



Fakultät 1 – Wirtschaftswissenschaften /  
School of International Business

## Module Descriptions

Business Administration /  
International Management  
(BIM)

Eight Semesters

# Overview

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University  
Programme

Hochschule Bremen, School of International Business (SIB)  
Business Studies / International Management (BIM)

### Business Administration I: Fundamentals

Modul code	1.1.
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Term	1st term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min) or oral exam (15-30 min.) or presentation (15-30 min.) or portfolio
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Philip Maloney
Learning outcomes	After completing the module, the participants have sound knowledge of the topical fields covered. The inclusion of material containing practical illustrations and the events with external practitioners provides practical insights into the way business administrators think.
Contents	The course provides the participants with a complex overview of the scientific methodology of business administration as well as in-depth knowledge in the following areas: basic concepts (for the internal and external business environment, including the international aspects in particular), conditions for the existence of enterprises and constitutive decisions (legal form, location, mergers, company philosophy and target system), business management in complex systems, including the international dimensions in particular. The material always incorporates illustrations of practical relevance and individual aspects are reinforced with talks by external experts. In a module-related tutorial course the content is illustrated further through guided self-study.
Literature	The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business Administration I: Fundamentals	4
ditto	Tutorial	1

### Statistics I: Quantitative Methods

Modul code	1.2.
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Term	1st term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	<p>none. Recommended: School knowledge in Mathematics:</p> <ul style="list-style-type: none"><li>• mastering of mathematical notation</li><li>• be able to solve equations (p/q-formula, factorize) and simple linear systems of equations and inequations</li><li>• mastering of derivation rules (chain rule, product rule, quotient rule)</li><li>• be able to solve simple optimization problems of analysis (curve sketching)</li></ul>
Usability	BIM
Examination method and duration	written exam (120 min)
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Berthold Halbmam, Lecturer
Learning outcomes	<p>After successfully completing the module, the participants are able to</p> <p><b>Business mathematics</b></p> <ul style="list-style-type: none"><li>• translate quantifiable economic problems into mathematical models, solve these problems with mathematical methods, and interpret the mathematical results in relation to the issue at hand</li><li>• recognise the mathematically permissible methods necessary to solve the problems for real economic problems, apply them correctly and make decisions on the basis of these solutions</li><li>• recognise that different mathematical approaches lead to different results</li></ul> <p><b>Business statistics</b></p> <ul style="list-style-type: none"><li>• present large quantities of data clearly with the help of tables and graphs, describe the characteristics of the data with the aid of indicators and thus feed them into an analy-</li></ul>

	<p>sis</p> <ul style="list-style-type: none"> <li>• provide the exact definitions of the terms required for statistical surveys and explain why different statistics result for the same statistical issue</li> <li>• assess the quality of statistics, interpret statistics and criticise them where necessary</li> <li>• transform economic issues into statistical issues</li> <li>• recognise the methods necessary and statistically permissible for the analysis of existing data and apply them correctly</li> <li>• interpret what the results of statistical calculations mean, recognise the relevance of methods of statistical analysis for economic issues and integratively select these analytical methods bearing in mind intercultural issues in particular.</li> </ul>	
Contents	<p><b>Business mathematics:</b></p> <ol style="list-style-type: none"> <li>1. Analysis <ul style="list-style-type: none"> <li>• Functions for the representation and interpretation of economic contexts</li> <li>• Economic applications of differentiation and integration (marginal costs, marginal revenue, elasticity etc.)</li> </ul> </li> <li>2. Financial mathematics <ul style="list-style-type: none"> <li>• Basic principles of financial mathematics (sequences and series)</li> <li>• Calculation of interest and annuities</li> </ul> </li> </ol> <p><b>Business statistics:</b></p> <ol style="list-style-type: none"> <li>1. Descriptive statistics <ul style="list-style-type: none"> <li>• One-dimensional data analysis (basic principles, location parameters, measures of spread)</li> <li>• Two-dimensional data analysis (correlation, regression)</li> <li>• Parameters and index numbers</li> <li>• Analysis of time series</li> </ul> </li> <li>2. Probability theory <ul style="list-style-type: none"> <li>• Basic principles/probability definitions</li> <li>• Calculating with probabilities</li> </ul> <p>Discrete random variables and their distributions (expected value/variance of discrete random variables, special discrete distributions and their parameters)</p> </li> </ol>	
Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Statistics I: Quantitative Methods	4
ditto	Tutorial	1

## Business Law

Modul code	1.3.
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Term	1st term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min) or oral exam (15-30 min.)
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Ulrich Krüger
Learning outcomes	<p>After completing the course, the students should have the following skills:</p> <ul style="list-style-type: none"><li>• Basic specialist competence in commercial law for the code of practice for contracts and the solution of conflicts</li><li>• Methodological competence: the ability to recognise pertinent legal problems of economic practice early and include them in the planning of possible economic action.</li><li>• The ability to make decisions to answer the question as to whether simple legal problems can be solved without involving professional legal assistance or whether their assistance is required</li><li>• The ability to communicate with lawyers or legal departments and hence the social competence to be able to argue in interdisciplinary groups and contexts</li><li>• By learning the techniques for handling cases, the individuals themselves will acquire skills which enable them to arrange their own work processes in a defined and considered way</li></ul>
Contents	<ul style="list-style-type: none"><li>• Introduction to civil law and the legal approach</li><li>• General legal transactions including General Business Terms and Conditions</li><li>• Contract and property</li><li>• Default in performance in the law of obligations</li><li>• Some principles of trade and company law</li></ul>

Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Business Law	4
ditto	Tutorial	1



## Business English I: Introduction to International Business

Modul code	1.4
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Term	1st term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min.) or presentation (15-30 min.)
Learning and teaching methods	Language course and self-study
Module leader	Michael Medlock, MBA, Lecturer
Learning outcomes	<p>Students start at level B2 of the Common European Framework of Reference (CEFR) in English and after completing the module they can express themselves in English as the language of business at level C1 of the CEFR.</p> <p>By successfully completing the module, students are able to:</p> <ul style="list-style-type: none"> <li>• Understand basic principles and basic terms of international business administration and Economics in English and present and apply them in discussions and analytical situations.</li> <li>• Work on topical fields of international business as a "survey course" in business English, assisted by an extended, active, specialist vocabulary of around 300 specialist terms, and around 600 passive terms in the field of international business terminology.</li> <li>• Independently apply internationally recognised economic theories, models and tools (such as the International Trade Theory, Porter's Diamond Model, Levitt's Theory of Globalization, PESTEL Analysis) when processing and analysing the topical fields of international business.</li> <li>• Develop and present problem-solving strategies on the basis of authentic short case studies on the topical fields of international business.</li> <li>• Recognise the cultural factor when analysing the topical fields of international business and reflect and present it through intercultural comparison.</li> </ul>
Contents	The module uses the integrated teaching and learning approach (content-based language training) to provide an over-

	view of the topical fields of international business in the sense of a “survey course”. The topics covered are: International Trade Theory, Globalisation of Markets, Global Trade and Investment, International Strategies and Organisational Structure, Business Operations and Cultural Differences
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Literature	The literature reading list will be made available at the beginning of the semester.
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Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business English I: Introduction to International Business	4

## Business French I

Modul code	1.5
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Term	1st term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min.)
Learning and teaching methods	Language course and self-study
Module leader	Ophélie Traché, Lecturer
Learning outcomes	<p>Students start at level B1 of the Common European Framework of Reference (CEFR) in French and after completing the module they have acquired speaking, writing, listening and reading skills in French at level B2 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"><li>• understand extended speech and lectures, read more complex articles and reports concerned with contemporary problems, take an active part in a discussion, write clear and detailed texts in French.</li><li>• grasp the basic principles and basic terms of politics, business and business activities in the language skills listening, reading, speaking and writing on a specialist language level in French, based on an extended, active, specialist vocabulary of around 300 specialist terms and a passive one of 600 in business French.</li><li>• compare and reflect on their own culture in Germany with the culture of France as the host country in the 2+2 course model and develop and apply strategies for the intercultural adaptation process.</li><li>• undertake methodological work effectively with authentic French material from the fields of political Economics , business and management and enhance and consolidate their knowledge of French.</li></ul>
Contents	<p>A variety of media and methods are used to work on and extend the basics of business French. The focus is on the teaching and explanation of basic principles of business culture in France and the introduction to company activities in French.</p>

Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Business French I	4

University  
Programme

Hochschule Bremen  
Business Studies / International Management (BIM)

## Business German I

Modul code	1.5
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Term	1st term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	Target group of this module are the exchange students of the BIM partner universities who start their studies in Bremen.
Usability	BIM
Examination method and duration	written exam (120 min.)
Learning and teaching methods	Language course and self-study
Module leader	Christine Behrens, Lecturer
Learning outcomes	<p>Students start at level A2/B1 of the Common European Framework of Reference (CEFR) in German and after completing the module they have acquired speaking, writing, listening and reading skills in German at level B2 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"><li>• understand extended speech and lectures, read and understand articles and reports concerned with contemporary problems, take an active and fluent part in a discussion, write clear and detailed texts in German.</li><li>• understand the basic principles and basic terms of business administration and Economics in specialist German and present and apply them in a discussion context.</li><li>• compare and reflect on the culture of their own country and the culture of Germany as the host country and develop and apply strategies for the intercultural adaptation process.</li><li>• undertake methodological work effectively with text excerpts from Economics lectures and enhance and consolidate their knowledge of German.</li></ul>
Contents	<p>A variety of media and methods are used to work on and extend the basics of business German. The focus is on the teaching and explanations of the basic principles of Business Administration and Economics as well as knowledge of Germany which can be used practically to compare intercultural matters.</p>

Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Business German I	4

University  
Programme

Hochschule Bremen  
Business Studies / International Management (BIM)

### Business Spanish I

Modul code	1.5
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Term 1st term

Duration / frequency 14 weeks/ once a year

Type Compulsory optional subject

ECTS-credits 6

Student workload h 180

Contact hours 56

Self study (hours) 124

Prerequisites none

Usability BIM

Examination method and duration written exam (120 min.)

Learning and teaching methods Language course and self-study

Module leader Gloria Nieves Iglesias, Lecturer

Students start at level A2 of the Common European Framework of Reference (CEFR) in Spanish and after completing the module they have acquired speaking, writing, listening and reading skills in Spanish at level B1 of the CEFR.

By successfully completing the module, students are able to

- understand the main points of extended speech and lectures, read and understand articles and reports concerned with contemporary problems, take part in a discussion and be understood, write simple coherent texts in Spanish.
- grasp the basic principles and basic terms of business and business activities in the language skills listening, reading, speaking and writing on a specialist language level, based on an extended active specialist vocabulary of around 300 specialist terms and a passive one of 600 in business Spanish.
- compare and reflect on their own culture in Germany and the culture of Spain as the host country in the 2+2 course model and develop and apply initial strategies for the intercultural adaptation process.
- undertake methodological work effectively with authentic material from business and management and enhance and consolidate language content.

A variety of media and methods are used to work on and extend the basics of business Spanish. The focus is on the teaching and explanation of the basic principles of the business culture in Spanish-speaking countries and their introduction in practical aspects of company routine.

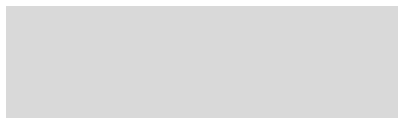
Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Business Spanish I	4



## Business Administration II: Business Functions and Management

Modul code	2.1.
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Term	2nd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min) or oral exam (15-30 min.) or presentation (15-30 min.) or essay or portfolio
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Philip Maloney
Learning outcomes	<p>After completing the module the participants have</p> <ul style="list-style-type: none"> <li>• the ability to make decisions on independently establishing their own degree focus and on choosing relevant further business courses and degree-related internships.</li> <li>• the ability to apply their knowledge when analysing and determining relevant organisational levels and promising organisational parameters for the complex system of the “enterprise”.</li> <li>• the ability to assess the usefulness of theoretical/general knowledge of business administration for organisational processes in real situations and to identify the need for additional knowledge.</li> <li>• strategic competence: the lessons’ emphasis on international relevance in particular gives the students the opportunity to categorise issues in business administration into an international strategic context and to deal with global complexities in a structured way.</li> </ul>
Contents	<p>The module continues the topics from the Business Administration I module, which is, however, not a prerequisite for participation. It deals with commercial value chains (performance generation and exploitation processes), institutional and instrumental organisational levels (organisation, HRM including intercultural management, process control, international business/business relations) for the optimum organisation of the business processes (aids: 7-S model, indicators, BSC) and basic financial principles. The material always incorporates illustrations of practical relevance and individual aspects are reinforced with talks by external experts. In a</p>



module-related tutorial the course contents are illustrated further through guided self-study.

Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business Administration II: Business Functions and Management	4
ditto	Tutorial	1

## Statistics II: Management Research Methods

Modul code	2.2.
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Term	2nd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam(120 min)
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Berthold Halbmann, Lecturer
Learning outcomes	<p>After successfully completing the module, the participants are able to</p> <ul style="list-style-type: none"> <li>• differentiate between deductive and inductive conclusions and explain the practical relevance of inductive conclusions and the relevance of random samples in practice</li> <li>• differentiate between homograde and heterograde issues, carry out point and interval estimates and present the fundamental principles of statistical tests of hypotheses and carry out hypotheses tests</li> <li>• develop a research design, justify it theoretically, implement it and draw conclusions from it</li> <li>• Ability to recognise that different research approaches can lead to different research results</li> <li>• assess the quality of studies, interpret them and criticise them where necessary</li> <li>• Ability to present the results of studies, draw conclusions from them and provide reasons for the conclusions.</li> </ul>
Contents	<p>The course provides a systematic insight into empirical research methods.</p> <p>It deals first with the fundamental principles of inductive statistics (inferential statistics) and in particular confidence estimates and parameter tests for averages, proportions and variances and distribution tests (chi-square tests).</p> <p>It then looks at the course of a statistical investigation from posing the question through to the statistical analysis, and students use case studies to work through the steps from the design of an investigation, its theoretical basis and the execu-</p>

tion to the evaluation of an actual survey.

Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Statistics II: Management Research Methods	4
ditto	Tutorial	1

University  
Programme

Hochschule Bremen  
Betriebswirtschaft International Management (BIM)

## Economics I: Fundamentals, Microeconomics

Modul code	2.3.
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Term	2nd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min) or oral exam (15-30 min.) or presentation (15-30 min.) or essay or portfolio
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Peter Schmidt

Learning outcomes	<p>After completing the course, the participants are able to</p> <ul style="list-style-type: none"><li>• understand the nature of economic decisions and independently draw conclusions for valid individual and collective action,</li><li>• Present theory-based arguments in economic discussions with a specific intent and explain micro-economic relationships,</li><li>• interpret theoretical economic models and apply them in a practical way from a business point of view.</li><li>• analyse markets and pricing and draw practical conclusions therefrom, such as developing price strategies for target markets,</li><li>• criticise decisions of economic entities with the help of economic criteria.</li></ul>
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Contents	<p>The course provides students with systematic knowledge in the discipline of Economics. This module first teaches fundamental principles in order to subsequently discuss the micro-economic decisions of individual economic entities from both a theoretical point of view and also in a practical way.</p> <p>The fundamental principles of Economics comprise the basic issues of financial management, elementary terms and concepts of the economic way of thinking, schools of thought and fundamental issues of economic systems.</p> <p>Micro-Economics analyses economic decisions of individual consumers and companies and their interaction in markets. This includes mastering price theory, market forms and options and consequences of state interventions in market processes.</p>
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Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Economics I: Fundamentals, Microeconomics	4
ditto	Tutorial	1

## Business English II: Introduction to Marketing

Modul code	2.4
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Term	2nd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none
Usability	BIM
Examination method and duration	Oral exam (15-30 min.) or presentation (15-30 min.)
Learning and teaching methods	Language course and self-study
Module leader	Michael Medlock, MBA, Lecturer
Learning outcomes	<p>Students start at level C1.1 of the Common European Framework of Reference (CEFR) in English and after completing the module they have acquired speaking, writing, listening and reading skills in business English at level C1.2 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"> <li>• understand the basic principles and basic terms of marketing in English and present and apply them in discussions and analytical situations.</li> <li>• process the contents in the topical field of marketing as a "Survey Course Principles of Marketing" in business English, assisted by an extended, active, specialist vocabulary of around 300 specialist terms, and around 600 passive terms of marketing terminology.</li> <li>• independently apply internationally recognised economic theories, models and tools used in marketing (such as Marketing Mix, Market Segmentation, Branding Strategies, Push and Pull Mix, Promotion Tools, Positioning Maps, PLC Analysis, BCG Matrix, SWOT Analysis, for example) to the processing and analysis of the topical fields of marketing.</li> <li>• develop and present problem-solving strategies on the basis of authentic short case studies on the topical fields of marketing.</li> <li>• recognise the cultural factor when analysing the topical fields of marketing and be able to reflect and illustrate this when comparing intercultural factors.</li> <li>• demonstrate the general and specialised language requirements needed to take up their study abroad at an English-speaking partner university with ease.</li> </ul>

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Contents
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The module is based on the integrated teaching and learning approach (content-based language training) and teaches an overview of the topical fields of marketing in the sense of a “Principles of Marketing Survey Course”. The topical fields are: the 7Ps of the Extended Marketing Mix, Product Attributes, Pricing Strategies, Distribution, Communication and Promotion Strategies, Global Marketing and Cultural Differences.

Literature
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The literature reading list will be made available at the beginning of the semester.

Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Business English II: Introduction to Marketing	4



## Business French II

Modul code	2.5
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Term	2nd term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none
Usability	BIM
Examination method and duration	Oral exam (15-30 min.)
Learning and teaching methods	Language course and self-study, Übungen im Sprachen Selbstlernzentrum
Module leader	Ophélie Traché, Lecturer
Learning outcomes	<p>Students start at level B2 of the Common European Framework of Reference (CEFR) in French and after completing the module they have acquired speaking, writing, listening and reading skills in French at level C1 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"> <li>• understand extended and more complex speech and lectures, read and understand complex articles and reports on a wide variety of topics well, spontaneously and fluently take part in a discussion, write clearly structured and detailed texts in French.</li> <li>• understand the specialist French used for the core functions of business and management and understand and present them in the context of a discussion, based on an extended, active, specialist vocabulary of around 300 specialist terms and a passive one of 600 in business French.</li> <li>• recognise cultural phenomena in the intercultural context both in everyday life as well as with reference to business and management and use them as an analytical element.</li> <li>• undertake methodological work effectively and in a practical way with excerpts from French specialist texts relating to business and management.</li> <li>• demonstrate the general and specialised language requirements needed to take up their study abroad at a French-speaking partner university.</li> </ul>
Contents	A variety of media and methods are used to improve the students' ability to operate in business French. The focus is on

teaching the main functions of business and management, such as company analyses, financial analyses, marketing strategies, business start-up, social and legal aspects, and the teaching of a practical knowledge of France.

Literature The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business French II	4

University  
Programme

Hochschule Bremen  
Business Studies / International Management (BIM)

## Business German II

Modul code	2.5
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Term	2nd term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	Target group of this module are the exchange students of the BIM partner universities who started their studies in Bremen.
Usability	BIM
Examination method and duration	Oral exam (15-30 min.)
Learning and teaching methods	Language course and self-study
Module leader	Christine Behrens, Lecturer
Learning outcomes	<p>Students start at level B2 of the Common European Framework of Reference (CEFR) in German and after completing the module they have acquired speaking, writing, listening and reading skills in German at level C1 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"><li>• understand more complex speech and lectures, read and understand demanding articles and reports on a wide variety of topics, spontaneously and fluently participate in a discussion, write clear and well-structured texts in German.</li><li>• understand the specialist language used for the main functions of business administration and Economics and present, apply and analyse them in a discussion context.</li><li>• recognise cultural phenomena in the intercultural context both in everyday life as well as with reference to business and management and apply them practically and scientifically as analytical elements.</li><li>• undertake methodological work with demanding specialist texts from the field of Economics .</li></ul>
Contents	<p>A variety of media and methods are used to improve the students' ability to operate in business German. The focus is on teaching and consolidating the main functions of Business Administration and Economics as well as teaching a practical knowledge of Germany.</p>
Literature	<p>The literature reading list will be made available at the beginning of the semester.</p>

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business German II	4

University  
Programme

Hochschule Bremen  
Business Studies / International Management (BIM)

## Business Spanish II

Modul code	2.5
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Term	2nd term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none
Usability	BIM
Examination method and duration	Oral exam (15-30 min.)
Learning and teaching methods	Language course, self-study
Module leader	Gloria Nieves Iglesias, Lecturer
Learning outcomes	<p>Students start at level B1 of the Common European Framework of Reference (CEFR) in Spanish and after completing the module they have acquired speaking, writing, listening and reading skills in Spanish at level B2 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"><li>• understand more complex speech and lectures, read and understand articles and reports on a wide variety of topics, spontaneously and fluently participate in a discussion, write clear and well-structured texts in Spanish.</li><li>• understand the specialist Spanish used for the main functions of business and management and understand and present them in the context of a discussion, based on an extended, active, specialist vocabulary of around 300 specialist terms and a passive one of 600 in business Spanish.</li><li>• recognise cultural phenomena in the intercultural context both in everyday life as well as with reference to business and management and use them as an analytical element.</li><li>• undertake methodological work with excerpts from specialist texts from the fields of business and management.</li><li>• demonstrate the general and specialist language requirements needed to take up their study abroad at a Spanish-speaking partner university.</li></ul>
Contents	<p>A variety of media and methods are used to improve the students' ability to operate in business Spanish. The focus is on teaching the main functions of business and management as</p>

well as teaching a practical knowledge of Spain.

Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Business Spanish II	4

University  
Programme

Hochschule Bremen, School of International Business (SIB)  
Business Studies / International Management (BIM)

### Business Administration III: Taxation and Applied Business Ethics

Modul code	3.1.
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Term	3rd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	All programmes
Examination method and duration	Unit 1: Written exam (60 min) or presentation (15-30 min.) or portfolio Unit 2: Written exam (60 min) or presentation (15-30 min.) or essay or portfolio
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Ulrich Krüger
Learning outcomes	<p>After completing the course, the students should have the following skills:</p> <p><b>Unit 1: Theory of taxation</b></p> <ul style="list-style-type: none"><li>• Application competence for tax burden comparisons for the selection of location and legal status.</li><li>• Assessment competence with regards to taxation strategies of associations.</li></ul> <p><b>Unit 2: Applied business ethics</b></p> <ul style="list-style-type: none"><li>• Assessment competence with regard to the analysis of ethical issues in the company</li><li>• Application competence regarding possible measures in ethics management</li><li>• Competence to be able to formulate for themselves the tense relationship between profit maximisation and ethics in a specific case of conflict and to defend the result</li></ul>
Contents	<p>The module presents two of the most important fundamental constraints of business activity which taken together illustrate the strong relationship between companies and society, and the resulting demands this places on the company. In addition to teaching the basics of both sub-areas of business studies, dealing with the topics together also illustrates the conflict which the companies experience: between tax optimisation and contribution to society, between profit maximisation and ethical issues.</p>

The course covers the most important types of tax in the “Theory of taxation” unit. It presents company policy options and parameters for its tax design.

The relatively new sub-area of business studies “Business and company ethics” has now become established (and on the international level in particular) and represents an important basis of modern management. This unit teaches the basics of ethical business activities as well as specific areas of company ethics. The following aspects are included in such company ethics as management with responsibility:

- Company management ethics
- Personnel management with regard to staff ethics
- Corporate Governance and fight against corruption
- Corporate social responsibility

#### Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Taxation	2
see current university calendar	Applied Business Ethics	2
ditto	Tutorial	1



## Financial Accounting

Modul code	3.2.
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Term	3rd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	Written exam (120 min.) or portfolio or electronic assessment
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Stefan Veith
Learning outcomes	<p>After successfully completing the module, the participants are able to</p> <ul style="list-style-type: none"> <li>- make entries into accounts,</li> <li>- generate and read an accounting report according to trade law (HGB)</li> <li>- identify forms of accounting policy,</li> <li>- explain the differences between a commercial balance sheet and a tax balance sheet.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• Accounting and reporting</li> <li>• Principles of German accounting</li> <li>• Drafting of a commercial balance sheet and a tax balance sheet</li> <li>• Presentation of profit</li> </ul>
Literature	The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Financial Accounting	4
ditto	Tutorial	1

University  
Programme

Hochschule Bremen  
Betriebswirtschaft International Management (BIM)

## Economics II: Macroeconomics and Economic Policy

Modul code	3.3.
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Term	3rd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min) or oral exam (15-30 min.) or presentation (15-30 min.) or essay or portfolio
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Peter Schmidt
Learning outcomes	<p>After completing the course, the participants are able to</p> <ul style="list-style-type: none"><li>• differentiate between the different sub-areas of Economics and apply the models of these different sub-areas specifically to business issues,</li><li>• understand from a theoretical point of view the current political discussion on economic policy measures and basic issues and take an informed position in discussions,</li><li>• assign economic policy arguments to the different schools of thought,</li><li>• differentiate between the calculation methods of national accounts and interpret the different domestic product concepts on this basis,</li><li>• differentiate between fiscal policy and monetary policy and classify their relevance within the European Economic Area,</li><li>• formulate suitable economic policy measures as a response to the changes to macroeconomic indicators.</li></ul>
Contents	<p>The course provides students with systematic knowledge in the discipline of Economics. Following on from the basics of Economics and Micro-Economics established in the preceding Economics module, this module focuses on the macroeconomic level.</p> <p>The first step is to present National Accounts (VGR) and to deal with macroeconomic theory on this basis in order to deal with the macroeconomic markets and the "business environment" which is the environment for business decisions. A focus here is the different explanatory approaches (dogmas) of economic theory. The second step uses this theoretical basis</p>

to present the options for economic policy protagonists and the possible implications of political intervention.

Literature The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Economics II: Macroeconomics and Economic Policy	4
ditto	Tutorial	1

### Cost Accounting

Modul code	3.4
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Term	3rd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	Written exam (120 min.) or portfolio or electronic assessment
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Stefan Veith
Learning outcomes	<p>After successfully completing the module, the students are able to</p> <ul style="list-style-type: none"><li>- present the fundamental tasks and methods of cost and activity accounting and understand their relationship to real situations;</li><li>- apply the method to simple analytical and decision-making situations in a practical way and assess them in standard situations;</li><li>- rate alternative calculation concepts in terms of information content and reliability;</li><li>- apply conventional work and learning techniques to abstract content and obtain more in-depth knowledge independently from specialist academic sources.</li></ul>
Contents	<p>After a general introduction to company accounting, the course covers profitability control and decision-making support as the fundamental tasks of cost and activity accounting. This involves looking at the sub-areas of cost types, cost centres and cost-unit accounting with their special purposes, possibilities and limits and students practice dealing with them with the aid of numerical examples. The accounting concepts of actual cost accounting and variable cost accounting as actual and planned cost calculations are taken into account as well as an overview of the main approaches of process and target cost accounting.</p>
Literature	<p>The literature reading list will be made available at the beginning of the semester.</p>

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Cost Accounting	4
ditto	Tutorial	1

University  
Programme

Hochschule Bremen, School of International Business (SIB)  
Business Studies / International Management (BIM)

### European and Intercultural Management

Modul code	3.5.
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Term	3rd term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none. Recommendation: Language modules of term 1 and 2 passed
Usability	All programmes
Examination method and duration	Unit 1: written exam (60 min) or presentation (15-30 min.) or essay or oral exam (15-30 min.) or portfolio Unit 2: written exam (60 min) or presentation (15-30 min.) or essay or oral exam (15-30 min.) or portfolio
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Michael Medlock, MBA, Lecturer
Learning outcomes	<p>This module is based on an interdisciplinary and integrative approach and is positioned in the last Term of study before students commence their studies abroad in order to provide specific preparation in three key requirements of studying abroad: active consolidation of business language in two foreign languages, intercultural skills and academic management skills.</p> <p>After completing the module the participants have</p> <ul style="list-style-type: none"><li>• specialist skills for European Management including knowledge of the European integration process with its effects on the management and strategy of companies in Europe,</li><li>• international competence and improved multi-lingual skills, which are gained due to the module being offered in a foreign language,</li><li>• intercultural skills in particular with regard to the country-specific orientation towards France and Spain and knowledge on the cultural dimension of "European Management",</li><li>• methodological competence with regard to the use of modern information technologies, the application of presentation techniques and problem-solving approaches.</li></ul>

## Contents

The module is structured as a mandatory unit in English covering the topical field of “European Management – Theory, Models and Concepts” and an elective unit in French or Spanish entitled “Intercultural Management in Europe - practice and case studies”.

### “European Management” (English):

- Studies and models in International Management (e.g. Hofstede’s and Trompenaars’ model) comparative management models in Europe and the US
- The impact of national culture on corporate cultures, leadership styles and HRM functions
- Basic personality types and cultural influences (e.g. MBTI Myers-Briggs Type Indicator)
- Cross-cultural communication and negotiation styles
- Managing cultural differences
- The cultural elements in corporate and marketing strategies for Europe

### “Intercultural Management in Europe” (French or Spanish)

- Selected practical cases and company case studies for the topical field of intercultural management in Europe
- Comparative management practice, here with a focus on comparative Franco-German or Hispano-German management traditions and culture
- Practical cases and case studies to present and analyse the differences and potential conflicts in Franco-German or Hispano-German business relationships.
- Models, approaches to solutions and guidelines for action regarding conflict management in intercultural management, in particular with relevance to Franco-German or Hispano-German business relationships.

## Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	European Management	2
ditto	Intercultural Management in Europe	2
ditto	Tutorial	1

University  
Programme

Hochschule Bremen, School of International Business (SIB)  
Business Studies / International Management (BIM)

### Internship Preparation

Modul code	4.1.
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Term	4th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	Course achievement
Learning and teaching methods	Seminar, group work, instructed self-study
Module leader	Prof. Dr. Philip Maloney
Learning outcomes	<p>After completing the course, the students have</p> <ul style="list-style-type: none"> <li>• obtained specialist skills through knowledge of the special characteristics of German and foreign company and country cultures, particularly in relation to applying for a job</li> <li>• methodological competence in knowing the most important behaviour appropriate in an internship and the ability to apply this knowledge to specific situations,</li> <li>• personal competence to independently select these methods and use them successfully in practice</li> </ul>
Contents	<p>The course provides students with knowledge on and understanding for specific behaviour patterns of and towards student interns. This includes cultural differences.</p> <p>The module uses among other things topics from the range of experiences of previous students' internships by working out suitable measures and behaviours.</p> <p>In the module-related tutorials the knowledge gained is applied to practical issues and with suitable didactical means (e.g. video recordings, role playing).</p>
Literature	The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Internship Preparation	4
ditto	Tutorial	1



University  
Programme

Hochschule Bremen, School of International Business (SIB)  
Business Studies / International Management (BIM)

### Internship I - IV

Modul code	4.2. - 4.5.
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Term	4th term	
Duration / frequency	14 weeks/ once a year	
Type	Obligatory	
ECTS-credits	24 credits	
Student workload h	- Full-time internship, duration: 18 weeks	
Contact hours	-	
Self study (hours)	- Full-time internship, duration: 18 weeks	
Prerequisites	Succesful completion of module 4.1/ Internship Preparation	
Usability	BIM	
Examination method and duration	Internship report	
Learning and teaching methods	Internship	
Module leader	Prof. Dr. Philip Maloney	
Learning outcomes (Lernergebnisse)	The students obtain and expand their professional interaction skills. The course promotes the three facets of the so-called key skills such as methodological skills, social skills and personal competence. At the same time the specialist competence is consolidated and expanded by consolidating specialist content with practical relevance.	
Contents	<p>In this module students undertake an internship in a company. The content of the practical phase should further develop the students' level of theoretical knowledge and supplement it with practical experience. They familiarise students with the elements of work methodology, company organisational structures and flows of information, the significance of company culture for the success of a company and provide a more detailed insight into business relationships.</p> <p>Students have advisory sessions in the Centre for Business Contacts of the School of international Business to prepare for the practical phase. They can also obtain useful advice and information for their application here. The students choose a mentor for the internship who will offer advice during the internship and can help with problems - together with the Centre for Business Contacts.</p>	
Literature	-	
	Internship	

## Finance

Modul code	5.1.
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Term	5th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	Written exam (120 min.)
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Peter Laudi
Learning outcomes	<p>After completing the module, the participants are able to</p> <ul style="list-style-type: none"> <li>- State the requirements of financial management as part of company management and differentiate crucial aspects</li> <li>- Describe and apply methods of financial management</li> <li>- Develop procedures and fundamental approaches to solutions within the framework of investment and funding decisions for company management.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>- Investment decisions at certainty or uncertainty</li> <li>- External funding decisions</li> <li>- Internal funding decisions</li> <li>- Special forms of funding decisions.</li> </ul>
Literature	The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Finance	4
ditto	Tutorial	1

## International Marketing

Modul code	5.2
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Term	5th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min) or presentation (15-30 min.) or essay or oral exam (15-30 min.) or project work or portfolio
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Philip Maloney
Learning outcomes	<p>By successfully completing this sub-module, students are able to</p> <ul style="list-style-type: none"> <li>- take suitable acquisition measures for collecting, analysing and interpreting information on global, country-specific, environmental characteristics and country-specific task environments,</li> <li>- assess country-specific or transnational options and instruments for strategic and operational market exposure,</li> <li>- prepare decisions on entry into an international market,</li> <li>- determine promising international market entry and market processing strategies and</li> <li>- use international diagnostic methods such as international product life cycle analyses, international market and development forecasts, early warning systems and international portfolio analyses.</li> </ul>
Contents	The module teaches strategic and operational skills on the basis of current empirical data sources taking into account intercultural skills.
Literature	The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	International Marketing	4
ditto	Tutorial	1

## Human Resource Management

Modul code	5.3.
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Term	5th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory / Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min) or oral exam (15-30 min.) or presentation (15-30 min.) or essay
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Leena Pundt
Learning outcomes	<p>After completing the module the participants have</p> <ul style="list-style-type: none"> <li>• knowledge of the fundamental role and tasks of human resource management in company operating processes</li> <li>• knowledge and assessment of the determinants of human work performance in the company</li> </ul>
Contents	<p>Human resource management:</p> <ul style="list-style-type: none"> <li>• terminology, contents and objectives of human resource management</li> <li>• the human resource value chain within the company value creation</li> <li>• the determination of staffing requirements, quantitative and qualitative personnel planning</li> <li>• determinants of human performance in the company</li> <li>• fundamentals of personnel selection</li> <li>• fundamentals of performance appraisal and personnel development</li> <li>• fundamentals of the determination of salary</li> </ul> <p>A module-related tutorial illustrates the content further through guided self-study.</p>
Literature	The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Human Resource Management	4
ditto	Tutorial	1

### Business English III: Cross-Cultural Management

Modul code	5.4
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Term	5th term
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Duration / frequency	14 weeks/ once a year
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Type	Obligatory
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ECTS-credits	6
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Student workload h	180
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Contact hours	56
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Self study (hours)	124
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Prerequisites	Target group of this module are primarily the exchange students of the BIM partner universities who started their studies in Bremen, accompanied by German students of the 3+1-model.
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Usability	BIM
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Examination method and duration	Written exam (120 min.) or oral exam (15-30 min.) or presentation (15-30 min.) or essay or portfolio
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Learning and teaching methods	Language course, self-study
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Module leader	Michael Medlock, MBA, Lecturer
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Learning outcomes	<p>Students start at level C1.1 of the Common European Framework of Reference (CEFR) in English and after completing the module they have acquired speaking, writing, listening and reading skills in business English at level C1.2 of the CEFR.</p>
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By successfully completing the module, students are able to

- understand the basic principles and basic terms of the topical field of Cross-Cultural Management in English and present and apply them in discussions and analytical situations.
- process the contents in the topical field of Cross-Cultural Management in business English, assisted by an extended, active, specialist vocabulary of around 300 specialist terms, and around 600 passive terms of Cross-Cultural Management terminology.
- apply internationally recognised economic theories, models and tools in Cross-Cultural Management (such as Hofstede's Cultural Dimensions, Trompenaars' Value Dimensions, the University of Michigan World Values Survey, the GLOBE Study, Hall, Lewis, for example) independently in the processing and analysis of the topical field of Cross-Cultural Management.
- develop and present problem-solving strategies on the basis of authentic short case studies and independent research projects on the topical field of Cross-Cultural Management.

	<ul style="list-style-type: none"> <li>recognise the cultural factor when analysing the topical field of International Management and be able to reflect and illustrate this when comparing intercultural factors on an academic and practical level.</li> </ul>	
Contents	<p>The module uses the integrated teaching and learning approach (content-based language training) to provide a systematic overview of the topical field of Cross-Cultural Management. The topical fields covered are: Models to Analyze Value Differences Across Cultures, Cross-Cultural Communication, Culture-Shock and the International Adjustment Curve, the Impact of Culture on Organizational Culture, Corporate Culture, Leadership Styles, Managing International Teams, International HRM.</p>	
Literature	<p>The literature reading list will be made available at the beginning of the semester.</p>	
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Business English III: Cross-Cultural Management	4

University  
Programme

Hochschule Bremen  
Business Studies / International Management (BIM)

### Business German III

Modul code	5.5
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Term	5th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	Target group of this module are the exchange students of the BIM partner universities who start their studies in Bremen in term 5 for two years.
Usability	BIM
Examination method and duration	Written exam (120 min.) or oral exam (15-30 min.) or presentation (15-30 min.)
Learning and teaching methods	Language course, self-study
Module leader	Christine Behrens, Lecturer
Learning outcomes	<p>Students start at level B2 of the Common European Framework of Reference (CEFR) in German and after completing the module they have acquired speaking, writing, listening and reading skills in German at level C1 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"><li>• understand more complex speech and lectures, read and understand demanding articles and reports on a wide variety of topics, spontaneously and fluently participate in a discussion, write clear and well-structured texts in German.</li><li>• understand the specialist language used for the main functions of business administration and Economics and present, apply and analyse them in a discussion context.</li><li>• recognise cultural phenomena in the intercultural context both in everyday life as well as with reference to business and management and be able to relate the student's own culture to the culture of Germany as the new host country in a reflective and practical manner.</li><li>• undertake effective methodological work with authentic specialist texts and materials from the field of Economics .</li></ul>
Contents	A variety of media and methods are used to improve the students' ability to operate in business German. The focus is on teaching and consolidating the key topics of management and



business as well as teaching an academic and practical knowledge of Germany.



The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business German III	4



### Business French III

Modul code	5.5
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Term	5th term
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Duration / frequency	14 weeks/ once a year
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Type	Compulsory optional subject
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ECTS-credits	6
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Student workload h	180
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Contact hours	56
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Self study (hours)	124
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Prerequisites	Target group of this module are primarily the German students who move after 4 terms from France to Bremen in the 2+2 model. They are accompanied by German students of the 3+1 model who will move to a partner university abroad for their final year.
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Usability	BIM
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Examination method and duration	Written exam or (120 min.) oral exam (15-30 min.) or presentation (15-30 min.)
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Learning and teaching methods	Language course, self-study
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Module leader	Ophélie Traché, Lecturer
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Learning outcomes	<p>Students start at level C1 of the Common European Framework of Reference (CEFR) in French and after completing the module they have acquired speaking, writing, listening and reading skills in French at level C2 of the CEFR.</p>
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By successfully completing the module, students are able to

- understand extended and more complex speech and lectures, read and understand complex articles and reports on a wide variety of topics well, spontaneously, fluently and in a structured way take part in a discussion, write well-structured and detailed texts in French.
- understand the specialist French used in the topical fields of business and management in theory and practice and clearly understand, independently analyse and present them in the context of a discussion, based on an extended, active, specialist vocabulary of around 300 specialist terms and a passive one of 600 in business French.
- analyse in the intercultural context the cultural factor in relation to business and management in theory and practical application and use it as an element of interpretation.
- undertake methodological work with longer authentic French specialist texts and materials from the fields of business and management.

Contents	A variety of media and methods are used to improve the students' ability to operate in business French. The focus is on the fully differentiated teaching of the topical fields of business and management both in theory and in practice, and more detailed teaching of a practical knowledge of France.	
Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business French III	4

University  
Programme

Hochschule Bremen  
Business Studies / International Management (BIM)

### Business Spanish III

Modul code	5.5
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Term	5th term
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Duration / frequency	14 weeks/ once a year
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Type	Compulsory optional subject
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ECTS-credits	6
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Student workload h	180
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Contact hours	56
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Self study (hours)	124
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Prerequisites	Target group of this module are primarily the German students who move after 4 terms from Spain to Bremen in the 2+2 model. They are accompanied by German students of the 3+1 model who will move to a partner university abroad for their final year.
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Usability	BIM
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Examination method and duration	written exam (120 min.) or oral exam (15-30 min.) or presentation (15-30 min.)
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Learning and teaching methods	Language course, self-study
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Module leader	Blanca Celis-Maure, Lecturer
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Learning outcomes	<p>Students start at level B2/C1 of the Common European Framework of Reference (CEFR) in Spanish and after completing the module they have acquired speaking, writing, listening and reading skills in Spanish at level C1/C2 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"><li>• understand extended and more complex speech and lectures, read and understand complex articles and reports on a wide variety of topics well, spontaneously, fluently and in a structured way take part in a discussion, write well-structured and detailed texts.</li><li>• understand the specialist Spanish used in the topical fields of business and management in theory and practice and clearly understand, independently analyse and present them in the context of a discussion, based on an extended, active, specialist vocabulary of around 300 specialist terms and a passive one of 600 terms in business Spanish.</li><li>• analyse in the intercultural context the cultural factor in relation to business and management in theory and practical application and use it as an element of interpretation.</li><li>• undertake methodological work with longer authentic specialist texts and materials from the fields of busi-</li></ul>
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ness and management.

Contents

A variety of media and methods are used to improve the students' ability to operate in business Spanish. The focus is on the fully differentiated teaching of the topical fields of business and management in theory and in practice, and more detailed teaching of a practical knowledge of Spain.

Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business Spanish III	4

## International Management I

Modul code	6.1
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min.) or oral exam (15-30 min.) or presentation (15-30 min.) or essay
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Sabrina Hegner
Learning outcomes	<p>After completing the module the participants have:</p> <ul style="list-style-type: none"><li>• A deeper understanding of management theories;</li><li>• Knowledge of the global macro-environment of companies; an understanding of organisational structures and leadership behaviour;</li><li>• Decision-making skills with regard to the use of alternative strategies in the internationalisation process and the basic strategy orientation in international/global business.</li><li>• Application competence in terms of the suitable selection and the specific use of promising strategies and taking into account the interrelationships with structure and culture.</li><li>• Assessment competence for the feasibility and the benefit of selected strategies in view of the objectives pursued.</li><li>• Strategic competence for the development of fundamental, promising, sustainable social competence which takes the situation into account in order to learn and work in multinational groups.</li></ul>
Contents	<p>The module teaches a solid understanding of different management approaches, the effects of internationalisation on company decisions and strategic planning. The course content includes theories of international management, management in a global environment, design of organisations and decision processes. The students are provided with an insight into international business relationships and the general conditions</p>

of international/global competition. The so-called sub-strategies in the internationalisation process and the fundamental types of strategies of international organisations are dealt with against this background. The discussion of scenario techniques and decision making enables the students to record decision-making processes in a comprehensible way. Finally, the interdependencies between strategy and (organisational) structure and strategy and culture (shown using the example of international staffing strategies) are discussed.

#### Literature

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	International Management I	4
ditto	Tutorial	1

University  
Programme

Hochschule Bremen  
Business Studies / International Management (BIM)

***6.2 Concentration Areas see at the end***

### International Business Law for Trade and Digital Business Models

Modul code	6.3.
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6 credits
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none. Recommendation: Business law
Usability	All programmes
Examination method and duration	written exam (120 min) or oral exam (15-30 min.) or portfolio
Learning and teaching methods	Lecture, instructed self-study, tutorial with individual and group work
Module leader	Prof. Dr. Ulrich Krüger
Learning outcomes	<p>After completing the course, the students should have the following skills:</p> <ul style="list-style-type: none"><li>• Basic specialist competence in international commercial law for the code of practice for contracts and the solution of conflicts;</li><li>• Methodological competence: The ability to recognize pertinent legal problems of economic practice early and include them in the planning of possible economic action;</li><li>• The ability to make decisions to answer the question as to whether simple legal problems can be solved without involving professional legal assistance or whether such assistance is required;</li><li>• The ability to communicate with lawyers or legal departments and hence the social competence to be able to argue in interdisciplinary groups and contexts with particular focus on trade and digital business models;</li><li>• By learning the techniques for handling cases, the individuals themselves will acquire skills which enable them to organise their own work processes in a defined and considered way.</li></ul>
Contents	<p>The module will provide knowledge in the field of international business law, especially against the background of legal developments and with a special focus on digitalization. The following topics will be covered:</p> <ul style="list-style-type: none"><li>• Globalisation, ethics and law: the example of WTO</li></ul>



- International trade organisations and their regulations using the example of the WTO
- International trade law
- Introduction to comparative law
- International private law
- International unified standard law using the example of the UN sales convention
- INCO terms and practise in the law on international contracts
- Basic principles of international civil procedural law and arbitration proceedings

#### Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	International Business Law for Trade and Digital Business Models	4
ditto	Tutorial	1

## Business English IV: Entrepreneurship and Business Management

Modul code	6.4
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min.) or oral exam (15-30 min.) or presentation (15-30 min.) or project report
Learning and teaching methods	Language course, self-study
Module leader	Michael Medlock, MBA, Lecturer
Learning outcomes	<p>Students start at level C1.2 of the Common European Framework of Reference (CEFR) in English and after completing the module they can express themselves in business English at level C2 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"> <li>• understand the basic principles and basic terms of the topical field of Entrepreneurship and Business Management in English and present and apply them in discussions and analytical situations.</li> <li>• process the contents in the topical field of Entrepreneurship and Business Management in business English, assisted by an extended, active, specialist vocabulary of around 300 specialist terms, and around 600 passive terms.</li> <li>• independently apply recognised Economics theories, models and instruments regarding Entrepreneurship and Business Management (such as Schumpeter's concept of creative destruction, Drucker's concept of innovative entrepreneurship, Timmon's model, the global entrepreneurship monitor, the venture creation process, design of a business plan, for example) for the processing and analysis of the topical fields relating to Entrepreneurship and Business Management.</li> <li>• design and present a business plan independently on the basis of a systematic group research project.</li> <li>• analyse and present the critical elements of a business plan in terms of "viability, feasibility and implementation" on an academic and a practical level.</li> <li>• demonstrate the general and specialist language requirements needed to take up their study abroad at</li> </ul>

an English-speaking partner university with ease.

#### Contents

The module uses the integrated teaching and learning approach (content-based language training) to provide a systematic overview of the topical fields of Entrepreneurship and Business Management as the basis for the development of a business plan as a group research project. The topical fields covered are: Entrepreneurship theory, international entrepreneurship, the venture creation process, screening venture opportunities, venture financing, the business plan, managing a new venture.

#### Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business English IV: Entrepreneurship and Business Management	4

## Business German IV

Modul code	6.5
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none. See Business German III
Usability	BIM
Examination method and duration	written exam (120 min.) or oral exam (15-30 min.) or presentation (15-30 min.) or project report
Learning and teaching methods	Language course, self-study
Module leader	Christine Behrens, Lecturer
Learning outcomes	<p>Students start at level C1 of the Common European Framework of Reference (CEFR) in German and after completing the module they have acquired speaking, writing, listening and reading skills in German at level C2 of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"> <li>• understand complex speech and lectures, read and understand demanding articles and reports on a wide variety of topics with ease, actively participate in a discussion with ease, write structured and stylistically suitable texts in German.</li> <li>• understand the specialist language used for complex and specialist elements in business administration and Economics and present, apply and analyse them in a differentiated way in a problem-solving context</li> <li>• recognise cultural requirements in the intercultural context both in everyday life as well as with reference to the degree course and company expectations and reflect and develop practical strategies.</li> <li>• undertake effective methodological work with authentic specialist texts and materials from the field of Economics and business practice.</li> </ul>
Contents	A variety of media and methods are used to improve the students' ability to operate in business German for their studies and their business practice. The focus is on teaching and consolidating the key topics of management and business practice as well as consolidating an academic and practical knowledge of Germany.
Literature	The literature reading list will be made available at the begin-

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business German IV	4

## Business French IV

Modul code	6.5
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none
Usability	BIM
Examination method and duration	Written exam (120 min.) or oral exam (15-30 min.) or presentation (15-30 min.) or project report
Learning and teaching methods	Language course, self-study
Module leader	Ophélie Traché, Lecturer
Learning outcomes	<p>Students start at level C1/C2 of the Common European Framework of Reference (CEFR) in French and after completing the module they have acquired speaking, writing, listening and reading skills in French at level C2+ of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"><li>• understand extended and more complex speech and lectures with ease, effortlessly read and understand complex articles and reports on a wide variety of topics, take part in a discussion with ease, spontaneously, fluently and in a structured way, write structured texts in French which are stylistically appropriate.</li><li>• understand the specialist French used in the topical fields of business and management in academic theory and business practice with ease and independently analyse and present these fields with conviction in the context of a discussion, based on an extended, active, specialist vocabulary of around 300 specialist terms and a passive one of 600 in business French.</li><li>• analyse in the intercultural context the cultural factor in relation to business and management in academic theory and business practice in French and implement it convincingly in practical strategies.</li><li>• effortlessly undertake methodological work with longer and complex authentic French specialist texts and materials from the fields of business and management.</li><li>• demonstrate the general and specialised French language requirements needed to take up their study abroad at a French-speaking partner university with</li></ul>

ease.

Contents

A variety of media and methods are used to improve the students' ability to operate in business French. The focus is on the differentiated consolidation of the main functions of business and management in theory and in practice, and the consolidation of an academic and practical knowledge of France.

Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business French IV	4

## Business Spanish IV

Modul code	6.5
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56
Self study (hours)	124
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min.) or oral exam (15-30 min.) or presentation (15-30 min.) or project report
Learning and teaching methods	Language course, self-study
Module leader	Blanca Celis-Maure, Lecturer
Learning outcomes	<p>Students start at level C1/C2 of the Common European Framework of Reference (CEFR) in Spanish and after completing the module they have acquired speaking, writing, listening and reading skills in Spanish at level C2+ of the CEFR.</p> <p>By successfully completing the module, students are able to</p> <ul style="list-style-type: none"><li>• understand extended and more complex speech and lectures with ease, read and understand complex articles and reports on a wide variety of topics with ease, take part in a discussion with ease, spontaneously, fluently and in a structured way, write structured texts which are stylistically appropriate.</li><li>• understand the specialist language used in the topical fields of business and management in academic theory and business practice with ease, and independently analyse and present these fields with conviction in the context of a discussion, based on an extended, active, specialist vocabulary of around 300 specialist terms and a passive one of 600 terms in business Spanish.</li><li>• analyse in the intercultural context the cultural factor in relation to business and management in academic theory and business practice and implement it convincingly into practical strategies.</li><li>• effortlessly undertake methodological work with longer and complex authentic specialist texts and materials from the fields of business and management.</li><li>• demonstrate the general and specialist language requirements needed to take up their study abroad at a Spanish-speaking partner university with ease.</li></ul>



Contents	A variety of media and methods are used to improve the students' ability to operate in business Spanish. The focus is on differentiated consolidation of the main functions of business and management in theory and in practice, and the consolidation of an academic and practical knowledge of Spain.	
Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Business Spanish IV	4

## International Management II

Modul code	7.1
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Term	7th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	presentation (15-30 min.) or portfolio
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Martina Röhrich
Learning outcomes	<p>After successfully completing the module, the participants are able to correctly assess (in a business simulation) market situations and market potential in international markets taking into account regional differences and make targeted decisions on this basis, in particular:</p> <ul style="list-style-type: none"> <li>• Develop expansion strategies such as cooperations with other companies, acquisition of other companies, establishment of own companies</li> <li>• Further develop the product in line with market requirements in terms of technology and environmental compatibility</li> <li>• Form the marketing mix in line with market requirements,</li> <li>• Make decisions on technical and staffing capacity, procurement of raw materials and financing</li> <li>• Formulate plans, put them in concrete terms and continuously monitor the adherence to the plans,</li> <li>• Use PC and planning software as a tool or for decision-making support.</li> </ul>
Contents	Selected case studies and a business simulation game are used to consolidate the content of the "International Management 1" module and process this content with an analytical focus and with reference to its integrative application.
Literature	Topical case studies International Management, Business game manual

Instructor(s)	Lecture / Tutorial	hours per week
see current university	Case Studies Strategic Management	2

calendar		
ditto	Business Game International Management	2
ditto	Tutorial	1

University  
Programme

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***7.2 Concentration Areas see at the end***

## Management and Controlling

Modul code	7.3
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Term	7th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	written exam (120 min.) or oral exam (15-30 min.)
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Frank Giesa
Learning outcomes	<p>After successfully completing the module, the participants are able to</p> <ul style="list-style-type: none"><li>- differentiate between the duties of management and managerial accounting,</li><li>- state the requirements placed on managerial accounting as part of the company management</li><li>- differentiate the methods of strategic and operational managerial accounting and use them to manage a company,</li><li>- understand and generate indicators and indicator systems and derive business objective-oriented decisions from these indicators,</li><li>- describe the principles and interdependencies of the budgeting and apply them to simple examples,</li><li>- design the reporting so as to be geared towards specific target groups,</li><li>- state and apply selected IT tools for managerial accounting.</li></ul>
Contents	<p>The students learn different managerial accounting concepts and their relationship to management. They gain insights into the tasks and tools of managerial accounting. These include the tools of strategic as well as operational managerial accounting. The course explains how to organise managerial accounting in order to solve company decision-making problems and to structure reporting. The important work fields of operational managerial accounting are taught in more detail with the aid of indicators, budgeting and IT support.</p>
Literature	The literature reading list will be made available at the begin-

ning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Management and Controlling	4
ditto	Tutorial	1

### International Economics (Logistics and Foreign Economics)

Modul code	7.4
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Term	7th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	portfolio or written exam (120 min) or oral exam (15-30 min)
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Martin Schwardt

Learning outcomes	<p>After completing the module, the students should have the following skills:</p> <p>Specialist competence: analyse logistical connections taking into account the cross-sectional function of logistics,</p> <p>Methodological competence: select or transfer and apply suitable planning methods for selected operational and strategic logistical problems,</p> <p>Social competence: be able to assess the necessity for communication and cooperation in supply chains.</p> <p>After successfully completing the module, the students are able to analyse trade relations, systematise the background of the origin of financial crises and query the role of German and international companies in the global context, and differentiate power constellations from market constellations.</p>
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Contents	<p><b>Logistics</b></p> <ul style="list-style-type: none"> <li>• Introduction, introductory case studies</li> <li>• Design of logistics networks</li> <li>• Logistics service providers, outsourcing</li> <li>• Transport planning, tour scheduling</li> <li>• Location planning (particularly in international environment)</li> </ul>
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- International transport chains
- Supply chain management

### Foreign trade

Case studies are used to provide an insight into crucial issues of world trade relations against the background of methodological/theoretical considerations. The principles of world trade, the determinants of international financial transactions and migration are dealt with empirically. Issues relating to the exchange rate system, accession to the WTO, the role of international organisations for national and international development goals are discussed. Trade conflicts, international financial crises, the development of the oil price, EU expansion or the globalisation debate are but a few examples. The creation, role and objectives of international organisations and “global players” are scrutinized in this context.

### Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Logistics	2
ditto	Foreign Economics	2
ditto	Tutorial	0,5
ditto	Tutorial	0,5



University  
Programme

Hochschule Bremen, School of International Business (SIB)  
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## Project Management

Modul code	7.5.
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Term	7th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM
Examination method and duration	project report or written exam (120 min.)
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Brita Schemmann
Learning outcomes	<p>Students can</p> <ul style="list-style-type: none"><li>• give reasons for the importance of project management for the activities in international commercial companies.</li><li>• draw up a project plan for a small project.</li><li>• calculate and interpret progress indicators and trend statements for a project on the basis of actual and target data.</li><li>• formulate and recognise factors for the success of the project in international companies.</li></ul>
Contents	<p>Principles of project management according to IPMA Competence Baseline. Topics:</p> <p><b>Introduction to project management</b> Significance of projects and project management, overview of international organisations and standards in project management (IPMA, PMI) and agile practices. Project life cycle and project phase models, project organisation</p> <p><b>Project initiation</b> Project business case, environment and stakeholder analysis, project requirement analysis and objective description, measurement of project success</p> <p><b>Project planning</b> Planning of work breakdown structure, risk management, scheduling, network analysis, cost and capacity planning, use of project planning software</p> <p><b>Project controlling</b> Methods to measure progress, earned value analysis, reporting forms, control measures</p> <p><b>Project completion</b></p>



Methods of project evaluation



Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Project Management	4
ditto	Tutorial	1

University  
Programme

Hochschule Bremen, School of International Business (SIB)  
Business Studies / International Management (BIM)

### Internship I - III

Modul code	8.1. - 8.3.
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Term	8th term
Duration / frequency	14 weeks/ once a year
Type	Obligatory
ECTS-credits	18 ECTS
Student workload h	Full-time Internship. Duration: 15 weeks
Contact hours	-
Self study (hours)	Full-time Internship. Duration: 15 weeks
Prerequisites	none
Usability	BIM
Examination method and duration	Internship report
Learning and teaching methods	Internship
Module leader	Prof. Dr. Philip Maloney
Learning outcomes	<p>The students gain and expand their professional interaction competence. This promotes the three facets, the so-called key competences such as methodological competence, social competence and personal competence. At the same time the specialist competence is consolidated and expanded by consolidating specialist knowledge with practical experience. For foreign students in particular, it is important to acquire the appropriate intercultural interaction skills.</p>
Contents	<p>In this module the students undertake an internship in a company.</p> <p>The content of the practical phase should be based on the theoretical level of knowledge and supplement it with practical experience.</p> <p>It familiarises students with elements of work methodology, company organisational structure and flows of information, the significance of company culture for the success of a company and provides a more detailed insight into business connections.</p> <p>Students have advisory sessions in the Centre for Business Contacts of the School of international Business to prepare for the practical phase. They can also obtain useful advice and information for their application here. The students choose a mentor for the internship who will offer advice during the internship and can help with problems - together with the Centre for Business Contacts.</p>
Literature	-

	<b>Lecture / Tutorial</b>	hours per week
	Internship	

## Bachelor Project

Modul code	8.4.
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Term	8th term
Duration / frequency	14 Wochen
Type	Obligatory
ECTS-credits	6
Student workload h	180 h
Contact hours	56 h + 14 h
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	All programmes
Prüfungsform / Prüfungs- dauer	Project report
Learning and teaching me- thods	Project, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Philip Maloney
Learning outcomes	<p>The aim is make it possible for students to prepare their Bachelor thesis, in particular</p> <ul style="list-style-type: none"> <li>• to identify a suitable topic and define it, taking into account their experience from the practical phase of the course,</li> <li>• to establish suitable business contacts or activate them, where necessary, in particular to agree on a topic and to organise the basic framework,</li> <li>• to check the practicability (data availability, resources),</li> <li>• to analyse academic research methods which are particularly relevant to the topic of the thesis,</li> <li>• to draft a short report which provides information on the issue, the course of the investigation, outline structure, methods used and desired results of the thesis.</li> </ul>
Contents	<p>The Bachelor project serves to consolidate the skills students have gained during their degree in handling academic work and compiling their own academic papers and presentations. The module is particularly intended to prepare the Bachelor thesis. During the Bachelor project, the process of working out the Bachelor thesis actually planned (the subject can be related to the internship, i.e. deal with a topical issue from the business practice, or be a subject selected at will) is to be structured and presented.</p> <p>In the module-related tutorial, the course content is consolidated in guided self-study - with the aid of best practice or examples of failed academic work and by an intense discussion on academic investigative methods, for example.</p>
Literature	Leitfäden zum wiss. Arbeiten

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Bachelor project	4
ditto	Tutorial	1

University  
Programme

Hochschule Bremen, School of International Business  
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## Bachelorthesis

Modul code	8.5
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Term	8th term
Duration / frequency	9 Weeks
Type	Obligatory
ECTS-credits	6
Student workload h	180 h
Contact hours	56 h
Self study (hours)	124 h
Prerequisites	none
Usability	All programmes

Prüfungsform / Prüfungs- dauer	Bachelorthesis
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Learning and teaching me- thods	Bachelorthesis seminar, self-study
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Module leader	Prof. Dr. Philip Maloney
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Learning outcomes	The student is able to independently work out a problem aca- demically and methodologically within a set deadline and place it into a cross-disciplinary context.
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Contents	Depending on the topic As part of this module the students should demonstrate that they are able to independently and properly work through a problem within a set deadline of nine weeks by writing their Bachelor thesis. The Bachelor thesis is written in a specialist discipline chosen by the student. On the basis of a given problem the student is to independent- ly structure the chosen topic in a meaningful way and deal with it from an academic point of view. In addition to self-study this is also carried out in consultations with the examiner and in a Bachelor thesis seminar, where each student presents and comments on their chosen meth- odology and the stage they have reached. The Bachelor thesis seminar serves to facilitate the systematic processing and specific supervision of the thesis
Literature	Leitfäden zum wiss. Arbeiten

Instructors()	Lecture / Tutorial	hours per week
Thesis supervisor	Bachelorthesis Seminar	4

# **Concentration Areas**

**Concentration Area1: Finance**

**Concentration Area2: Marketing**

**Concentration Area3: Human Resource Management**



## Concentration Area 1: Finance

### Module: Financial Services Management

Modul code	6.2
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BW, DSBW and BIM
Examination method and duration	written exam (120 min) or presentation (15-30 min.) or essay or portfolio
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Carola Spiecker-Lampe
Learning outcomes	<p>After successfully completing the module, the participants are able to:</p> <ul style="list-style-type: none"><li>▪ Present the structures and theoretical principles in the context of financial services management and differentiate essential aspects,</li><li>▪ Present international differences among providers of financial services,</li><li>▪ Describe and apply essential tasks and methods in the context of the business activity of providers of financial services,</li><li>▪ Assess overall concepts and derive strategies.</li></ul>
Contents	<p>Main content of the module:</p> <ul style="list-style-type: none"><li>▪ Basic terminology</li><li>▪ Structure of the German financial services system in the international comparison</li><li>▪ Overview of the business activity of banks (raising capital, lending &amp; investment and deposit business, banking services)</li><li>▪ Assessment of management tools (accountancy, organisation, information management, marketing management, risk management)</li></ul>

- Development opportunities.

In a module-related tutorial, the course content is illustrated further through guided self-study.

#### Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Financial Services Management	4
ditto	Tutorial	1

## Concentration Area 1: Finance

### Module: Financial Management

Modul code	7.2
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Term	7th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BW, DSBW and BIM
Examination method and duration	essay or written exam (120 min) or presentation (15-30 min.)
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Carola Spiecker-Lampe

Learning outcomes	<p>After successfully completing the module, the participants are able to</p> <ul style="list-style-type: none"><li>▪ present the theoretical principles for financial management and differentiate essential aspects,</li><li>▪ describe and apply methods of financial management,</li><li>▪ present and assess international aspects of financial management,</li><li>▪ point out opportunities and derive strategies.</li></ul>
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Contents	<p>Main content of the module:</p> <ul style="list-style-type: none"><li>▪ Basic terminology of financial management</li><li>▪ Risk management and investment decisions</li><li>▪ Features of corporate financing</li><li>▪ Features of financing in SMBs</li><li>▪ International project funding</li><li>▪ International merger management</li><li>▪ Decisions relevant to financial risk</li><li>▪ Development opportunities.</li></ul> <p>In a module-related tutorial, the course content is illustrated further through guided self-study.</p>
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Literature	The literature reading list will be made available at the beginning of the semester.	
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Financial Management	4
ditto	Tutorial	1

## Concentration Area 2: Marketing

**Module: Market Research for National and International Strategies**

Modul code	6.2
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM and AWS
Examination method and duration	written exam (120 min.) or oral exam (15-30 min.) or portfolio
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Brita Schemmann
Learning outcomes	<p>After successfully completing the module, the participants are able to</p> <ul style="list-style-type: none"> <li>• select suitable methods of procuring information in specific market situations or for specific framework conditions,</li> <li>• assess the suitability of existing results of an investigation for solving a specific business problem,</li> <li>• apply promising marketing strategies in specific market situations,</li> <li>• carry out suitable procurement measures for gaining, analysing and interpreting information on global, country-specific, environmental characteristics, country-specific task environments, on country-specific or transnational opportunities and tools for strategic and operational market exposure,</li> <li>• formulate promising international marketing strategies for market entry and market development with reference to markets in selected countries and</li> <li>• apply international diagnostic methods in the context of strategic international marketing (international product life cycle analysis; international market and development forecasts, early warning systems and international portfolio analyses)</li> </ul>
Contents	<ol style="list-style-type: none"> <li>1 Concept, tasks and methods of (national) market research</li> </ol>

- 2 Market segmentation and target group analysis
- 3 Strategic product management
- 4 The marketing policy framework
- 5 Internationalisation and global management
- 6 Tasks and object of international marketing research
- 7 Strategic planning in the context of international marketing
- 8 International basic strategies of market entry and market development.

#### Literature

The literature reading list will be made available at the beginning of the semester.

Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Market Research for National and International Strategies	4
ditto	Tutorial	1

## Concentration Area 2: Marketing

### Module: Customer Loyalty Management

Modul code	7.2
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Term	7th term
Duration / frequency	14 weeks/ once a year
Type	Concentration Area all Marketing
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM and AWS
Examination method and duration	written exam (120 min.) or oral exam (15-30 min.)
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Peter M. Rose
Learning outcomes	<p>After successfully completing the module, the participants have</p> <ul style="list-style-type: none"><li>- a basic knowledge of organisation, of strategic and operational management, and of the target system in the field of marketing,</li><li>- a basic knowledge in the systematic analysis, planning, execution and control of all measures targeted towards the current customer base,</li><li>- the participants can carry out instrumental measures in customer loyalty management in specific market situations and</li><li>- carry out suitable measures for procuring information in specific market situations or for specific conditions,</li><li>- use research findings as the decision-making basis for carrying out an effective and efficient customer loyalty management.</li></ul>
Contents	<ol style="list-style-type: none"><li>1 Service quality from the customers' point of view</li><li>2 Methods to measure service quality</li><li>3 Approaches to customer feedback</li><li>4 Implementation of a holistic customer relationship management (CRM)</li></ol>
Literature	The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Customer Loyalty Management	4
ditto	Tutorial	1

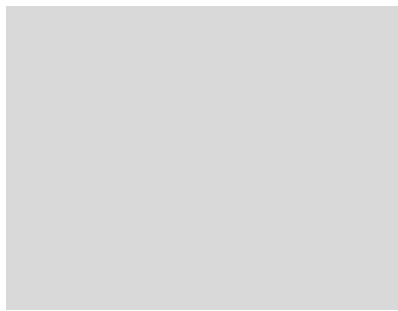


## Concentration Area 3: Human Resource Management

### Modulbezeichnung: Human Resource Management

Modul code	6.2
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Term	7th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM and AWS
Examination method and duration	written exam (120 min.) or presentation (15-30 min.) or oral exam (15-30 min.)
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Leena Pundt
Learning outcomes	<p>The students</p> <ul style="list-style-type: none"><li>▪ know about and assess the fundamental significance of human resource management in companies</li><li>▪ have an overview of the value chain of human resource management in the company and can assess its relevance</li><li>▪ know about models of determining staffing requirements and are able to apply them to business problems</li><li>▪ know about motivation concepts and can assess their significance</li><li>▪ are familiar with techniques for selecting personnel and can apply them</li><li>▪ know about forms of staff assessment and agreement of objectives and can assess possibilities for their application</li><li>▪ know about methods of workplace evaluation and salary determination and can apply them</li><li>▪ are familiar with procedures and methods of international deployment of staff and can assess how they can be applied</li></ul>
Contents	<ul style="list-style-type: none"><li>▪ Concept, content and objectives of human resource management in a company</li><li>▪ The human resource value chain within company value creation</li><li>▪ Determining staffing requirements in the context of corporate planning</li><li>▪ Determinants of human performance and motivation in the</li></ul>



company

- Methods of selecting personnel
- Principles of staff assessment and performance feedback
- Methods of workplace evaluation and forms of salary determination
- Procedures, methods and problems of the international deployment of staff

In a module-related tutorial, course content is illustrated further through guided self-study.

#### Literature

The literature reading list will be made available at the beginning of the semester.

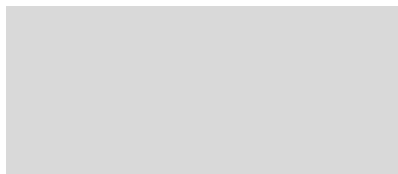
Instructor(s)	<b>Lecture / Tutorial</b>	hours per week
see current university calendar	Human Resource Management	4
ditto	Tutorial	1

## Concentration Area 3: Human Resource Management

### Modulbezeichnung: Labor Law

Modul code	7.2
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Term	6th term
Duration / frequency	14 weeks/ once a year
Type	Compulsory optional subject
ECTS-credits	6
Student workload h	180
Contact hours	56 + 14
Self study (hours)	124 (self-study includes workload of the tutorial as instructed self-study with 14 h)
Prerequisites	none
Usability	BIM and AWS
Examination method and duration	oral exam (15-30 min.) or presentation (15-30 min.)
Learning and teaching methods	Seminar, instructed self-study, tutorials in individual and group work
Module leader	Prof. Dr. Désirée Kamm
Learning outcomes	<p>After completing the module the participants have:</p> <ul style="list-style-type: none"> <li>▪ Specialist competence: Consolidated knowledge in employment legislation and in collective employment legislation,</li> <li>▪ Methodological competence: Understanding of rational principles for negotiations with employees and collective representatives,</li> <li>▪ Legal methodological skills in the termination of employment contracts and settling of differences of opinion between Works Council and employer,</li> <li>▪ Social competence: Case study and practising of mutual structural conflicts between employer and employee and staff representatives.</li> </ul>
Contents	<p>The course teaches students about collective and individual employment law. They are taught about:</p> <ul style="list-style-type: none"> <li>▪ The different forms of terminating employment</li> <li>▪ Preventative and repressive protection against dismissal</li> <li>▪ Forms of termination</li> <li>▪ Protection against dismissal and reasons for dismissal</li> <li>▪ Termination agreement and other forms of termination</li> <li>▪ The different forms of co-determination on company and plant level</li> <li>▪ The tasks and the legal status of the Works Council</li> <li>▪ The cooperation between employer and Works Council</li> <li>▪ The tangible participation rights of the Works Council</li> <li>▪ The forms of solving conflicts between employer and</li> </ul>



- Works Council
- The different forms of regulation
  - Employment law in Europe

In a module-related tutorial, course content is illustrated further through guided self-study.



The literature reading list will be made available at the beginning of the semester.

Instructor(s)	Lecture / Tutorial	hours per week
see current university calendar	Labor Law	4
ditto	Tutorial	1