

**MODULE HANDBOOK SPO2019**

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**STUDY PROGRAM**

**BW/  
INTERNATIONAL MARKETING**

(Outgoings and Incomings)

Status: July 2021

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**List of abbreviations**

CR	Credits according to the ECTS system
PLH	Examination based on term paper
PLK	Examination based on written exam
PLL	Examination based on laboratory work
PLM	Examination based on oral exam
PLP	Examination based on project work
PLR	Examination based on presentation
PLS	Examination based on research project
PLT	Examination based on written thesis
PVL	Prerequisite examination
PVL-BVP	Prerequisite examination for bachelor interim overall exam
PVL-BP	Prerequisite examination for final bachelor graduation
PVL-MP	Prerequisite examination for final master graduation
PVL-PLT	Prerequisite examination for registration for bachelor thesis
SWS	Contact hours per week
UPL	Non-graded examination (pass/fail only)

## Alignment matrix for teaching the competence goals according to KMK

### Interdisciplinary modules - Outgoings

Modules	Enlargement of knowledge	Consolidation of knowledge	Instrumental competence	Systemic competence	Communicative competencies
<b>First stage of study</b>					
AQM1040	X	X			
AQM1140	X	X	X		
BIS1050	X	X			
ECO1040	X	X			
EC01210	X	X			
GMT1200	X	X			
GMT1210	X	X			
LAW1010	X	X			
LAW1200	X	X			
SIC 1060	X				X
TAX1010	X	X			
<b>Second stage of study</b>					
AQM2050	X	X	X		
ECO2100	X	X		X	
ESR3100		X	X	X	
GMT2100	X	X			
GMT2110	X	X			
GMT4200		X	X	X	X
INS3070			X	X	X
EXA4999			X	X	X
THE4999			X	X	X

**Program-specific modules (Outgoings and Incomings)**

Modules	Enlargement of knowledge	Consolidation of knowledge	Instrumental competence	Systemic competence	Communicative competencies
<b>Second stage of studies - Outgoings</b>					
MCO2050	X	X			
MAR2040		X	X	X	
BIM2010		X			
MCO2040		X			X
BIM3030	X	X	X	X	
BIM3000	X	X			
BIM3010	X	X	X		X
BIM2110	X	X	X	X	
IBU2100	X	X			X
BIM3020	X	X			X
LAN3110					X
<b>Modules - Incomings</b>					
GMT3090		X	X	X	
MCO2050	X	X			
MAR2040		X	X	X	
MCO2040		X			X
MAR2300	X	X	X	X	
MKT2100	X	X	X		X
MKT3090	X	X			X
ESR3100	X				X
LAN3200					X
INS3040		X			X

## First stage of studies (Outgoings)

### SIC1060 - GENERAL SKILLS AND COMPETENCIES

General Skills and Competencies	
Module ID	SIC1060
Credits	3
SWS	2
Semester	1 + 3
Frequency	Each semester
Associated courses	<ul style="list-style-type: none"> <li>• SIC1061 Social and Methodological Competencies (1st semester, 2 credits)</li> <li>• SIC1102 Proof of English B2</li> <li>• SIC1062 Preparation year abroad (3rd semester, 1 credit)</li> </ul>
Prerequisites	None
Assessment Methods and duration	UPL
Requirements for granting of credits	<p>Social and Methodological Competencies: Successful participation in all subunits (compulsory attendance)</p> <p>Proof of English: TOEFL min.. 560</p> <p>Preparation year abroad: Successful participation and submission of Learning Agreement within the framework of the course (compulsory attendance).</p>
Significance for the Final Grade	Not applicable, since the examination is ungraded.
Planned group size	<p>Social and Methodological Competencies: 14-18</p> <p>Preparation Year Abroad: 25</p>
Language	<p>Social and Methodological Competencies: German</p> <p>Proof of English: English</p> <p>Preparation Year Abroad: German</p>
Module Duration	3 semesters
Module Coordinator(s)	Foschiani, Stefan; Burkart, Brigitte; Bacher, Urban; Bremser, Kerstin; Walter, Nadine
Lecturer(s)	<p>Social and Methodological Competencies: student tutors</p> <p>Preparation Year Abroad: Walter, Nadine</p>

Subject area / course of study	General subjects
Applicability of the module in other study programs	Business Law; BW/International Business; BW/ International Marketing.
Pedagogical Approach	Seminar teaching
Objectives	<p>Social and Methodological Competencies</p> <p>1. training communication and teamwork: Students will be able to...</p> <ul style="list-style-type: none"> <li>• Conduct factual conversations effectively,</li> <li>• can effectively conduct conflict talks without losers,</li> <li>• recognize destructive, ingrained communication patterns and know successful alternatives,</li> <li>• understand how to observe group processes and assess their own behavior within the group,</li> <li>• can consciously perceive their own role in the group and the effect of their behavior and</li> <li>• can influence and control teamwork in a goal-oriented manner.</li> </ul> <p>2. business simulation and business administration case study The students...</p> <ul style="list-style-type: none"> <li>• know basic methods to analyze business problems,</li> <li>• know business decision-making processes in connection with essential corporate functions</li> <li>• have initial ideas on how to solve business management problems.</li> </ul> <p>3. presentation training The students</p> <ul style="list-style-type: none"> <li>• gain confidence when appearing in front of groups</li> <li>• can structure and design presentations in a target- and audience-oriented manner</li> <li>• can use media, stylistic devices and body language appropriately</li> </ul> <p>Preparation Year Abroad</p> <p>Students can</p> <ul style="list-style-type: none"> <li>• independently complete all application documents for submission to the partner university,</li> <li>• create a learning agreement for a partner university abroad</li> </ul>
Content	<p>Social and Methodological Competencies</p> <p>1. training communication and teamwork</p> <ul style="list-style-type: none"> <li>• Perceptual processes</li> <li>• Communication basics</li> <li>• Giving and receiving feedback</li> <li>• Conversational</li> <li>• Characteristics of effective teamwork</li> <li>• Team development</li> <li>• Roles in a group</li> <li>• Leading a group</li> </ul>



	<ul style="list-style-type: none"> <li>• Application of teamwork in a business administration case study</li> </ul> <p>2. business simulation + business administration case study</p> <ul style="list-style-type: none"> <li>• Getting to know complex decision-making methods in business settings</li> <li>• Making business decisions in small groups</li> <li>• Company as a customer-oriented value chain</li> <li>• Cooperation of different task and decision makers within a company</li> </ul> <p>3. presentation training</p> <ul style="list-style-type: none"> <li>• Appearance in front of groups</li> <li>• Practice presentation situations</li> <li>• Use of media for presentations</li> <li>• Giving and taking feedback</li> <li>• Visualization and listener orientation</li> </ul> <p>4. introduction to the study and examination regulations with e-learning module. Conclusion with online test StuPo Digital.</p> <p>Intercultural communication</p> <p>General conditions:</p> <ol style="list-style-type: none"> <li>1. Participation in a study program-related Go Abroad event and submission of an exemplary Learning Agreement.</li> <li>2. Participation in an intercultural training in mixed groups (foreign and German students) Communication preferably takes place in English or another language to improve communication skills in the foreign language Work assignments on the intercultural context are worked on in small groups</li> </ol> <p>Topics:</p> <ul style="list-style-type: none"> <li>• culturally relevant standard situations such as greetings, appointments, thanking people, opening conversations, conversation strategies, etc.</li> <li>• Understanding of communication situations from the business world, e.g. negotiations, meetings, etc.</li> </ul>
<p>Relation to other modules</p>	<p>Social and Methodological Competencies</p> <ul style="list-style-type: none"> <li>• Business simulation: Business administration modules</li> <li>• Training: Seminars of the 3rd, 4th and 6th semester - there an evaluation of the teamwork.</li> <li>• Presentation training: in all seminars of the further studies - there an evaluation of the presentations on the basis of the taught criteria.</li> </ul> <p>Intercultural Competencies:</p> <ul style="list-style-type: none"> <li>• Preparation for working in international teams, a study or internship semester abroad</li> </ul>
<p>Literature</p>	<p>Social and Methodological Competencies</p> <ul style="list-style-type: none"> <li>• SIK Participant documents</li> </ul>

	<ul style="list-style-type: none"> <li>• Schulz von Thun, F.: Miteinander reden: Störungen und Klärungen. Hamburg</li> <li>• Birkenbihl, V.: Communication Training, Heidelberg</li> <li>• Hartmann, M. et al: The convincing presentation, Weinheim</li> <li>• Herbig, A. F.: Lecture and Presentation Techniques, Norderstedt</li> <li>• Krüger, W.: Leading Teams. Munich</li> </ul>
Workload	Contact time: 3 SWS x 15 = 45 SWS + self-study 105 hours
Additional Remarks	<p>Social and Methodological Competencies</p> <p>The 1st part (training in communication and teamwork) and the 2nd part (business simulation) take place during the introductory week of the first semester. They are embedded in the introductory week for the freshmen. The work in small groups also serves to socialize the freshmen. The 3rd part (presentation training) takes place at the beginning of the second semester of study. The training is conducted by student tutors who also provide peer mentoring for the freshmen. To prepare for the presentation training, it is recommended to work through the e-learning tool PowerPoint.</p> <p>Proof English B2</p> <p>Evidence must be provided in the 2nd semester within the first stage of study.</p>
Last edited	September 2019

**AQM1040 - MATHEMATICAL FOUNDATIONS FOR BUSINESS**

<b>Mathematical Foundations for Business</b>	
Module ID	AQM1040
Semester	1
Credits	5
SWS	4
Frequency	Every semester
Associated courses	AQM1041e Fundamentals of Analysis and Linear Algebra (3 credits) AQM1042e Fundamentals of Financial Mathematics (2 credits).
Prerequisites	German language: None English language: proof of competence level B2 in English
Assessment Methods and duration	Fundamentals of Analysis and Linear Algebra: PLK - 90 minutes Fundamentals of Financial Mathematics: PLK - 60 minutes
Requirements for granting of credits	Analysis and Linear Algebra: successful passing of the examination performance Fundamentals of financial mathematics: successful passing of the examination performance
Significance for the Final Grade	The credit-weighted average grade of the preliminary examination (examination results of the first study section, §17 para. 3 StuPO) is included in the final grade with a weight of 30 credits.
Planned group size	max. 200 students
Language	German and English
Module Duration	1 semester
Module Coordinator	Kuhlenkasper, Torben
Lecturers	Professors of the Department of Quantitative Methods and Lecturers
Subject area / course of study	Quantitative methods
Applicability in other modules / courses of study	All business administration courses, "Financial Mathematics" is also used in the "Business Law" course.
Pedagogical Approach	Lecture with exercises
Objectives	The students... <ul style="list-style-type: none"> <li>• can translate simple economic facts into mathematical models</li> <li>• are able to analyze economic functions by applying differential and integral calculus</li> <li>• Understand basic concepts of optimization methods by applying the method of Lagrange multipliers.</li> <li>• master the handling of linear systems of equations and matrices</li> <li>• Upon successful completion of the course, are equipped with mathematical knowledge that will allow</li> </ul>

	<p>them to access advanced courses in Statistics and Quantitative Planning.</p> <ul style="list-style-type: none"> <li>• know classic financial products</li> <li>• master classical financial mathematical procedures and methods of interest calculation, annuity calculation, investment calculation and redemption calculation</li> <li>• can critically assess various offers from financial providers for investing money and taking out loans</li> <li>• know how modern financial instruments (especially interest rate derivatives) work and how they are used, as well as their opportunities and risks</li> </ul> <p>The module thus primarily serves to broaden and -deepen knowledge.</p>
<p>Content</p>	<p>The module consists of the two courses "Fundamentals of Analysis and Linear Algebra" and "Fundamentals of Financial Mathematics". Within the first course, the concepts of analysis of functions with one variable (limit / continuity, homogeneity / elasticity, differential and integral calculus) are first worked out. Furthermore, the basic concepts of matrix-vector calculus (incl. determinant, inverse) and the solution of linear systems of equations are the subject of this course. Building on these two areas, the basic methods of analysis of functions with several variables (partial homogeneity, partial elasticity, partial / total differential, differential calculus, multiple integrals, optimization under constraints) are discussed. The course "Fundamentals of Financial Mathematics" provides the necessary mathematical tools for the financial mathematics part of the course (exponential / logarithm functions, sequences, series). Basics of interest calculation serve as a basis for the following chapters. Investment theory, annuity calculation, repayment calculation and a chapter on prices and yields of securities introduce students to entrepreneurial decision-making situations. An introduction to interest rate financial derivatives provides an insight into modern corporate financial planning.</p>
<p>Relation to other modules</p>	<p>Methodological foundations are laid for all other subjects from the areas of Applied Quantitative Methods, General Economics and Business Administration. Furthermore, this subject is the basis for the specialization subjects Financing and Accounting.</p>
<p>Literature</p>	<p>Analysis</p> <ul style="list-style-type: none"> <li>• Sydsaeter/Hammond: Mathematics for Economists, Munich</li> <li>• Schwarze: Mathematics for Economists - Volume 1: Fundamentals, Herne.</li> <li>• Schwarze: Mathematics for Economists - Volume 2: Differential and Integral Calculus, Herne</li> <li>• Schwarze: Mathematics for Economists - Volume 3: Linear Algebra, Linear Optimization and Graph Theory, Herne</li> <li>• Tietze: Einführung in die angewandte Wirtschaftsmathematik, Wiesbaden.</li> </ul>

	<p>Financial Mathematics</p> <ul style="list-style-type: none"> <li>• Wüst, K.: Finanzmathematik - Vom klassischen Sparbuch zum modernen Zinsderivat, Wiesbaden.</li> <li>• Kuppinger, B.: Finanzmathematik, Wiley, Weinheim</li> <li>• Martin, T.: Finanzmathematik, Leipzig</li> <li>• Kobelt/Schulte: Financial Mathematics, Berlin</li> <li>• Beicke/Barckow: Risk-Management mit Finanzderivaten, Munich et al.</li> <li>• Müller-Möhl, E.: Options and Futures. Stuttgart.</li> <li>• Hull, J.: Options, Futures and Other Derivatives, Munich.</li> <li>• Renger, K.: Finanzmathematik mit Excel, Wiesbaden.</li> <li>• Tietze, J.: Einführung in die Finanzmathematik, Wiesbaden</li> </ul>
<p>Workload</p>	<p>Fundamentals of Analysis and Linear Algebra: 2 x 15 SWS = 30 SWS attendance time. In addition, approx. 60 h are required for preparation, independent literature study, exercises and e-learning.</p> <p>Fundamentals of Financial Mathematics: 2 x 15 SWS = 30 SWS attendance time. In addition, approx. 30 h are required for preparation, independent literature study, exercises and e-learning.</p>
<p>Additional Remarks</p>	<p>The module assumes knowledge of a basic mathematics course in high school. In the written exam of Analysis and Linear Algebra, basic mathematical skills are tested.</p> <p><b>The course Fundamentals of Analysis and Linear Algebra is also offered in the winter semester as a Fast Track in German with 4 SWS/week and an early exam before Christmas.</b></p> <p>The course Fundamentals of Analysis and Linear Algebra is also offered in the winter semester as Fast Track (with an early exam before Christmas).</p>
<p>Keywords</p>	<p>Interest calculation, Differential and integral calculus, Linear equations, Investment calculation, Pension calculation, Redemption calculation, Modern financial products</p>
<p>Last edited</p>	<p>April 2021</p>

**AQM1140 - QUANTITATIVE METHODS I**

<b>Quantitative Methods I</b>	
Module ID	AQM1140
Semester	2
Credits	5
SWS	4
Frequency	Every semester
Associated courses	AQM1141e Fundamentals of Descriptive Statistics (3 credits). AQM1142e Mathematical Optimization (2 credits)
Prerequisites	German language: None English language: proof of competence level B2 in English
Assessment Methods and duration	Fundamentals of Descriptive Statistics (3 credits): PLK - 60 minutes. Mathematical Optimization (2 credits): PLK - 60 minutes
Requirements for granting of credits	Basics of descriptive statistics: successful passing of the examination performance Mathematical optimization: successful passing of the examination performance
Significance for the Final Grade	The credit-weighted average grade of the preliminary examination (examination results of the first study section, §17 para. 3 StuPO) is included in the final grade with a weight of 30 credits.
Planned group size	max. 200 students
Language	German
Module Duration	1 semester
Module Coordinator	Kuhlenkasper, Torben
Lecturer(s)	Professors of the Department of Quantitative Methods and Lecturers
Subject area / course of study	Quantitative methods
Applicability of the module in other study programs	All business administration courses
Pedagogical Approach	Lecture
Objectives	The students... <ol style="list-style-type: none"> <li>1. Understand the importance of simple statistical concepts in an economic setting;</li> <li>2. Learn the statistical language R;</li> <li>3. can analyze economic data sets using descriptive statistical functions in R;</li> <li>4. can calculate and interpret decision-relevant information from a data set using graphs and descriptive univariate ratios;</li> <li>5. Have the ability to correctly apply and interpret bivariate techniques of correlation and regression.</li> <li>6. can apply simple techniques of time series analysis, such as index and forecast calculation, and interpret their results.</li> <li>7. Can apply basic concepts of propability calculations;</li> </ol>

	<p>8. can recognize and avoid statistical sources of error and attempts at manipulation.</p> <p>The students ...</p> <ol style="list-style-type: none"> <li>1. can think in a model-oriented way,</li> <li>2. Know and understand the basic principles of quantitative business planning,</li> <li>3. know when and how to use the presented methods in business planning and</li> <li>4. can solve application-oriented problems independently using an algorithmic approach.</li> </ol> <p>The module thus primarily serves to broaden and -deepen knowledge -as well as to acquire instrumental competence.</p>
<p>Content</p>	<p>The course "Fundamentals of Descriptive Statistics" addresses the basic methods of univariate and bivariate procedures, which are applied to business examples with the help of own or computer-based calculations. Content ranges from survey and scaling, to presentation and univariate analysis of quantitative data, to analysis of bivariate relationships. An introduction to probability theory is given.</p> <p>In the course "Mathematical Optimization", the fundamentals of a model-theoretical approach as the basis of quantitative corporate planning as well as the most important methods of linear planning calculation are taught. This includes in particular the methods of linear programming and quantitative project planning. Emphasis is placed on the application of solution methods to business problems and on their economic interpretation. For this purpose, a number of didactically useful examples from the planning practice of the respective business administration functional areas are discussed. In addition, special emphasis is placed on the use of computer-aided solutions.</p>
<p>Relation to other modules</p>	<p>Methodological foundations are laid for the subjects of inductive statistics, operations research, computer-aided management methods, economics, and for individual aspects of business administration and data analysis.</p>
<p>Literature</p>	<p>Basics of descriptive statistics</p> <ul style="list-style-type: none"> <li>• Handl, A., Kuhlenkasper, T: Einführung in die Statistik – Theorie und Praxis mit R, Heidelberg.</li> <li>• Cleff, T.: Descriptive Statistics and Modern Data Analysis. A computer-based introduction with Excel, SPSS and Stata, Wiesbaden.</li> <li>• Bortz, J.: Statistik für Human- und Sozialwissenschaftler, Berlin et al.</li> <li>• Fahrmeier, L.: Statistics. Der Weg zur Datenanalyse, Berlin et al.</li> <li>• Schwarze, J.: Statistik 1, Statistik 2 und Aufgabensammlung, Berlin</li> <li>• Anderson, D. R., Sweeney, D.J., Williams T.A.: Statistics for Business and Economics, Mason</li> </ul> <p>Mathematical optimization</p> <ul style="list-style-type: none"> <li>• Gritzmann, P.: Grundlagen der mathematischen Optimierung, Springer, Wiesbaden.</li> </ul>

	<ul style="list-style-type: none"> <li>• Koop, A., Moock, H.: Lineare Optimierung - Eine Anwendungsorientierte Einführung in Operations Research, Spektrum Akademischer Verlag.</li> <li>• Jarre, F., Stoer, J.: Optimization, Springer, Berlin.</li> <li>• Runzheimer, B., Cleff, T., Schäfer, W.: Operations Research Band 1: Lineare Planungsrechnung und Netzplantechnik, Wiesbaden</li> <li>• Gohout, W.: Operations Research, Munich, Vienna</li> <li>• Domschke, W., Drexl, A.: Introduction to Operations Research, Berlin et al.</li> <li>• Hillier, F. S., Lieberman, G. J.: Introduction to Operations Research, Boston u.a.</li> <li>• Taha, H. A.: Introduction to Operations Research, New Jersey</li> </ul>
<p>Workload</p>	<p>Fundamentals of Descriptive Statistics: 2 x 15 = 30 SWS attendance time. In addition, approx. 60 h are required for preparation, independent literature study, exercises and internet/e-learning.          Mathematical optimization: 2 x 15 = 30 SWS attendance time. In addition, approx. 30 hours are required for preparation, independent literature study, exercises and internet/e-learning.</p>
<p>Additional Remarks</p>	<p>The course <b>Fundamentals of Descriptive Statistics</b> is also offered in <b>English in the summer semester as part of the International Study Program. Credits earned in English will count toward the existing credit requirement in English</b></p> <p>The <b>german-language course is offered in the summer semester as a fast-track course with 4 SWS/week and an early exam well before the normal exam period.</b></p>
<p>Keywords</p>	<p>regression analysis, data collection, data reduction, data summary, probability analysis of contingency correlation</p>
<p>Last edited</p>	<p>April 2021</p>



## BIS 1050 - INFORMATION SYSTEMS - FOUNDATIONS

<b>Information Systems - Foundations</b>	
Module ID	BIS1050
Semester	1
Credits	5
SWS	4
Frequency	Each semester
Associated courses	BIS1051 Information Systems – Foundations (2 credits) BIS1052 Information Systems – Applications Hands-on Training (2 credits) BIS1053 Information Systems – E-Learning Based Foundations for Applications (1 credit).
Prerequisites	None
Assessment Methods and duration	Information Systems - Foundations: PLK - 60 minutes Information Systems – Applications Hands-on Training: PLL Information Systems – E-Learning Based Foundations for Applications : PVL
Requirements for granting of credits	The awarding of credits for the module requires the successful passing of the preliminary examination performance. Credits for the Introduction to Business Information Systems and the exercises on the computer: require the successful passing of the respective examination performance.
Significance for the Final Grade	The preliminary examination credit does not count towards any grade. The rest of the module is included in the preliminary grade of the first study section with a weighting of 2 credits each.  The credit-weighted average grade of the preliminary examination (examination results of the first study section, §17 para. 3 StuPO) is included in the final grade with a weight of 30 credits.
Planned group size	Introduction to Information Systems: max. 100 students Exercise and e-learning: small groups
Language	German
Module Duration	1 semester
Module Coordinator	Burkard, Werner
Lecturer(s)	Professors of the study program Business Informatics
Subject area / course of study	Business Informatics
Applicability in other programs	All study programs
Pedagogical Approach	Lecture + Exercise + E-Learning
Objectives	Students ... <ul style="list-style-type: none"> <li>• know categories of information systems, their functions and field of application.</li> </ul>

	<ul style="list-style-type: none"> <li>• can apply methods for modeling the organizational, functional, data and control view.</li> <li>• know basics of information system project management.</li> <li>• know selected technical basics of information and communication systems.</li> <li>• Have a basic understanding of security measures in the operation of information systems.</li> <li>• can apply spreadsheets to simple business problems.</li> <li>• can map simple data structures in a database and create evaluations.</li> </ul> <p>The module primarily serves to broaden and deepen knowledge.</p>
Content	<ul style="list-style-type: none"> <li>• Information technology in business and society</li> <li>• Introduction to central concepts of information processing with computers</li> <li>• Structure, operation and classification of computers</li> <li>• Overview of operational information systems</li> <li>• Information systems management and operation</li> <li>• Modeling of operational information systems</li> <li>• Creation process of an information system: planning/design/development</li> <li>• Office information systems at a glance</li> <li>• Teamwork: communication forms, groupware, workflow, knowledge management</li> <li>• ERP systems at a glance: Management of company-wide resources and processes</li> <li>• Components of ERP systems</li> <li>• Networking basics for business economists: network economics and portals</li> <li>• Consumer information systems and CRM (customer relationship management)</li> <li>• Information systems between companies and suppliers: from EDI to EAI</li> <li>• Information systems to support management</li> <li>• Data management and analysis with data warehouse, OLAP and data mining</li> <li>• Selected exercises / discussion of tasks / e-learning modules</li> </ul>
Literature	<p>Thesmann, St. / Burkard, W.: Wirtschaftsinformatik für Dummies, 2. Auflage, Weinheim  Hansen, H. R. / Neumann, G.: Wirtschaftsinformatik 1, Bd.1 Grundlagen und Anwendungen, Stuttgart</p>
Workload	<p>Course, exercises and e-learning require 4 x 15 = 60 SWS attendance time. In addition, approx. 90 h are required for preparation, independent literature study, own supplementary exercises and e-learning.</p>
Last edited	<p>April 2021</p>

**ECO 1040 - FOUNDATIONS OF ECONOMICS I**

<b>Foundations of Economics I</b>	
Module ID	ECO1040
Semester	1
Credits	6
SWS	4
Frequency	Each semester
Associated courses	ECO1041 Introduction and Microeconomics (4 SWS / 6 credits)
Prerequisites	None
Assessment Methods and duration	PLK - 60 minutes
Requirements for granting of credits	Passing the exam
Significance for the Final Grade	The module is included in the credit-weighted average grade of the preliminary examination (examination achievements of the first study section, §17 Abs. 3 Stu-PO), which in turn counts to the final bachelor grade with a weight of 30 credits.
Planned group size	max. 80 students
Language	This module is a mandatorily taught in English for the study programs BW/International Business, BW/International Marketing and BSBA/Digital Enterprise Management.
Module Duration	1 semester
Module Coordinator	Beck, Hanno
Lecturer(s)	Professors and lecturers from the Economics Faculty.
Discipline	Economics
Applicability in other modules	The module is offered in all bachelor programs and to exchange students within the ISP.
Pedagogical Approach	Lectures with exercises
Objectives	<p>Microeconomic changes and economic changes significantly influence the success of individual economic entities. The purpose of the economics modules is to equip students with the ability to independently evaluate the conditions in which an economic entity trades. Such knowledge is invaluable for decision-making in many business situations. This is particularly true when making investment decisions, which in turn influence other business situations. This module covers legal principles and competitive forces, and draws on microeconomic approaches to enable analysis of economic problem areas in a closed economy. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>recognise the main elements which determine the success of the economic policy and competitive ability in a particular area.</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluate the micro and macroeconomic consequences of legal and political decisions on competition.</li> <li>• Use microeconomic analysis techniques to understand how different types of market function, including when the state intervenes.</li> </ul>
Content	<ul style="list-style-type: none"> <li>• Introduction to the methods, key terms and subject of economics.</li> <li>• Economic policy (ideal and real), ordoliberalism and social market economy</li> <li>• Supply and demand on goods markets, elasticity, production and costs.</li> <li>• Pricing: perfect and imperfect competition, pricing in a monopoly, oligopolies</li> <li>• State intervention in market pricing: ceiling &amp; floor prices, taxes, influence of external factors</li> <li>• competition concepts and policies</li> </ul>
Relation to other modules	<ul style="list-style-type: none"> <li>• This course provides a foundation in economic methods, which will be applied to foreign trade situations in the module <i>International Economic Relations</i> and then applied independently in the module <i>Economics tutorials</i></li> <li>• Through its application to goods, this subject relates to general business administration (production and costing theory). The demand for goods, pricing for various market types and competition policy touches on marketing issues. markets Competition theory and policy enhance business administration teaching on pricing and law teaching on competition and cartel law.</li> </ul>
Literature	<ul style="list-style-type: none"> <li>• Krugman, P./Wells, R.: Economics</li> <li>• Mankiw, N. G./Taylor, M. P.: Economics</li> <li>• Pindyck, R. S./Rubinfeld, D. L., Microeconomics.</li> <li>• Samuelson, P. A./Nordhaus, W. D., Economics.</li> <li>• Stiglitz, J. E./Walsh, C. E., Principles of Microeconomics.</li> </ul>
Workload	This module comprises contact time of 4 x 15 = 60hours and self-study (reading, practice and exam preparation) of a further 90 hours..
Additional Remarks	The English version of this module is also offered in the <i>International Study Program (ISP)</i> .
Keywords	introduction, microeconomics, economics, foundations
Last edited	October 2019

## ECO 1210 - FOUNDATIONS OF ECONOMICS II

Foundations of Economics II	
Module ID	ECO1210
Semester	2
Credits	5
SWS	4
Frequency	Each semester
Associated Courses	ECO1012 Macroeconomics
Prerequisites	None
Assessment Methods and duration	PLK - 60 Minutes
Requirements for granting of credits	A pass mark in the examination
Significance for the Final Grade	The module is included in the credit-weighted average grade of the preliminary examination (examination achievements of the first study section, §17 Abs. 3 Stu-PO), which in turn counts to the final bachelor grade with a weight of 30 credits.
Planned Group Size	max. 80 students
Language	This module is a mandatorily taught in English for the study programs BW/International Business, BW/International Marketing and BSBA/Digital Enterprise Management.
Module Duration	1 semester
Module Coordinator	Beck, Hanno
Lecturer(s)	Professors and lecturers from the Economics Faculty.
Subject area / course of study	Economics
Applicability to other programs	The module is included in all bachelor programs and offered to exchange students within the ISP.
Pedagogical Approach	Lectures
Objectives	<p>Macroeconomic changes and economic changes significantly influence the success of individual economic entities. The purpose of the economics modules is to equip students with the ability to independently evaluate the macroeconomic conditions in which an economic entity trades. Such knowledge is invaluable for decision-making in many business situations. This is particularly true when making investment decisions, which in turn influence other business situations. This module draws on macroeconomic approaches to enable analysis of economic problem areas in a closed economy. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>recognise the main elements which determine the success of the economic policy and competitive ability in a particular area.</li> </ul>

	<ul style="list-style-type: none"> <li>• Macroeconomic analysis enables students to understand the most significant external factors on business activity: unemployment, inflation and cyclical fluctuations. They shall be able to explain these phenomena and evaluate various courses of action for correcting macroeconomic imbalances and their effects on business decisions.</li> </ul>
Content	<ul style="list-style-type: none"> <li>• Introduction to the methods, key terms and subject of economics.</li> <li>• Classic macroeconomic approach (full employment, flexible prices)</li> <li>• Keynesian macroeconomic approach (underemployment, price stickiness)</li> <li>• Monetary theory and policy, explanation of interest and inflation</li> <li>• Causes of and cyclical fluctuations and how the state can influence these.</li> <li>• Economic growth: determining factors and limits</li> <li>• Structural change: Cause and effect</li> </ul>
Relation to other modules	<ul style="list-style-type: none"> <li>• This course provides a foundation in economic methods, which will be applied to foreign trade situations in the module <i>International Economic Relations</i> and then applied independently in the module <i>Economics tutorials</i>.</li> <li>• Macroeconomic development and the factors which determine it are relevant to many aspects of business administration, including the development of prices and interest rates, or when decisions are made regarding a location. Certain areas of the module are particularly relevant for individual degree courses, for example cyclical fluctuations on purchasing and sales decisions.</li> </ul>
Literature	<ul style="list-style-type: none"> <li>• Blanchard, O: Macroeconomics</li> <li>• Krugman, P./Wells, R.: Economics</li> <li>• Mankiw, N. G./Taylor, M. P.: Economics</li> <li>• Samuelson, P. A./Nordhaus, W. D., Economics.</li> </ul>
Workload	Each course requires contact time of 60 x 45mins and a further 60x 45mins for self-study (independent reading, practice and exam preparation)
Additional Remarks	The English version of this module is also offered in the <i>International Study Program (ISP)</i> .
Keywords	macroeconomics, macro economics, economics, foundations
Last edited	October 2019

**GMT 1200 - FOUNDATIONS OF GENERAL MANAGEMENT I**

<b>Foundations of General Management I</b>	
Module ID	GMT1200
Semester	1
Credits	6
SWS	6
Frequency	winter semester only
Associated Courses	GMT1011 Foundations of Accounting(2 SWS/2 credits) GMT1203 Foundations of Business Administration I (4 SWS/4 credits)
Prerequisites	None
Assessment Methods and duration	GMT1011: UPL (PLK - 60 minutes) GMT1203: PLK - 60 minutes
Requirements for granting of credits	Passing of the written exams, each component course may be passed separately.
Significance for the Final Grade	GMT1011: The exam performance does not enter the bachelor's preliminary grade and the bachelor's grade.  GMT1203: The lecture is included in the credit-weighted average grade of the preliminary examination (examination achievements of the first study section, §17 Abs. 3 Stu-PO), which in turn counts to the final bachelor grade with a weight of 30 credits.
Planned group size	Maximum of 80 students
Language	GMT1011: UPL (PLK - 60 minutes) GMT1203: This lecture is mandatorily taught in English for the study programs BSBA/Digital Enterprise Management.
Module Duration	1 semester
Module Coordinator	Kropp, Matthias
Lecturer(s)	Professors of the discipline General Business Administration and assistant lecturers
Subject area / course of study	General Business Administration
Applicability in other programs	The module is included in all bachelor programs, the English version of GMT1203 is also offered to students of "Digital Enterprise Management" and exchange students of the ISP program.
Pedagogical Approach	Lecture with Exercises
Objectives	<u>GMT1011:</u>  Students will master how to record the essential business transactions of a company in its internal and external accounting system and understand their significance. They can estimate the effects of business transactions on the components of

	<p>the annual financial statements and the internal income statement.</p> <p><u>GMT1203:</u></p> <p>The lecture is the first part of two basic lectures which are aimed at the following objectives:</p> <ul style="list-style-type: none"> <li>• Students will understand the basic business management interrelationships, important objectives of a company and the essential steps to follow them up.</li> <li>• They know the basic structure of a company and the connections between the parts of the company. They have a basic understanding of the tasks and economic questions in the individual operational functions.</li> <li>• The students know how to assess the effects of operative business decisions on the results of the company and its social environment, as well as the options within the framework of significant constitutive business decisions.</li> <li>• They understand the importance of customer orientation as a guideline for all entrepreneurial actions and the company as an entire value-added process oriented towards the customer.</li> <li>• The students know the fundamental problems of operational management and are able to analyse them, work out adequate decision criteria and develop procedures for problem solving.</li> </ul>
<p>Content</p>	<p><u>GMT1011:</u></p> <ul style="list-style-type: none"> <li>• Legal obligation to keep records</li> <li>• Stocktaking and inventory</li> <li>• Balance sheet and profit and loss accounts</li> <li>• Accounting of business transactions</li> <li>• Fundamentals of the balance sheet and profit and loss account</li> </ul> <p><u>GMT1203:</u></p> <ul style="list-style-type: none"> <li>• Basic business terms and principles</li> <li>• Design of operational functions, in particular <ul style="list-style-type: none"> <li>&gt; Marketing</li> <li>&gt; Procurement &amp; Logistics</li> <li>&gt; Production</li> </ul> </li> <li>• Ethical issues</li> </ul>
<p>Relation to other Modules</p>	<p>Preparation of all other business administration modules</p>
<p>Literature</p>	<p><u>GMT1011:</u></p> <ul style="list-style-type: none"> <li>• Horngren, C./Sundem, G./Elliot, J./Philbrick, D.: Introduction to Financial Accounting, Upper Saddle River, NJ</li> <li>• Jones, M. J.: Financial Accounting, Publisher Wiley</li> <li>• Weygandt, J./Kimmel, P./Kieso, D.: Financial Accounting, IFRS Edition, Hoboken, NJ</li> </ul>



	<p><u>GMT1203:</u></p> <ul style="list-style-type: none"> <li>• Boddy, D.: Management: An Introduction, FT Prentice Hall</li> <li>• Cole, G.A.: Management Theory and Practice, DP Publications</li> <li>• Daft, R. L.: Management Theory and Practice, DP Publications</li> <li>• Mariott, S.; Glacki, Steve: Entrepreneurship: Starting and Operating. A Small Business, Pearson</li> <li>• Mullins, L. J.: Management and Organisational Behaviour, Pearson Education</li> <li>• Schermerhorn, J. R.: Introduction to Management International Student Version, John Wiley &amp; Sons</li> </ul>
Workload	It is expected that the students spend 90 h for preparation, independent literature study, exercises and e-learning, in addition to the 6 x 15 = 90 SWS attendance time.
Additional Remarks	<p>Both related courses will be offered within one semester.</p> <p>An early examination (in German) is offered for participants with previous knowledge in the part-module "Foundations of Accounting" in the first third of the semester.</p> <p>The english version of GMT1011 is also offered to exchange students as part of the <i>International Study Program (ISP)</i>.</p>
Key Words	Accounting annual financial statement accountancyentrepreneurial processes function
Last edited	October 2019

## GMT 1210 - FOUNDATIONS OF GENERAL MANAGEMENT II

<b>Foundations of Business Administration II</b>	
Module ID	GMT1210
Semester	2
Credits	5
SWS	4
Frequency	summer semester only
Associated Courses	GMT1023 Foundations of Business Administration II
Prerequisites	None
Assessment Methods and duration	PLK - 60 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module is a mandatorily taught in English for the study programs BW/International Business, BW/International Marketing and BSBA/Digital Enterprise Management.
Planned group size	Maximum of 80 students
Language	The module is included in the credit-weighted average grade of the preliminary examination (examination achievements of the first study section, §17 Abs. 3 Stu-PO), which in turn counts to the final bachelor grade with a weight of 30 credits.
Module Duration	1 semester
Module Coordinator	Kropp, Matthias
Lecturer(s)	Professors of the discipline General Business Administration
Discipline	General Business Administration
Applicability in other programs	The module is included in all bachelor programs. This module is also mandatorily taught in English for the study programs "BW/International Marketing".
Pedagogical Approach	Lecture with Exercises
Objectives	<p>The Module is the second part of two basic lectures which are aimed at the following goals:</p> <ul style="list-style-type: none"> <li>• Students will understand the basic business management interrelationships, important objectives of a company and the essential steps to their implementation.</li> <li>• They know the basic structure of a company and the connections between the parts of the company. They have a basic understanding of the tasks and economic questions in the individual operational functions.</li> <li>• They are familiar with the basic principles of business management decisions, including the making of constitutive corporate decisions.</li> <li>• In addition, they understand the importance of customer orientation as a guideline for all entrepreneurial</li> </ul>

	<p>actions and the company as an entire value-added process oriented towards the customer.</p> <ul style="list-style-type: none"> <li>• The students know the fundamental problems of operational management and are able to analyse them, work out adequate decision criteria and develop procedures for problem solving.</li> <li>• Students will be able to assess the effects of operative business decisions on the results of the company and its social environment.</li> </ul>
Content	<ul style="list-style-type: none"> <li>• Constitutive corporate decisions (Location and legal form)</li> <li>• Effects of business decisions on company results</li> <li>• Phases of the management process</li> <li>• Design of operational functions, in particular: <ul style="list-style-type: none"> <li>&gt; Organization</li> <li>&gt; Staff</li> </ul> </li> <li>• Ethical issues</li> </ul>
Relation to other Modules	Preparation of all other business administration modules of the second study section
Literature	<ul style="list-style-type: none"> <li>• Christopher, M.: Logistics and Supply Chain Management, Financial Times Prent.</li> <li>• Hill, A &amp; Hill, T.: Essential Operations Management, Palgrave.</li> <li>• Kotler, P., Armstrong, G., Wong, V. &amp; Saunders, J.: Principles of Marketing 6th European edn., Prentice Hall</li> <li>• Marchington, M. &amp; Wilkinson, A.: People Management and Development. Human Resource Management at Work, CIPD</li> <li>• Mariott, S.; Glacki, Steve: Entrepreneurship: Starting and Operating A Small Business, Pearson</li> </ul>
Workload	It is expected that the students spend 90 h for preparation, independent literature study, exercises and e-learning, in addition to the 4 x 15 = 60 SWS attendance time.
Additional Remarks	The english version of this module is also offered to exchange students as part of the <i>International Study Program (ISP)</i> .
Key Words	Entrepreneurial processes functions corporate govern- ancemanagement decisions
Last Edited	October 2019

**LAW 1010 - LAW I**

<b>Law I</b>	
Module ID	LAW1010
Semester	1
Credits	5
SWS	4
Frequency	Every semester
Associated Courses	LAW1011 Business Law I
Prerequisites	None
Assessment Methods and duration	PLK - 60 minutes
Requirements for granting of credits	A pass mark on the required examination
Significance for the Final Grade	The credits earned are included in the final grade of the bachelor degree. Credits are a requirement for the 1 <sup>st</sup> phase of the study programme.
Planned group size	max. 80 students
Language	German
Module Duration	1 semester
Module Coordinator	Head of the Business Law Department
Lecturer(s)	Professors from the business law program and lecturers
Subject area / course of study	Law
Applicability in other programs	All business degree programs, except BSBA/Digital Enterprise Management
Pedagogical Approach	Lecture with exercise
Objectives	<p>The Module contributes toward the achievement of the following programme objectives:</p> <p><b><u>Legal Knowledge</u></b>            Acquire a profound knowledge of the principles of Business law enabling them to analyse and develop acceptable solutions and informed conclusions to legal problems which can be used in practice. Define and solve legal cases based on the method "Falllösung nach Anspruchsgrundlagen".</p> <p><b><u>Critical thinking and analytical skills- problem solving</u></b></p> <p>Capable to understand complex legal issues and develop practically acceptable solutions. Students are able to do a proper research and use the relevant information to draw a conclusion on legal issues.</p>

Content	<p>The following topics will be addressed:</p> <ul style="list-style-type: none"> <li>• Introduction to Business Law and legal methods</li> <li>• Principles of civil law</li> <li>• Principles of contract law</li> </ul>
Relation to other modules	Foundations for Law II and all other law lectures
Literature	<ul style="list-style-type: none"> <li>• Gildeggen/Lorinser/Willburger et al, Private Commercial Law</li> <li>• Eisenmann/Quittnat/Tavakoli, Legal Cases from Private Commercial Law</li> <li>• Führich, Private Commercial Law</li> <li>• Mehrings, Fundamentals of Private Commercial Law</li> <li>• Müssig, Private Commercial Law</li> <li>• Wörlen/Metzler-Müller, BGB AT</li> </ul> <p style="text-align: center;"><i>Latest edition respectively</i></p>
Workload	150 credit hours with a split of 60 hours - attendance and 90 hours - self-study (prior and post preparation).
Keywords	Law, Civil law
Last edited	March 2021

**LAW1200 - LAW II**

<b>Law II</b>	
Module ID	LAW1200
Semester	2
Credits	6
SWS	6
Frequency	Every semester
Associated Courses	LAW1201 Business Law II and Property Law and Law of Secured Transactions
Prerequisites	None
Assessment Methods and duration	Written Examination
Requirements for granting of credits	A pass mark on the required examination
Significance for the Final Grade	The credits (30 credits) earned are included in the final grade of the bachelor degree. Credits are a requirement for the 1 <sup>st</sup> phase of the study programme.
Planned group size	max. 80 students
Language	German
Module Duration	1 semester
Module Coordinator	Head of the Business Law Department
Lecturer(s)	Professors from the business law program and lecturers
Subject area / course of study	Business Law
Applicability in other programs	All business degree programs, except BSBA/Digital Enterprise Management
Pedagogical Approach	Lecture and exercise
Objectives	<p>The Module contributes toward the achievement of the following programme objectives:</p> <p><b><u>Legal Knowledge</u></b>          Acquire a profound knowledge of the principles of Business law enabling them to analyse and develop acceptable solutions and informed conclusions to legal problems which can be used in practice.</p> <p><b><u>Critical thinking and analytical skills</u></b>          Capable to understand complex legal issues and develop practically acceptable solutions. Students are able to do a proper research and use the relevant information to draw a conclusion on legal issues.</p> <p>The module primarily serves to broaden and deepen knowledge.</p>

Content	<p>The following topics will be addressed:</p> <p><b>Business Law II</b></p> <ul style="list-style-type: none"> <li>• Performance problems</li> <li>• Principles of Sales Law and contract law</li> <li>• Torts</li> <li>• Product liabilities</li> <li>• As well as selected problems in the areas of             <ul style="list-style-type: none"> <li>○ Service and employment contract</li> <li>○ Commercial agency contract</li> <li>○ Company law</li> <li>○ Loan Law</li> </ul> </li> </ul> <p><b>Law of Secured Transactions</b></p> <ul style="list-style-type: none"> <li>• Acquisition of ownership over movable property</li> <li>• Acquisition of receivables</li> <li>• Basics of real estate property law</li> <li>• Overview of personnel securities - surety</li> <li>• Overview of real estate security (retention of title; transfer of ownership by way of security; assignment by way of security)</li> </ul>
Relation to other modules	Continuation of Law I; basis for all further law lectures.
Literature	<ul style="list-style-type: none"> <li>• Gildeggen/Lorinser/Willburger et al, Private Commercial Law</li> <li>• Brox/Walker, General Law of Obligations</li> <li>• Brox/Walker, Special Law of Obligations</li> <li>• Dütz/Thüsing, Labor Law</li> <li>• Eisenmann/Quittnat/Tavakoli, Legal Cases from Private Commercial Law</li> <li>• Führich, Private Commercial Law</li> <li>• Mehrings, Fundamentals of Private Commercial Law</li> <li>• Müssig, Private Commercial Law</li> <li>• Schäfer, Corporate Law</li> <li>• Wörlen/Metzler-Müller, Law of Obligations General Part</li> <li>• Wörlen/Metzler-Müller, Law of Obligations Special Part</li> <li>• Wörlen/Kokemoor, Property Law</li> </ul> <p style="text-align: center;"><i>Latest edition respectively</i></p>
Workload	180 credit hours with a split of 90 hours - attendance and 90 hours - self-study (prior and post preparation).
Keywords	Law, Civil law
Last edited	March 2021

**TAX 1010 - BUSINESS TAXATION**

<b>Business Taxation</b>	
Module ID	TAX1010
Semester	2
Credits	5
SWS	4
Frequency	Each semester
Associated Courses	Tax1011 BusinessTaxation
Prerequisites	None
Assessment Methods and duration	PLK - 90 minutes
Requirements for granting of credits	A pass mark on the required examination
Significance for the Final Grade	The credits earned for this course counts toward the final grade of the bachelor degree.
Planned group size	max. 80 students
Language	German
Module Duration	1 semester
Module Coordinator	Häfele, Markus
Lecturer(s)	Professors of the study program "Tax and Auditing" as well as lecturers with StB qualification
Subject area / course of study	Tax and audit
Applicability in other programs	All programs except BW/Media Management and Advertising Psychology and BSBA/Digital Enterprise Management
Pedagogical Approach	Lecture with exercises
Objectives	<ul style="list-style-type: none"> <li>• Students understand the different tasks of tax jurisprudence, finance and business taxation.</li> <li>• They use the legal texts to determine the taxable facts and their bases of assessment in various types of tax.</li> <li>• They recognize the effects of the sales tax system (sales tax as a transitory item or as a cost item).</li> <li>• You will be able to determine the income tax burdens (including the tax base) of individuals (including case studies on income tax assessment) as well as companies (especially partnerships and corporations) and entrepreneurs (partners).</li> <li>• You will recognize the impact of taxes on business decisions (option for VAT liability for small businesses, choice of legal form, distribution policy, equity or debt capital)</li> </ul> <p>The module thus primarily serves to broaden and -deepen knowledge.</p>



<p>Content</p>	<ul style="list-style-type: none"> <li>• Basics of the taxation system</li> <li>• Value added tax (tax liability, EU internal market, display of value added tax, deductible input tax, VAT as a cost, options, declaration requirements)</li> <li>• Income tax (tax liability, types of income, determination of taxable profit, wage tax, capital gains tax, determination of income tax burden, assessment cases)</li> <li>• Trade tax (tax liability, determination) and trade tax credit and their economic effects</li> <li>• Corporate income tax (tax liability, tax base, etc.)</li> <li>• Determination of the total income tax burden with various case studies and exercises</li> <li>• Comparison of legal forms (partnerships and corporations)</li> </ul>
<p>Relation to other modules</p>	<ul style="list-style-type: none"> <li>• In-depth knowledge of RW I (accounting) is expected and applied to the determination of taxable income.</li> <li>• The choice of legal form (Fundamentals of Business Administration I) is analyzed in detail from a tax perspective; tax burdens are compared.</li> <li>• Cross-connections to accounting (accounting and finance); primarily dealt with here are the differences between commercial and tax profit determination.</li> </ul>
<p>Workload</p>	<p>The course requires 4 x 15 = 60 h attendance time. In addition, approx. 90 h are required for preparation, independent literature study, working through the legal texts and exercises.</p>
<p>Literature</p>	<ul style="list-style-type: none"> <li>• Stobbe, Thomas: Steuern Kompakt, Sternenfels</li> <li>• Grefe, Cord: Unternehmenssteuern, Ludwigshafen</li> <li>• Wichtige Steuergesetze (NWB or Beck texts)</li> </ul>
<p>Last edited</p>	<p>April 2021</p>

## SECOND STAGE OF STUDIES - INTERDISCIPLINARY MODULES (OUTGOINGS)

### AQM2050 - QUANTITATIVE METHODS II

<b>Quantitative Methods II</b>	
Module ID	AQM2050
Semester	3
Credits	7
SWS	4
Frequency	Inferential Statistics: only in winter semester Multivariate Statistical Methods: Each semester
Associated Courses	AQM 2101 Inferential Statistics (2 SWS, 3 credits) AQM 2051 Multivariate Statistical Methods (2 SWS, 4 credits)
Prerequisites	None
Assessment Methods and duration	Inferential Statistics: PLK (60 minutes) Multivariate Statistical Methods: PLR/PLH/PLL
Requirements for granting of credits	Successful passing of the respective examination in each case
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	AQM2101 - Inferential Statistics: 200 students max. AQM2051 - Multivariate Statistical Methods: max. 35 students.
Language	Inferential Statistics: English Multivariate Statistical Methods: German
Module Duration	1 semester
Module Coordinator	Kuhlenkasper, Torben
Lecturer(s)	Professors of the Department of Quantitative Methods
Subject area / course of study	Quantitative methods
Applicability in other programs	AQM2101 identical for all business administration bachelor's degree programs.
Pedagogical Approach	Lectures with exercises
Objectives	<p>The students...</p> <ol style="list-style-type: none"> <li>1. understand simple procedures of inductive statistics and can implement them with EXCEL, SPSS or STATA;</li> <li>2. master the basic rules of probability theory;</li> <li>3. know the concepts of probability distributions (chi-square, binomial, hypergeometric, Poisson, Student, normal and F-distributions) and can apply them to economic issues;</li> <li>4. can calculate and interpret confidence intervals for means, variance and proportions;</li> <li>5. can perform and interpret parametric one-sample and two-sample T-tests;</li> </ol> <p>can perform and interpret the non-parametric chi-square test.</p>

	<p>Multivariate Statistical Methods</p> <ol style="list-style-type: none"> <li>1. Students will be familiar with statistical data analysis techniques and be able to apply them to specific research questions.</li> <li>2. You will be able to analyze data using SPSS and interpret and present the results.</li> </ol> <p>The module thus primarily serves to broaden and -deepen knowledge -as well as to acquire instrumental competence.</p>
<p>Content</p>	<p>Inferential Statistics</p> <p>Students will gain insight into probability theory, parameter estimation procedures, the various types of frequency procedures, hypothesis testing, and interpretation of the major parametric and non-parametric testing procedures.</p> <p>Multivariate Statistical Methods</p> <ul style="list-style-type: none"> <li>• Application of computer-aided data analysis</li> <li>• Data evaluation with statistical methods</li> <li>• Interpretation and presentation of the results</li> </ul>
<p>Relation to other modules</p>	<p>Methodological foundations are laid for the subjects of computer-aided management methods as well as for individual aspects of business administration of the second study section and the respective specialization.</p>
<p>Literature</p>	<p>Inferential Statistics</p> <ul style="list-style-type: none"> <li>• Bortz, J.: Statistik für Human- und Sozialwissenschaftler, Berlin et al.</li> <li>• Fahrmeier, L.: Statistics. Der Weg zur Datenanalyse, Berlin et al.</li> <li>• Zöfel, P.: Statistics for Social Scientists, Munich.</li> <li>• Schwarze, J.: Statistik 1, Statistik 2 und Aufgabensammlung, Berlin</li> <li>• Anderson, D. R., Sweeney, D.J., Williams T.A.: Statistics for Business and Economics, Mason</li> </ul> <p>Multivariate Statistical Methods</p> <ul style="list-style-type: none"> <li>• R Brosius, F.: SPSS, Heidelberg</li> <li>• Bühl, A.: SPSS 20. introduction to modern data analysis, Munich</li> </ul>
<p>Workload</p>	<p>Inferential Statistics:</p> <p>2 x 15 SWS = 30 SWS attendance time, additionally approx. 60 h for preparation, independent literature study, exercises and internet/e-learning</p>

	<p>Multivariate Statistical Methods</p> <p>4 x 15 SWS = 60 SWS attendance time, additionally approx. 120 h for preparation, independent literature study, exercises and internet/e-learning</p>
Additional Remarks	The course Inferential Statistics is offered as a fast track in the winter semester with a written exam before Christmas.
Keywords	Linear programming (simplex) Corporate planning Implementation of planning calculation
Last edited	September 2019

## ECO2100 - INTERNATIONAL ECONOMICS

Module Name	International Economics
Module ID	ECO2100
Semester	3
Credits	5
SWS	4
Frequency	each semester
Associated Courses	ECO2011 International Economics
Prerequisites	None
Assessment Methods and duration	PLK- 60 minutes
Requirements for granting of credits	a pass mark in the examination.
Significance for the Final Grade	The module is counted to the final bachelor grade weighted by its credits.
Planned group size	max. 80 students
Language	This module is a mandatorily taught in English for the study programs BW/International Business, BW/International Marketing and BSBA/Digital Enterprise Management.
Module Duration	1 semester
Module Coordinator	Beck, Hanno
Lecturer(s)	Professors from the Economics faculty.
Subject area / course of study	Economics
Applicability in other programs	The module is included in all business bachelor programs.
Pedagogical Approach	Lectures with exercises
Objectives	<p>Macroeconomic changes and economic changes significantly influence the success of individual economic entities. The purpose of the economics modules is to equip students with the ability to independently evaluate the macroeconomic conditions in which an economic entity trades. Such knowledge is invaluable for decision-making in many business situations. This is particularly true when making investment decisions, which in turn influence other business situations. This module adds international relations to the analysis of closed economies, an issue which has become very significant for companies through the globalisation of the value chain. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the close involvement of the German economy in the global economy</li> <li>• know the advantages and disadvantages of various exchange rate mechanisms and the factors which determine exchange rate development</li> </ul>

	<ul style="list-style-type: none"> <li>• understand the advantages of an international division of labour, and the driving forces of the globalisation process</li> <li>• know the most important international organisations (IMF, world bank, WTO etc.) and appreciate their significance for international trade relations</li> </ul>
Content	<ul style="list-style-type: none"> <li>• Balance of payments analysis</li> <li>• Monetary theory and policy</li> <li>• International trading of goods and services</li> <li>• International capital flow</li> <li>• The effects of globalisation on industrial and developing countries</li> <li>• Global governance</li> </ul>
Relation to other modules	Economic analysis of the real and monetary aspects of international trade relations is relevant for all business administration degrees as globalisation now affects all industries, company sizes and corporate functions.
Literature	<ul style="list-style-type: none"> <li>• Appleyard, D. R./Field, A. J./Cobb, S. L., International Economics</li> <li>• Feenstra, R. C./Taylor, Al. M., International Economics</li> <li>• Krugman, P./Obstfeld, M., International Economics.</li> <li>• Mankiw, N. G./Taylor, M. P.: Economics</li> </ul>
Workload	This module comprises weekly contact time of 15 x 4 = 60 hours and self-study (reading, practice, e-learning and exam preparation) of a further 90 hours.
Additional Remarks	The English version of this module is offered in the <i>International Study Program (ISP)</i> . An English version of the module is optionally offered as a fast track with an exam before Christmas.
Keywords	International Economics, economic relations, foreign trade, economics
Last edited	September 2019

**ESR3100 - ETHICS AND SOCIAL RESPONSIBILITY**

<b>Ethics and social responsibility (electives)</b>	
Module ID	ESR3100
Semester	7
Credits	5
SWS	4
Frequency	Every semester
Associated Courses	electives: <ul style="list-style-type: none"> <li>• ESR3101 Business Ethics: Economic and Social History Perspectives.</li> <li>• ESR3102 Business Ethics (in English)</li> <li>• ESR3103 Environmental management</li> <li>• ESR3104 Sustainable Development</li> <li>• ESR3105 Sustainable Development (in English)</li> <li>• ESR3106 Ethics, Business and Society (in English)</li> <li>• ESR3107 Corporate Environmental and Sustainable Management (in English)</li> <li>• ESR3108 Ethics, Business and Society</li> </ul> (Other / alternative events possible)
Prerequisites	Completed first stage of studies
Assessment Methods and duration	PLK/PLR/PLP/PLM; PLK - 60 minutes
Requirements for granting of credits	Successful completion of the examination
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 80 students
Language	German Sustainable Development: English
Module Duration	1 semester
Module Coordinator(s)	Volkert, Jürgen
Lecturer(s)	Professors of the Faculty of Economics and Law, especially from the Department of Economics
Subject area / course of study	Economics
Applicability in other programs	All business administration courses
Pedagogical Approach	Lecture with exercises
Objectives	Expansion of the economic value perspective to include ethical and social perspectives as well as their consequences for the increasingly significant social responsibility of companies in - globalization. The aim is to impart fundamental knowledge and skills for dealing with different demands on companies as well as approaches for expanded value and conflict management.

	<p>The module thus primarily serves to deepen knowledge and to acquire instrumental and systemic competence.</p>
Content	<p>The course is offered as an elective with the aforementioned specializations. All specializations deal with questions of corporate responsibility against the background of different value concepts and social demands in different cultures. The resulting restrictions and conflicts for entrepreneurial action as well as different alternatives for their goal-oriented consideration are discussed.</p> <p>In the specialization ESR3102/ESR3106/ESR3108, the importance of different values and norms for companies and society are discussed. The focus is on the goal-oriented handling of conflicts and dilemma situations with the help of ethics management systems, while at the same time clarifying the importance of order and individual ethics. Furthermore, special ethical challenges and strategies for the perception of corporate responsibility in globalization are discussed.</p> <p>In the specialization ESR3103/ESR3107, the consideration of ecological requirements in entrepreneurial activities is dealt with from an operational perspective. The focus is on sustainable development and the consequences this has for the economy. Conflicts of objectives are highlighted and solution strategies as well as concrete decision-making instruments are presented as examples.</p> <p>The specialization ESR3104/3105 provides insights into socio-economic processes and challenges regarding the need for sustainable development. The focus of the course is on the economic and social aspects of sustainability and their interrelationships. Students will understand the opportunities, challenges and responsibilities that arise from good governance, from society, from firms and from the national economy. Another goal is the competent handling of globalization criticism.</p> <p>The specialization "ESR3101 addresses social and economic conflicts from a historical context. It shows long-term economic and social structures in society, which are important for understanding today's economic and socio-political conflicts and an economic and social policy based on them.</p>
Literature	Depending on the elective chosen
Workload	Contact time 4 x 15 = 60 SWS and self-study to the extent of 90 h
Additional Remarks	<p>The module may also be taken as part of an equivalent performance during a semester of study abroad.</p> <p>English language modules are also offered in English as part of the International Study Program. Seminar credits earned in English will count toward the existing credit requirement in English.</p>
Last edited	September 2019



## GMT2100 - FOUNDATIONS OF MANAGEMENT ACCOUNTING

<b>Foundations of Management Accounting</b>	
Module ID	GMT2100
Semester	3
Credits	5
SWS	4
Frequency	winter semester only
Associated Courses	GMT2101 Management Accounting (4 SWS/5 credits)
Prerequisites	None
Assessment Methods and duration	PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination performance
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 80 students
Language	German or English (optional)
Module Duration	1 semester
Module Coordinator	Kropp, Matthias
Lecturer(s)	Professors of the ABWL department and lecturers
Subject area / course of study	General business administration
Applicability in other programs	All business administration courses
Pedagogical Approach	Lecture
Objectives	<p>The students will be able</p> <ul style="list-style-type: none"> <li>• ... to define and explain the central goals, terms, tasks and contents of cost and activity accounting.</li> <li>• ... to independently carry out cost type, cost center and cost unit calculations. They will also be able to calculate contribution margin and operating result and work out solutions for different questions from practice.</li> <li>• ... independently carry out cost type, cost center and cost unit calculations as well as contribution margin and operating result calculations and work out solutions for different questions from practice.</li> <li>• The module thus primarily serves to broaden and -deepen knowledge.</li> </ul>
Content	<ul style="list-style-type: none"> <li>• Basic concepts of cost accounting</li> <li>• Cost Element Accounting</li> <li>• Cost Center Accounting</li> <li>• Cost Object Controlling</li> </ul>

	<ul style="list-style-type: none"> <li>• Partial costing</li> <li>• Decision-oriented cost accounting / direct costing</li> </ul>
Relation to other modules	Preparation of all other BWL - modules of the second study section, builds on the BWL modules of the first study section.
Literature	<ul style="list-style-type: none"> <li>• Coenenberg, A.G.: Kostenrechnung und Kostenanalyse. Schäffer-Poeschel</li> <li>• Däumler, K.-D., Grabe, J.: Kostenrechnung 1, Grundlagen</li> <li>• Däumler, K.-D., Grabe, J.: Cost Accounting 2, Contribution Margin Accounting</li> <li>• Haberstock, L.: Kostenrechnung, Bd. 1: Einführung: mit Fragen, Aufgaben und Lösungen, S + W Steuer- u. Wirtschaftsverlag</li> <li>• Joos-Sachse, Th.: Controlling, Cost Accounting and Cost Management, Gabler</li> <li>• Olfert, K.: Kostenrechnung, Kiehl-Verlag</li>   <li>• Taschner, A./Charifzadeh, M.: Management and Cost Accounting, Wiley</li> </ul>
Workload	It is expected that the students spend 90 h for preparation, independent literature study, exercises and e-learning, in addition to the 4 x 15 = 60 SWS attendance time.
Additional Remarks	<b>The module is offered in the winter semester as part of the International Study Program as an English-language fast track with 6 contact hours/week and an early exam before Christmas</b>
Keywords	Accounting, Calculation, Cost Accounting
Last edited	March 2021

## GMT2110 - FINANCIAL MANAGEMENT

<b>Financial Management</b>	
Module ID	GMT2110
Semester	For the 4 courses of study focus "Business Administration / International Marketing", Business Administration / Taxation and Auditing" already recommended in semester 2 +3
Credits	7
SWS	6
Frequency	Every semester
Associated Courses	GMT2111 Financial Accounting, Investment and Finance I (3 credits) GMT2112 Financial Accounting, Investment and Finance II (4 credits)
Prerequisites	None
Assessment Methods and duration	PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination performance
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 80 students
Language	German or English (optional)
Module Duration	1 semester
Module Coordinator	Eichner, Korbinian
Lecturer(s)	Professors of the ABWL Department
Subject area / course of study	General business administration
Applicability in other programs	All study programs
Pedagogical Approach	Lecture with exercises
Objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• know the legal and business fundamentals of the preparation of commercial and international financial statements and</li> <li>• can assess the informative value of the financial statements.</li> <li>• can analyze the parts of a financial statement and assess and propose accounting policy measures.</li> <li>• know the essential criteria for assessing the profitability of operational investments and can apply, evaluate and compare methods of investment appraisal.</li> <li>• know the essential sources of financing of the company. They can assess the various sources in terms of their prerequisites and their advantages and compare them qualitatively and quantitatively in terms of their effects on the company's results.</li> </ul>

	<ul style="list-style-type: none"> <li>• know the main instruments of credit protection and can determine the capital requirements and debt servicing capacity of a company.</li> </ul> <p>The module thus primarily serves to broaden and -deepen knowledge.</p>
Content	<ul style="list-style-type: none"> <li>• Fundamentals of the annual financial statements (legal basis, tasks and elements, recognition and measurement principles)</li> <li>• Balance Sheet, Income Statement, Notes and Management Report</li> <li>• Balance sheet analysis and balance sheet policy</li> <li>• Operational investment management</li> <li>• Financial planning and capital structure design</li> <li>• External and internal financing</li> <li>• Credit protection, debt service capability</li> <li>• Fundamentals of international accounting (IAS / IFRS)</li> </ul>
Relation to other modules	Builds on the business administration modules of the first study section
Literature	<ul style="list-style-type: none"> <li>• Bacher, U.: Bilanzierung, Investition und Finanzierung, nwb-Verlag</li> <li>• Coenenberg, A.: Jahresabschluss und Jahresabschlussanalyse, Verlag Moderne Industrie</li> <li>• Däumler, K.-D.: Betriebliche Finanzwirtschaft, Verlag NWB</li> <li>• Hillier, D. et al, Corporate Finance, McGraw-Hill.</li> <li>• Meyer, C.: Bilanzierung nach Handels- und Steuerrecht, Verlag NWB</li> <li>• Nothhelfer, R.: Financial Accounting, De Gruyter Oldenbourg</li> <li>• Nothhelfer, R. et al: Übungsbuch zur Finanzwirtschaft, Oldenbourg</li> <li>• Olfert/Reichel: Financing, Friedrich Kiehl Verlag</li> <li>• Perridon, L. and Steiner, M.: Finanzwirtschaft der Unternehmung, Verlag Vahlen</li> <li>• Schildbach/Stobbe/Brösel: Der handelsrechtliche Jahresabschluss, Sternfels Verlag Wissenschaft und Praxis</li> <li>• Zantow, R.: Financing, Pearson</li> </ul>
Workload	6 x 15 = 90 SWS attendance time still 120 h for preparation, independent literature study, exercises and accompanying work
Additional Remarks	<p>The module is offered for the study programs "Business Administration / Taxes and Auditing" and "Business Administration / International Marketing" in semesters 2 +3, for the study program "Business Administration / Controlling, Finance and Accounting" it is already offered in semester 3.</p> <p>Successful completion of the module is a prerequisite for the THE4999 module.</p> <p>The module is also offered in English at least once a year in the summer semester as part of the International Study Program. The credits achieved in English will be counted towards the existing credit requirement in English.</p>

Keywords	Accounting, Financial Management, Financing Investment, Financial Management
Last edited	March 2021

## GMT4200 - BUSINESS MANAGEMENT

<b>Business Management</b>	
Module ID	GMT4200
Semester	7
Credits	8
SWS	4
Frequency	Each semester
Associated Courses	None
Prerequisites	Completed first stage of studies
Assessment Methods and duration	GMT3013 - Strategic Management: PLK - 60 minutes GMT4101 - Management Seminar: PLR/PLH/ PLP/PLM
Requirements for granting of credits	Successful passing of the respective examination performance in each case
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	GMT3013 - Strategic Management: max. 80 students GMT4101 - Management Seminar: max. 25 students
Language	GMT3013 - Strategic Management: English - The course is mandatory to be taken in English by students of BW/International Management. GMT4101 - Management Seminar: German
Module Duration	1 semester
Module Coordinator	Foschiani, Stefan; Terporten, Michael
Lecturer(s)	Professors of the ABWL Department
Subject area / course of study	General business administration
Applicability in other programs	The assigned courses are identical for all business programs, but modularized differently.
Pedagogical Approach	GMT3013 - Strategic Management: Lecture with Case Studies GMT4101 - Management Seminar: Seminar / Project Work
Objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• understand the process of developing appropriate business objectives and managing their implementation in practice (management - process).</li> <li>• Understand the company as a customer-oriented value creation process</li> <li>• know methods for its analysis and improvement.</li> <li>• are familiar with various management principles, techniques and models and can assess and apply their advantages and disadvantages as well as their impact on the management and results of a company.</li> </ul>

	<ul style="list-style-type: none"> <li>• have a holistic view of a commercially managed company and can assess the consequences of business decisions on the company's results.</li> <li>• know basic strategies for increasing corporate value and know how to apply these to corporate functions.</li> <li>• Students are able to familiarize themselves with specific complex economic issues within a short period of time, penetrate and analyze them professionally, and come up with their own solutions. They understand how to summarize the solution approaches both scientifically and for practical implementation in writing and to present them professionally.</li> </ul> <p>The module thus primarily serves to deepen knowledge and to acquire instrumental competence. In particular, the sub-module "Management Seminar" also contributes significantly to the teaching of systemic competence and communicative competence.</p>
Content	<p>This course "Business Management" considers the strategic problems that a company faces and the current explanatory principles and tools that lead to a solution. The main topics are: Introduction to Strategic Management, the strategic options, the operational audit, the analysis of the performance chain, benchmarking, the analysis of the industry, competitive analysis, evaluation of the strategic position, the forecast of the future, corporate culture and mission statement.</p>
Relation to other modules	<p>Builds on the previous business administration modules.</p>
Literature	<p>Strategic Management:</p> <ul style="list-style-type: none"> <li>• Ehrmann, Harald: Corporate planning, Kiehl-Verlag</li> <li>• Macharzina, K.: Unternehmensführung: das internationale Managementwissen, Gabler - Verlag</li> <li>• Welge, M. and Al-Laham, A.: Strategisches Management: Grundlagen, Prozess, Implementierung, Gabler - Verlag</li> <li>• Kreikebaum, H.: Strategic Corporate Planning, Kohlhammer Verlag</li> <li>• Kotler, P. and Bliemel, F.: Marketing - Management: Analysis, Planning, Implementation, Control, Schaeffer - Poeschel - Verlag</li> <li>• Pape, U.: Wertorientierte Unternehmensführung und Controlling, Verlag Wissenschaft und Praxis</li> <li>• Baum, Heinz-Georg et al.: Strategisches Controlling, Schäffer-Poeschel</li> <li>• Besanko, David et al: Economics of Strategy, John Wiley &amp; Sons, Inc.</li> <li>• Heracleous, Loizos: Strategy and Organization, Cambridge University Press</li> <li>• Szenario-Management, Jürgen et al.: Szenario-Management, Carl Hanser Verlag</li> </ul> <p>Management Seminar: Literature depending on the topic</p>
Workload	<p>In addition to the 4 x 15 = 60 SWS attendance time (over 2 semesters), students are expected to spend an additional 180 h</p>

	for preparation, independent literature study, exercises, presentation and accompanying work.
Additional Remarks	The course "Strategic Management" is also offered in English as part of the International Study Program.
Keywords	Corporate Governance Management
Last edited	September 2019



**INS3070 - INTERNSHIP SEMESTER**

<b>Internship Semester</b>	
Module ID	INS3070
Semester	6
Credits	29 credits
SWS	2
Frequency	Each semester
Associated Courses	INS3021: Internship (26 credits) INS3071: Accompanying course of the internship- International Marketing (block course) (3 credits; 2 SWS)
Prerequisites	None
Assessment Methods and duration	INS3071 Block course: UPL / Participation
Requirements for granting of credits	INS3021: Internship semester must be evidenced by an internship contract of at least 100 working days (after adjusting for vacation/sick days) and internship reports.  INS3071: Participation in the block course
Significance for the Final Grade	The module does not count towards the bachelor's final grade.
Planned group size	INS3021: not applicable INS3071: approx. 30
Language	German
Module Duration	1 semester
Module Coordinator	Prof. Dr. Nadine Walter
Lecturer(s)	-
Subject area / course of study	International Marketing
Applicability in other programs	-
Pedagogical Approach	-
Prerequisite modules/courses	Completion of the first stage of study (=entry requirement for internship semester)
Obejctives	<p>INS3021: Internship Semester:</p> <p>Students</p> <ul style="list-style-type: none"> <li>• learn to navigate around the environment of their internship</li> <li>• are able to apply the skills they have acquired during their study so far</li> <li>• get to know the operational area of the previous study contents and expand their knowledge</li> </ul> <p>The module thus primarily serves the acquisition of instrumental and systemic competence. It also makes a significant contribution to communicative competencies of the students.</p>

	<p>INS3071: Block Course:</p> <p>Objectives of the course:</p> <p>1. preparation for the thesis The block seminar is intended to provide an introduction to scientific work and thus a systematic preparation for the thesis.</p> <p>2. "Debrief" of the internship The objective is to reflect the learning experience of the internship based on the final report prepared.</p>
Content	The internship semester must be completed in a professional field relevant to the BW/International Marketing degree program. An internship abroad is possible.
Relation to other modules	-
Literature	None
Workload	<p>INS3021: The internship semester consists of 26 credits and requires at least 100 working days of internship.</p> <p>INS3071: Contact time 2 x 15 = 30 SWS and self-study amounting to 45 h</p>
Additional Remarks	The internship semester can also be started despite open exams of the first stage of study.

**EXA4999 - FINALS**

<b>Finals</b>	
Module ID	EXA4999
Semester	7
Credits	5
SWS	2
Frequency	Each semester
Associated Courses	COL4999 Scholarly Colloquium (2 credits) ORA4999 Oral Examination (3 credits)
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	Scholarly Colloquium: UPL / Participation Oral Examination: PLM
Requirements for granting of credits	Scholarly Colloquium: Participation Oral Bachelor examination: successful passing of the examination performance
Significance for the Final Grade	The Scholarly Colloquium does not count towards the bachelor's degree grade, while the Oral Examination counts towards the bachelor's degree grade with a weighting of 3 credits.
Planned group size	max. 3 students
Language	Scholarly Colloquium: German or English (optional) Oral Examination: German
Module Duration	1 semester
Module Coordinator	Prof. Dr. Nadine Walter
Lecturer(s)	Prof. Dr. Nadine Walter
Subject area / course of study	International Marketing
Applicability in other programs	Not usable
Pedagogical Approach	Scholarly Colloquium: teaching talk
Objectives	<p>Scholarly Colloquium:</p> <p>The students</p> <ul style="list-style-type: none"> <li>• discuss the essential contents of the planned bachelor thesis with the first reviewer</li> <li>• are able to present the main aspects of the chosen topic, are able to face acritical discussion</li> <li>• structure the chosen topic in a meaningful way</li> </ul> <p>Oral Exam:</p> <p>Students are able to answer questions related to the content of International Marketing in particular.</p> <p>Thus, the module primarily serves the acquisition of instrumental and systemic competence. It also contributes to the teaching of communicative competence.</p>

Content	<p>Scholarly colloquium:</p> <p>Presentation of the contents of the planned or just started bachelor thesis and its critical discussion with the first examiner.</p> <p>Oral Exam:</p> <p>Reflection, with the focus of the contents of International Marketing</p>
Relation to other modules	Final course of the study program
Literature	Depending on the course of study and topic of the final thesis
Workload	<p>Scholarly Colloquium: 60h</p> <p>Oral Examination: 90h</p> <p>for preparation / self-study</p>
Additional Remarks	The oral Bachelor examination requires separate registration with the examination office.
Keywords	Final exam
Last edited	September 2019

**THE4999 - THESIS**

<b>Thesis</b>	
Module ID	THE4999
Semester	7
Credits	12 credits
SWS	None
Frequency	Anytime
Associated Courses	- (Thesis)
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	PLT
Requirements for granting of credits	Passing the examination performance
Significance for the Final Grade	The module is included in the Bachelor's final grade with a weighting of 12 credits.
Planned group size	Not applicable
Language	German or English (optional)
Module Duration	3 months
Module Coordinator	Prof. Dr. Nadine Walter
Lecturer(s)	Professors of the university
Subject area / course of study	All courses and fields of study
Applicability in other programs	Equal for all business administration bachelor programs
Pedagogical Approach	Scientific work
Objectives	<p>Students will be able to</p> <ul style="list-style-type: none"> <li>• to work on a topic scientifically and to analyze its aspects critically</li> <li>• develop possible solutions</li> </ul> <p>The module thus primarily serves to deepen knowledge and to acquire instrumental and systemic competence. It also contributes significantly to the teaching of communicative competence.</p>
Content	Preparation of a comprehensive scientific term paper
Relation to other modules	Depending on the chosen topic
Literature	Depending on the chosen topic
Workload	360 hours of self-study/thesis preparation
Additional Remarks	The processing time of the thesis is three months.
Last edited	September 2019

## Second stage of studies - Program-specific modules (Outgoings)

### MCO2050 - FUNDAMENTALS OF MARKETING

<b>Fundamentals of Marketing</b>	
Module ID	MCO2050
Semester	2
Credits	5
SWS	4
Frequency	Each summer semester
Associated Courses	MCO2052 Fundamentals of Marketing
Prerequisites	None
Assessment Methods and duration	PLK - 60 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	The module is included in the credit-weighted average grade of the preliminary examination (examination achievements of the first stage of study, §17 Abs. 3 Stu-PO), which in turn counts to the final bachelor grade with a weight of 30 credits.
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Walter, Nadine
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	This module can also be taken by the study programs "Business Administration / Advertising" and "Business Administration / Market Research and Consumer Psychology"(there: MAR1100).
Pedagogical Approach	Lecture with exercises
Objectives	The course will provide the students with a comprehensive understanding of the concepts and principles of Marketing and its applications.
Content	<p><b>Market environment and marketing strategy</b></p> <ul style="list-style-type: none"> <li>• Marketing concept</li> <li>• Market environment</li> <li>• Marketing strategies</li> <li>• Consumer buying behaviour</li> <li>• Market segmentation, targeting and positioning</li> </ul> <p><b>Marketing mix</b></p> <ul style="list-style-type: none"> <li>• Product</li> <li>• Fire</li> </ul>

	<ul style="list-style-type: none"> <li>• Price</li> <li>• Promotion</li> <li>• Place</li> </ul> <p><b>Marketing plan and implementation</b></p> <ul style="list-style-type: none"> <li>• Marketing plans</li> <li>• Implementation and control</li> </ul>
Relation to other modules	This module provides the basis for advanced courses of the study program Bachelor International Marketing.
Literature	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Workload	<ul style="list-style-type: none"> <li>• Jobber, D./ Fahy, J.: Foundations of Marketing, McGraw-Hill Higher Education.</li> <li>• Kotler, P./Keller, K.L.: Marketing Management, Pearson.</li> <li>• Jobber, D.: Principles and Practice of Marketing, McGraw-Hill Higher Education.</li> </ul>
Additional Remarks	The module is also offered to exchange students of the International Study Program
Keywords	Fundamentals, marketing, marketing strategy, marketing mix, marketing instruments, marketing planning, branding
Last edited	September 2019

## MAR2040 - FUNDAMENTALS OF MARKET RESEARCH

<b>Fundamentals of Market Research</b>	
Module ID	MAR2040
Semester	3
Credits	5
SWS	4
Frequency	Each winter semester
Associated Courses	MAR2041 Market- and Consumer Psychology MAR2042 Fundamentals of Market Research
Prerequisites	None
Assessment Methods and duration	PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Professors of other study programs
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	This module can also be taken by the study programs "Business Administration / Advertising" and "Business Administration / Market Research and Consumer Psychology"(there: MAR1100). The credits will be granted as part of the 12-credit-regulation.
Pedagogical Approach	Lecture with exercises
Objectives	<p><b>Fundamentals of Market Research</b> Students understand the methodological approach, the instruments and the benefits of market research</p> <p><b>Market and Consumer Psychology</b> Students know the psychological influencing factors and the market and communication-related fundamentals of consumer behaviour</p>
Content	<p><b>Fundamentals of Market Research</b></p> <ul style="list-style-type: none"> <li>• Planning, organisation and conduction of market research projects</li> <li>• Data generation methods (survey, observation, experiment) and its applications</li> </ul>



	<ul style="list-style-type: none"> <li>• Data analysis, interpretation and presentation of results of market research data</li> </ul> <p><b>Market and Consumer Psychology</b></p> <ul style="list-style-type: none"> <li>• Consumer pre-purchase <ul style="list-style-type: none"> <li>- Need recognition</li> <li>- Information processing: Exposure and attention, perception and comprehension</li> <li>- Opinion formation and learning</li> <li>- Memory</li> <li>- Consumer evaluation</li> </ul> </li> <li>• Consumer purchase <ul style="list-style-type: none"> <li>- Choices and biases</li> <li>- Purchase</li> </ul> </li> <li>• Consumer post-purchase <ul style="list-style-type: none"> <li>- Consumption and customer satisfaction/dissatisfaction</li> <li>- Customer-brand relationship and customer loyalty</li> </ul> </li> <li>• External influences <ul style="list-style-type: none"> <li>- Individual characteristics</li> <li>- Environmental influences</li> </ul> </li> </ul>
Relation to other modules	This module provides the basis for advanced courses of the study program Bachelor International Marketing.
Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<p><b>Fundamentals of market research</b></p> <ul style="list-style-type: none"> <li>• Hague, P.N./Hague, N./ Morgan, C.-A.: Market research: a guide to planning, methodology and evaluation, Kogan Page.</li> <li>• Malhotra, N.K.: Marketing Research, 6<sup>th</sup> edition, Prentice Hall.</li> </ul> <p><b>Market and consumer psychology</b></p> <ul style="list-style-type: none"> <li>• Kardes, Frank/ Cline, Thomas/ Cronley, Maria: Consumer Behavior. Science and practice. South Western.</li> <li>• Solomon M.: Consumer Behavior - Buying, Having and Being, Pearson Prentice-Hall.</li> </ul>
Additional Remarks	The module is also offered to exchange students of the International Study Program
Keywords	Market research, marketing research, market psychology, consumer behaviour, consumer psychology
Last edited	September 2019

## MCO2040 - MARKETING COMMUNICATIONS

<b>Marketing Communications</b>	
Module ID	MCO2040
Semester	5
Credits	5
SWS	4
Frequency	Each winter semester
Associated Courses	Marketing Communications
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	PLH/PLR/PLK/PLM
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Lecturer at partner university
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None (module is provided by partner university)
Pedagogical Approach	Lecture with excercises
Objectives	Students understand the importance, influencing factors and contents of marketing communication. They know the goals and functions of marketing communication and are familiar with the marketing communication instruments and can apply these. They are able to develop communication- and advertising strategies and planning as well as implement these.
Content	<p><b>Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• Definition and contents of marketing communication</li> <li>• Importance and influencing factors of marketing communication</li> <li>• Goals and aims of advertising</li> <li>• Marketing communication instruments</li> <li>• Strategic communication and advertising planning</li> </ul>
Relation to other modules	This module provides the basis for advanced courses of the study program Bachelor International Marketing.

Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<ul style="list-style-type: none"> <li>• Belch, G./Belch M.: Advertising and Promotion, McGraw-Hill/Irwin.</li> <li>• Smith, P.R./ Zook, Z.: Marketing Communications: Offline and Online Integration, Engagement and Analytics, Kogan Page.</li> <li>• Dahlen, M./ Lange, F.: Marketing Communications: A Brand Narrative Approach, Wiley.</li> </ul>
Additional Remarks	None
Keywords	Marketing communication, advertising, promotions, social media
Last edited	September 2019

**BIM2010 - MARKETING MIX**

<b>Marketing Mix</b>	
Module ID	BIM2010
Semester	4
Credits	6
SWS	4
Frequency	Each summer semester
Associated Courses	Marketing Mix
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	PLH/PLR/PLK/PLM
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Lecturer at partner university
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None (module is provided by partner university)
Pedagogical Approach	Lecture with exercises
Objectives	Students get an advanced knowledge in the development and application of marketing instruments with a special emphasis on product, pricing, and/or branding.
Content	<p><b>Product policy</b></p> <ul style="list-style-type: none"> <li>• Trends influencing product policy</li> <li>• Principles of product policy</li> <li>• Product life cycle</li> <li>• Product variation, product differentiation, product elimination</li> <li>• Product innovation</li> <li>• Branding</li> </ul> <p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>• Foundations on pricing</li> <li>• Setting the price</li> <li>• Adapting the price and initiating/responding to price changes</li> </ul>

	<p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• Brand value (brand awareness, brand image, brand identity, brand associations, brand personality, brand relationship)</li> <li>• Brand elements</li> <li>• International branding</li> <li>• Brand management</li> <li>• Brand portfolios</li> </ul>
Relation to other modules	This module builds upon knowledge of the course Fundamentals of Marketing.
Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 120 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<p><b>Product policy</b></p> <ul style="list-style-type: none"> <li>• Trott, P.: Innovation Management and New Product Development, FT Prentice Hall.</li> <li>• Crawford, M./Di Benedetto, A.: New Products Management, McGraw-Hill International Edition.</li> </ul> <p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• Keller, K.: Strategic Brand Management, Pearson International Edition.</li> </ul> <p><b>Pricing:</b></p> <ul style="list-style-type: none"> <li>• Smith, T.S.: Pricing Strategy, South West College Pub.</li> <li>• Nagle, T./Hogan, J.: The Strategy and Tactics of Pricing, Pearson International Edition.</li> </ul>
Additional Remarks	None
Keywords	Market research, marketing research, market psychology, consumer behaviour, consumer psychology
Last edited	September 2019

**BIM3030 - MARKETING RESEARCH**

<b>Marketing Research</b>	
Module ID	BIM3030
Semester	4
Credits	9
SWS	6
Frequency	Each winter semester
Associated Courses	Marketing Research
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	PLH/PLR/PLK/PLM
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Lecturer at partner university
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None (module is provided by partner university)
Pedagogical Approach	Lecture with exercises
Objectives	<p><b>Survey development</b> Student develop a valid survey and implement it in an online questionnaire (e.g. Questback).</p> <p><b>Qualitative Market Research</b> Students get an in-depth knowledge on the most relevant psychological-qualitative research methods. They learn to apply these and analyse/interpret the findings.</p>
Content	<p><b>Survey development</b></p> <ul style="list-style-type: none"> <li>• Validity and reliability of questions</li> <li>• Selection of answer scales</li> <li>• Conceptualizing a survey</li> <li>• Programming an online questionnaire</li> </ul> <p><b>Qualitative Market Research</b></p> <ul style="list-style-type: none"> <li>• Sample selection and data gathering instruments</li> <li>• Development of problem statement (brief) and constructing the story</li> </ul>

	<ul style="list-style-type: none"> <li>• Methods of exploration and moderation</li> <li>• Analysis and interpretation of psychological-qualitative data</li> </ul>
Relation to other modules	This module builds upon knowledge of the course MAR2040 Basics of Market and Communication Research.
Workload	It is expected that the students spend (on top of the class times of 6 x 15 = 90 SWS) 180 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<p><b>Survey development</b></p> <ul style="list-style-type: none"> <li>• Malhotra, K.M.: Marketing Research, Prentice Hall.</li> <li>• Dillman, D.A./ Smyth, J.D.: Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method, Wiley.</li> </ul> <p><b>Qualitative Market Research</b></p> <ul style="list-style-type: none"> <li>• Belk, R.W./Fischer, E./ Kozinets, R.: Qualitative Consumer and Marketing Research, Sage Publications.</li> <li>• Krueger, R.A./Casey, M.A.: Focus groups research, Sage Publications.</li> </ul>
Additional Remarks	None
Keywords	Market research, marketing research, survey development, qualitative market research
Last edited	September 2019

**BIM3000 - SPECIAL ASPECTS IN MARKETING**

<b>Special Aspects in Marketing</b>	
Module ID	BIM3000
Semester	5
Credits	9
SWS	6
Frequency	Each winter semester
Associated Courses	Special Aspects in Marketing
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	PLH/PLR/PLK/PLM
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Lecturer at partner university
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None (module is provided by partner university)
Pedagogical Approach	Lecture with exercises
Objectives	The course covers specific topics in Marketing to deepen the knowledge in respective fields which are of high importance. This includes special topics within marketing instruments (e.g. Pricing, Sales/Distribution) or marketing planning (e.g. Marketing Controlling).
Content	<p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>• Tactical Pricing and Pricing Strategy</li> <li>• Value Creation: Price and Value Measurement</li> <li>• Price Structure and Value Communication</li> <li>• Pricing Policy for Marketing</li> <li>• Financial Analysis: Price Level and Costs</li> <li>• Competing with price: Pricing Over the Product Life Cycle</li> <li>• Ethics and the Law in Pricing</li> </ul> <p><b>Sales and distribution</b></p> <ul style="list-style-type: none"> <li>• Introduction to Sales and Distribution               <ul style="list-style-type: none"> <li>- Sales Techniques &amp; Management</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>- Commercial Distribution &amp; Marketing Channels</li> <li>• Sales Technique &amp; Management             <ul style="list-style-type: none"> <li>- Professional Selling Process &amp; skills</li> <li>- Sales Controlling &amp; Management</li> <li>- Sales Organization</li> </ul> </li> <li>• Commercial Distribution &amp; Marketing Channels             <ul style="list-style-type: none"> <li>- Marketing Channels Dynamics</li> <li>- The Environment in Marketing Channels</li> <li>- Distribution Strategies in a Competitive Environment</li> <li>- Retail and Wholesale</li> <li>- The Concept Store</li> <li>- Inventory Management</li> <li>- Price and Margins</li> <li>- Logistics for International Distribution</li> </ul> </li> </ul> <p><b>Marketing planning and controlling</b></p> <ul style="list-style-type: none"> <li>• Situation Analysis</li> <li>• Marketing Strategy</li> <li>• Performance Planning</li> <li>• Performance Metrics and Strategy Implementation</li> <li>• Market-based Management and Financial Performance</li> <li>• Marketing controlling</li> </ul>
Relation to other modules	This module builds upon knowledge of the course MCO1010 or MCO2050 Fundamentals of Marketing.
Workload	It is expected that the students spend (on top of the class times of 6 x 15 = 90 SWS) 180 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>• Smith, T.S.: Pricing Strategy, South West College Pub.</li> <li>• Nagle, T./Hogan, J.: The Strategy and Tactics of Pricing, Pearson International Edition.</li> </ul> <p><b>Sales and distribution</b></p> <ul style="list-style-type: none"> <li>• Coughlan, A., Anderson, E., Stern, L., &amp; El-Ansary, A.: Marketing channels, Prentice Hall.</li> <li>• Dent, J.: Distribution channels, Kogan Page.</li> <li>• Johnston, M., Marshall, G.: Sales Force Management, Routledge.</li> <li>• Jobber, D./Lancaster, G.: Selling and Sales Management, Pearson.</li> </ul> <p><b>Marketing planning and controlling</b></p> <ul style="list-style-type: none"> <li>• Kotler, P., &amp; Keller, K.L.: Marketing Management, Pearson.</li> </ul>
Additional Remarks	None

Keywords	Special aspects marketing, pricing, sales, distribution, marketing planning, marketing controlling
Last edited	September 2019

**BIM3010 - MARKET RESEARCH PROJECT**

<b>Market Research Project</b>	
Module ID	BIM3010
Semester	5
Credits	5
SWS	2
Frequency	Each winter semester
Associated Courses	Market Research Project
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	PLP
Requirements for granting of credits	Successful passing of the presentation
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 30 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Lecturer at partner university
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None (module is provided by partner university)
Pedagogical Approach	Seminar
Objectives	The course enables the students to apply theoretical marketing knowledge. Students learn to get used to specific complex marketing problems, to analyse these and develop their own solutions. Students will be able to independently conduct a marketing project in a team. They learn to summarise their solutions verbally and present their solutions orally.
Content	Specific practical problems in the field of marketing
Relation to other modules	This module builds upon knowledge of the course MCO1010 or MCO2050 Fundamentals of Marketing.
Workload	It is expected that the students spend (on top of the class times of $2 \times 15 = 30$ SWS) 120 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	TBD depending on content of the project
Keywords	Seminar, project, market research project, company project
Last edited	September 2019

**BIM2110 - FORECASTING FOR DECISION MAKING**

<b>Forecasting for Decision Making</b>	
Module ID	BIM2110
Semester	4
Credits	6
SWS	4
Frequency	Each summer semester
Associated Courses	Forecasting for Decision Making
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	PLH/PLR/PLK/PLM
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 30 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Lecturer at partner university
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None (module is provided by partner university)
Pedagogical Approach	Lecture with exercises
Objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• Understand problems with empirical research und are able to analyse date professionally</li> <li>• Take confident decisions and apply on statistical methods on existing research questions</li> <li>• Understand and can apply uni-, bi- and multivariate techniques</li> <li>• Are able to conduct data analysis in SPSS and interpret the results correctly</li> <li>• Can present result comprehensively and can summarize these in a research report</li> <li>• Understand differences in selection methods and know their usage</li> </ul>
Content	<p>This course provides the necessary skills to analyse data computer-based and interpret it.</p> <p>Students should be able to analyse generated data and apply the respective data analysis methods. Special emphasis is based on problem-identification and interpretation of uni-, bi- and multi-variate methods. Examples of market research are</p>

	used to professionally apply the methods. Computer-based application of complex multi-variate methods with statistics software (SPSS or STATA) should be conducted. The quantitative research is key in the lecture: from the operationalization of single information to uni-, bi- and multi-variate data.
Relation to other modules	This module builds upon knowledge of the course MAR2040 Fundamentals of Market Research.
Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 120 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<ul style="list-style-type: none"> <li>• Janssens, W., Wijnen, K., Pelsmacker de, P., Kenvove van, P.: Marketing Research with SPSS, Essex, Pearson Education.</li> <li>• Malhotra, N. K: Marketing Research. An Applied Approach, Pearson.</li> <li>• Malhotra, N. K, Birks, D. F.: Marketing Research. An Applied Approach, Pearson.</li> <li>• Saunders, M.; Lewis, P. und Thornhill, A.: Research Methods for Business Students, Essex (Prentice Hall).</li> <li>• Day, R.A.: How to write &amp; publish a scientific paper.</li> </ul>
Additional Remarks	None
Keywords	Data management, data analysis, multivariate analysis, reporting, SPSS
Last edited	September 2019

**IBU2100 - INTRODUCTION TO INTERNATIONAL BUSINESS**

<b>Introduction to International Business</b>	
Module ID	IBU2100
Semester	4
Credits	6
SWS	5
Frequency	Each summer semester
Associated Courses	Introduction to International Business
Prerequisites	Completion of the first stage of study
Assessment Methods and duration	PLH/PLR/PLK/PLM
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Lecturer at partner university
Subject area / course of study	Bachelor International Business
Applicability in other programs	None (module is provided by partner university)
Pedagogical Approach	Lecture with exercises
Objectives	<ul style="list-style-type: none"> <li>• You will become familiar with the basics of international business</li> <li>• You will understand theory and praxis of international corporation</li> <li>• You will learn how to small and multinational corporations act in the global economy</li> <li>• You will understand the impacts of doing business abroad</li> </ul>
Content	<p><b>First part:</b> national differences in political economy and differences in Culture. International Trade Theories and the Political Economy of International Trade, concepts of Foreign Direct Investment and the Regional Economic Integration.</p> <p><b>Second part:</b> The basic principles of international business with particular emphasis on the role of international markets in shaping management decisions of large and medium size firms. Regular and extensive reading of quality international periodicals, and case studies.</p>

	<p><b>Third part:</b> international finance and accounting. International capital markets, sources of financing, exposure to foreign exchange risk, transfer pricing and basic principles of international taxation. Introduction into international consolidation and currency translation and differences between national and international accounting standards. Differences between accounting standards according to German Commercial Code (HGB) and International Financial Reporting Standards (IFRS / IAS).</p> <p>Parts 1 &amp; 2 are combined to form section 1. The third part corresponds to section 2.</p>
Relation to other modules	None
Workload	It is expected that the students spend (on top of the class times of 5 x 15 = 75 SWS) 105 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<ul style="list-style-type: none"> <li>• A copy of the slides used in the lectures</li> <li>• Hill, Charles W. L.: International Business: Competing in the Global Marketplace McGraw Hill, NY.</li> <li>• Eiteman, D.K. / Stonehill, A.I. / Moffett, M.H.: Multinational Business Finance, latest edition.</li> <li>• Nobes, C. / Parker, R., Comparative International Accounting, Harlow, England et al, latest edition</li> <li>• Other reference books (tbd)</li> </ul>
Additional Remarks	None
Keywords	International Business, International Management, International Trade, FDI, Multinational Enterprises (MNE)
Last edited	September 2019

**BIM3020 - ELECTIVES**

<b>Electives</b>	
Module ID	BIM3020
Semester	5
Credits	9
SWS	6
Frequency	Each winter semester
Associated Courses	<ul style="list-style-type: none"> <li>• International Marketing (3 credits)</li> <li>• Service Marketing (3 credits)</li> <li>• Dialogue Marketing (3 credits)</li> </ul> Alternative lectures possible
Prerequisites	Completion of the first period of study
Assessment Methods and duration	PLH/PLR/PLK/PLM
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Lecturer at partner university
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None (module is provided by partner university)
Pedagogical Approach	Lecture with exercises
Objectives	The students get deeper insights into specific areas of Marketing. This can include a specific geographical focus (e.g. International Marketing), special industries (e.g. service marketing, consumer goods marketing, B2B marketing) and/or selected state-of-the art topics (e.g. Dialogue Marketing, F-Commerce, M-Commerce)
Content	<b>Overview of possible electives:</b> <b>International Marketing</b> <ul style="list-style-type: none"> <li>• Overview of International marketing management               <ul style="list-style-type: none"> <li>- Development of a global marketing plan</li> <li>- Marketing processes and the role of team work</li> <li>- Cross-cultural management</li> </ul> </li> <li>• International market analysis               <ul style="list-style-type: none"> <li>- Macro-economic factors (economic, political-legal, socio-cultural)</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>- Micro-economic and company specific factors (competition, customer intermediaries, stakeholders)</li> <li>- Market definition and segmentation</li> <li>- Consumer behavior and research</li> <li>- Global market trends</li> <li>• Purchase decision process             <ul style="list-style-type: none"> <li>- Phases of the decision process and their impact on marketing</li> <li>- Decision makers and assessment criteria in B2B, B2C and service markets</li> <li>- Decision making</li> </ul> </li> <li>• Positioning of companies and brands             <ul style="list-style-type: none"> <li>- Nature and value of brands; common brand models</li> <li>- Positioning</li> <li>- Local and global brands - standardization and adaptation</li> </ul> </li> <li>• International marketing mix             <ul style="list-style-type: none"> <li>- International products and services</li> <li>- International pricing</li> <li>- International distribution</li> <li>- International communication</li> </ul> </li> </ul> <p><b>Service marketing</b></p> <ul style="list-style-type: none"> <li>• Building the Service Model             <ul style="list-style-type: none"> <li>- Service Concept Development and Service Delivery Process</li> <li>- Pricing of Services</li> <li>- Communication Mix</li> <li>- Consumer Behavior in Services</li> </ul> </li> <li>• Managing the Customer Interface             <ul style="list-style-type: none"> <li>- Demand and Capacity Management</li> <li>- Service Environment</li> <li>- People Management</li> </ul> </li> <li>• Implementing Profitable Service Strategies             <ul style="list-style-type: none"> <li>- Customer relationship and loyalty</li> <li>- Complaint Handling and Service Recovery</li> </ul> </li> </ul> <p><b>Dialogue Marketing</b></p> <ul style="list-style-type: none"> <li>• The Dialogue process</li> <li>• Information and data systems</li> <li>• Target groups models in dialogue marketing</li> <li>• Customer retention models</li> <li>• Instruments of dialogue marketing</li> <li>• Strategies and concepts of dialogue marketing campaigns</li> </ul>
Relation to other modules	None
Workload	It is expected that the students spend (on top of the class times of 6 x 15 = 90 SWS) 180 hours of preparation and debrief time,

	individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<p><b>International Marketing</b></p> <ul style="list-style-type: none"> <li>• Hollensen, S.: Global marketing: a decision-oriented approach, Prentice Hall Financial Times,</li> <li>• Cateora, P./Gilly, M./Graham J.: International marketing, Mc-Graw-Hill.</li> </ul> <p><b>Service marketing</b></p> <ul style="list-style-type: none"> <li>• Lovelock, C./ Wirtz, J.: Services Marketing: People, Technology, Strategy, Pearson International Edition, Pearson Education</li> <li>• Zeithaml, V./ Bitner, M.-J. / Gremler, D.: Service Marketing, Mc-Graw Hill International Edition, McGraw-Hill Higher Education.</li> </ul> <p><b>Dialogue Marketing</b></p> <ul style="list-style-type: none"> <li>• Middleton, D.: Marketing in the participation age, John Wiley &amp; Sons.</li> <li>• Lee, N.A./ Kotler, P.A.: Social Marketing, Sage Publications.</li> </ul>
Additional Remarks	None
Keywords	Electives, international marketing, service marketing, dialogue marketing, consumer goods marketing, b2b marketing, f-commerce, m-commerce
Last edited	September 2019

**LAN3110 – BUSINESS LANGUAGE**

<b>Business Language</b>	
Module ID	See individual course numbers
Semester	<ul style="list-style-type: none"> <li>• LAN 3111 Business Language I</li> <li>• LAN 3112 Business Language II</li> </ul>
Credits	6
SWS	4
Frequency	<ul style="list-style-type: none"> <li>• LAN 3111 Business Language I (fourth semester)</li> <li>• LAN 3112 Business Language II (fifth semester)</li> </ul>
Associated Courses	-
Prerequisites	None
Assessment Methods and duration	PLH/PLR/PLK/PLM
Requirements for granting of credits	Successful passing of the examinations
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 30 students
Language	Dependant on country of study abroad
Module Duration	Each 1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Language instructors
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None
Pedagogical Approach	Seminar
Applicability in other programs	-
Content	Language or intercultural class
Relation to other modules	-
Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 120 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	TBD depending on course
Additional Remarks	None
Keywords	Language
Last edited	September 2019

## Modules for (Incomings)

### GMT3090 - INTERNATIONAL MANAGEMENT

<b>International Management</b>	
Module ID	GMT3090
Semester	4
Credits	6
SWS	5
Frequency	Each winter semester
Associated Courses	GMT3116 International Management or GMT3422 International Management
Prerequisites	None
Assessment Methods and duration	PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	35-40 students
Language	English
Module Duration	1 semester
Module Coordinator	Saldsieder, Kai
Lecturer(s)	Saldsieder, Kai
Subject area / course of study	General Management
Applicability in other programs	Elective for all Bachelor Programs
Pedagogical Approach	The didactical approach is a formal lecture accompanied by exercises and discussions.
Objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• get to know the different forms of internationalization processes of companies and can successfully cope with an international environment,</li> <li>• are able to market products and services internationally based on the acquired competencies.</li> <li>• do know the specific context and challenges of companies operating in an international environment and are able to fill management positions in internationally oriented departments.</li> </ul>
Content	The lecture deals with internationalization processes of companies, International Marketing and the legal environment of foreign activities.
Relation to other modules	None

Workload	It is expected that the students spend (on top of the class times of 5 x 15 = 75 SWS) 105 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<ul style="list-style-type: none"><li>• Czinkota, M.R., Ronkainen, I.A. et. al, International Business.</li><li>• Griffin, R.W., Pustay, M.W., International Business.</li><li>• Hollensen, S.: Global Marketing, Pearson</li><li>• Johansson, J.J., Global Marketing</li></ul>
Additional Remarks	None
Last edited	September 2019

## MCO2050 - FUNDAMENTALS OF MARKETING

<b>Fundamentals of Marketing</b>	
Module ID	MCO2050
Semester	4
Credits	5
SWS	4
Frequency	Each winter semester
Associated Courses	MCO2052 Fundamentals of Marketing
Prerequisites	None
Assessment Methods and duration	PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Walter, Nadine
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	This module can also be taken by the study programs "Business Administration / Advertising", "Business Administration / Market and Communication Research" and "Business Administration / Media Management and Advertising Psychology".
Pedagogical Approach	Lecture with exercises
Objectives	The course will provide the students with a comprehensive understanding of the concepts and principles of Marketing and its applications.
Content	<p><b>Market environment and marketing strategy</b></p> <ul style="list-style-type: none"> <li>• Marketing concept</li> <li>• Market environment</li> <li>• Marketing strategies</li> <li>• Consumer buying behaviour</li> <li>• Market segmentation, targeting and positioning</li> </ul> <p><b>Marketing mix</b></p> <ul style="list-style-type: none"> <li>• Product</li> <li>• Brand</li> <li>• Price</li> <li>• Promotion</li> <li>• Place</li> </ul>

	<b>Marketing plan and implementation</b> <ul style="list-style-type: none"> <li>• Marketing plans</li> <li>• Implementation and control</li> </ul>
Relation to other modules	This module provides the basis for advanced courses of the study program Bachelor International Marketing.
Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<ul style="list-style-type: none"> <li>• Jobber, D./ Fahy, J.: Foundations of Marketing, McGraw-Hill Higher Education.</li> <li>• Kotler, P./Keller, K.L.: Marketing Management, Pearson.</li> <li>• Jobber, D.: Principles and Practice of Marketing, McGraw-Hill Higher Education.</li> </ul>
Additional Remarks	This module can also be taken by the study programs "Business Administration / Advertising", "Business Administration / Market and Communication Research" and "Business Administration / Media Management and Advertising Psychology". The credits will be granted as part of the 12-credit-regulation.
Keywords	Fundamentals, marketing, marketing strategy, marketing mix, marketing instruments, marketing planning, branding
Last edited	September 2019

## MAR2040 - BASICS OF MARKET AND COMMUNICATION RESEARCH

<b>Basics of Market and Communication Research</b>	
Module ID	MAR2040
Semester	4
Credits	5
SWS	4
Frequency	Each winter semester
Associated Courses	MAR2041 Market and Consumer Psychology MAR2042 Fundamentals of Market Research
Prerequisites	None
Assessment Methods and duration	PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	professors of other study programs
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	This module can also be taken by the study programs "Business Administration / Advertising" and "Business Administration / Market Research and Consumer Psychology"(there: MAR1100). The credits will be granted as part of the 12-credit-regulation.
Pedagogical Approach	Lecture with exercises.
Objectives	<p><b>Fundamentals of Market Research</b> Students understand the methodological approach, the instruments and the benefits of market research</p> <p><b>Market and Consumer Psychology</b> Students know the psychological influencing factors and the market and communication-related fundamentals of consumer behaviour</p>
Content	<p><b>Fundamentals of Market Research</b></p> <ul style="list-style-type: none"> <li>• Planning, organisation and conduction of market research projects</li> <li>• Data generation methods (survey, observation, experiment) and its applications</li> <li>• Data analysis, interpretation and presentation of results of market research data</li> </ul>



	<p><b>Market and Consumer Psychology</b></p> <ul style="list-style-type: none"> <li>• Consumer pre-purchase <ul style="list-style-type: none"> <li>- Need recognition</li> <li>- Information processing: Exposure and attention, perception and comprehension</li> <li>- Opinion formation and learning</li> <li>- Memory</li> <li>- Consumer evaluation</li> </ul> </li> <li>• Consumer purchase <ul style="list-style-type: none"> <li>- Choices and biases</li> <li>- Purchase</li> </ul> </li> <li>• Consumer post-purchase <ul style="list-style-type: none"> <li>- Consumption and customer satisfaction/dissatisfaction</li> <li>- Customer-brand relationship and customer loyalty</li> </ul> </li> <li>• External influences <ul style="list-style-type: none"> <li>- Individual characteristics</li> <li>- Environmental influences</li> </ul> </li> </ul>
Relation to other modules	This module provides the basis for advanced courses of the study program Bachelor International Marketing.
Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<p><b>Fundamentals of market research</b></p> <ul style="list-style-type: none"> <li>• Hague, P.N./Hague, N./ Morgan, C.-A.: Market research: a guide to planning, methodology and evaluation, Kogan Page.</li> <li>• Malhotra, N.K.: Marketing Research, Prentice Hall.</li> </ul> <p><b>Market and consumer psychology</b></p> <ul style="list-style-type: none"> <li>• Kardes, Frank/ Cline, Thomas/ Cronley, Maria: Consumer Behavior. Science and practice. South Western.</li> <li>• Solomon M.: Consumer Behavior - Buying, Having and Being, Pearson Prentice-Hall.</li> </ul>
Additional Remarks	None
Keywords	Market research, marketing research, market psychology, consumer behaviour, consumer psychology
Last edited	September 2019

## MCO2040 - FUNDAMENTALS OF MARKETING COMMUNICATIONS

<b>Fundamentals of Marketing Communications</b>	
Module ID	MCO2040
Semester	5
Credits	5
SWS	4
Frequency	Each winter semester
Associated Courses	MCO2041 Fundamentals of Marketing Communications and Case Studies
Prerequisites	None
Assessment Methods and duration	PLR+PLK - 60 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	professors of other study programs
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	This module can also be taken by the study programs "Business Administration / Advertising" and "Business Administration / Market Research and Consumer Psychology"(there: MAR1100). The credits will be granted as part of the 12-credit-regulation.
Pedagogical Approach	Lecture with exercises
Objectives	Students understand the importance, influencing factors and contents of marketing communication. They know the goals and functions of marketing communication and are familiar with the marketing communication instruments and can apply these. They are able to develop communication- and advertising strategies and planning as well as implement these.
Content	<b>Marketing Communication</b> <ul style="list-style-type: none"> <li>• Definition and contents of marketing communication</li> <li>• Importance and influencing factors of marketing communication</li> <li>• Goals and aims of advertising</li> <li>• Marketing communication instruments</li> <li>• Strategic communication and advertising planning</li> </ul>
Relation to other modules	This module provides the basis for advanced courses of the study program Bachelor International Marketing.

Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<ul style="list-style-type: none"> <li>• Belch, G./Belch M.: Advertising and Promotion, McGraw-Hill/Irwin.</li> <li>• Smith, P.R./ Zook, Z.: Marketing Communications: Of- fline and Online Integration, Engagement and Analyt- ics, Kogan Page.</li> <li>• Dahlen,M./ Lange, F.: Marketing Communications: A Brand Narrative Approach, Wiley.</li> </ul>
Additional Remarks	None
Keywords	Marketing communication, advertising
Last edited	September 2019

**MAR2300 - QUANTITATIVE MARKET RESEARCH I**

<b>Quantitative Market Research I</b>	
Module ID	MAR2300
Semester	4
Credits	9
SWS	6
Frequency	Each winter semester
Associated Courses	MAR2301 Quantitative Research Methodologies I (4 SWS; 6 credits) AQM2136 Computer-based Management Technologies (2 SWS; 3 credits)
Prerequisites	None
Assessment Methods and duration	PLR+PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 30 students
Language	English
Module Duration	1 semester
Module Coordinator	Cleff
Lecturer(s)	Cleff, Föhl, Frank
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	This module can also be taken by the study program "Betriebswirtschaft / Marktforschung und Konsumentenpsychologie". The credits will be granted as part of the 18-credit-regulation.
Pedagogical Approach	Lecture with exercises
Objectives	The students <ul style="list-style-type: none"> <li>• Understand problems with empirical research und are able to analyse date professionally</li> <li>• Take confident decisions on statistical methods to be applied on existing research questions</li> <li>• Understand and can apply uni-, bi- and multivariate techniques</li> <li>• Are able to conduct data analysis in SPSS and interpret the results correctly</li> <li>• Can present result comprehensively and can summarize these in a research report</li> <li>• Understand differences in selection methods and know their usage</li> </ul>

Content	<p><b>Quantitative Market Research Methodologies I</b>          This course provides the necessary skills to analyse data computer-based and interpret it.          Students should be able to analyse generated data and apply the respective data analysis methods. Special emphasis is based on problem-identification and interpretation of uni-, bi- and multi-variate methods. Examples of market research are used to professionally apply the methods.</p> <p><b>Computer-based Management Technologies</b>          Computer-based application of complex multi-variate methods with statistics software (SPSS or STATA) is conducted. The quantitative research is key in the lecture: from the operationalisation of single information to uni-, bi- and multi-variate data.</p>
Relation to other modules	This module builds upon knowledge of the course MAR2040 Fundamentals of Market and Communication Research.
Workload	It is expected that the students spend (on top of the class times of 6 x 15 = 90 SWS) 180 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<ul style="list-style-type: none"> <li>• Janssens, W., Wijnen, K., Pelsmacker de, P., Kenvove van, P.: Marketing Research with SPSS, Essex, Pearson Education.</li> <li>• Malhotra, N. K: Marketing Research. An Applied Approach, Pearson.</li> <li>• Malhotra, N. K, Birks, D. F.: Marketing Research. An Applied Approach, Pearson.</li> <li>• Saunders, M.; Lewis, P. und Thornhill, A.: Research Methods for Business Students, Essex (Prentice Hall).</li> <li>• Day, R.A.: How to write &amp; publish a scientific paper.</li> </ul>
Additional Remarks	None
Keywords	Data management, data analysis, multivariate analysis, reporting, SPSS
Last edited	September 2019

**MKT2100 - MARKETING RESEARCH PROJECT**

<b>Marketing Research Project</b>	
Module ID	MKT2100
Semester	5
Credits	8
SWS	5
Frequency	Each summer semester
Associated Courses	MKT2101 Marketing Research Project
Prerequisites	None
Assessment Methods and duration	PLP/PLH/PLR/PLK - 90 minutes
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 30 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Walter, Nadine
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None
Pedagogical Approach	Seminar
Objectives	The course enables the students to apply theoretical marketing knowledge. Students learn to get used to specific complex marketing problems, to analyse these and develop their own solutions. Students will be able to independently conduct a marketing project in a team. They learn to summarise their solutions verbally and present their solutions orally.
Content	Specific practical problems in the field of marketing
Relation to other modules	This module builds upon knowledge of the course MCO2050 Fundamentals of Marketing.
Workload	It is expected that the students spend (on top of the class times of $5 \times 15 = 75$ SWS) 165 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	TBD depending on content of the project
Keywords	Seminar, project, market research project, company project
Last edited	September 2019

**MKT3090 - ELECTIVES IN INTERNATIONAL MARKETING**

<b>Electives</b>	
Module ID	MKT3090
Semester	5
Credits	9
SWS	6-7
Frequency	Each summer semester
Associated Courses	<ul style="list-style-type: none"> <li>• International Marketing (2SWS; 3 credits)</li> <li>• Service Marketing (2SWS; 3 credits)</li> <li>• Sales Management and Negotiation Techniques (2SWS; 3 credits)</li> <li>• Retail Management (5 SWS; 6 credits)</li> </ul> <p>Alternative lectures possible</p>
Prerequisites	None
Assessment Methods and duration	<ul style="list-style-type: none"> <li>• International Marketing (PLK/PLH/PLM - 60 minutes)</li> <li>• Sales Management and Negotiation (PLK/PLH/PLM - 60 minutes)</li> <li>• Service Marketing (PLH/PLR/PLK - 60 minutes)</li> <li>• Retail Management (PLK - 90 minutes)</li> </ul>
Requirements for granting of credits	Successful passing of the examination
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 90 students
Language	English
Module Duration	1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Walter, Nadine; guest lecturers; professors of other study programs
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	This module can also be taken by the study programs "Business Administration / Advertising", "Business Administration / Market Research and Consumer Psychology" and "Business Administration / Media Management and Advertising Psychology". The credits will be granted as part of the 18-credit-regulation.
Pedagogical Approach	Lecture with exercises
Objectives	The students get deeper insights into specific areas of Marketing. This can include a specific geographical focus (e.g. International Marketing), special industries (e.g. service marketing,

	<p>consumer goods marketing, B2B marketing) and/or selected state-of-the art topics.</p>
<p>Content</p>	<p><b>Overview on possible electives:</b></p> <p><b>International Marketing</b></p> <ul style="list-style-type: none"> <li>• Overview of International marketing management <ul style="list-style-type: none"> <li>- Development of a global marketing plan</li> <li>- Marketing processes and the role of team work</li> <li>- Cross-cultural management</li> </ul> </li> <li>• International market analysis <ul style="list-style-type: none"> <li>- Macro-economic factors (economic, political-legal, socio-cultural)</li> <li>- Micro-economic and company specific factors (competition, customer intermediaries, stakeholders)</li> <li>- Market definition and segmentation</li> <li>- Consumer behavior and research</li> <li>- Global market trends</li> </ul> </li> <li>• Purchase decision process <ul style="list-style-type: none"> <li>- Phases of the decision process and their impact on marketing</li> <li>- Decision makers and assessment criteria in B2B, B2C and service markets</li> <li>- Decision making</li> </ul> </li> <li>• Positioning of companies and brands <ul style="list-style-type: none"> <li>- Nature and value of brands; common brand models</li> <li>- Positioning</li> <li>- Local and global brands - standardization and adaptation</li> </ul> </li> <li>• International marketing mix <ul style="list-style-type: none"> <li>- International products and services</li> <li>- International pricing</li> <li>- International distribution</li> <li>- International communication</li> </ul> </li> </ul> <p><b>Service marketing</b></p> <ul style="list-style-type: none"> <li>• Building the Service Model <ul style="list-style-type: none"> <li>- Service Concept Development and Service Delivery Process</li> <li>- Pricing of Services</li> <li>- Communication Mix</li> <li>- Consumer Behavior in Services</li> </ul> </li> <li>• Managing the Customer Interface <ul style="list-style-type: none"> <li>- Demand and Capacity Management</li> <li>- Service Environment</li> <li>- People Management</li> </ul> </li> <li>• Implementing Profitable Service Strategies <ul style="list-style-type: none"> <li>- Customer relationship and loyalty</li> <li>- Complaint Handling and Service Recovery</li> </ul> </li> </ul>



	<p><b>Retail Managemnt</b></p> <ul style="list-style-type: none"> <li>• The lecture introduces business models of retailers: The functions of retailers, retail marketing, purchasing and logistics, leadership in retailing.</li> <li>• The lecture is aiming students interested in retailing or more generally services.</li> </ul>
Relation to other modules	None
Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 120 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	<p><b>International Marketing</b></p> <ul style="list-style-type: none"> <li>• Hollensen, S.: Global marketing: a decision-oriented approach, Prentice Hall Financial Times.</li> <li>• Cateora, P./Gilly, M./Graham J.: International marketing, Mc-Graw-Hill.</li> </ul> <p><b>Service marketing</b></p> <ul style="list-style-type: none"> <li>• Lovelock, C./ Wirtz, J.: Services Marketing: People, Technology, Strategy, Pearson International Edition, Pearson Education</li> <li>• Zeithaml, V./ Bitner, M.-J. / Gremler, D.: Service Marketing, Mc-Graw Hill International Edition, McGraw-Hill Higher Education.</li> <li>• Hoffmann, D./ Bateson, J.: Services Marketing: Concepts, Strategies, &amp; Cases, International Student Edition, Thomson Higher Education.</li> </ul> <p><b>Strategic Management</b></p> <ul style="list-style-type: none"> <li>• Besanko, David et al.: Economics of Strategy, John Wiley &amp; Sons, Inc.</li> <li>• Heracleous, Loizos: Strategy and Organization, Cambridge University Pressausemeier, Jürgen et al.: Szenario-Management, Carl Hanser Verlag</li> </ul> <p><b>Retail Management</b></p> <ul style="list-style-type: none"> <li>• Berman, Berry/Evans, Joel R., Retail Management: A Strategic Approach, Upper Saddle River (NJ)</li> <li>• Dunne, Patrick/ Carver, James/ Lusch, Robert F.: Retailing, Thomson South-Western</li> <li>• Levy, Michael/Weitz, Barton A./Grewal, Dhruv: Retailing Management, McGraw-Hill</li> </ul>
Additional Remarks	None
Keywords	Electives, international marketing, service marketing, dialogue marketing, consumer goods marketing, b2b marketing, f-commerce, m-commerce
Last edited	September 2019

**ESR3100 - ETHICS AND SOCIAL RESPONSIBILITY**

<b>Ethics and social responsibility (electives)</b>	
Module ID	ESR3100
Semester	7
Credits	5
SWS	4
Frequency	Every semester
Associated Courses	<p>electives:</p> <ul style="list-style-type: none"> <li>• ESR3101 Business Ethics: Economic and Social History Perspectives.</li> <li>• ESR3102 Business Ethics (in English)</li> <li>• ESR3103 Environmental management</li> <li>• ESR3104 Sustainable Development</li> <li>• ESR3105 Sustainable Development (in English)</li> <li>• ESR3106 Ethics, Business and Society (in English)</li> <li>• ESR3107 Corporate Environmental and Sustainable Management (in English)</li> <li>• ESR3108 Ethics, Business and Society</li> </ul> <p>(Other / alternative events possible)</p>
Prerequisites	Completed first stage of studies
Assessment Methods and duration	PLK/PLR/PLP/PLM; PLK - 60 minutes
Requirements for granting of credits	Successful completion of the examination
Significance for the Final Grade	The module is weighted with its credits in the Bachelor final grade.
Planned group size	max. 80 students
Language	German Sustainable Development: English
Module Duration	1 semester
Module Coordinator(s)	Volkert, Jürgen
Lecturer(s)	Professors of the Faculty of Economics and Law, especially from the Department of Economics
Subject area / course of study	Economics
Applicability in other programs	All business administration courses
Pedagogical Approach	Lecture with exercises
Objectives	Expansion of the economic value perspective to include ethical and social perspectives as well as their consequences for the increasingly significant social responsibility of companies in - globalization. The aim is to impart fundamental knowledge and skills for dealing with different demands on companies as well as approaches for expanded value and conflict management.

	<p>The module thus primarily serves to deepen knowledge and to acquire instrumental and systemic competence.</p>
Content	<p>The course is offered as an elective with the aforementioned specializations. All specializations deal with questions of corporate responsibility against the background of different value concepts and social demands in different cultures. The resulting restrictions and conflicts for entrepreneurial action as well as different alternatives for their goal-oriented consideration are discussed.</p> <p>In the specialization ESR3102/ESR3106/ESR3108, the importance of different values and norms for companies and society are discussed. The focus is on the goal-oriented handling of conflicts and dilemma situations with the help of ethics management systems, while at the same time clarifying the importance of order and individual ethics. Furthermore, special ethical challenges and strategies for the perception of corporate responsibility in globalization are discussed.</p> <p>In the specialization ESR3103/ESR3107, the consideration of ecological requirements in entrepreneurial activities is dealt with from an operational perspective. The focus is on sustainable development and the consequences this has for the economy. Conflicts of objectives are highlighted and solution strategies as well as concrete decision-making instruments are presented as examples.</p> <p>The specialization ESR3104/3105 provides insights into socio-economic processes and challenges regarding the need for sustainable development. The focus of the course is on the economic and social aspects of sustainability and their interrelationships. Students will understand the opportunities, challenges and responsibilities that arise from good governance, from society, from firms and from the national economy. Another goal is the competent handling of globalization criticism.</p> <p>The specialization "ESR3101 addresses social and economic conflicts from a historical context. It shows long-term economic and social structures in society, which are important for understanding today's economic and socio-political conflicts and an economic and social policy based on them.</p>
Literature	Depending on the elective chosen
Workload	Contact time 4 x 15 = 60 SWS and self-study to the extent of 90 h
Additional Remarks	<p>The module may also be taken as part of an equivalent performance during a semester of study abroad.</p> <p>English language modules are also offered in English as part of the International Study Program. Seminar credits earned in English will count toward the existing credit requirement in English.</p>
Last edited	September 2019

**LAN3200 - LANGUAGE AND CROSS CULTURAL COMPETENCIES**

<b>Language and Cross Cultural Competencies</b>	
Module ID	See individual course numbers
Semester	<ul style="list-style-type: none"> <li>• SIC1104 Cross Cultural Competencies (4<sup>th</sup> semester)</li> <li>• LAN3201 German Level A2 (4<sup>th</sup> semester)</li> <li>• LAN3202 German Level B1 (5<sup>th</sup> semester)</li> </ul>
Credits	8
SWS	11
Frequency	<ul style="list-style-type: none"> <li>• SIC1104 Cross Cultural Competencies (winter semester)</li> <li>• LAN3201 German Level A2 (winter semester)</li> <li>• LAN3202 German Level B1 (summer semester)</li> </ul>
Associated Courses	<ul style="list-style-type: none"> <li>• SIC1104 Cross Cultural Competencies (1 SWS; 2 credits)</li> <li>• LAN3201 German Level A2 (6SWS; 3 credits)</li> <li>• LAN3202 German Level B1 (4SWS; 3 credits)</li> </ul>
Prerequisites	None
Assessment Methods and duration	<ul style="list-style-type: none"> <li>• SIC1104 Cross Cultural Competencies (PLH/PLR).</li> <li>• LAN3201 German Level A2 (PLK/PLM)</li> <li>• LAN3202 German Level B1 (PLK/PLM)</li> </ul>
Requirements for granting of credits	Successful passing of the examinations
Significance for the Final Grade	This module's grade is part of the final Bachelor grade (weighted by number of credits).
Planned group size	max. 30 students
Language	<ul style="list-style-type: none"> <li>• SIC1104 Cross Cultural Competencies (English)</li> <li>• LAN3201 German Level A2 (German)</li> <li>• LAN3202 German Level B1 (German)</li> </ul>
Module Duration	Each 1 semester
Module Coordinator	Walter, Nadine
Lecturer(s)	Professors of other study programs and language institute
Subject area / course of study	Bachelor International Marketing
Applicability in other programs	None
Pedagogical Approach	Seminar
Applicability in other programs	<p><b>SIC1104 Cross Cultural Competencies</b></p> <ul style="list-style-type: none"> <li>• Students can deal with communication situations in different cultural contexts</li> <li>• Students understand different cultures</li> <li>• Students know their own cultural background and reflect upon it critically,</li> <li>• Students gain cultural awareness</li> <li>• Students practice communication in English language</li> </ul>

	<p><b>LAN3201 German Level A2</b></p> <ul style="list-style-type: none"> <li>• Students gain proficiency of level A2</li> </ul> <p><b>LAN3202 German Level B1</b></p> <ul style="list-style-type: none"> <li>• Students gain proficiency of level B1</li> </ul>
Content	•
Relation to other modules	None
Workload	It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 120 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.
Literature	TBD depending on course
Additional Remarks	None
Keywords	German, language, cross-cultural
Last edited	September 2019

**INS3040 - INTERNSHIP**

<b>Internship</b>	
Module ID	INS3040
Semester	6
Credits	30
SWS	0
Frequency	Winter semester
Belongs to modules	INS3042 Internship
Kind of examination -Duration of Examination	None
Content	Internship of 100 days (after adjusting for vacation/sick days) in Marketing or Marketing-related field in company
Keywords	Internship, practical semester
Last edited	September 2019