

**Faculty 1**  
**School of International Business**



**International Business Studies**  
**for Incoming Students**

**Course Descriptions**

**Spring Term**  
**(April-Juli)**

**Important notice:**

The courses listed below may be subject to change.

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**3. Centre for Teachings and Learning (ZLL)**

**Studium Plus:**

**Study in English**

Interdisciplinary modules conducted in English.

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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 and position in the course of study:</b>   | Elective module  | <b>Contact hours (h):</b> | 28h |
| <b>Scope und frequency of teaching:</b>  | 14 classes<br>in summer 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>  | 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 |
|--------------|----------------|------------------------|-------------------------------|---|
|--------------|----------------|------------------------|-------------------------------|---|

|                               |                 |     |                        |                           |
|-------------------------------|-----------------|-----|------------------------|---------------------------|
| Elements of Corporate Finance | To be announced | 2   | Lecture /<br>Exercises | Written exam<br>(60 min.) |
| Module-related tutorial       |                 | (1) | Guided self-<br>study  |                           |

## 2110 Presentation & Communication Skills

| <b>Module leader:</b>   | To be announced   |                           |                               |   |
|---|---|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>   | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>  | Elective module   | <b>Contact hours (h):</b> | 56h                           |   |
| <b>Scope und frequency of teaching:</b>   | 14 classes<br>in summer term  | <b>Self-study (h):</b>    | 124h                          |   |
| <b>Learning outcomes:</b><br>The Presentation Skills training course is designed to give the student confidence when delivering presentations depends on the audience. During the session, the student will learn how to overcome and use problems to their advantage to give maximum impact with presentations.  |   |                           |                               |   |
| <b>Course content:</b> <ul style="list-style-type: none"> <li>▪ Create a presentation with an issue of interest</li> <li>▪ Exercise the knowledge to develop a presentation</li> <li>▪ Work as a team in a complex topic to practice their intercultural skills and how to lead a team, establish obligations and create a response scheme in case of difference of opinion</li> <li>▪ Know different types and styles of giving a presentation and how to</li> <li>▪ make best use of (e.g. speech, lecture, presentation, seminar, workshop-moderation)</li> <li>▪ Develop a „story-line“</li> <li>▪ Analyse subject-oriented types of presentation - best fit of content and form</li> <li>▪ How to make use of different performance techniques using words, tone and body language, use of relaxing techniques.</li> <li>▪ Evaluate presentation of other groups (criteria)</li> </ul> |   |                           |                               |   |
| <b>Language of teaching:</b>  | English   |                           |                               |   |
| <b>Prerequisites:</b>   | Basics about communication.<br>First experiences with presentations, given lectures or talks to an audience would be useful for better understanding.<br>A strong desire to communicate and to contribute/ work actively. |                           |                               |   |
| <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 |
| Presentation and Communications Skills  | To be announced   | 4                         | Course / Seminar              | Case presentation                         |
| Bachelor programs only:<br>Module-related tutorial  |   | (1)                       | Guided self-study             |   |

## 2120 Controlling

|  |  |                           |      |
|--|--|---------------------------|------|
| <b>Module leader:</b>  | To be announced  |                           |      |
| <b>ECTS points:</b>  | 6 ECTS   | <b>Workload (h):</b>      | 180h |
| <b>Type of module and position in the course of study:</b>   | Elective module  | <b>Contact hours (h):</b> | 56h  |
| <b>Scope und frequency of teaching:</b>  | 14 classes<br>in summer term   | <b>Self-study (h):</b>    | 124h |
| <b>Learning outcomes:</b>  |  |                           |      |
| Upon completion of the course, the students have deepened their knowledge in the area of accounting systems against the background of management control (Controlling) methods.  |  |                           |      |
| The Students will be able to:  |  |                           |      |
| <ul style="list-style-type: none"> <li>▪ know basic controlling conceptions and the significance of Controlling for the operational process.</li> <li>▪ can classify Controlling in operational accounting system and create a reference to both internal external accounting system,</li> <li>▪ know about the meaning of information acquisition, -provision and -processing for Controlling.</li> <li>▪ know the most important performance indicators and financial ratio systems and can calculate them these.</li> <li>▪ know the problems of pricing and methods of calculation in context of indirect cost schemes.</li> <li>▪ can delimit strategic, tactical and operative planning and control from each other and know in each case the most important instruments.</li> </ul> |  |                           |      |
| The students are able to do the following:   |  |                           |      |
| <ul style="list-style-type: none"> <li>▪ applying costing schemes for comparative purposes.</li> <li>▪ computing and interpreting financial ratios derived from financial statements.</li> </ul>   |  |                           |      |
| - Assessing financial income and performance with respect to economic perspectives.  |  |                           |      |
| <b>Course content:</b>   |  |                           |      |
| Here it is about fundamentals and application cases of Controlling.  |  |                           |      |
| In the field Controlling, the implications of the overall conditions, as well as the contents and demarcation are discussed concerning other operational areas are. In the context of the lectures, different controlling concepts or methods and their application in individual corporate problem areas are outlined and discussed under the aspect of management control schemes, and the results are critically questioned. It also is about the relation between Controlling and corporate data model in an increasingly technical environment.   |  |                           |      |
| To guarantee the acquisition of competence, the described content of the module will be practiced and trained. This also follows in the form of applications which are provided on the 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            |
|--|-----------------|------------------------|-------------------------------|--|
| Controlling  | To be announced | 4                      | Course / Seminar              | Examination or presentation or homework or portfolio |
| Bachelor programs only:<br>Module-related tutorial |                 | (1)                    | Guided self-study             | Examination or presentation or homework or portfolio |

| 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 and position in the course of study:</b>   | Elective module  | <b>Contact hours (h):</b> | 56h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes<br>in summer term   | <b>Self-study (h):</b>    | 124h                          |   |
| <p><b>Learning outcomes:</b></p> <p>On the successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Explain how competitive markets allocate scarce resources and distribute goods and services</li> <li>▪ Assess the markets concerning economic welfare and analyse factors that might impact on efficiency</li> <li>▪ Understand the current debates on macroeconomics on inflation, interest rates, unemployment, the financial markets and business cycles.</li> <li>▪ Analyse different forms of market failure</li> </ul> |  |                           |                               |   |
| <p><b>Course content:</b></p> <p>This course provides an overview of the macro and micro debate on market failures. It does so in the form of a research project. For further details see course outline.</p>  |  |                           |                               |   |
| <b>Language of teaching:</b>   | English  |                           |                               |   |
| <b>Prerequisites:</b>  | none   |                           |                               |   |
| <b>Preparation/literature:</b>   | Mandatory is the reading of John Kay (2004), Truth About Markets, Why some nations are rich but most remain poor, London, Penguin. For further details see course outline. |                           |                               |   |
| <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 Economics  | To be announced  | 4                         | Course / Seminar              | Presentation case study and paper.        |
| Bachelor programs only:<br>Module-related tutorial   |  | (1)                       | Guided self-study             |   |



## 2230 Global Marketing

| <b>Module leader:</b>   | To be announced  |                           |                               |  |
|---|--|---------------------------|-------------------------------|--|
| <b>ECTS points:</b>   | 6 ECTS   | <b>Workload (h):</b>      | 180h                          |  |
| <b>Type of module and position in the course of study:</b>  | Elective module  | <b>Contact hours (h):</b> | 56h                           |  |
| <b>Scope und frequency of teaching:</b>   | 14 classes<br>in summer term   | <b>Self-study (h):</b>    | 124h                          |  |
| <b>Learning outcomes:</b>   |  |                           |                               |  |
| To receive notice of one's dismissal  |  |                           |                               |  |
| <ul style="list-style-type: none"> <li>▪ Specify competences with the help of important types and expressions of marketing strategies.</li> <li>▪ They practice their decision-making competences, by merging the multitude of product-political decisions into a holistic performance programme of the company.</li> <li>▪ They analyze and judge methods of branding - also in intercultural contexts.</li> <li>▪ Furthermore, they gain competences to use existing rules of the positioning and methods of the price settings in both the national and the international context.</li> <li>▪ They can evaluate the significance of the respective cultural background for business decisions.</li> </ul>  |  |                           |                               |  |
| <b>Course content:</b>  |  |                           |                               |  |
| Based on history and the development of basic marketing concepts it also treats marketing as the management function. Relevant keywords are the development of marketing strategies, product positioning. Aspects of market research (data acquisition, data collection, forecast methods), brand-name politics and branding, decisions of pricing politics; means of determining prices, targets and implication of communication politics; development and evaluation of advertising strategies above-the-line / below-the-line decision areas of the distribution policy; assessment of distribution systems, the cooperation between marketing and sales. These topics are applied to the national, as well as to the international market. Here, also the question regarding options and limits of the transferability of nationally successful strategies to the global markets are explored. 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 practiced and trained. The performance is via the learning units uploaded on the university internal 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            |
| Global Marketing  | To be announced  | 4                         | Course / Seminar              | Examination or presentation or homework or portfolio |
| Bachelor programs only:<br>Module-related tutorial  |  | (2)                       | Guided self-study             |  |

## 2370 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 and position in the course of study:</b>  | Elective module  | <b>Contact hours (h):</b> | 56h                           |   |
| <b>Scope und frequency of teaching:</b>   | 14 classes<br>in summer term   | <b>Self-study (h):</b>    | 124h                          |   |
| <b>Learning outcomes:</b>   |  |                           |                               |   |
| <p>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.</p> |  |                           |                               |   |
| <b>Course content:</b>  |  |                           |                               |   |
| <ul style="list-style-type: none"> <li>▪ Efficient Consumer Response System</li> <li>▪ Supply Chain Management</li> <li>▪ Targets and limiting factors of logistics decisions</li> <li>▪ Classical logistics decisions</li> <li>▪ Analysis of logistics processes with help of the SCOR modell</li> <li>▪ Enable technologies like barcode, RFID and EDI</li> <li>▪ Service providers as partners in the logistic chain</li> <li>▪ Service structure of a logistic centre for garments (including excursion)</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 |
| Supply Chain Management   | To be announced  | 4                         | Course / Seminar              | Examination or combination examination    |
| Bachelor programs only:<br>Module-related tutorial  |  | (1)                       | Guided self-study             |   |

## 2340 Management and Business Game

| <b>Module leader:</b>  | To be announced  |                           |                               |   |
|--|--|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>  | 3 ECTS   | <b>Workload (h):</b>      | 90h                           |   |
| <b>Type of module and position in the course of study:</b>   | Elective module  | <b>Contact hours (h):</b> | 28h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes<br>in summer term   | <b>Self-study (h):</b>    | 62h                           |   |
| <p><b>Learning outcomes:</b></p> <p>The business game is a case competition. The main purpose of this game is to familiarize students with the reality they will face in their professional lives. Business games are models of real enterprises. The participants compete with other participants on a virtual market. The Business Game bases on an interactive economic simulation where the participants proceed within a defined competitive environment. All decisions made by the participants will affect their level of success. The resulting success in each period depends on a combination of net earnings realized and accuracy of planning.</p> <p>The goal is to reveal a true passion for business in students!</p>   |  |                           |                               |   |
| <p><b>Course content:</b></p> <p>Different challenges are organised:</p> <ul style="list-style-type: none"> <li>▪ Thinking in cross-linked managerial structures</li> <li>▪ Working in a holistic business context</li> <li>▪ Building up business knowledge</li> <li>▪ Realizing conditions for economic success</li> <li>▪ Solving real-life business cases</li> <li>▪ Developing abilities of problem structuring and problem solving</li> <li>▪ Acting under time pressure</li> <li>▪ Communicating und decision making in a team</li> </ul> <p>Business games aspire to bridge the gap between theory in the classroom and companies' realities by confronting students with real business questions and creating a dramatized business environment around them. This intentionally makes the business challenges more real.</p> <p>The best way to develop skills is through practice, i.e. trying, failing and correcting. This immerses students into complex business problems and set-ups. Students have to understand unfamiliar industries, grow expertise across-fields and build a team with people they do not know. The professor offers help to learn on the go with the right information delivered at the right moment and by providing feedback on their performance. The aim is to enable students to develop themselves as business designers.</p> |  |                           |                               |   |
| <b>Language of teaching:</b>   | English  |                           |                               |   |
| <b>Prerequisites:</b>  | Basics about communication.<br>First experiences with presentations.<br>A strong desire to communicate and to contribute/ work actively. |                           |                               |   |
| <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 |

|  |                 |     |                   |                   |
|--|-----------------|-----|-------------------|-------------------|
| Management and Business Game                       | To be announced | 2   | Course / Seminar  | Case presentation |
| Bachelor programs only:<br>Module-related tutorial |                 | (1) | Guided self-study |                   |

## 2180 ASEAN: The Rising Economic Power

|   |  |                           |        |
|---|--|---------------------------|--------|
| <b>Module leader:</b>   | To be announced  |                           |        |
| <b>ECTS points:</b>   | 3 ECTS   | <b>Workload (h):</b>      | 90h    |
| <b>Type of module and position in the course of study:</b>  | Elective module  | <b>Contact hours (h):</b> | 30+15h |
| <b>Scope und frequency of teaching:</b>   | 14 classes<br>in summer term   | <b>Self-study (h):</b>    | 60h    |
| <b>Learning outcomes:</b>   |  |                           |        |
| <ul style="list-style-type: none"> <li>▪ Participants will be made familiar with the contemporary history of ASEAN.</li> <li>▪ Participants learn the problematics of ASEAN as multicultural region.</li> <li>▪ Participants are able to understand the economic growth, social progress and cultural development including in history, recent changes, and other aspects.</li> <li>▪ Participants shall be able to identify the great potential of ASEAN</li> </ul>  |  |                           |        |
| <b>Course content:</b>  |  |                           |        |
| <p>The ASEAN (Association of Southeast Asian Nations) countries have a population of 600 million. They are the third most populous country in the world. Although ASEAN's eleven members economies are in various stages of development, it has a combined population larger than the European Union. The ASEAN is the world's fourth-largest import and export trade area (after the United States, China, and Germany). The ASEAN was created to address mainly political and security issues. Using flexibility and consensus - the ASEAN Way - it helped move the region from conflict to cooperation. In 2015, the ASEAN has launched the Economic Community (AEC). The AEC aims to create a single market and production base for the free flow of goods, services, investment, capital, and skilled labor within ASEAN. The course will discuss an overview of ASEAN development. It gives an introduction to the ASEAN economy, including some historical and political background to its current economic systems.</p> |  |                           |        |
| <b>Language of teaching:</b>  | English  |                           |        |
| <b>Prerequisites:</b>   | none   |                           |        |
| <b>Preparation/literature:</b>  | <p>Students will receive updated literature lists.</p> <ul style="list-style-type: none"> <li>▪ Many of the materials for this course are posted online.</li> <li>▪ Howard Dick, et al., 2002. The Emergence of a National Economy: An Economic History of Indonesia, 1800-2000. University of Hawaii Press, Honolulu.</li> <li>▪ Hal Hill, 1996. The Indonesian Economy since 1966: Southeast Asia's Emerging Giant. Cambridge University Press, Cambridge.</li> <li>▪ Christian Chua, 2008. Chinese Big Business in Indonesia: The State of Capital (Routledge Contemporary Southeast Asia Series).</li> <li>▪ Richard D. Lewis, 2006. When Cultures Collide - Leading Across Cultures. Nicholas Brealey Publishing, Third Edition.</li> <li>▪ Kunio Yoshihara, 1988. The Rise of Ersatz Capitalism in Southeast Asia. Oxford University Press.</li> <li>▪ U.S. FOREIGN COMMERCIAL SERVICE AND U.S. DEPARTMENT OF STATE, 2012. Doing Business in Indonesia: 2012 Country Commercial Guide for U.S. THE UNITED STATES.</li> </ul> |                           |        |
| <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 |
|--------------|----------------|------------------------|-------------------------------|---|
|--------------|----------------|------------------------|-------------------------------|---|

|  |                 |     |                   |  |
|--|-----------------|-----|-------------------|--|
| ASEAN: The Rising Economic Power                   | To be announced | 2   | Course / Seminar  | Presentation and paper   |
| Bachelor programs only:<br>Module-related tutorial |                 | (1) | Guided self-study | Students will be asked to present a given topic. Further details will be explained during the first session. |

## 2440 Digital Leadership and HRM 4.0

|   |  |                           |      |
|---|--|---------------------------|------|
| <b>Module leader:</b>   | To be announced  |                           |      |
| <b>ECTS points:</b>   | 6 ECTS   | <b>Workload (h):</b>      | 180h |
| <b>Type of module and position in the course of study:</b>  | Elective module  | <b>Contact hours (h):</b> | 75h  |
| <b>Scope und frequency of teaching:</b>   | 14 classes<br>in summer term   | <b>Self-study (h):</b>    | 120h |
| <b>Learning outcomes:</b>   |  |                           |      |
| <p>This course applies contemporary theory and research in international human resource 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 behavior, 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.</p> <p>Students who successfully complete this course will be able to:</p> <ul style="list-style-type: none"> <li>▪ develop an in-depth knowledge about the concept of culture and its theoretical links to organizational structure, organizational behavior and strategic international human resource management.</li> <li>▪ learn about relevant dimensions of functional diversity and its relevance for organizational behavior and management.</li> <li>▪ gain an in-depth knowledge about relevant fields of human resource management from an international perspective.</li> <li>▪ improve their skills in reading, writing, arguing and theorizing.</li> <li>▪ gain practice in presenting and dialoguing about their ideas to others.</li> <li>▪ learn about the tools of strategic management including forecasting, business planning, job analysis, recruiting, performance management, assessment, occupational health management, etc.</li> <li>▪ develop an understanding of the importance or strategy in management and the position of strategic HRM</li> </ul> |  |                           |      |
| <b>Course content:</b>  |  |                           |      |
| <ul style="list-style-type: none"> <li>▪ Fundamentals of Human Resource Management (HRM) and International Human Resource Management (IHRM).</li> <li>▪ Managing across cultures.</li> <li>▪ Multicultural and cross-functional teams.</li> <li>▪ Diversity management.</li> <li>▪ Global leadership.</li> <li>▪ International assignments.</li> <li>▪ Human resource planning.</li> <li>▪ International personnel selection.</li> <li>▪ International personnel development and training.</li> <li>▪ Organizational structures and strategy</li> </ul>   |  |                           |      |
| <b>Language of teaching:</b>  | English  |                           |      |
| <b>Prerequisites:</b>   | none   |                           |      |
| <b>Preparation/literature:</b>  | <p>The recommended and essential reading literature will be prescribed to the participants during the initial sessions.</p> <p>Participants are encouraged to use any additional literature that they consider as important, while preparing for the course assignments. The University Library - SUUB has a wide range of book that the</p> |                           |      |

|  | participants might find useful in preparing for the assignments. |                        |                               |   |
|--|--|------------------------|-------------------------------|---|
| <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   |
| Digital Leadership and HRM 4.0                     | To be announced  | 4                      | Course / Seminar              | Assessment will be conducted in a multi-methodical (Portfolio) manner. This will include the performances in presentation, management skills, team skills, and in a short final exam. |
| Bachelor programs only:<br>Module-related tutorial |  | (1)                    | Guided self-study             |   |



## 2380 Introduction to Digital Currencies

|   |   |                           |      |
|---|---|---------------------------|------|
| <b>Module leader:</b>   | To be announced   |                           |      |
| <b>ECTS points:</b>   | 6 ECTS  | <b>Workload (h):</b>      | 180h |
| <b>Type of module and position in the course of study:</b>  | Elective module   | <b>Contact hours (h):</b> | 75h  |
| <b>Scope und frequency of teaching:</b>   | 14 classes<br>in summer term  | <b>Self-study (h):</b>    | 120h |
| <b>Learning outcomes:</b>   |   |                           |      |
| <ul style="list-style-type: none"> <li>▪ 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 it's core.</li> <li>▪ Understanding 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.</li> <li>▪ Understand more advanced uses of the blockchain such as multisignature transactions, asset registration, attestation and smart contracts applications</li> <li>▪ Understand alternative blockchains to Bitcoin, such as altcoins</li> <li>▪ Understand what parallels and differences cryptocurrencies have with the existing monetary and banking systems, what approaches are the same and what are fundamentally different.</li> <li>▪ Understand existing approaches by regulators globally, and the likely frameworks for regulating cryptocurrencies, and their interface with conventional finance, in the future.</li> </ul>   |   |                           |      |
| <b>Course content:</b>  |   |                           |      |
| <p>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 <b>earn an extra academic certificate whose authenticity can be verified through the Bitcoin blockchain.</b></p> <p>The course is divided into four main parts:</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. Practical introduction to digital currencies: This will include practical, introductory exercises in utilizing and constructing cryptocurrency transactions.</li> <li>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.</li> <li>4. Innovation &amp; development: How cryptocurrencies can be viewed through innovation frameworks and what possibilities exist for cryptocurrencies to accelerate development.</li> </ol> |   |                           |      |
| <b>Language of teaching:</b>  | English   |                           |      |
| <b>Prerequisites:</b>   | none  |                           |      |
| <b>Preparation/literature:</b>  | <p>Andreas Antonopoulos (2017): Mastering Bitcoin: Unlocking Digital Cryptocurrencies, Wiley John + Sons</p> <p>Saifedean Ammous (2018): The Bitcoin Standard: The Decentralized Alternative to Central Banking, O'Reilly UK Ltd.</p> <p>Jameson Lopp (2019): Bitcoin Resources (Online), available at: <a href="https://lopp.net/bitcoin.html">https://lopp.net/bitcoin.html</a></p> |                           |      |
| <b>Further information:</b>   | More content information in Aulis   |                           |      |
| <b>Courses of the module</b>  |   |                           |      |

| <b>Course title</b>                                | <b>Teaching staff</b>  | <b>Contact hours per week</b> | <b>Learning and teaching methods</b> | <b>Examination method(s), scope and duration</b> |
|--|--|-------------------------------|--------------------------------------|--|
| Introduction to Digital Currencies                 | Leonard Pust<br><a href="https://www.linkedin.com/in/leonard-pust/">https://www.linkedin.com/in/leonard-pust/</a><br><a href="https://bitmoin.de/">https://bitmoin.de/</a> | 4                             | Course / Seminar                     | Portfolio  |
| Bachelor programs only:<br>Module-related tutorial |  | (1)                           | Guided self-study                    |  |

## 2. English-taught Courses in Regular Programs

| BIM2 1231 Introduction to Economics: Microeconomics   |   |                           |                               |   |
|---|---|---------------------------|-------------------------------|---|
| <b>Module leader:</b>   | To be announced   |                           |                               |   |
| <b>ECTS points:</b>   | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>  | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>   | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>  | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <b>Learning outcomes:</b>   |   |                           |                               |   |
| After successfully completing the module, the students have achieved the following qualifications:  |   |                           |                               |   |
| <ul style="list-style-type: none"> <li>▪ via guided self-study the students gain the competence to understand the nature of economic decision making and derive their own conclusions for a reasonable way of acting in market environments – on an individual as well as collective level.</li> <li>▪ they have learned contemporary methods and theories of Economics and by this means achieved the methodological competence to deal with economic problems.</li> <li>▪ they have achieved the professional competence to apply the in-depth knowledge of Economics in their studies</li> <li>▪ the students have discussed economic questions in a group process and presented the result in class, so that they have enhanced their social competencies.</li> </ul> |   |                           |                               |   |
| <b>Course content:</b>  |   |                           |                               |   |
| A systematic knowledge of Economics will be provided. First the basic principles are discussed, followed by a more intensive description of decision making of individuals (Microeconomics) from a theoretical as well as applied viewpoint.  |   |                           |                               |   |
| The basics of Economics cover the elementary questions of every country, the way of economic thinking and economic systems. Microeconomics analyses individual decisions of households and firms and their coactions on markets. We are going to discuss price theory, types of markets as well as the possibilities and consequences of government interventions.  |   |                           |                               |   |
| The lecture is supplemented by a module exercise where students are activated using teamwork and group presentations.   |   |                           |                               |   |
| <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 |
| Fundamentals to Economics: Microeconomics   | To be announced   | 4                         | Course / Seminar              | Portfolio                                 |
| Bachelor programs only: Module-related tutorial   |   | (1)                       | Guided self-study             |   |

## ISGM2 1221 International Economics and International Organisations

| <b>Module leader:</b>  | To be announced  |                           |                               |   |
|--|--|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>  | 6 ECTS   | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>   | Elective module taught in the 2. semester                              | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term  | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Learning outcomes:</b>  |  |                           |                               |   |
| <p>Following completion of the module, the students can analyse commercial relations, systematize the backgrounds of financial crises and question the role of German and international companies in the global context. The students can analyse the respective overall connections in economy and international relations in a target way and estimate the significance of the overall economic development, but also the international frame conditions for the economic success of economies and companies. They are able to name potentials for positive change, based on their analyses, and provide approaches for problem solutions. They can reflect their ideas and solution approaches on a scientific level.</p>   |  |                           |                               |   |
| <b>Course content:</b>   |  |                           |                               |   |
| <p>Against the background of methodological/theoretical observations, at the hand of case studies, insight in essential questions of world-economic relations are offered. Empirically, the basic features of world trade, the determinants of international financial transactions and migration are acquired. Here, questions regarding the currency exchange regime, joining the WTO, the role of international organisations for the national and international development targets are discussed. Trade disputes, international financial crises, development of the oil price, expansion of the EU or the globalisation debate are only some examples. In this context also the emergence, role and targets of international companies and of "Global Players" are questioned. In this context it is also about the measurability of the effects of globalisation.</p> <p>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.</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 Economics and International Organisations  | To be announced  | 4                         | Course / Seminar              | Homework or presentation or portfolio     |
| Bachelor programs only: Module-related tutorial  |  | (1)                       | Guided self-study             |   |

## ISTM2 1241 International Business Law

|  |   |                           |      |
|--|---|---------------------------|------|
| <b>Module leader:</b>                                      | To be announced                           |                           |      |
| <b>ECTS points:</b>  | 6 ECTS                                    | <b>Workload (h):</b>      | 180h |
| <b>Type of module and position in the course of study:</b> | Elective module taught in the 2. semester | <b>Contact hours (h):</b> | 75h  |
| <b>Scope und frequency of teaching:</b>                    | 14 classes in summer term                 | <b>Self-study (h):</b>    | 120h |

### Learning outcomes:

After completing the course, the students should have the following skills:

- Basic specialist competence in commercial law for the code of practice for contracts and the solution of conflicts
- Methodological competence: the ability to recognize pertinent legal problems of economic practice early and include them in the planning of possible economic action;
- The ability to make decisions to answer the question as to whether simple legal problems can be solved without involving professional legal assistance or whether their assistance is required
- The ability to communicate with lawyers or legal departments and hence the social competence to be able to argue in interdisciplinary groups and contexts

By learning the techniques for handling cases, the individuals themselves will acquire skills which enable them to arrange their own work processes in a defined and considered way

### Course content:

#### German Business Law

- Introduction to civil law and the legal approach
- General legal transactions including General Business Terms and Conditions
- Contract and property
- Default in performance in the law of obligations

#### Fundamentals of International Business Law

- International trade organisations and their regulations using the example of the WTO
- European law
- International private law and harmonisation of law (CISG)
- INCO terms and practice in the law on international contracts

All content is referenced to tourism and travel law. By using the example of tourism contract law the international European dimension of legal development can be easily understood

The module-related tutorial serves to transfer knowledge in an application-oriented way. Tutorials and case studies are integrated into the module to suit the progress the students have made. Students practise and train the module contents described in order to ensure they acquire the 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>    | 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 Business Law                         | To be announced | 4                      | Course / Seminar              | Examination                               |
| Bachelor programs only:<br>Module-related tutorial |                 | (1)                    | Guided self-study             |   |

## ESW/2 1211 + 1212 European Law I and European Politics

|  |  |                           |      |
|--|--|---------------------------|------|
| <b>Module leader:</b>  | To be announced  |                           |      |
| <b>ECTS points:</b>  | 6 ECTS   | <b>Workload (h):</b>      | 180h |
| <b>Type of module and position in the course of study:</b>   | Elective module taught in the 2. semester                              | <b>Contact hours (h):</b> | 75h  |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term  | <b>Self-study (h):</b>    | 120h |
| <p><b>Learning outcomes:</b></p> <p>Upon completion of the module:</p> <ul style="list-style-type: none"> <li>▪ The students know the historical backgrounds of the creation of the EU and the integration theories,</li> <li>▪ They know the special legal nature of the EU with deviations of classic state structures on the one hand and structures of international organisations on the other hand,</li> <li>▪ They possess an overview with regard to essential competences and political fields of the EU, based on the EU-contracts, and constituting the 'acquis communautaire'.</li> <li>▪ They can describe and distinguish describing structures and interaction of the EU institutions,</li> <li>▪ Know the process of decision making and development of law in the EU as well as the role of the member states, the regions and the representations of interests</li> <li>▪ Have acquired basic knowledge with regard to the functioning of the Shared Market and know</li> <li>▪ the essential legal principles of the EU-law,</li> <li>▪ As well as the legal protection procedures before - the EuGH.</li> <li>▪ They can solve basic court cases from the area of the basic freedom of the domestic market</li> </ul>  |  |                           |      |
| <p><b>Course content:</b></p> <p><b>1. European Law I</b></p> <p>The event starts with an overview about the European law by means of lectures over the European Union and the operation method of the European union (Lisbon Treaty)</p> <p>The legal nature of the EU is addressed, in comparison with national state structures, the most important political fields of the EU, legal sources, legislative procedures, the legal protection with regard to the EuGH, as well as the implementation, execution and enforcement of EU law in the member states, at the hand of the German example. In the context of deepening, decisions of the EuGH with regard to the implications and effect of EU law, with regard to the implementation of EU law and regarding the relationship with the legal system of the member states (of Germany) are discussed and solved.</p> <p>A central position is taken up by addressing legal cases with regard to the expressions of basic freedom pertaining to the domestic market (free movement of goods; free movement of workers; freedom of establishment; freedom to provide services). In the context of these case studies, moreover basic principles of EU law (e.g. equal treatment/ ban on discrimination, proportionality principle, and subsidiarity principle) are imparted and applied.</p> <p><b>2. European Policy</b></p> <p>Based on the historical background and the development of the EU, the EU institutions, the organisational structure, the tasks and competences and the work methods of institutions are conveyed. The common integration theories are discussed.</p> <p>At the hand of selected political fields (budget; agricultural policy, domestic market, competition, currency union, regional policy/structural policy, environmental policy/energy policy, educational- and research policy) and against the background of current developments, the actors of the EU- policy (institutions, political groups in the EP member states, regions, experts, lobbies) and their roles are addressed.</p> <p>The significance of European networks and new methods of cooperation between European and national decision makers (multi-level governance) will be worked out.</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                                      |                           |      |

| <b>Courses of the module</b>                       |                       |                               |                                      |  |
|--|-----------------------|-------------------------------|--------------------------------------|--|
| <b>Course title</b>                                | <b>Teaching staff</b> | <b>Contact hours per week</b> | <b>Learning and teaching methods</b> | <b>Examination method(s), scope and duration</b> |
| European Law I + European Politics                 | To be announced       | 4                             | Course / Seminar                     | Examination or combination examination           |
| Bachelor programs only:<br>Module-related tutorial |                       | (1)                           | Guided self-study                    |  |

## AWS2 1251 Macro-/Microeconomics

| <b>Module leader:</b>  | To be announced  |                           |                               |   |
|--|--|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>  | 6 ECTS   | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>   | Elective module taught in the 2. semester                              | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term  | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Learning outcomes:</b>  |  |                           |                               |   |
| <p>After completing the module, the participants will be able to grasp the nature of economic and independently draw conclusions for sensible individual and collective action.</p> <p>They know current methods of economics and are able to deal with economic questions. They can use in other courses the acquired expertise for economic work. In groups, the students work out economic phenomena and present their results and reflections in class, this will help to expand their social competence.</p>  |  |                           |                               |   |
| <b>Course content:</b>   |  |                           |                               |   |
| <p>The course serves to impart systematic knowledge in the subject of economics. In the microeconomics part, will analyze individual economic decisions of households and companies and their interaction in markets. markets. Among other things, will be worked the price theory, market forms and the possibilities and consequences of state consequences of state intervention in market processes. In the macroeconomics section the course deals, among other things, with national accounts and with national income, money and inflation, employment, growth and business cycles. It different models of the goods, money and labour market are discussed, as well as the theory of growth.</p> <p>Base in case studies, the strengths and, in some cases, the limitations of standard economic models will be showed. In a module-related exercise, the contents of the course are further clarified as a guided self-study.</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 |
| Strategic Management   | To be announced  | 4                         | Course / Seminar              | Portfolio or examination                  |
| Bachelor programs only:<br>Module-related tutorial   |  | (1)                       | Guided self-study             |   |



## BW4 1431 International Management and International Economics

|  |   |                           |      |
|--|---|---------------------------|------|
| <b>Module leader:</b>  | To be announced   |                           |      |
| <b>ECTS points:</b>  | 6 ECTS  | <b>Workload (h):</b>      | 180h |
| <b>Type of module and position in the course of study:</b>                                 | Elective module taught in the 4. semester   | <b>Contact hours (h):</b> | 75h  |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h |
| <b>Type of module and position in other study programs or continuing education offers:</b> | Mandatory module in the 4. semester of the study program <i>short form</i><br>... |                           |      |

### Learning outcomes:

By successfully passing the module, students will be able to:

- Comprehend and reflect on subject content from the fields of international management and international economics in English at the competence level C1 according to the Common European Framework of Reference (CEFR) and present it orally and in writing,
- Independently apply basic concepts and models from the fields of international management and international economics in the processing of case studies and economic questions in English and use them as elements of analysis in the presentation of solution strategies.
- Present, discuss and analyse economic contents and knowledge with extended technical language competence in the target language English at a higher level.

Upon completion of the module, participants will have:

- International competence and extended multilingualism, strengthened intercultural competences and social competence conveyed by the character of the course: English language, international and intercultural perspective, teaching and learning approach oriented towards integration skills and teamwork,
- extended methods and application competence by combining acquired knowledge of economics and technical language skills and applying and developing them in a new, internationally oriented context.

### Course content:

Selected subject content:

Selected topics on the key functions and critical issues in the areas of international management, international marketing, corporate strategies, international HRM and organizational theory, logistics and supply chain management, financial management, cross-cultural management.

Selected topics in the areas of international economics, international trade and development, international finance, exchange rates and the international financial system, macroeconomic theories and analysis, economic systems, regional economic integration and international trading blocs, macroeconomic policy, the economics of developing countries, labour markets, comparative economic policies and systems

In a module-related exercise, the contents of the course are further clarified as guided self-study.

|                                |  |
|--------------------------------|--|
| <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 Management and International Economics | To be announced | 4                      | Course / Seminar              | Written Exam                              |
| Bachelor programs only:<br>Module-related tutorial   |                 | (1)                    | Guided self-study             |   |

## ISGM4-EFA6 1421 International Business Finance and Accounting

| <b>Module leader:</b>  | To be announced   |                           |                               |   |
|--|---|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>  | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>   | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>   | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <b>Learning outcomes:</b>  |   |                           |                               |   |
| <ul style="list-style-type: none"> <li>▪ Following completion of the module, the students can measure and manage different relevant risk categories.</li> <li>▪ They have competences to assess and select different financing potentials against the background of a concrete capital requirement.</li> <li>▪ Furthermore, they can judge international investment project with regard to their risks and chances.</li> <li>▪ They are able to draw permissible generalisations from exemplary case studies and know the limits of such approaches.</li> <li>▪ They avail over various methods for solving economic problems and are able to consider advantages and disadvantages.</li> <li>▪ They possess skills for analysing information and for structuring the same, as well as communicating the insights based on the above.</li> </ul> |   |                           |                               |   |
| <b>Course content:</b>   |   |                           |                               |   |
| This module conveys knowledge that is relevant in practical terms, complemented by theory, in the field of international financing and international invoicing. The primary focus lies here on internationally oriented topics like economic framework conditions, financing potentials and corresponding investment options. Among other things, the following topics will be covered in particular: Foundations of the international finance management, measuring and management of currency and interest-change risk, operative exchange rate risks, interest-change risk, risk management instruments as well as the potentials of international financing. Furthermore is it about financing options for equity capital and outside capital as well as cash management systems.  |   |                           |                               |   |
| <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 Business Finance and Accounting  | To be announced   | 4                         | Course / Seminar              | Examination or presentation or portfolio  |
| Bachelor programs only:<br>Module-related tutorial   |   | (1)                       | Guided self-study             |   |

## AWS4 1441 International Business Studies / International Economic

| <b>Module leader:</b>  | To be announced   |                           |                               |   |
|--|---|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>  | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>   | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>   | Mandatory module in the 4. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <b>Learning outcomes:</b><br>Competence goals / learning outcomes<br>After completing the module, the participants will be able to assess strategic and operational management approaches in terms of possible applications, opportunities and risks. They know influencing factors and approaches of companies from a strategic point of view and can apply selected instruments of strategic management. They possess the ability to apply economic thinking methods to questions of the international economy, to recognise conflicts between foreign and domestic economic stability and to break them down to individual economic action. They can analyse the actions of economic policy actors (especially in the area of trade, monetary and currency policy) and classify them. They have developed their social competence by solving more demanding case studies in groups.   |   |                           |                               |   |
| <b>Course content:</b><br>The course serves to impart knowledge on the internationalisation strategies of companies, their framework conditions and various options for action by companies. Concepts and instruments of strategic management are presented. Further topics include risk analysis and country portfolios, international market entry strategies, feasibility studies, joint ventures and cooperations as well as intercultural aspects of strategic management: culture and cultural identity; various approaches to interpreting cultural differences (Hall, Hofstede, Trompenaars, Lewis, GLOBE).<br>The course also introduces the commodity and financial sides of international economic relations. This includes the theory and politics of international trade as well as the monetary theory and politics of international trade, in particular exchange rate and balance of payments adjustment mechanisms and, in this context, the role of capital markets. |   |                           |                               |   |
| <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 Business Studies / International Economics   | To be announced   | 4                         | Course / Seminar              | Portfolio                                 |
| Bachelor programs only: Module-related tutorial  |   | (1)                       | Guided self-study             |   |

## ISGM4 1411 Project Management

| <b>Module leader:</b>   | To be announced   |                           |                               |   |
|---|---|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>   | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>  | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>   | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>  | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <p><b>Learning outcomes:</b><br/>Students are able to:</p> <ul style="list-style-type: none"> <li>▪ Justifying the significance of project management for the behaviour in internationally active commercial companies.</li> <li>▪ Designing a project plan for a small project.</li> <li>▪ Calculating and interpreting progress indicators and trend statements for a project on the basis actual and target.</li> <li>▪ Formulating and analysing factors for the project success in internationally active commercial companies.</li> <li>▪ The students gain communicative and team-oriented skills enabling them to discuss questions on the current level of science and use with other professional representatives on a scientific level.</li> <li>▪ They are able to develop solution approaches in a(n) (international) team and can also take on marked responsibility (leadership-skills).</li> </ul>  |   |                           |                               |   |
| <p><b>Course content:</b><br/>Foundations of project managements on the basis of IPMA Competence Baseline. Topics include: Introduction to project management, significance of projects and project management, overview of international organisations and standards in project management (IPMA, PMI), project lifecycle and project phase model, project organisation, project initiation: Project business case, environment and stakeholder analysis<br/><b>Project planning:</b> Project structure planning, risk management, time scheduling, critical path method, costs and manufacturing resources planning, use of project planning software<br/><b>Project control:</b> Methods the monitoring of progress, Earned Value Analysis, types of reporting, control measures as well as the completion of a project including project evaluation.<br/>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.</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 |
| Project Management  | To be announced   | 4                         | Course / Seminar              | Project work or portfolio or presentation |
| Bachelor programs only:<br>Module-related tutorial  |   | (1)                       | Guided self-study             |   |

## ISGM4 1431 Strategic Management

| <b>Module leader:</b>  | To be announced   |                           |                               |   |
|--|---|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>  | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>   | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>   | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <b>Learning outcomes:</b>  |   |                           |                               |   |
| <ul style="list-style-type: none"> <li>▪ At the end of the course Strategic Management, the students are familiar with with the concept and with the techniques of strategic management.</li> <li>▪ They can use instruments of an effective problem and company analysis.</li> <li>▪ They are able to analyse case studies and to deduce and question strategies with regard to solving problems.</li> <li>▪ They are able to draw permissible generalisations from exemplary case studies and know the limits of such approaches.</li> <li>▪ They are able to communicate aptly in English and to present complex work results.</li> </ul>   |   |                           |                               |   |
| <b>Course content:</b>   |   |                           |                               |   |
| <p>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. The necessity and conception of a company strategy is explained. Here, the focus is: Target, environmental analysis, 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.</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 |
| Strategic Management   | To be announced   | 4                         | Course / Seminar              | Portfolio and examination                 |
| Bachelor programs only:<br>Module-related tutorial   |   | (1)                       | Guided self-study             |   |
|  |   |                           |                               |   |

## ISGM4 1512 Intercultural Communication

|  |   |                           |     |
|--|---|---------------------------|-----|
| <b>Module leader:</b>  | To be announced   |                           |     |
| <b>ECTS points:</b>  | 3 ECTS  | <b>Workload (h):</b>      | 90h |
| <b>Type of module and position in the course of study:</b>                                 | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 45h |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 60h |
| <b>Type of module and position in other study programs or continuing education offers:</b> | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |     |

**Learning outcomes:**

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. The students

- can explain "culture" with a dynamic culture concept and name the diverse life of every person with regard to different cultural habits.
- they 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
- 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.
- know about the existence of different cultural rules and able to name verbal and non-verbal communication patterns and to classify the same with regard to different cultural norms and rules
- can use strategies for an improved treatment of misunderstandings in case studies, like meta communication and active listening.
- are prepared for the possibility of a culture shock and are able to name solutions for coping with culture shock.
- can distinguish different steps of intercultural competence, know options for action to overcome intercultural conflicts and and apply them by means of case studies.

The students

- possess a basic understanding regarding the economic, political and historical development of their country of destination
- can name current political and economic events of the target country
- can name cultural particularities of the target country
- are prepared for the current circumstances and problems of the host country
- know possible behaviour regulations known in the host country (do's and taboos)

**Course content:**

- In the submodule Intercultural Communication, the following is treated:
- Culture and cultural identity
- World models for explaining intercultural conflicts – various approaches for interpreting cultural differences (from Hall, Hofstede, Trompenaars, Lewis, Globe)
- Pitfalls of the own perception and communicative misunderstandings
- Analyses of prejudices and stereotypes
- Emergence and course of a cultural shock
- Phases of the intercultural competence
- Practising of skills for intercultural competence In the submodule Intercultural Communication, country-specific knowledge with regard to topics like
- Culture (art, literature, music, kitchen etc.)
- Economic development
- Political development
- History
- Current particularities
- Practical everyday knowledge
- Codes of practice and rules

| <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      |
| Intercultural Communication                        | To be announced  | 2                      | Course / Seminar              | Written examination, presentation or portfolio |
| Bachelor programs only:<br>Module-related tutorial |  | (1)                    | Guided self-study             |  |

## ISTM4 1331 Introduction in 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 and position in the course of study:</b>                                 | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h  |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h |
| <b>Type of module and position in other study programs or continuing education offers:</b> | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |      |

### Learning outcomes:

#### Intercultural communication

- Learn to understand “culture” as something open and dynamic, and are able to term the multi-facetted nature of everyone resulting from different cultural influences
- Recognise that their own cultural character is relative, are able to state the mechanisms whereby prejudices and stereotypes arise and are more aware when dealing with prejudices
- Are able to explain the different cultural dimensions and to appropriately interpret different intercultural conflicts in business and every-day life with the aid of the cultural dimensions
- Are able to name different cultural rules, are able to name verbal and non-verbal communication patterns and match them to different cultural norms and rules
- Are able to apply strategies to improve how they deal with misunderstandings - such as meta-communication and active listening
- They are prepared for the possibility of culture shock and can list possible solutions to overcome culture shock
- They are able to differentiate between different stages of intercultural competence; are familiar with ways of overcoming intercultural conflicts

#### Intercultural management

- Are able to describe the cultural context of their home country and that of their destination country and the different demands these therefore place on management, and position themselves in it

#### International tourism management

- Knowledge and understanding of the theoretical foundations and dimensions of international tourism management
- Skill to analyse and evaluate aspects of company management

#### Further learning outcomes

Furthermore, the students shall have ...

- further improved their presentation and discussion skills
- further developed their analytical, critical, creative and innovative abilities

### Course content:

#### Intercultural communication

- Culture and cultural identity
- World models to explain intercultural conflicts, different approaches to the interpretation of cultural differences ( e.g. Hall, Hofstede, Trompenaars, Lewis, Globe, Alexander Thomas, Sylvia Schroll-Machl)
- Pitfalls of one’s own perception and communicative misunderstand-ings
- Critical analysis of prejudice and stereotypes
- Origin and course of culture shock
- Phases of intercultural competence
- Training of skills and strategies to overcome conflict

#### Intercultural management

Methods of avoiding intercultural conflict in day-to-day business



**Dimensions of international tourism management**

- International tourism management as a complex, open and adaptive system
- Influence and role of international tourism organisations
- Influence and role of the state
- Aspects of economic policy
- International tourism strategies
- International tourism trends
- Crises, global trends and changes
- International tourist patterns and tourism markets
- Transport sector
- Market segmentation
- Marketing strategies
- Visitor management
- Socio-cultural effects
- Aspects of business management
- Concepts of strategic orientation
- Strategies for the development of the international company
- Forms of market entry strategies
- Cooperation and ownership strategies
- Competition strategies
- Functional area strategies
- Strategies for managing the political environment
- Measures to coordinate international activities

**Language of teaching:** English

**Prerequisites:** none

**Preparation/literature:** Students will receive a reading list at the beginning of the semester.

**Further information:** 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 in International and Intercultural Management in Tourism | To be announced | 4                      | Course / Seminar              | paper or oral examination or portfolio or presentation or report/paper |
| Bachelor programs only:<br>Module-related tutorial                    |                 | (1)                    | Guided self-study             |  |

## ISTM4 1421 Operations Management

| <b>Module leader:</b>  | To be announced   |                           |                               |   |
|--|---|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>  | 3 ECTS  | <b>Workload (h):</b>      | 90h                           |   |
| <b>Type of module and position in the course of study:</b>   | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 45h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 60h                           |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>   | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <b>Learning outcomes:</b>  |   |                           |                               |   |
| <p>The students have gained wider knowledge of the most important tools of operations management and know their significance in company-wide strategic planning related to the company overall and the overall system which links it together.</p> <p>They have understood the differences in the tools and are able to assess and evaluate operational management decisions. They are able to discuss alternatives in the choice of strategy.</p>   |   |                           |                               |   |
| <b>Course content:</b>   |   |                           |                               |   |
| <p>The module introduces the most important spheres of activity and systemic networked process cycles of operations management in tourism wherein especially the dynamics and interactions of the classical elements within the tourism value chain are treated and discussed.</p> <p>Exemplary particularly sales and customer loyalty processes at tour operators and travel agencies, travel implementing processes as well as customer loyalty processes and other supporting processes are taken into account. Examples from the transport sector and destination management are also used.</p> <p>Particular emphasis is put on the management requirements for the overall system which connects the spheres of activity; these are presented by name with reference to transverse topics.</p> <p>The module deals specifically with the application of management tools on the operational level such as product, price, quality, procurement, sales, yield and process management in the context of the basic strategic objectives of the organisation.</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   |
| Operations Management  | To be announced   | 2                         | Course / Seminar              | Report or case study or term/seminar paper or oral examination or portfolio or presentation or project work or report/paper |
| Bachelor programs only:<br>Module-related tutorial   |   | (1)                       | Guided self-study             |   |

## ESWV4 1512 Intercultural Communication

| <b>Module leader:</b>   | To be announced   |                           |                               |  |
|---|---|---------------------------|-------------------------------|--|
| <b>ECTS points:</b>   | 3 ECTS  | <b>Workload (h):</b>      | 90h                           |  |
| <b>Type of module and position in the course of study:</b>  | Mandatory module taught in the 4. semester  | <b>Contact hours (h):</b> | 45h                           |  |
| <b>Scope und frequency of teaching:</b>   | 14 classes in summer term   | <b>Self-study (h):</b>    | 60h                           |  |
| <b>Type of module and position in other study programs or continuing education offers:</b>  | Mandatory module in the 4. semester of the study program <i>short form</i><br>... |                           |                               |  |
| <b>Learning outcomes:</b>   |   |                           |                               |  |
| The students  |   |                           |                               |  |
| <ul style="list-style-type: none"> <li>▪ learn to understand "culture" as a dynamic concept and can name the diverse life of every person with regard to different cultural habits.</li> <li>▪ recognise the relativity of their own cultural imprint, are able to name the mechanisms regarding the emergence of prejudices and stereotypes and deal with prejudices in a more conscious manner.</li> <li>▪ they 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>▪ can name different cultural rules, recognise different verbal and non-verbal communication patterns and assign them to different cultural norms.</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 name solutions for coping with culture shock.</li> <li>▪ can distinguish different steps of intercultural competence; know options for action to overcome intercultural conflicts.</li> </ul> |   |                           |                               |  |
| <b>Course content:</b>  |   |                           |                               |  |
| In the submodule Intercultural Communication, the following topics area treated:  |   |                           |                               |  |
| <ul style="list-style-type: none"> <li>▪ Culture and cultural identity</li> <li>▪ World models for explaining intercultural conflicts, various approaches for interpreting cultural differences (e.g. Hall, Hofstede, Trompenaars, Lewis, Globe, Alexander Thomas, Sylvia Schroll-Machl)</li> <li>▪ Pitfalls of the own perception and communicative misunderstandings</li> <li>▪ Analyses of prejudices and stereotypes</li> </ul>   |   |                           |                               |  |
| -Emergence and course of a cultural shock   |   |                           |                               |  |
| -Phases of the intercultural competence   |   |                           |                               |  |
| -Practising of skills and strategies for the settling of conflicts  |   |                           |                               |  |
| <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                |
| Intercultural Communication   | To be announced   | 2                         | Course / Seminar              | <b>Unit 1:</b> Presentation                              |
| Bachelor programs only:<br>Module-related tutorial  |   | (1)                       | Guided self-study             | <b>Unit 2:</b> Oral examination, examination or homework |

| ISWI4 1441 Project Management   |   |                           |                               |   |
|---|---|---------------------------|-------------------------------|---|
| <b>Module leader:</b>   | To be announced   |                           |                               |   |
| <b>ECTS points:</b>   | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>  | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>   | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>  | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <b>Learning outcomes:</b><br>Students are able to:  |   |                           |                               |   |
| <ul style="list-style-type: none"> <li>▪ Justify the significance of project management with regard to action within industrial companies.</li> <li>▪ Design a project plan for a small project in teamwork.</li> <li>▪ Calculate and interpret progress indicators and trend statements for a project based on actual and planning data.</li> <li>▪ Formulate and recognise factors for the success of a project in industrial companies.</li> </ul>   |   |                           |                               |   |
| <b>Course content:</b><br>Principles of project management based on the IPMA Competence Baseline. Topics:   |   |                           |                               |   |
| <ul style="list-style-type: none"> <li>▪ 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 model and project organisation</li> <li>▪ Project initiation: Project business case, environment and stakeholder analysis, project requirement analysis and target description, measuring project success</li> <li>▪ Project planning: Project structure planning, risk management, time scheduling, critical path method, costs and manufacturing resources planning, use of project planning software</li> <li>▪ Project controlling methods for monitoring progress, Earned Value Analysis, types of reporting, control measures</li> <li>▪ Project completion: Methods of project evaluation</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 |
| Project Management  | To be announced   | 4                         | Course / Seminar              | Presentation (R) or project work (PA)     |
| Bachelor programs only:<br>Module-related tutorial  |   | (1)                       | Guided self-study             |   |

## ISWI4 1451 International Management I and International External Auditing

| <b>Module leader:</b>   | To be announced   |                           |                               |   |
|---|---|---------------------------|-------------------------------|---|
| <b>ECTS points:</b>   | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>  | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>   | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>  | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <b>Learning outcomes:</b>   |   |                           |                               |   |
| Following completion of the module, the students have a professional overview about the essential particularities of international business management in different functional areas and the ability to apply selected management methods and systems in the international context. With a view to international management tasks, you have practised exemplary problem solution- and action competence, at the hand of case studies, and gained team competence, intercultural and social competence as well in group work in intercultural teams. The following educational targets of the course of study are taught: Knowledge: 2, 4 skills: 5, 6 competences: 12, 14, 16, 17, 18 |   |                           |                               |   |
| <b>Course content:</b>  |   |                           |                               |   |
| During the course, the essential particularities of international business management are elaborated. Part of it are the stages and strategies of internationalisation, international environmental analysis, international market segmentation, country risk analyses and country portfolios, market entry strategies, as well as the particularities of selected management functions in an international context, such as marketing, leadership, communication, organisation. The balance sheets of international companies form a special main emphasis (international external auditing).  |   |                           |                               |   |
| <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 Management + International external auditing  | To be announced   | 4                         | Course / Seminar              | Presentation (R) or project work (PA)     |
| Bachelor programs only:<br>Module-related tutorial  |   | (1)                       | Guided self-study             |   |

## ISWI4 1511 Intercultural Communication

|  |   |                           |      |
|--|---|---------------------------|------|
| <b>Module leader:</b>  | To be announced   |                           |      |
| <b>ECTS points:</b>  | 6 ECTS  | <b>Workload (h):</b>      | 180h |
| <b>Type of module and position in the course of study:</b>                                 | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h  |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h |
| <b>Type of module and position in other study programs or continuing education offers:</b> | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |      |

**Learning outcomes:**

Educational targets of this module are:

- Knowledge about typical challenges in the intercultural action environment as well as typical theoretical approaches and methods
- Knowledge about the phenomenon referred to as culture shock
- Knowledge about different role expectations in individual countries as well as dealing with gender-specific conflicts
- The ability to classify and analyse conflicts, as well as adequately applying various strategies for conflict solution
- Getting to know communication techniques facilitating intercultural communication as well as the ability to apply mediation techniques with regard to case studies
- Competence in dealing with a personal culture shock

The course addresses the essential particularities of intercultural communication and interaction and serves as a preparation for the two semesters abroad. The lecture is offered as a block seminar, prior to the official start of lectures, in order to guarantee an adequate introduction to the communicative challenges abroad. Besides introducing theoretical concepts for analysing and explaining intercultural differences and their consequences for personal interaction and communication, with the aid of intercultural action training, dealing with foreign cultures is practised and personally experienced in role plays and case studies. Here, also multi-media forms of learning are integrated and video-recordings are deployed for personal learning situations. Additional topics include the practical handling of intercultural malfunctions, culture shock, strategies for conflict solution, meta-communication and active listening, feedback rules, dealing with possible gender conflicts abroad, techniques of mediation and negotiation. The clarification of questions with regard to the upcoming year abroad is integrated herein. The students are more or less left to their own devices during their year abroad. Possible questions regarding courses of study to be selected, search for an internship placement and accommodation, as well as other questions of everyday life are addressed. Knowledge based on the experience of returnee students plays an essential role herein. The students will also have the opportunity to exchange thoughts during discussions with the returned co-students. Possible topics: university selection, subject selection, search for an internship placement, accommodation, immigration regulations. In the module-related exercise the gained insights are deployed with regard to practical questions and with suitable didactical means (e.g. video recordings, role plays).

|                                |  |
|--------------------------------|--|
| <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 |
|--------------|----------------|------------------------|-------------------------------|---|
|              |                |                        |                               |   |

|  |                 |     |                   |                                       |
|--|-----------------|-----|-------------------|---------------------------------------|
| Intercultural Communication                        | To be announced | 4   | Course / Seminar  | Case Presentation, paper or portfolio |
| Bachelor programs only:<br>Module-related tutorial |                 | (1) | Guided self-study |                                       |

## BIM6 1611 International Management I

|   |   |                           |      |
|---|---|---------------------------|------|
| <b>Module leader:</b>   | To be announced   |                           |      |
| <b>ECTS points:</b>   | 6 ECTS  | <b>Workload (h):</b>      | 180h |
| <b>Type of module and position in the course of study:</b>  | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h  |
| <b>Scope und frequency of teaching:</b>   | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h |
| <b>Type of module and position in other study programs or continuing education offers:</b>  | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |      |
| <b>Learning outcomes:</b>   |   |                           |      |
| After completing the module the participants have:  |   |                           |      |
| <ul style="list-style-type: none"> <li>▪ A deeper understanding of management theories;</li> <li>▪ Knowledge of the global macro-environment of companies; an understanding of organisational structures and leadership behaviour;</li> <li>▪ Decision-making skills with regard to the use of alternative strategies in the internationalisation process and the basic strategy orientation in international/global business.</li> <li>▪ Application competence in terms of the suitable selection and the specific use of promising strategies and taking into account the interrelationships with structure and culture.</li> <li>▪ Assessment competence for the feasibility and the benefit of selected strategies in view of the objectives pursued.</li> <li>▪ Strategic competence for the development of fundamental, promising, sustainable social competence which takes the situation into account in order to learn and work in multinational groups.</li> </ul>             |   |                           |      |
| <b>Course content:</b>  |   |                           |      |
| The module teaches a solid understanding of different management approaches, the effects of internationalisation on company decisions and strategic planning. The course content includes theories of international management, management in a global environment, design of organisations and decision processes. The students are provided with an insight into international business relationships and the general conditions of international/global competition. The so-called sub-strategies in the internationalisation process and the fundamental types of strategies of international organisations are dealt with against this background. The discussion of scenario techniques and decision making enables the students to record decision-making processes in a comprehensible way. Finally, the interdependencies between strategy and (organisational) structure and strategy and culture (shown using the example of international staffing strategies) are discussed. |   |                           |      |
| <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 Management I                         | To be announced | 4                      | Course / Seminar              | written exam o.<br>oral exam o.           |
| Bachelor programs only:<br>Module-related tutorial |                 | (1)                    | Guided self-study             | presentation o.<br>essay                  |



| AWS8 1822 International Business Law   |   |                           |                               |   |
|--|---|---------------------------|-------------------------------|---|
| <b>Module leader:</b>  | To be announced   |                           |                               |   |
| <b>ECTS points:</b>  | 6 ECTS  | <b>Workload (h):</b>      | 180h                          |   |
| <b>Type of module and position in the course of study:</b>   | Elective module taught in the 2. semester   | <b>Contact hours (h):</b> | 75h                           |   |
| <b>Scope und frequency of teaching:</b>  | 14 classes in summer term   | <b>Self-study (h):</b>    | 120h                          |   |
| <b>Type of module and position in other study programs or continuing education offers:</b>   | Mandatory module in the 2. semester of the study program <i>short form</i><br>... |                           |                               |   |
| <b>Learning outcomes:</b>  |   |                           |                               |   |
| <p>After completing the module, the participants are able to correctly assess market situations and market potential in international markets in a business game or with the aid of selected case studies, taking into account regional differences, and make specific decisions based on this. In particular, they can develop expansion strategies, further develop products in terms of technology and environmental friendliness, form the marketing mix in line with the market, take decisions on technical and staffing capacities, on purchasing of raw materials and financing, draw up plans, specify them in target values and continuously monitor that the plans are being adhered to. They can also use PC and planning software as a working tool or as decision-making support. They have thus gained an insight into the complex relationships of international business activity.</p> <p>They have achieved a basic specialist competence in international business law for contracts and for solving conflicts in international business and are able to recognise pertinent legal problems of economic practice early and include them in the planning of possible business activities. They are able to decide whether legal problems can be solved without involving professional legal assistance and have further enhanced their ability to communicate with lawyers or legal departments.</p> |   |                           |                               |   |
| <b>Course content:</b>   |   |                           |                               |   |
| <p>Selected case studies and a business simulation game are used to consolidate the content of the “International Management I” module and to process this content with an analytical focus and with reference to its integrative application.</p> <p>Contents International Business Law:</p> <ul style="list-style-type: none"> <li>▪ Globalisation and law</li> <li>▪ International trade organisations and their regulations using the example of the WTO</li> <li>▪ Introduction to comparative law</li> <li>▪ International private law</li> <li>▪ International uniform law using the example of the UN Sales Convention</li> <li>▪ INCO terms and practice in the law on international contracts</li> </ul> <p>Basic principles of international civil procedural law and arbitration proceedings</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 Management I   | To be announced   | 4                         | Course / Seminar              | Written exam (60 min) or oral exam (Int. Business Law) and presentation (International Management II) |
| Bachelor programs only:<br>Module-related tutorial   |   | (1)                       | Guided self-study             |   |

