>Students work in small groups of max. 25 participants to develop strategies and sources of information acquisition and the basics of scientific writing based on their (potential) bachelor thesis or seminar paper topic. Contents are:</p> <ul style="list-style-type: none"> • scientific work and publishing • methods of information gathering • procedure of systematic and goal-oriented research • get to know the most important instruments in this context: <ul style="list-style-type: none"> o library catalogues o interlibrary loan o scientific databases o E-books <p>For scientific papers also relevant are:</p>					

	<ul style="list-style-type: none"> • rules of citation • bibliographies • systems for literature management <p>Further information on the legal basis and requirements for the bachelor thesis provides the SCS.</p>
Hint	Attendance is compulsory. For further information please refer to the timetable and the information in Moodle.
Literature	<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • THI BUSINESS SCHOOL: <i>Richtlinien wissenschaftliches Arbeiten</i>. 2018 <p><i>Recommended:</i></p> <p>None</p>

2.20 Bachelor Thesis						
Module Title	Bachelor Thesis			Module No	2.20	
Lecturer(s) / <u>responsible for module</u>	All Professors from THI Business School					
Language of instruction	German/English possible					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Bachelor Thesis (IG_BA)					
Learning methods	2.20: BA - bachelor thesis					
Prerequisite according to Study and examination regulation	Successful attendance of 2.19 Seminar Wissenschaftliches Arbeiten. The advanced practical study semester (internship abroad) has to be successfully completed plus 20 ECTS from the third and fourth semester.					
Prerequisite of attendance	It is recommended to prepare the bachelor thesis at the end of the study programme.					
Usability of the module for this or for other study programmes	None					
Workload	SWS	ECTS	Attendance	WBT-Effort	Self-study	Total
	0	12	0 h	0 h	300 h	300 h
Method of assessment / Requirements for credit points	Bachelor Thesis					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>Working on the bachelor thesis, the student</p> <ul style="list-style-type: none"> demonstrates the ability to work in a truly scientific mode e.g. structuring the problem, finding solutions via different channels such as literature, etc. applies his knowledge and experiences successfully to real world problems in a global context. writes a thesis within a given time frame. <p>Additional objectives for dual students:</p> <ul style="list-style-type: none"> Dual students are able to scientifically analyze a problem in their dual partner company and find an appropriate solution. Dual students additionally show that they are able present the problem analysis and solution in a management-like manner and defend their opinion. 					
Content	<p>The thesis should preferably relate to practical problems of international companies. The preparation of the thesis is supervised and evaluated by a professor of your choice. The thesis can be written in German or in English language after consultation of the supervising professor. The thesis should reflect a workload of approximately 300 hours. The time period of exclusively working on the Bachelor Thesis should not be more than two months in total. The maximum time period is five months. The usual scope of a bachelor's thesis is approximately 60,000 characters including spaces (one-sided, $\pm 10\%$). This is the equivalent of approximately 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"> Allgemeine Informationen der Business School https://moodle.thi.de/moodle/course/view.php?id=939 Service Center Studienangelegenheiten https://moodle.thi.de/moodle/course/view.php?id=1315 					

	<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>
Hint	<p>PLEASE NOTE</p> <p>Workload: The time frame of 5 months for writing the bachelor thesis is applicable for a thesis which is done simultaneously with the designated workload of the study program in the respective semester.</p>
Literature	<p><i>Compulsory:</i></p> <p>Own research</p> <p><i>Recommended:</i></p> <p>Own research</p>

P2.2 Internship semester abroad (20 weeks)						
Module Title	Praktisches Studiensemester (20 Wochen)			Modulnummer	2.2	
Lecturer(s) / <u>responsible for module</u>	N.A.					
Language of instruction	diverse					
Kind of module	Compulsory Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	Internship semester abroad					
Learning methods	Internship					
Prerequisite according to Study and examination regulation	Admission to the internship semester abroad requires, in addition to full achievement of the credits from the first and second semester, the completion of at least 20 ECTS credits from the third and fourth semester and successful completion of the basic internship.					
Prerequisite of attendance	It is strongly recommended to complete the theoretical internship semester abroad en bloc, i.e. consecutively within one year.					
Usability of the module for this or for other study programmes	The module meets the requirements of the internship (20 weeks) in B.A. Global Economics and Business 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					
Weighting for the composition of the final grade	See study and examination regulation					
Objectives	<p>The students:</p> <ul style="list-style-type: none"> know the different business management fields of activity in companies or comparable organisations define management tasks and tackle them in approaches acquire management skills are able to manage tasks and perform activities according to a graduate of business administration move safely in an intercultural context. <p>Additional objectives for dual students:</p> <ul style="list-style-type: none"> 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. 					
Content	<p>The internship semester abroad builds on the basic internship as well as on the acquired study knowledge, especially from the study of major modules. The student spends 20 weeks in an international company. The student gains a deeper insight into the work of a business economist by working independently on business management tasks. He/she will acquire skills and abilities that will enable him/her to quickly familiarize him/herself with the tasks of the company and prepare him/herself for a career start. Likewise, intercultural competence is trained by working abroad.</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>					

Hint	
Literature	<i>Compulsory:</i> None <i>Recommended:</i> None

English Refresher 1						
Module Title	English Refresher			Module No	None	
Lecturer(s) / <u>responsible for module</u>	<u>Kyrmanidou, Elli</u>					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	English Refresher (SZ_ENG_REFR)					
Learning methods	1: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None Voluntary course, no credit points					
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	0	24 h	0 h	24 h	48 h
Method of assessment / Re-quirements for credit points	LN - without assessment					
Weighting for the composition of the final grade	None					
Objectives	<p>Students are able to follow, proactively participate in and successfully complete courses taught in English, including courses from all areas of major of the University.</p> <p>In Refresher 1 students improve their language ability from level A2 to B1. The course is also appropriate for students with a B1 level with the goal to reach B2. The level of B2 enables students to participate in courses taught in English. The student thus makes the leap from elementary language use to independent language use.</p>					
Content	<p>This course is designed for students who want to refresh their English. Topics include:</p> <ul style="list-style-type: none"> • Grammar • Language skills, both written and oral • This course focuses on the individual needs of the participants, with a special emphasis on Business English, Technical English, Computer Science and Engineering. 					
Hint	This course is offered without an exam or ECTS credit points. The course is aimed at students who are interested in improving their English skills, e.g. to prepare for a stay abroad or to take part in an English course here at THI.					
Literature	To be recommended by the lecturer based on the needs and field of study of individual students.					

English Refresher 2 - Writing Skills						
Module Title	English Refresher 2 - Writing Skills			Module No	None	
Lecturer(s) / <u>responsible for module</u>	<u>Kyrmanidou, Elli</u>					
Language of instruction	English					
Kind of module	Specialised Elective Subject					
Duration / Frequency	1 semester winter and summer term					
Parts of the module	English Refresher 2 - Writing Skills (SZ_ENG_REFR2)					
Learning methods	1: SU/Ü - lecture with integrated exercises					
Prerequisite according to Study and examination regulation	None Voluntary course, no credit points					
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	0	24 h	0 h	24 h	48 h
Method of assessment / Re-quirements for credit points	LN - without assessment					
Weighting for the composition of the final grade	None					
Objectives	<p>To enable students to develop writing skills for courses taught in English, including courses from all faculties of the university. For students to practice academic writing suitable for assignments and assessments in English. To refresh and improve writing skills in English. To develop an understanding of the basic structure of texts and a feeling for how to write grammatically correct and comprehensible texts in English with simple to moderately complex language skills.</p>					
Content	<p>The course content is geared towards levels B1+ to B2. Text work:</p> <ul style="list-style-type: none"> • Sentence structure • Paragraph structure • Structure of an essay • Word choice/grammar - correct formulations • Academic Writing • Scientific referencing and citation • This course focuses on the individual needs of the participants, with a special emphasis on Business English, Technical English, Computer Science and Engineering. 					
Hint	This course is offered without an exam or ECTS credit points. The course is aimed at students who are interested in improving their English writing skills.					
Literature	To be recommended by the lecturer based on the needs and field of study of individual students.					