

# Module Descriptions International Study Program

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# Module Descriptions International Study Program

## Management Courses

<b>Corporate Management – Personnel Leadership</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 90 Mandatory attendance: 30 Independent study: 60		
<b>Course description</b>	Corporate culture – styles of management – management models – incentive programs – conflict management – communication and motivation		
<b>Aims and skills</b>	Students are familiar with diverse methods of personnel leadership and can relate this knowledge to recent research in the field. They learn to deal with primary factors of leadership success and develop an overall understanding of situational interpretations of leadership.		
<b>Prerequisites</b>	Fundamentals of business administration, basic functions of business administration, accounting, organization and human resources		
<b>Examination</b>	Written exam or term paper		

<b>Corporate Management – Company Management</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 90 Mandatory attendance: 30 Independent study: 60		
<b>Course description</b>	Normative management – strategic management – operating management – management systems		
<b>Aims and skills</b>	Students are familiar with diverse methods of enterprise leadership and can relate this knowledge to recent research in the field. They learn to deal with primary factors of leadership success and develop an overall understanding of situational interpretations of leadership.		
<b>Prerequisites</b>	Fundamentals of business administration, basic functions of business administration, accounting, organization and human resources		
<b>Examination</b>	Written exam or term paper		

<b>International Controlling</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 40 Independent study: 80		
<b>Course description</b>	In-depth internal accounting, especially process costing, marginal costing, internal transfer pricing, each in an international context – Budgeting – International controlling (e.g. approaches, tasks, tools, organization)		
<b>Aims and skills</b>	Students understand the relevance of strategic and operative controlling in an enterprise and possess knowledge of approaches, tasks, tools and organization of controlling, as well as KPI-oriented operation. They are able to make decisions from a controlling perspective, to justify and reflect and evaluate the consequences for various functions in a company. Students have a broad understanding of socio-ethical consequences of decision-making processes that have been developed and implemented in controlling sectors of companies.		
<b>Prerequisites</b>	Fundamentals of business administration and accounting		
<b>Examination</b>	Written exam or term paper		

<b>International Financial Accounting</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 40 Independent study: 80		
<b>Course description</b>	In-depth internal accounting, especially process costing, marginal costing, internal transfer pricing, each in an international context – Budgeting – International controlling (e.g. approaches, tasks, tools, organization)		
<b>Aims and skills</b>	Based on earlier knowledge in accounting, students deepen their understanding of financial accounting in internationally operating enterprises. They become familiar with the possible scope of design for year-end closing policy and methods of analyzing financial statements of international enterprises. In case studies they are able to analyze annual balance sheets of international enterprises. Students attain an overall understanding of external accounting in the context of international business operations. Students are aware of the importance of the meticulous and accurate handling of figures and realize how critical it is to express data understandably in order to avoid misinterpretation.		
<b>Prerequisites</b>	Fundamentals of business administration and accounting		
<b>Examination</b>	Written exam or term paper		

## International Human Resource Management I

<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 40 Independent study: 80		
<b>Course description</b>	Goals and strategies of international HR activities – Personnel department, Personnel / Human Resource Management – International human resource planning and development management – International personnel marketing and advertising – International recruitment and e-recruitment – Performance appraisal (Performance management) and potential evaluation – International compensation and incentive programs (reward systems) – Personnel controlling – HRM in selected countries / cultures (Comparative HRM)		
<b>Aims and skills</b>	Students understand the relevance of human resource strategies and decisions for an entire enterprise and can evaluate them. They know and accept the role of human resources as a partner in business. Their use of this knowledge is target-oriented, e.g. a balanced scorecard for HR. They can formulate and evaluate HR goals for various HR targets. Students possess in-depth knowledge of enterprise-wide (including international) HR work and can recognize and put to use their knowledge of the relevant HR environments, as well as their developments (e.g. international HR markets, organization as a framework). They are able to solve complex problems independently and make decisions, justify and reflect them. Students can recognize and assess the effects of such decisions on various stakeholders and functional areas in an enterprise. They possess in-depth knowledge of HR methods and are able to implement and evaluate them.		
<b>Prerequisites</b>	Fundamentals of business administration and human resource management		
<b>Examination</b>	Written exam or term paper		

## International Human Resource Management II

<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 40 Independent study: 80		
<b>Course description</b>	Seconding abroad (Expatriation) and international personnel development – employee relationships and representatives (Employment Relations), rights to representation in an international context – selected (international) work laws, welfare laws in depth – HRM in selected countries / cultures (Comparative HRM) – HRM in M&A (mergers and acquisitions) processes – Projects on selected (international) HRM topics– current development in (international) HRM – Organization of a personnel department		
<b>Aims and skills</b>	Students understand the relevance of human resource strategies and decisions for an entire enterprise and can evaluate them. They know and accept the role of human resources as a partner in business. Their use of this knowledge is target-oriented, e.g. a balanced scorecard for HR. They can formulate and evaluate HR goals for various HR targets.		

	Students possess in-depth knowledge of enterprise-wide (including international) HR work and can recognize and put to use their knowledge of the relevant HR environments, as well as their developments (e.g. international HR markets, organization as a framework). They are able to solve complex problems independently and make decisions, justify and reflect them. Students can recognize and assess the effects of such decisions on various stakeholders and functional areas in an enterprise. They possess in-depth knowledge of HR methods and are able to implement and evaluate them.
<b>Prerequisites</b>	Fundamentals of business administration and human resource management
<b>Examination</b>	Written exam or term paper

<b>Seminar in Management - Selected Topics</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 20 Independent study: 40		
<b>Course description</b>	It is the goal of the seminar to work on current developments of management theory and alternative developments in specific fields in an academic/scientific manner and to relate the results to current management practices.		
<b>Aims and skills</b>	Students gain insight into past and current theories of management, general and specific aspects of enterprises and HR management, and theoretical as well as practical concepts of enterprise management. Students have the possibility to reason and defend their own point of view using well-founded argumentation. They are able to develop a feeling for multi-faceted problems and can deal constructively with complex, poorly structured situations.		
<b>Prerequisites</b>	Fundamentals of business administration, basic functions of business administration, accounting, organization and human resources		
<b>Examination</b>	Seminar with group presentations		

## International Business

<b>International Business I</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 25 Independent study: 50		
<b>Course description</b>	Aims and tasks of corporate governance – Corporate governance structures in Germany – Corporate governance structures in other selected regions – Crises in the area of corporate governance – Future developments - Case studies in international business		
<b>Aims and skills</b>	Students should acquire the ability to transfer theoretical knowledge from the areas of corporate governance and international business into their own practical experience at a training company. Students are prepared for a complex, globalized working world and can manage new work situations quickly. The students have learned to adapt themselves readily to continuously changing situations.		
<b>Prerequisites</b>	Fundamentals of business administration, basic functions of business administration and organization.		
<b>Examination</b>	Written exam or term paper		

<b>International Business II</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 25 Independent study: 50		
<b>Course description</b>	Influencing variables and complexity of international operations – Case studies of international operations.		
<b>Aims and skills</b>	Students should acquire the ability to transfer theoretical knowledge from the areas of corporate governance and international business into their own practical experience at a training company. Students are prepared for a complex, globalized working world and can manage new work situations quickly. The students have learned to adapt themselves readily to continuously changing situations.		
<b>Prerequisites</b>	Fundamentals of business administration, basic functions of business administration and organization.		
<b>Examination</b>	Written exam or term paper		

## International Marketing

<b>International Marketing I – Marketing Tools &amp; Research</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 40 Independent study: 80		
<b>Course description</b>	In-depth study of marketing tools in international context – market research in international markets – case studies		
<b>Aims and skills</b>	<p>Students acquire in-depth knowledge of market research in international markets and are able to develop a problem-oriented approach for an empirical research project. They deepen their knowledge of selected tools from the marketing mix in an international context (e.g. market-oriented design of company performance, introduction of situation specific communication concepts, marketing planning and positioning and launching, vertical marketing or price and business terms policies). The perspective focused on is international with institutional aspects. Students are able to realistically evaluate legal constraints on marketing efforts. Finally students are capable of utilizing all available study and research sources and applying suitable market research methods for an independent project.</p>		
<b>Prerequisites</b>	Fundamentals of business administration and organization		
<b>Examination</b>	Written exam or term paper		

<b>International Marketing II – Consumer Behavior</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 40 Independent study: 80		
<b>Course description</b>	Consumer behavior and organizations – In-depth customer relationship management – Capital goods marketing or services marketing – Legal aspects of marketing in an international context – Case studies		
<b>Aims and skills</b>	<p>Students recognize how purchasing decisions of consumers and organizations are made and can consider ways of influencing them. They understand how long-term relationships with clients can be built through customer service management and are capable of introducing the necessary measure to do so. The perspective focused on is international with institutional aspects. Finally, students are able to realistically evaluate legal constraints on marketing efforts. Students intensify their awareness of the opportunities and problems involved in influencing people and deal critically with the social, economic and ethical consequences of different marketing strategies.</p>		
<b>Prerequisites</b>	Fundamentals of business administration and organization		
<b>Examination</b>	Written exam or term paper		

## Intercultural Management

<b>Intercultural Management I - Cultural-specific aspects of Germany</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 20 Independent study: 40		
<b>Course description</b>	Cultural-specific aspects of Germany – The phenomenon of German culture - Diversity management – in-depth cultural studies of German culture		
<b>Aims and skills</b>	In this module the students have analyzed specific cultural aspects of Germany in case studies. The students have reflected the characteristics that define German culture. They realize when and where certain behaviors are called for and are able to integrate them in intercultural situations appropriately and effectively. The students have learned to adapt themselves readily to continuously changing situations.		
<b>Prerequisites</b>	Fundamentals of business administration.		
<b>Examination</b>	Group work or term paper		

<b>Intercultural Management II - International Collaboration</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 76 Mandatory attendance: 28 Independent study: 48		
<b>Course description</b>	Cultural-specific aspects of international collaboration - Collaboration in international teams – Virtual collaboration – In-depth cultural studies		
<b>Aims and skills</b>	In this module the students have analyzed specific cultural aspects of international cooperation forms in case studies, thereby evaluating central concepts of the integration of corporate cultures. The students have discussed the concept of competence and have critically reflected the characteristics that define intercultural competence. In addition to the staged model for acquiring competence they have derived possible methods for gaining intercultural skills and have evaluated them on the basis of intra-organizational and inter-organizational learning in multinational companies. They realize when and where certain behaviors are called for and are able to integrate them in intercultural situations appropriately and effectively.		
<b>Prerequisites</b>	Fundamentals of business administration		
<b>Examination</b>	Group work or term paper		



## Intercultural Management II - Intercultural Learning and Intercultural Competence

<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 76 Mandatory attendance: 28 Independent study: 48		
<b>Course description</b>	Concepts of intercultural competence – Methods of acquiring competence – Diversity management – in-depth cultural studies		
<b>Aims and skills</b>	<p>They are familiar with primary effects of dynamic group processes in multicultural teams and have developed a comprehensive understanding of the potential for synergies and conflicts in such teams. Moreover, they are aware of additional complexities stemming from virtual cooperation made possible by modern information and communication technologies. Furthermore, the students have studied central concepts of diversity management and discussed the current status of implementation in companies. Through their in-depth cultural studies the students possess focused background knowledge of selected country cultures and corporate cultures. They are able to transfer and apply their knowledge proactively in intercultural work situations.</p>		
<b>Prerequisites</b>	Fundamentals of business administration.		
<b>Examination</b>	Group work or term paper		

## Economics

<b>Economics - Economic Policy</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 25 Independent study: 50		
<b>Course description</b>	Introduction to economic policy – Value judgment difficulties – Controlling supply and demand – Employment – Price levels – Growth and demographic change – Balance of trade – Globalization		
<b>Aims and skills</b>	Students have the opportunity to apply their theoretical knowledge of microeconomics, macroeconomics, money and currencies. Students understand why economic intervention can be necessary. They are capable of analyzing and assessing intervention possibilities in the presence of external effects, indivisibilities and asymmetrical information. Course members are able to evaluate the most important influences derived from taxes and transfers and can thus assess the complex effects of taxation policy solutions.		
<b>Prerequisites</b>	Fundamentals and basic functions of economics and business administration		
<b>Examination</b>	Written exam or term paper		

<b>Economics – Environmental and Social Policies</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 25 Independent study: 50		
<b>Course description</b>	Environmental economics – Social security systems in Germany focusing on pension schemes and health care – Welfare budget and financing problems – Redistribution terminology and mass – Approaches of redistribution (taxes and transfers)		
<b>Aims and skills</b>	Students recognize the significance of environmental protection and are able to explain the effect of various instruments of environmental policies. Students can explain the functions and problems of existing social security systems. In their studies they gain an overview of redistribution measures and theories. Thus, they are able to see beyond pure economic factors and recognize and discuss ethical dimensions of problems. They can analyze and assess suggestions for reform of the social security system. Students recognize the implications of increasing global collaboration and ensuing changes in the basic parameters of entrepreneurial activities.		
<b>Prerequisites</b>	Fundamentals and basic functions of economics and business administration		
<b>Examination</b>	Written exam or term paper		

## Law & Negotiation

<b>International Negotiation</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 40 Independent study: 80		
<b>Course description</b>	TBD		
<b>Aims and skills</b>			
<b>Prerequisites</b>	Fundamentals of business administration and law		
<b>Examination</b>	Written exam or term paper		

<b>International Law</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 40 Independent study: 80		
<b>Course description</b>	TBD		
<b>Aims and skills</b>			
<b>Prerequisites</b>	Fundamentals of business administration and law		
<b>Examination</b>	Written exam or term paper		

## Methods and Social Skills

<b>Academic Research and Writing</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	No
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 20 Independent study: 40		
<b>Course description</b>	Characteristics and forms of academic writing – Choice and designation of a topic – Turning a topic into a problem/solution formulation – Desk research and gathering of information – Evaluating sources – Determining structure and segmentation of the topic (outline) – Formal configuration of the manuscript (language, citations, figures/tables, table of contents, title page, limiting remark, statement of honor, appendix)		
<b>Aims and skills</b>	Upon completion of this module students know the basic characteristics of academic research and writing, as well as the primary theories and are familiar with academic terminology. They know the phases of research processes and have insight into methods of empirical social research. Students maintain a critical attitude towards schools of thought, research of others and their own. Students can formulate an academic hypothesis, are able to conduct academic research, can carry out a sharply discriminating evaluation of literature, can design and implement an appropriate research project culminating in a structured report, meeting the required standards of academic research and writing.		
<b>Prerequisites</b>	None		
<b>Examination</b>	Course achievement		

<b>Business Simulation</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 30 Mandatory attendance: 30 Independent study: -		
<b>Course description</b>	Development of a business vision – Building a competent personnel, organizational and planning infrastructure – Testing the quality of strategic product decisions – Planning of time constants in business decisions– Recognizing and using propitious times for market entry and exit – Situational use of marketing instruments, as well as coordination of these efforts with each other and with other business areas – Finance and Accounting in management (budgeting, financial planning, key figures) – Methods of efficient, constructive, communicative teamwork		
<b>Aims and skills</b>	The aim of this module is for students to gain further skills and develop those already acquired, particularly in the areas of methods, personal and social skills, as well as to attain optional subject-related language qualifications. Working with simulation games they have become versed in the control of complex and dynamic business situations using the appropriate instruments within a given time-frame. They have thus		

	learned to work goal-oriented in teams. They are able to make decisions as a team on the basis of incomplete information. They can deal with complex, multi-faceted situations and are at the same time aware of the correlation and consequences of entrepreneurial decisions.
<b>Prerequisites</b>	Fundamentals and basic functions of business administration
<b>Examination</b>	Report, outline and active participation

<b>Optional Business Topic</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 70 Mandatory attendance: 20 Independent study: 50		
<b>Course description</b>	Examples of topics: project management – SPSS – methods of empirical social research – basics of behavioral science – negotiating techniques/mediation – moderation & presentation techniques – business manners – business communication – conflict management – simulation game – rhetoric		
<b>Aims and skills</b>	The aim of this module is for students to gain further skills and develop those already acquired, particularly in the areas of methods, personal and social skills, as well as to attain optional subject-related language qualifications. In addition students acquire other skills related to various topics such as communication, rhetoric, conflict management, moderation techniques or training as an industrial trainer. They are able to work through complex issues, break down and prepare information on them and present their material professionally. Students are able to adjust their information basis, as well as their methods, to a given situation.		
<b>Prerequisites</b>	Fundamentals and basic functions of business administration		
<b>Examination</b>	Report, outline and active participation		

<b>Project Management</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 40 Independent study: 20		
<b>Course description</b>	TBD		
<b>Aims and skills</b>			
<b>Prerequisites</b>	Fundamentals of business administration		
<b>Examination</b>	Written exam or term paper		

## Languages

<b>Business English B1</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 62 Mandatory attendance: 22 Independent study: 40		
<b>Course description</b>	Presentation of a company (products, services, organigram, own tasks) – Understanding and drafting different types of correspondence – Focus on subject-related vocabulary – Grammar revision		
<b>Aims and skills</b>	Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise while traveling in an area where the language is spoken. Can produce simple connected text on topics that are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions and briefly give reasons and explanations for opinions and plans.		
<b>Prerequisites</b>	Minimum 5 years of school English (Level A2, CEFR)		
<b>Examination</b>	Written or oral examination		

<b>Business English B2</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 62 Mandatory attendance: 22 Independent study: 40		
<b>Course description</b>	Giving presentations on various business topics - Creating and using visual aids - Basics of intercultural communication - Focus on subject-related vocabulary - Grammar revision		
<b>Aims and skills</b>	Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.		
<b>Prerequisites</b>	Minimum 7 years of school English (Level B1, CEFR)		
<b>Examination</b>	Written or oral examination		

<b>Spanish A1 (Beginner)</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 62 Mandatory attendance: 22 Independent study: 40		
<b>Course description</b>	Greeting and introductions, questions about origin, addresses and phone numbers. Making suggestions, talking about plans and leisure activities. Answering the phone and speaking with customers. Grammar and vocabulary of Business Spanish. Please note: Language of instruction is English		
<b>Aims and skills</b>	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.		
<b>Prerequisites</b>	None		
<b>Examination</b>	Written or oral examination		

<b>Spanish A2</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 62 Mandatory attendance: 22 Independent study: 40		
<b>Course description</b>	Introduction of a company (products, services, organigram, own tasks). Current information from diverse text and audio sources. Understanding and writing of different types of business correspondence. Grammar and vocabulary of Business Spanish. <b>Attention: Language of instruction is German!!</b>		
<b>Aims and skills</b>	Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.		
<b>Prerequisites</b>	Level A1, CEFR		
<b>Examination</b>	Written or oral examination		