

**International Business Studies**  
**for Incoming Students**  
**Taylor Programme**

**Course Descriptions**

**Winter Term**  
**(October-March)**

**Important notice:**

The courses listed below may be subject to change.

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## 1110 Elements of Corporate Finance

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	3 ECTS	<b>Workload (h):</b>	90h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	28h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	62h
<p><b>Learning outcomes</b></p> <p>Fosters a better understanding of economic developments and business decisions as well as basic skills in finance. The aim of the course is to give students a good understanding of fundamental concepts of corporate finance. It will start with a clarification of basic terminology and the purposes of corporations and of corporate financial management. It will then cover financial concepts such as cash flow, the time value of money, interest rates and cost of capital. It will conclude with a discussion of the functions of the bond and stock markets and with simple concepts of corporate decision-making such as net present value, cost of capital, return on investment and internal rate of return. Participating students should have a basic understanding of simple mathematical and statistical approaches. While primarily geared towards students with little experience in corporate finance thinking, the course may be adapted to a more advanced level if necessary.</p>			
<p><b>Course content</b></p> <p>Basic Concepts of Business</p> <ul style="list-style-type: none"> <li>▪ Corporations and financial institutions</li> <li>▪ Financial management</li> <li>▪ Financial markets</li> </ul> <p>Basic concepts of corporate finance</p> <ul style="list-style-type: none"> <li>▪ Time, volume, risk</li> <li>▪ Cash flow</li> <li>▪ Time value of money</li> <li>▪ Interest rates and interest rates structures</li> </ul> <p>Rates of return and asset values</p> <ul style="list-style-type: none"> <li>▪ The bond market</li> <li>▪ The stock market</li> <li>▪ Opportunity cost of capital</li> <li>▪ Net Present value (NPV)</li> <li>▪ Return on investment (ROI)</li> <li>▪ Internal rate of return (IRR)</li> </ul> <p>Risk and return (optional)</p> <ul style="list-style-type: none"> <li>▪ History of capital markets</li> <li>▪ Risk premium</li> <li>▪ Diversification and risk</li> </ul>			
<b>Language of teaching:</b>	English		
<b>Prerequisites:</b>	Workable knowledge of basic mathematical and statistical concepts, some economic and business thinking		
<b>Preparation/literature :</b>	Students will receive a reading list at the beginning of the semester.		
<b>Further Information:</b>	E.g. link to Aulis, if applicable		

### Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Elements of Corporate Finance	To be announced	2	Lecture/Exercises	Written exam (60 min.)
Module-related tutorial		1	Guided Self-Study	

## 1150 Supply Chain Management

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

The companies that implement the integrated SCM and Total Quality Management within the entire value chain are more competitive on the global market. Therefore, the knowledge of SCM and QM methods is essential for managers of international companies.

The course focuses on the optimisation of collaboration and quality in the value chain. The modern methods of design, integration and quality management of global supply chains and international logistics systems will be introduced. The students benefit from the focus on their national background or selected regions of interests and relevant case topics. In this way, the students participate actively in the course design. Active learning will be supported through class presentations in group and cross-group work.

The students will get acquainted with German best practices and latest trends in SCM from Bremen's leading automotive, aerospace and wind energy industries. The company study tours, small creative projects and an international business game are the part of the study approach.

After this course, the students will be able to cope with the environmental and system complexity of the global supply chains.

### Course content

- Understanding the global supply chain
- Logistics vs. Supply Chain Management
- SC systems and SCM strategies
  - Transportation and logistics
  - Procurement
  - Manufacturing
  - Distribution
- Total Quality Management
- SC design and integration

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course title	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Supply Chain Management	To be announced	4	Lecture and exercise	Written exam (120 min.)
Module-related tutorial		1	Guided Self-Study	

## 1160 International Management

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

Practically, by the end of this course, the student should possess an understanding of the process of globalization of companies, be acquainted with the current thinking and practices in developing and implementing global strategies and be able to evaluate strategies of internationalization.

### Course content

The course addresses the challenges of formulating and implementing strategy in companies that are active in business activities on an international scale. As such it incorporates recent developments in corporate strategy and international management research, with a particular emphasis on emerging market strategies. It challenges students with case-work and in-class discussion exercises that stimulate strategic decision-making in firms.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Management	To be announced	2	Course / Seminar	Short written exam + case presentations in groups
Module-related tutorial		1	Guided Self-Study	

## 1170 International Business Law

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	3 ECTS	<b>Workload (h):</b>	90h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	28h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	62h

### Learning outcomes

By the end of the module students should be able:

- To understand and evaluate the basic legal rules governing international business transactions in the context of practical situations.
- To understand the rules governing international business transactions in relation to the choice of law, dispute resolution and binding law such as competition law and product liability law.
- To be aware of the rights and remedies in international commercial transactions in the event of conflict.
- To know the legal consequences and legal implications of international contracts.
- To select and apply the general rules for specific international contracts in relation to contract formation, and rights and duties of the parties.

### Course content

The International Business Law module deals with questions arising from inter-national commercial transactions. The course provides an understanding of the rules of applicable law and litigation (jurisdiction and arbitration). In particular the module deals with international sales contracts as the cornerstone of Inter-national Business Law. International Business Law enables students to understand the interaction between international business transactions and international as well as national commercial law.

The module thus focuses on the instruments law provides to effectively design transnational business transactions such as the “choice of law” as well as the application, the Course content and possible derogations from the Convention on the International Sales of Goods, INCOTERMS, the framework for international transport and international payment arrangements. Students will also become acquainted with the dimension of company law which is relevant to permanently establish a business and will be able to critically reflect on the options company law provides to limit risks.

Students are furthermore equipped with the understanding of the limitations for business activities origination from mandatory law such as competition law, environmental law and product liability law. They become familiar with the idea of “competing national legal orders”.

The course finally provides an understanding of intellectual property rights as well as of the enforcement of law (litigation rules, jurisdiction and arbitration).

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
International Business Law	To be announced	2	Course / Seminar	Written exam (60 min.)
Module-related tutorial		1	Guided Self-Study	

## 1180 Cross Cultural Communication

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes</b>				
<b>Learning result 1:</b>				
Ambiguity tolerance: Participants have knowledge on intercultural differences and know about problems and irritations based on intercultural differences when working and living with people from different cultures. Participants will be able to interpret foreign behaviour and understand the underlying value and norms.				
<b>Learning result 2:</b>				
Participants will know their own cultural orientation and reflect on it and compare it with values and norms of different cultures.				
<b>Learning result 3:</b>				
Handle prejudices: Participants know about the impact of stereotyping, prejudicing and discrimination and are aware of the consequences of it. They know their own prejudicing and the prejudicing of the other side and are able to reflect on it, so that are able to minimize its effects.				
<b>Learning result 4:</b>				
Cultural Dimensions: Participants know about Cultural Dimensions to differentiate between one and another culture, without judging the foreign culture.				
<b>Learn result 5:</b>				
Participants know various cases and critical incidents when working in multi-cultural teams and can anticipate misunderstandings. And by doing so, are able to minimize the communication failures and increase working productivity.				
<b>Course content</b>				
In this seminar participants are learning basics of intercultural communication in working with international team. Participants will learn models and methods of cultures to be able to tolerate differences and diversities. The focus of the seminar is on developing empathy and curiosity to face people from different cultures without prejudiced thinking. With doing so, people will be able to work in multicultural teams with more joy. Content of the training are:				
<ul style="list-style-type: none"> <li>▪ Definition of culture, models of cultures and differences in value orientation</li> <li>▪ Stereotyping, prejudicing and misunderstandings</li> </ul>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further Information:</b>	E.g. link to Aulis, if applicable			
Courses of the module				
Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Cross Cultural Communication	To be announced	4	Course / Seminar	Essay or presentation or project report
Module-related tutorial		1	Guided Self-Study	

## 1190 Project Management

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

By the end of the module Students can:

- Give reasons for the importance of project management for the activities in international commercial companies.
- Draw up a project plan for a small project.
- Calculate and interpret progress indicators and trend statements for a project on the basis of actual and target data.
- Formulate and recognise factors for the success of the project in international companies.

### Course content

Principles of project management on the basis of the IPMA Competence Baseline. Topics:

#### Introduction to project management

Significance of projects and project management, overview of international organisations and standards in project management (IPMA, PMI)

Project life cycle and project phase models, project organisation

#### Project initiation

Project business case, environment and stakeholder analysis, project requirement analysis and objective description, measurement of project success

#### Project planning

Planning of work breakdown structure, risk management, scheduling, network analysis, cost and capacity planning, use of project planning software

#### Project controlling

Methods to measure progress, earned value analysis, reporting forms, control measures

#### Project completion

Methods of project evaluation

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Project Management	To be announced	4	Course / Seminar	Essay or presentation or project report
Module-related tutorial		1	Guided Self-Study	

## 2130 Fundamentals of Investment Appraisal

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	3 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

Investment appraisal is a subject, which all students of economics or business are confronted with. Professional investment decisions are the basis for future success in a business environment. For a better understanding, a case study is constructed. This case study focuses on the reality of student life as well as of practitioners: the founding of a car sharing enterprise.

### Course content

This course offers a guide through the different methods in investment appraisal. Using a comprehensive case study as a recurring reference point, the course takes a step-by-step approach in bringing clarity to the many different methods used. The goal of the course is to pace a sure way through the variety of investment appraisal methods: Non-discounting methods, discounting methods and investment decision making under conditions of uncertainty. It is shown why there are different methods in investment appraisal and on where to focus in a given situation. The theoretical foundations of investment appraisal are explained, allowing for effective practical application. Integrated exercises with detailed solutions serve as learning tools to build confidence in handling the investment appraisal techniques.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staffs	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Fundamentals of Investment Appraisal	To be announced	2	Interactive class	Written exam (60 min.)
Module-related tutorial		1	Guided Self-Study	

## 2111 Managing a Global Workforce – International Human Resource Management

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

This course applies contemporary theory and research in international management to issues arising in organizations from internationalization and globalization. It introduces the students to the major paradigms and contemporary approaches to understanding the relationship between organizational structures, organizational behaviour, cultures, and international management. By understanding the relevance of the relationship between these concepts, students attending this course are encouraged to prepare themselves for future challenges in their global careers.

Students who successfully complete this course will be able to:

- develop an in-depth knowledge about the concept of culture and its theoretical links to organizational structure, organizational behaviour and strategic international management.
- learn about relevant dimensions of functional diversity and its relevance for organizational behavior.
- gain an in-depth knowledge about relevant fields of human resource management from an international perspective.
- improve their skills in reading, writing, arguing and theorizing.
- gain practice in presenting and dialoguing about their ideas to others.
- Learn about the tools of strategic management including forecasting, business planning, job analysis, recruiting, performance management, assessment, occupational health management, etc.
- develop an understanding of the importance or strategy in management and the position of strategic HRM.

### Course content

- Fundamentals of Management, Human Resource Management (HRM) and International Human Resource Management (IHRM).
- Global and societal foundations of International Management.
- Managing across cultures.
- Multicultural and cross-functional teams.
- Diversity management.
- Global leadership.
- International assignments.
- Business planning.
- International personnel selection.
- International personnel development and training.
- Organizational structures and strategy.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Managing a Global Workforce– Intern. HRM	To be announced	4	Lecture/Group Simulations	Portfolio
Module-related tutorial		1	Guided Self-Study	

## 2231 + 2232 Global Logistics

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

**Learning outcomes**

The students should understand logistics as a process chain or network from supplier of raw material up to the shelf at the point of sale. By the help of decision theory the students should be able to explain targets, alternate ways of acting and limiting factors as well as their combined effects during the supply chain process. Especially they should become conscious that nowadays a separation in procurement logistics on one side and distribution logistics on the other side has a theoretical meaning only. A successful supply chain management integrates both within a superior ECR-system (Efficient Consumer Response). Under the consideration of this general view there will be discussed all single aspects of logistics, like the choice of suppliers, forwarders and other third parties, the problem of the optimised order and stock quantities, the location choice for a logistic centre, the steps of order processing for suppliers as well as for customers, organisational problems, that means all classical logistic facts. Enclosed it will be shown the particular meaning of an advanced IT as the data carrier and warehouse of all information which accompanies the physical movements of goods. Various examples from the garment industry will undermine in a close relation the theoretical findings. Last not least the students should be able to analyse complicated logistical problems of the real world and to work out potential practical solutions in a systematically way.

**Course content**

- Efficient Consumer Response System
- Supply Chain Management
- Targets and limiting factors of logistic decisions
- Classical logistic decisions
- Components of SCM
- EDI-Fashion and problems between SCM-partners
- Service providers as partners in the logistic chain
- Service structure of a logistic centre for garments (including excursion)
- SCM planning process
- Flow of material in the garment industry
- Benchmarking for logistics

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

**Courses of the module**

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Global Logistics	To be announced	4	Seminar, Case Studies	Exam oder combination exam
Module-related tutorial		1	Guided Self-Study	

## 2280 International Marketing

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

The main objective of this course is to provide students with a framework for making marketing decisions in a changing economical environment and broad International context. The course provides a practical overview of the key elements of Marketing and issues businesses face. We will explore the complex environment in which marketing operations are carried out, including the influence of market size; social and cultural dimensions; market entry strategies; branding and pricing decisions; market channels and other tactics for effective marketing of goods and services. The course ends with a focus on opportunities and challenges presented by the Internet and virtual media in general.

### Course content

#### 1. General Introduction:

Key basic marketing concepts and organizations.

#### 2. + 3. Market Research:

Global information needs, the development of attitudes and beliefs, consumer behavior in different markets, methods.

#### 4. Product and Branding Decisions:

New product development, marketing and branding mix decisions.

#### 5. Pricing Decisions:

Basic assumptions, pricing strategies, new product pricing.

#### 6. + 7. Communication Decisions:

Issues in international marketing communications, designing the international mix, international agency selection and management.

#### 8. + 9. Marketing Strategies:

Basic marketing strategies and resources. Marketing strategy as a foundation for a marketing plan.

#### 10. Distribution:

Importance of distribution, distribution costs, the supply chain, trends in distribution.

#### 11. Marketing of Services:

The rise of the Service Economy, marketing characteristics of Services Relationship Marketing and Customer Relationship Management.

#### 12. Viral and Digital Marketing in a Global Context:

Challenges, opportunities and new applications of the traditional marketing mix in an age of technological discontinuities.

A high level of class participation is expected to ensure maximum learning and sharing of experience.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
International Marketing	To be announced	4	Seminar	Written paper or presentation
Module-related tutorial		1	Guided Self-Study	

## 2290 Strategic Management

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	3 ECTS	<b>Workload (h):</b>	90h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	28h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	62h

### Learning outcomes

Familiarize participants with the basic tasks of modern and leadership-oriented management. Discuss the basic operations and roles management has to fulfil in an international, competitive environment.

- At the end of the course Strategic Management, the students are familiar with basic tasks of modern leadership-oriented management.
- They can use instruments of an effective problem and company analysis.
- They are able to analyse case studies and to deduce and question strategies with regard to solving problems.
- They are able to draw permissible generalisations from exemplary case studies and know the limits of such approaches.
- They are able to communicate aptly in English and to present complex work results.

### Course content

The students become familiar with strategic management. The lecture conveys a compressed and practise-oriented representation of the process of developing and implementing business strategies. As part of this, students are introduced to the approaches of

- Basic Operations of Mgmt. (P.F.Drucker)
- Mgmt. and Leadership (A.Zaleznik)
- Basic Op. of leadership orientd.Mgmt. (Amendmt)
- In depth discuss. of each Operation.
- Case Study.
- Type of modules of Strategies
- How strategy really works
- Construction of effective business strategy
- Case Study
- Business Plan

The necessity and conception of a company strategy is explained. Here, the focus is: Target, company analysis, strategy selection and implementation. Moreover, students are imparted an assessment, evaluation and introduction of their own business strategies in the context of the analysis of business case studies, as well as of current business examples. The modular exercise aims at conveying knowledge in a practical context. Exercises and case studies are integrated during the event relevant to the students' progress. To guarantee the acquisition of competence, the described content of the module will be practised and trained. This is also done via the learning units uploaded on the university internal learning platform Aulis

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	Fluent English / 3 semester Business Admin
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Strategic Management	To be announced	2	Lecture/Seminar	Written exam (90 min.)
Module-related tutorial		1	Guided Self-Study	

## 2300 International Economics

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

On the successful completion of the course students will be able to:

- Explain how competitive markets allocate scarce resources and dis-tribute goods and services
- Assess the markets in terms of economic welfare and analyse factors that might impact on efficiency
- Understand the current debates on macroeconomics on inflation, interest rates, unemployment, the financial markets and business cycles.
- Analyse different forms of market failure
- Analyse government failure

### Course content

This course provides an overview about the macro and micro debate on market failures. It does so in the form of a research project. For further details see course outline.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
International Economics	To be announced	4	Seminar	Presentation + papers
Module-related tutorial		1	Guided Self-Study	

## 2310 Social Media Marketing

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	3 ECTS	<b>Workload (h):</b>	90h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	28h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	62h

### Learning outcomes

The main objective of this course is to provide students with a framework for making marketing decisions in the context of international social media.

### Course content

The course provides a practical overview of the key elements of Social Media Marketing and the issues businesses face when entering and operating on these platforms.

- **General Introduction:**  
Change in media usage.  
Social media – the idea behind it.  
Overview social media channels.
- **Social media measurements:**  
How do we measure the impact of social media?
- **Social media strategies:**  
How to develop an integrated social media strategy.  
- What is a digital strategy?  
- Development of a social media strategy.  
- Best case examples.
- **Facebook:**  
- What possibilities does Facebook offer to companies as the biggest social media platform?  
- What are the mechanisms and what do companies have to watch out for?
- **Instagram & Pinterest & Snapchat etc.:**  
- Social Media Marketing with Instagram & Pinterest and all other relevant channels
- **Content for social media channels:**  
How to create content to engage audiences and build strong communities.
- **Legal framework.**

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	English C1 or above
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Social Media Marketing	To be announced	2.5	Seminar	Presentation or case study
Module-related tutorial		-	Guided Self-Study	

## 2380 Introduction to Digital Currencies (Bitcoin & Blockchain)

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

After completing the module the participants are expected to be able to:

- Understand the fundamental technology components of blockchain-based digital currencies, the process of currency issuance, proof-of-work and alternative consensus mechanisms, how they are applied and how the distributed ledger is structured in its core.
- Understand digital currency transactions, create their wallets, be able to acquire bitcoins, conduct transactions from a wallet, and understand the risks and options in keeping their coins reasonably safe.
- Understand more advanced uses of the blockchain such as multisignature transactions, asset registration, attestation and smart contracts applications.
- Understand alternative blockchains to Bitcoin, such as altcoins
- Understand what parallels and differences cryptocurrencies have with the existing monetary and banking systems, what approaches are the same and what are fundamentally different.
- Understand existing approaches by regulators globally, and the likely frameworks for regulating cryptocurrencies, and their interface with conventional finance, in the future.

### Course content

The course is designed to provide an introductory understanding of cryptocurrencies such as Bitcoin. The course will be done in cooperation with the University of Nicosia and participants will be able to earn an extra academic certificate whose authenticity can be verified through the Bitcoin blockchain.

The course is divided into four main parts:

1. Theoretical introduction to digital currencies: This will include the history of digital currencies, the invention of decentralized consensus through proof-of-work, and a technical overview of cryptographic currencies such as bitcoin, as well as alternative/advanced uses of the blockchain.
2. Practical introduction to digital currencies: This will include practical, introductory exercises in utilizing and constructing cryptocurrency transactions.
3. Banking, financial and regulatory implications of digital currencies: Overview of how cryptocurrencies map to the existing monetary and banking system and possible approaches to regulation and development.
4. Innovation & development: How cryptocurrencies can be viewed through innovation frameworks and what possibilities exist for cryptocurrencies to accelerate development.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	English C1 or above
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further Information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course	Teaching staff	Hours per week	Learning and Teaching Methods	Examination method(s), scope and duration
Introduction to Digital Currencies	To be announced	4	Course/Seminar	Portfolio
Module-related tutorial		-	Guided Self-Study	

## AWS 3311 Project Management

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<p><b>Learning outcomes</b></p> <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>				
<p><b>Course content</b></p> <p>Principles of project management on the basis of the IPMA Competence Baseline. Topics:</p> <ul style="list-style-type: none"> <li>▪ <b>Introduction to project management</b> Significance of projects and project management, overview of international organisations and standards in project management (IPMA, PMI) Project life cycle and project phase models, project organisation</li> <li>▪ <b>Project initiation</b> Project business case, environment and stakeholder analysis, project requirement analysis and objective description, measurement of project success</li> <li>▪ <b>Project planning</b> Planning of work breakdown structure, risk management, scheduling, network analysis, cost and capacity planning, use of project planning software</li> <li>▪ <b>Project controlling</b> Methods to measure progress, earned value analysis, reporting forms, control measures</li> <li>▪ <b>Project completion</b> Methods of project evaluation</li> </ul>				
<b>Language of teaching:</b>	German			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	E.g. link to Aulis, if applicable			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Project Management	To be announced	4	Lecture, instructed self-study, tutorial with individual and group work	Essay or presentation or project report
Module-related tutorial		1	Guided Self-Study	

## BIM 1331 Macroeconomics and Economic Policy

<b>Module leader:</b>	Prof. Dr. Peter Schmidt			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes</b>				
<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 is-sues 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>				
<b>Course content</b>				
<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 to present the options for economic policy protagonists and the possible implications of political intervention.</p>				
<b>Language of teaching:</b>				
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	E.g. link to Aulis, if applicable			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Macroeconomics and Economic Policy	To be announced	4	Lecture, instructed self-study, tutorial with individual and group work	Written exam (120 min.) or oral exam or presentation or essay or portfolio
Module-related tutorial		1	Guided Self-Study	

## BIM 1351 European and intercultural Management

<b>Module leader:</b>	Unit 1: Michael Medlock, MBA, Lecturer Unit 2: Alice Biret / Gloria Nieves Iglesias		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Elective	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h
<p><b>Learning outcomes</b></p> <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>			
<p><b>Course content</b></p> <p>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”.</p> <p><b>“European Management” (English):</b></p> <ul style="list-style-type: none"> <li>▪ Studies and models in International Management (e.g. Hofstede’s and Trompenaars’ model) comparative management models in Europe and the US</li> <li>▪ The impact of national culture on corporate cultures, leadership styles and HRM functions</li> <li>▪ Basic personality types and cultural influences (e.g. MBTI Myers-Briggs Type Indicator)@Cross-cultural communication and negotiation styles</li> <li>▪ Managing cultural differences</li> <li>▪ The cultural elements in corporate and marketing strategies for Europe</li> </ul> <p><b>“Intercultural Management in Europe” (French or Spanish)</b></p> <ul style="list-style-type: none"> <li>▪ 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</li> <li>▪ Practical cases and case studies to present and analyse the differences and potential conflicts in Franco-German or Hispano-German business relationships.</li> <li>▪ 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.</li> </ul>			
<b>Language of teaching:</b>	English and French or Spanish		
<b>Prerequisites:</b>	Language lectures of term 1 and 2 passed		
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.		
<b>Further information:</b>	E.g. link to Aulis, if applicable		

Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
European Management	To be announced	2	Lecture, instructed self-study, tutorial with individual and group work	Unit 1: written exam (60 min.) or presentation or essay or oral exam Unit 2: written exam (60 min.) or presentation or essay or oral exam
Intercultural Management in Europe		2		
Module-related tutorial		1	Tutoria	

## BIM 1521 International Marketing

<b>Module leader:</b>	Prof. Dr. Philip Maloney		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Semi-elective, Term 5	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

By successfully completing this sub-module, students are able to

- take suitable acquisition measures for collecting, analyzing and interpreting information on global, country-specific, environmental characteristics and country-specific task environments,
- assess country-specific or transnational options and instruments for strategic and operational market exposure,
- prepare decisions on entry into an international market,
- determine promising international market entry and market processing strategies and
- use international diagnostic methods such as international product life cycle analyses, international market and development forecasts, early warning systems and international portfolio analyses.

### Course content

The module teaches strategic and operational skills on the basis of current empirical data sources taking into account intercultural skills.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Marketing	To be announced	4	Lecture, instructed self-study, tutorial with individual and group work	Written exam (120 min.) or presentation or essay or oral exam
Module-related tutorial		1	Guided Self-Study	

## BIM 1712 International Management II

<b>Module leader:</b>	Prof. Dr. Christian Schuchardt		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

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:

- Develop expansion strategies such as cooperation with other companies, acquisition of other companies, establishment of own companies
- Further develop the product in line with market requirements in terms of technology and environmental compatibility
- Form the marketing mix in line with market requirements,
- Make decisions on technical and staffing capacity, procurement of raw materials and financing
- Formulate plans, put them in concrete terms and continuously monitor the adherence to the plans,
- Use PC and planning software as a tool or for decision-making support.

### Course content

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.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Topical case studies International Management, Business game manual
<b>Further information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Case Studies Strategic Management	To be announced	2	Lecture, instructed self-study, tutorial with individual and group work	Presentation
Business Game International Management	To be announced	2		
Module-related tutorial		1	Guided Self-Study	

## BIM 1751 Project Management

<b>Module leader:</b>	Prof. Dr. Christian Schuchardt		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes

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:

- Develop expansion strategies such as cooperation with other companies, acquisition of other companies, establishment of own companies
- Further develop the product in line with market requirements in terms of technology and environmental compatibility
- Form the marketing mix in line with market requirements,
- Make decisions on technical and staffing capacity, procurement of raw materials and financing
- Formulate plans, put them in concrete terms and continuously monitor the adherence to the plans,
- Use PC and planning software as a tool or for decision-making support.

### Course content

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.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further information:</b>	E.g. link to Aulis, if applicable

### Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Case Studies Strategic Management	To be announced	2	Lecture, instructed self-study, tutorial with individual and group work	Presentation
Business Game International Management	To be announced	2		
Module-related tutorial		1	Guided Self-Study	

## BW 1323 Cross Cultural Communication

<b>Module leader:</b>	Prof. Dr. Martina Harms		
<b>ECTS points:</b>	3 ECTS	<b>Workload (h):</b>	90h
<b>Type of module:</b>	Mandatory, Term 3	<b>Contact hours (h):</b>	28h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	62h
<p><b>Learning outcomes</b></p> <p>Intercultural competence takes place on the level of consciousness, knowledge and the ability to act. Part of it is also solid country-specific knowledge, which is imparted during the second part of the module.</p> <p>After completing the course, the students:</p> <ul style="list-style-type: none"> <li>▪ can explain "culture" with a dynamic culture concept and identify the diversity with regard to different cultural habits.</li> <li>▪ come to possess awareness regarding the relativity of their own cultural internalised values, the mechanisms responsible for the emergence of prejudices and stereotypes can be named and they know the procedures allowing for a more conscious way of handling prejudices</li> <li>▪ are able to explain the different dimensions of culture and can interpret various intercultural conflicts in professional- and everyday life, with the aid of the dimensions of culture.</li> <li>▪ know about the existence of different cultural rules and able to identify verbal and non-verbal communication patterns and to classify the same with regard to different cultural norms and rules</li> <li>▪ can use strategies for an improved treatment of misunderstandings in case studies, like meta communication and active listening.</li> <li>▪ are prepared for the possibility of a culture shock and are able to identify solutions for coping with culture shock.</li> <li>▪ can distinguish different steps of intercultural competence, know options for action to overcome intercultural conflicts and apply them by means of case studies.</li> </ul>			
<p><b>Course content</b></p> <p>In the submodule Intercultural Communication, the following contents are included:</p> <ul style="list-style-type: none"> <li>▪ Culture and cultural identity</li> <li>▪ Global models for explaining intercultural conflicts – various approaches for interpreting cultural differences (e.g. Hall, Hofstede, Trompenaars, Lewis, Globe)</li> <li>▪ Pitfalls of self-perception and communicative misunderstandings</li> <li>▪ Analyses of prejudices and stereotypes</li> <li>▪ Emergence and development of a cultural shock</li> <li>▪ Phases of intercultural competence</li> <li>▪ Practicing of skills for intercultural competence</li> </ul> <p>The following knowledge regarding major economies from around the world is also imparted:</p> <ul style="list-style-type: none"> <li>▪ Economic development</li> <li>▪ Political development</li> <li>▪ History</li> <li>▪ Current particularities</li> <li>▪ Practical everyday knowledge</li> <li>▪ Codes of practice and rules</li> </ul>			
<b>Language of teaching:</b>	English		
<b>Prerequisites</b>	None		
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.		
<b>Further information:</b>	E.g. link to Aulis, if applicable		

Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Cross Cultural Communication	To be announced	2	Lectures and readings, group activities, inside and outside the classroom, presentations and quizzes, group discussions, simulations and case-studies, excursions, written and oral assignments, project management activities	Written examination (60 min.)
Module-related tutorial		1	Guided Self-Study	

## EFA 1331 Introduction to Economics

<b>Module leader:</b>	Prof. Dr. Peter Schmidt			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 3	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes</b>				
After completing the course, the participants are able to				
<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>▪ analyze markets and pricing and draw practical conclusions therefrom, such as developing price strategies for target markets,</li> <li>▪ criticize decisions of economic entities with the help of economic criteria.</li> </ul>				
<b>Course content</b>				
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.				
The fundamental principles of Economics comprise the basic issues of economic problems, elementary terms and concepts of the economic way of thinking, schools of thought and fundamental issues of economic systems. An Introduction into National Accounting and an elementary overview about the Economy is provided.				
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.				
<b>Language of teaching</b>	English			
<b>Prerequisites</b>	None			
<b>Preparation/literature</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information</b>	E.g. link to Aulis, if applicable			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Introduction to Economics	To be announced	4	Seminar, instructed self-study, tutorial with individual and group work	Written exam or portfolio
Module-related tutorial		1	Guided Self-Study	

## EFA 2051 Macroeconomic Analysis and Economic Policy

<b>Module leader:</b>	Prof. Dr. Peter Schmidt			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Semi-elective, Term 7	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes</b>				
After completing the course, the participants are able to				
<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>				
<b>Course content</b>				
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 and economic policy.				
The first step is to review National Accounting systems in Europe 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 to present the options for economic policy protagonists and the possible implications of political intervention.				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	E.g. link to Aulis, if applicable			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Macroeconomics and Economic Policy	To be announced	4	Seminar, self-study, tutorial with individual/group work, simulation game	Portfolio
Module-related tutorial		1	Guided Self-Study	

## ESWV 1160 European Law I

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Student workload:</b>	180h
<b>Type of module:</b>	Mandatory, Term 1	<b>Contact hours:</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study hours:</b>	124h

### Learning outcomes:

- Significance of the EU for peacekeeping and the economy in Europe
- Political and historical backgrounds of the emergence and special legal nature of the EU with deviations from classical state structures on the one hand and structures of international organisations on the other
- Effectiveness and significance of EU law for the economy and administration
- Approaches to solving legal conflicts arising from the impact of EU law on German constitutional and administrative law.
- Constitutional and administrative law Tasks, structures and interaction of the EU institutions, member states, regions and Stakeholders in decision-making and law making
- Essential competences and policy areas of the EU with their legal framework, in particular
- Fundamentals of EU internal market law Scientific and application-related purpose and principles of the structure of elaborations in the EU law involving scientific debate with multiple opinions

Use, application and generation of knowledge (utilisation and transfer, scientific innovation)

- Scientific and practice-related examination of EU issues
- Consideration of essential principles of EU law in other areas of law
- Application of essential legal principles of EU law in practice
- Participation from the perspective of state governments, business and civil society organisations or other stakeholders in EU decision-making
- Solving basic legal cases, working with advanced schemes, legal literature and case law speaking
- Applying knowledge in practice

Communication and cooperation

- Scientific presentation, communication and analysis of European law and European policy issues
- Issues
- Possibilities of participation in EU decision-making processes from a national and member state perspective
- Solving administrative legal cases of simple and medium difficulty, especially in the area of fundamental freedoms area
- Ability to communicate the results of the application of the law

Academic self-conception or professionalism

- Awareness of the significance of the EU for law and politics at all levels in business and administration
- Awareness of the EU context in science and practice

### Course content:

- Historical background and development of the EU
- Overview of European law based on the legal sources (Treaties on European Union and the Functioning of the European Union, Charter of Fundamental Rights, secondary law).
- Overview of important EU policy areas, in particular the internal market, monetary union, regional and structural policy, environmental policy/energy policy, and their legal frameworks
- Fundamentals and essential legal principles of the EU legal system:
  - Significance and impact of EU law
  - Relationship to the legal systems of the member states, using the example of Germany and Bremen in typical administrative legal situations
  - Equal treatment/prohibition of discrimination, principle of proportionality, principle of subsidiarity
- EU institutions: Composition, organisational structure, tasks and competences, interaction.
- Other actors in EU policy (political groups in the EP, member states, regions, experts, lobbies)

<ul style="list-style-type: none"> <li>▪ Legal nature of the EU compared to national state structures and international organisations Theories of integration</li> <li>▪ Introduction to the fundamental freedoms of the EU internal market (free movement of goods; free movement of persons; free movement of services; free movement of capital) based on cases from ECJ case law</li> <li>▪ Legal protection before the Court of Justice of the European Union (Gerichtshof der Europäische Union EuGH)</li> <li>▪ Implementation, execution and enforcement of EU law in the member states using the example of Germany</li> </ul>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
EU Law and Policy Making/ European Law and Europe Politic I	To be announced	4	Course / Seminar	Short written exam + case presentations in groups
Module-related tutorial		(1)	Guided Self-Study	

## ESWV 1311 European Law II

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Mandatory, Term 2	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h
<b>Learning outcomes:</b>			
Knowledge and understanding (broadening knowledge, deepening knowledge, understanding knowledge)			
<ul style="list-style-type: none"> <li>▪ Significance of the EU for peacekeeping and the economy in Europe with competences and policy fields</li> <li>▪ Competences and policy fields of the EU</li> <li>▪ EU economic law and effects on member state law and practice</li> <li>▪ Scientific and application-related purpose and principles of the construction of elaborations in EU law including scientific debate with several opinions</li> </ul>			
Use, application and generation of knowledge (exploitation and transfer, scientific innovation)			
<ul style="list-style-type: none"> <li>▪ Scientific and practice-related examination of EU issues</li> <li>▪ Consideration of essential foundations of EU law in other areas of law</li> <li>▪ Explaining and evaluating competences and policy areas of the EU, in particular the functioning of the internal market</li> <li>▪ Finding solutions to conflicts between EU law and Member State law</li> <li>▪ Explain in detail the procedures before the Court of Justice of the European Union (Gerichtshof der Europäischen Union EuGH), this means direct procedures before the EuGH Court of Justice of the European Union in their basics and the preliminary ruling procedure with regard to administrative acts of the Member States; issue administrative acts within the framework of these procedures</li> <li>▪ Solving legal cases of medium difficulty in the area of the fundamental freedoms of the European internal market</li> <li>▪ Applying principles of EU law (rule of law principles, anti-discrimination principles, proportionality and subsidiarity principles) in more complex situations, e.g. in the areas of environmental law, consumer protection law, competition law and labour law (equal pay for equal work) and developing solutions</li> <li>▪ Working with general schemes, jurisprudential literature and case law</li> <li>▪ Applying knowledge in practice</li> </ul>			
Communication and Cooperation			
<ul style="list-style-type: none"> <li>▪ Scientific presentation, communication and analysis of European law issues</li> <li>▪ Possibilities of participation in EU decision-making processes from the point of view of the country and member state as well as from the point of view of the economy and civil society interest groups</li> <li>▪ Explaining solutions to administrative legal cases of medium difficulty, especially in the area of fundamental freedoms</li> <li>▪ Ability to communicate the results of the application of the law</li> </ul>			
Academic self-conception or professionalism			
<ul style="list-style-type: none"> <li>▪ Awareness of the significance of the EU for law and politics at all levels in business and administration</li> <li>▪ Awareness of the EU context in science and practice</li> </ul>			
<b>Course content:</b>			
<ul style="list-style-type: none"> <li>▪ In-depth study of legal protection before the Court of Justice of the European Union with exemplary cases.</li> <li>▪ In-depth study of implementation, execution and enforcement of EU law in the member states: direct application of EU law, interpretation of German (administrative) law in conformity with EU law, practical consequences of the primacy of application of EU law, liability</li> <li>▪ In-depth study of fundamental freedoms of the internal market with legal case studies, in particular freedom of establishment of natural and legal persons with EU company law, freedom to provide services and foreign trade law</li> <li>▪ Legal issues from selected EU policy areas <ul style="list-style-type: none"> <li>o Energy and environmental law with special emphasis on sustainable development and climate</li> </ul> </li> </ul>			

<ul style="list-style-type: none"> <li>o protection</li> <li>o Competition law</li> <li>o State aid law</li> <li>o Public procurement law</li> <li>o Social law</li> </ul>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
EU Law and Policy Making/ European Law and Europe Politic II	To be announced	4	Course / Seminar	Short written exam + case presentations in groups
Module-related tutorial		(1)	Guided Self-Study	

ISGM 1312 Controlling				
<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 3	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes:</b>				
<p>After completing the module, the students have deepened their knowledge in the area of accounting against the background of controlling methods. The students</p> <ul style="list-style-type: none"> <li>▪ know the basic controlling concepts and the importance of controlling for the business process,</li> <li>▪ can classify controlling in business accounting and establish the reference to internal and external accounting,</li> <li>▪ know the importance of information acquisition,</li> <li>▪ supply and processing for controlling. know the most important key figures and key figure systems and can calculate these themselves,</li> <li>▪ know the importance of value creation for different stakeholder groups and can place this in the context of investor relations, know the problem of transfer prices and methods for determining them,</li> <li>▪ can distinguish strategic, tactical and operative planning and control from each other and know the most important instruments in each case,</li> <li>▪ know the importance of IT-supported planning and reporting processes for target-oriented and risk-related corporate management.</li> </ul> <p>The students are able to independently apply tax law principles to selected practical cases and to assess individual cases. In addition, they have acquired basic knowledge of corporate taxation and the ability to assess business decisions from a tax perspective.</p>				
<b>Course content:</b>				
<p>This is about the basics of controlling and taxation. In the area of controlling, the importance of the framework conditions as well as the contents and the distinctions from other operational areas are discussed.</p> <p>In the course of the course, different controlling concepts or methods and their application in the company are presented and the results are critically examined. In an increasingly technological environment, the connection between controlling and e-business will also be discussed.</p> <p>In addition, questions of data protection are addressed. Furthermore, emphasis is placed on conveying basic knowledge in the area of business taxation.</p> <p>The main focus is on current issues of corporate taxation. In addition, the influence of taxation on entrepreneurial decisions (choice of legal form, influence of taxes on financing decisions, inclusion of taxes in the investment calculation procedure) is dealt with.</p> <p>The module-related exercise serves to impart knowledge with reference to application. Exercises and case studies are integrated into the course according to the learning progress of the students. To ensure the acquisition of competence, the described contents of the module are practiced and trained. This also takes place via learning units entered into the university's own learning platform Aulis as well as the establishment and support of a discussion forum on the learning platform. There, students' questions and discussions are monitored and answered in accordance with their learning progress.</p>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Controlling	To be announced	4	Course / Seminar	Written assignment,

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Module-related tutorial		(1)	Guided Self-Study	presentation, paper or project report
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## ISGM 1331 Marketing and International Marketing

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 3	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes:</b>				
<p>The students acquire competences to systematically distinguish important types and characteristics of marketing strategies from each other, practise their decision-making competences by combining the multitude of product policy decisions into a holistic performance programme of the company, analyse and evaluate methods of brand management ("branding") - also in intercultural contexts. acquire competences to apply existing rules of positioning and methods of pricing in a national as well as in an international context. are able to assess the significance of the respective cultural background for entrepreneurial decisions.</p>				
<b>Course content:</b>				
<p>Based on the history and the development of basic marketing concepts, it also deals with marketing as a management function. Important keywords are the development of marketing strategies, product positioning as well as aspects of market research (data acquisition, data collection, forecasting methods), branded goods policy and branding, decisions of pricing policy; methods of price determination, goals and significance of communication policy; development and evaluation of advertising strategies above-the-line/below-the-line decision areas of distribution policy; evaluation of distribution systems, the cooperation between marketing and sales. These topics are related to the national as well as the international market. The question of the possibilities and limits of transferability of nationally successful strategies to international markets will also be examined. The module-related exercise serves to impart knowledge with reference to application. Exercises and case studies are integrated into the course according to the learning progress of the students. To ensure the acquisition of competences, the described contents of the module are practised and trained. This also takes place via learning units entered in the university's own learning platform Aulis.</p>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Marketing and International Marketing	To be announced	4	Course / Seminar	Written assignment, presentation, Paper or project report
Module-related tutorial		(1)	Guided Self-Study	

## ISGM 1341 Diversity Management

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 3	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes:</b>				
<p>The students are able to perform functions in the planning, control and management of projects in companies, in public administration and international organisations, also from an ethical point of view, and to take intercultural issues into account. are able to recognise and point out the different role assignments and disadvantages as well as the potentials in the individual diversity categories. are able to reflect on their own prejudices and recognise racist behaviour. are able to distinguish between monocultural and multicultural forms of organisation and to analyse different diversity strategies in management. learn under which circumstances the seemingly unbridgeable gap between ethical considerations and economic rationality, between morality and market logic can be closed and which incentive structures have to be considered for successful management.</p>				
<b>Course content:</b>				
<p>Managing Diversity is an economic strategy of human resource management that makes the promotion of diversity a corporate philosophy. Diversity management focuses on the cultural effects of globalisation. The starting point are definitions and dimensions of diversity and the confrontation with exclusion and racism. Case studies are used to analyse monocultural and multicultural organisations. Individual diversity categories are presented and gender mainstreaming in companies is discussed. In addition, methods and instruments of diversity diagnostics will be developed and ways of teaching diversity competence will be presented. Selected business ethics topics of the course are as follows:</p> <ul style="list-style-type: none"> <li>▪ Business ethics - as ethics?</li> <li>▪ How to argue ethically convincingly - basics of ethical argumentation for non-ethicists?</li> <li>▪ The ethical foundations and limits of market economy and profit-oriented action</li> <li>▪ Ethical dilemmas in practice: case studies Entrepreneurial responsibility and sustainable value management: conceptual foundations and case studies.</li> </ul> <p>The module-related exercise serves to impart knowledge with reference to application and to secure what has been learned. Exercises and case studies are integrated into the course according to the learning progress of the students. To ensure the acquisition of competences, the described contents of the module are practised and trained. This also takes place via learning units entered in the university's own learning platform Aulis.</p>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Diversity Management	To be announced	4	Course / Seminar	Written assignment, presentation, paper or project report
Module-related tutorial		(1)	Guided Self-Study	

ISGM 1721 Entrepreneurship				
<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	3 ECTS	<b>Workload (h):</b>	90h	
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	28h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	62h	
<b>Learning outcomes:</b>				
After completing the module				
<ul style="list-style-type: none"> <li>▪ The students have an extended overall understanding of the methods and concepts of entrepreneurship.</li> <li>▪ They have acquired competences for setting up a business.</li> <li>▪ They can analyse the basic business, organisational and legal framework conditions for setting up a business.</li> <li>▪ They have actively used methods and instruments to create a business plan based on a practical business start-up example.</li> <li>▪ The students acquire communicative and teamwork-oriented skills.</li> <li>▪ They can use modern media for thematic structuring and appealing presentation of work results.</li> </ul>				
<b>Course content:</b>				
The Entrepreneurship module covers the theoretical and practical foundations of start-up management, discussing the key entrepreneurial challenges and ways to overcome them at each stage of the start-up process. Furthermore, the students are enabled to evaluate value creation potentials as well as to develop a convincing and economically flawless business plan.				
<b>1. Entrepreneurship</b>				
<ul style="list-style-type: none"> <li>▪ Entrepreneurship and business start-ups: Overall economic significance and economic approaches</li> <li>▪ Phases of start-up management</li> <li>▪ Success factors of start-ups</li> <li>▪ Case studies of successful and unsuccessful business start-ups</li> <li>▪ Conception of a concrete start-up project</li> <li>▪ Company takeover as an entrepreneurship task</li> </ul>				
<b>2. Business plan</b>				
<ul style="list-style-type: none"> <li>▪ Principles for the creation of a business plan</li> <li>▪ The process of idea generation - evaluation of value creation potential</li> <li>▪ Contents of a business plan</li> <li>▪ Software tools for the creation of a business plan</li> <li>▪ Practical examples of successful business plans</li> <li>▪ Creation of a business plan</li> <li>▪ The module-related exercise serves to impart knowledge in an application-related manner.</li> </ul>				
Exercises and case studies are integrated into the course according to the learning progress of the students. This also takes place via learning units entered in the university's own learning platform Aulis.				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Entrepreneurship and Business Plan	To be announced	2	Course / Seminar	

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Module-related tutorial		(1)	Guided Self-Study	Project report, presentation or paper work
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## ISTM 1112 Introduction to Studies in Tourism Management

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 2	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes:</b>				
Students have developed an understanding of the tourism system and know how to assess the relevance of the different modules of the degree programme. They know and understand what management means and what it aims to achieve. They recognise which mosaic of management competences the overall degree programme offers.				
<b>Course content:</b>				
In the context of tourism studies (part 1), students are also introduced to leisure studies. They are introduced to the phenomenon of tourism with its terminology. They understand that the tourism product is a bundle of offers with many different elements and that many sectors and actors have to work together as part of this system. Their ability to interact and cooperate determines the economic success of everyone concerned. Managing the system and its links requires the highest level of management competence to meet the challenges of the tourism business, which is subject to constant change. Managers in tourism must be able to think strategically, be able to communicate and be creative; they must also have a high level of intercultural competence and be able to learn and stimulate others to learn. In Management Theory (part 2), students should gain an insight into the diversity, related problem issues and the limitations of management tasks. They should learn to recognise management as a control process in applied systems and receive an introduction to its terminology. On the basis of case studies, they acquire knowledge of the common concepts and theories.				
Topics:				
<ul style="list-style-type: none"> <li>▪ Emergence of management and management theory</li> <li>▪ Conceptual foundations of management</li> <li>▪ Strategic and operational management</li> <li>▪ Corporate strategy and organisational structure</li> <li>▪ Corporate culture</li> <li>▪ Learning organization</li> <li>▪ Modern management concepts</li> </ul>				
<b>Module-related tutorial</b>				
The module-related tutorial serves to impart knowledge with reference to application. Exercises and case studies are integrated into the course according to the learning progress of the students. To ensure the acquisition of competences, the described contents of the module are practised and trained. This takes place via:				
<ul style="list-style-type: none"> <li>▪ learning units posted on the university's own learning platform Aulis, as well as</li> <li>▪ the establishment and supervision of a discussion forum on the learning platform, where students' discussions and questions are dealt with according to the learning progress</li> </ul>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Introduction to Studies in Tourism and Management	To be announced	2	Course / Seminar	Written exam
Module-related tutorial		(1)	Guided Self-Study	

## ISTM 1341 Sustainable Development, Ethics and Corporate Social Responsibility

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Mandatory, Term 2	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h
<b>Learning outcomes:</b>			
<p>The teaching and learning objectives of this module are to impart the following subject-specific, methodological and key competences. The students should ...</p> <ul style="list-style-type: none"> <li>▪ know, understand, analyse and discuss different points of view in the two thematic focus areas of 'sustainability' and 'business ethics'.</li> <li>▪ be familiar with different paradigms, dimensions, theories, concepts, models, strategies, discussion approaches, applications, implementations and policies in the two focus areas.</li> <li>▪ develop and train their awareness, intercultural knowledge and communication skills with regard to the two main topics of 'sustainability' and 'business ethics'.</li> </ul> <p>Furthermore, the students should ...</p> <ul style="list-style-type: none"> <li>▪ have further improved their presentation and discussion skills</li> <li>▪ have further developed their analytical, critical, creative and innovative capacities</li> </ul>			
<b>Course content:</b>			
<p>The module can be offered in two –self-contained –courses with the respective focus on sustainability and ethics, or as one coherent teaching unit. The content focuses on paradigms, dimensions, theories, concepts, models, strategies, discussion approaches, applications, implementations and guidelines in the areas of</p> <ul style="list-style-type: none"> <li>▪ sustainability, sustainable (tourism) development and management</li> <li>▪ corporate sustainability; corporate social responsibility (CSR)</li> <li>▪ environmental ethics; business ethics and resulting global issues</li> <li>▪ moral reasoning, moral monism vs. pluralism</li> <li>▪ sustainability, ethics and law</li> </ul>			
<b>Language of teaching:</b>	English		
<b>Prerequisites:</b>	None		
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.		
<b>Further information:</b>	More content information in Aulis		

### Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Sustainable Development, Ethics and Corporate Social Responsibility	To be announced	4	Course / Seminar	Short oral examination, paper, case presentations in groups, written assignment or written examination
Module-related tutorial		(1)	Guided Self-Study	written examination

## ISTM 1711 Advanced International and Intercultural Management in Tourism

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes:

As integral components of a follow-up abroad (re-integration), intercultural management learning outcomes comprise three levels:

1. the level of consciousness
2. the level of knowledge
3. the level of coping skills

The teaching and learning objectives of broadening awareness and knowledge as well as acquiring coping skills are pursued by teaching the following subject, methodological and key competences.

### Intercultural Management in Tourism.

The course Intercultural Management in Tourism is a consolidation of the sub-area Intercultural Communication (Module 4.3). The focus is on culture-specific differences in management. The students

- learn to analyse and appropriately interpret different culture-related strategies and approaches in different management areas (corporate culture, personnel management, negotiation, marketing, team building, project management, etc.) in case studies and in relation to their own experience
- are able to apply communication techniques and coping strategies to deal with intercultural conflicts in business start-ups, company mergers, negotiations, personnel management, in project management and in the development of marketing strategies in international areas of work.

### Follow-up abroad (re-integration)

An optimal stay-abroad experience does not end with preparation for the stay abroad, but also includes reintegration after the year abroad.

The students

- have worked through and coped with a possible counter-culture shock that is to be expected after a longer stay abroad
- have analysed and theoretically evaluated their experiences abroad
- are able to use subject and transfer knowledge gained abroad as well as other acquired competences advantageously in their working and everyday lives
- can pass on relevant knowledge about the year abroad to following semester cohorts in the form of presentations and discussion forums (primarily at the International Information Exchange Day, which takes place within the framework of module 6.5)

### Further learning outcomes

Moreover, the students should

- have further improved their presentation and discussion skills
- have further developed their analytical, critical, creative and innovative capacities.

### Course content:

Building on (theoretical) competences, in this module the acquired theoretical knowledge and the practical experience abroad are now followed by the transfer to in-depth theoretical competences. Focal points in teaching:

### Intercultural management

- in-depth discussion and reflection of intercultural aspects of tourism management
- Culture-specific effects on corporate cultures and structures in an international context
- Methods and strategies to avoid intercultural conflicts in everyday business life
- Conducting negotiations in an intercultural context
- Intercultural aspects of personnel management
- Intercultural marketing•
- Intercultural project management
- Multicultural teams
- Culture-specific conflicts between men and women
- Qualities and skills needed to achieve intercultural competence

**Follow-up abroad (reintegration)**

Part of the follow-up abroad is a returnee workshop. The module-based exercise is intended to help students to undertake critical self-evaluation and self-reflection. As an integral part of the follow-up abroad, the returnee workshop includes the following

- Evaluation of experiences made, incl. the 'cases' (cf. ungraded ex-amination in module 6.5)
- Coming to terms with the contra culture shock •Transfer of experience to studies or future professional life
- Positive presentation of intercultural experience in job interviews
- Sharing knowledge and experience with lecturers and students

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further information:</b>	More content information in Aulis

**Courses of the module**

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Specialisation in International Management in Tourism	To be announced	2	Course / Seminar	Short oral examination, paper, case presentations in groups, written assignment or written examination
Advanced Course in Intercultural Management in Tourism	To be announced	2		
Module-related tutorial		(1)	Guided Self-Study	

## ISTM 1725 Hotel Management and Resort Planning

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes:

The teaching and learning objectives of this module are to impart the following professional, methodological and key competences. The students should ...

- gain an understanding of the central structural and operational units of hotel management
- this includes basic management structures for different types of hotel accommodation
- organisational aspects of hotel management
- the functions of the different operational departments within a hotel
- the role of the 'General Manager',
- develop the ability to transfer and apply concepts of marketing, consumer behaviour, human resource management and business administration to the field of hotel management.
- develop an understanding of aspects of project planning and the conception, planning and realisation of resort projects
- have the opportunity to practise and improve their presentation and discussion skills
- further train their analytical, critical, creative and innovative capacities

### Course content:

This module provides an insight into the complexities and dynamic processes of modern hotel management, on the one hand and resort planning on the other. In the analysis of organisational structures and operational divisions in the hotel business, the focus is on service, marketing and sales as well as aspects of human resource management. With regard to the planning component in this module, the focus is on project planning and the conception, planning and realisation of resort projects. During the course of this module, students should critically examine different management theories and their application in the hotel industry as well as current challenges and trends in resort planning through online research, working on case studies, presentations and discussions as well as smaller projects and group work.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further information:</b>	More content information in Aulis

### Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Hotel Management and Resort Planning	To be announced	4	Course / Seminar	Oral examination, presentations in groups, written assignment
Module-related tutorial		(1)	Guided Self-Study	

## ISTM 1733 Economic and Tourism Geography

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes:</b>				
The teaching and learning objectives of this module are to impart the following subject-specific, methodological and key competences.				
The students can...				
<ul style="list-style-type: none"> <li>▪ recognise and analyse in particular the significance of the unequal economic-geographical framework conditions, i.e. the discrepancies but also the mutual dependencies as well as the resulting consequences for tourism in different destinations</li> <li>▪ evaluate and classify global networking with the resulting competitive situations and interdependencies, but also spin-off effects of tourist destinations</li> <li>▪ research, analyse and interpret the details of a target area independently and also in a team and then process and present the results</li> <li>▪ practice and improve their presentation and discussion skills</li> <li>▪ further train their analytical, critical, creative and innovative capacities</li> </ul>				
<b>Course content:</b>				
In this module, the focus is on social fields of action and here especially on questions of tourism geography and tourism economics. The main focus is on economic-geographical structures, processes, relationships, interactions and patterns that underlie the open, dynamic and adaptive system of tourism in a global context, as well as their interconnection with and dependence on natural conditions and changes. Using a wide variety of case studies from all regions of the world, this module presents and analyses the most diverse offers of tourist destinations in many countries. Global networks and interdependencies or competitive situations, but also spin-off and 'butterfly effects' with regard to historical, socio-cultural, ecological, economic and political frame-work conditions as well as their historical developments and current trends are examined. During the course of this module, students should critically examine the different circumstances and their consequences through online re-search, working on case studies, presentations and discussion as well as in smaller projects and group work....				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Economic and Tourism Geography	To be announced	4	Course / Seminar	Oral examination, presentations or written assignment
Module-related tutorial		(1)	Guided Self-Study	

## ISTM 1732 Public Relations in Journalism

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes:</b>				
<p>The module gives students an insight into the professional practice of journalism and public relations (PR). Both professional profiles are presented, as they are closely connected in everyday life, but at the same time require a clear distinction. The students acquire professional and methodological competence. Students receive an overview of the German media system and learn basic journalistic skills (e.g. forms of presentation). Building on this, students learn about the instruments and organisation of PR work. Practical exercises (writing news, writing press releases, conducting/giving interviews) and the examination of practical examples deepen what they have learned. At the end of the module, students can describe both job profiles and their tasks, know the essential work processes and have learned certain basic skills.</p>				
<b>Course content:</b>				
<ul style="list-style-type: none"> <li>▪ Introduction to the practice of journalism and PR. Presentation of the two professional fields, their interest groups and the ethical/legal foundations.</li> <li>▪ Journalistic forms of presentation: brief overview (news, report, commentary, gloss, reportage, portrait)</li> <li>▪ Practical part: Writing/evaluating a news item</li> <li>▪ Instruments of press work: brief overview (press release, press conference, press trip, press distribution list, etc.)</li> <li>▪ Strategic press relations and the PR concept</li> <li>▪ Practical part: Writing/evaluating press releases</li> <li>▪ The interview: Structure/preparation/message, authorisation of interviews, interview training in front of the camera, evaluation of the interviews conducted.</li> <li>▪ PR in social web applications, opportunities/threats</li> <li>▪ The relationship between journalism and PR: Who influences whom?</li> </ul>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Public Relations and Journalism	To be announced	4	Course / Seminar	Oral examination, presentations or written assignment
Module-related tutorial		(1)	Guided Self-Study	

## ISWI 1711 International Industrial Marketing-Innovation Management

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes:</b>				
<p>Following completion of the module, the participants have a professional overview about the essential particularities of international industrial goods marketing or Business-to-Business Marketing (knowledge), the abilities to apply selected marketing management methods in the international context as well as advanced knowledge of innovation management and the ability to evaluate and apply methods and procedures within the frame of innovation processes as well as corresponding transfer, problem solution and competence.</p>				
<b>Course content:</b>				
<p>1. International Industrial Marketing</p> <p>Conveying in-depth knowledge with regard to the practice of marketing international industrial goods by handling practical case studies, through guest lectures, as well as company visits. Based on application-oriented case studies, with country- and regional relevance, team competence, as well as a sensitisation with regard to international tasks in the Business-to-Business context is conveyed. The essential topics are industrial procurement process, buying centre concept, preparation and implementation as extended mixed instruments, negotiations and intercultural conflicts, terms and conditions and international pricing. Management and project control in the international context of marketing.</p> <p>2. Innovation Management</p> <p>Conveying in-depth theoretical and application-oriented knowledge in the field of innovation management and product development in the field of industrial goods. In this respect, the sensitive interface marketing/F&amp;E, as well as the related fields of marketing and change management, i.e. of business process reengineering are addressed, just as the emerging interest- and role conflicts within companies. The event is deepened by the processing of selected case studies. The essential topics are: Marketing, research and development, innovation management, product and process innovations, change management, business process reengineering, operational and social innovation process, innovation resistance, implementation of innovations in the own company and in the company of the customer, examples from the practice (mechanical engineering, logistics, information technology and others). The modular exercise aims at conveying knowledge in a practical context. Exercises and case studies are integrated during the event relevant to the students' progress.</p>				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Industrial Marketing-Innovation Management	To be announced	4	Course / Seminar	Written examination and presentation
Module-related tutorial		(1)	Guided Self-Study	

## ISWI 1721 International Controlling

<b>Module leader:</b>	To be announced			
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h	
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h	
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h	
<b>Learning outcomes:</b>				
Upon completion of the module, participants will have				
<ul style="list-style-type: none"> <li>▪ Knowledge of international accounting regulations at individual financial and consolidated statements as well as a summary of methods of the annual final analysis as well as a professional summary of the interaction of essential company functions</li> <li>▪ The ability to apply selected target, strategy finding and analysis methods in the international context</li> <li>▪ The ability to formulate plans, rendering the same concrete in terms of planned values and checking the compliance with plan continuously as well as using PC and planning software as work instrument or decision support</li> <li>▪ The ability to describe, use and analyse essential constituents of corporate reporting.</li> <li>▪ Action and problem solution competence in the area of the international analysis of the annual accounts and the creation of plans based on this.</li> </ul>				
<b>Course content:</b>				
By means of an annual report of an international group, essential aspects of international and external accounting are explained: indicating elements of the annual accounts of large joint-stock companies, legal bases, special balance sheet items and explanations, consolidated balance sheets, selected differences of the reporting after HGB (German Commercial Code) and IFRS as well as essential aspects of an analysis of the annual characterise the first part of the event. In the second part, the operational connections between marketing, production, human resources and finance economy and their effects on the operational accounting system are worked out in a business simulation with the main emphasis on planning and reporting. The students learn to recognise the strengths and weaknesses of companies (SWOT-analysis) and deducing business politics and -planning based on the same, as well as providing the oral and written reporting regarding the same.				
<b>Language of teaching:</b>	English			
<b>Prerequisites:</b>	None			
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.			
<b>Further information:</b>	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Controlling	To be announced	4	Course / Seminar	Written examination and presentation
Module-related tutorial		(1)	Guided Self-Study	

## ISWI 1726 Logistics Operations Management

<b>Module leader:</b>	To be announced		
<b>ECTS points:</b>	6 ECTS	<b>Workload (h):</b>	180h
<b>Type of module:</b>	Mandatory, Term 7	<b>Contact hours (h):</b>	56h
<b>Scope und frequency of teaching:</b>	14 classes, in winter term	<b>Self-study (h):</b>	124h

### Learning outcomes:

Upon completion of the module, participants will have

- Knowledge of international accounting regulations at individual financial and consolidated statements as well as a summary of methods of the annual final analysis as well as a professional summary of the interaction of essential company functions
- The ability to apply selected target, strategy finding and analysis methods in the international context
- The ability to formulate plans, rendering the same concrete in terms of planned values and checking the compliance with plan continuously as well as using PC and planning software as work instrument or decision support
- The ability to describe, use and analyse essential constituents of corporate reporting.
- Action and problem solution competence in the area of the international analysis of the annual accounts and the creation of plans based on this.

### Course content:

By means of an annual report of an international group, essential aspects of international and external accounting are explained: indicating elements of the annual accounts of large joint-stock companies, legal bases, special balance sheet items and explanations, consolidated balance sheets, selected differences of the reporting after HGB (German Commercial Code) and IFRS as well as essential aspects of an analysis of the annual characterise the first part of the event. In the second part, the operational connections between marketing, production, human resources and finance economy and their effects on the operational accounting system are worked out in a business simulation with the main emphasis on planning and reporting. The students learn to recognise the strengths and weaknesses of companies (SWOT-analysis) and deducing business politics and -planning based on the same, as well as providing the oral and written reporting regarding the same.

<b>Language of teaching:</b>	English
<b>Prerequisites:</b>	None
<b>Preparation/literature:</b>	Students will receive a reading list at the beginning of the semester.
<b>Further information:</b>	More content information in Aulis

### Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Logistics Operations ManagementI	To be announced	4	Course / Seminar	Presentation
Module-related tutorial		(1)	Guided Self-Study	

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