



**MODULE MANUAL SPO2024**

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**COURSE OF STUDY FOCUS**

**BBA/  
INTERNATIONAL  
BUSINESS  
B.Sc.**

Status: September 2024

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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)
WPF	Mandatory elective subject

**Alignment matrix for teaching the competence goals according to KMK  
- “International Business”**

Modules	Knowledge and Understanding			Knowledge Application and Generation Skills		Communication and Collaboration Skills	Academic Integrity and Professionalism
	Knowledge Broadening	Knowledge Deepening	Knowledge Comprehension	Application and Transfer	Scientific Innovation		
<b>First study section</b>							
<b>Common core modules</b>							
SIC1070						X	X
LAW1050	X	X	X	X		X	
GMT1300	X	X	X	X			X
ECO1050	X	X		X			X
AQM1050	X	X	X			X	
BIS1060	X	X	X			X	X
LAW1400	X	X	X	X		X	
GMT1310	X	X	X	X			X
ECO1150	X	X	X	X			X
AQM1150	X	X	X	X		X	
GMT2250	X	X	X	X			X
<b>Program specific modules</b>							
IBU1010	X		X	X		X	X
<b>Second study section</b>							
<b>Common core modules</b>							
SIC1070				X		X	X
GMT2300	X	X	X	X			X
ECO2100	X	X	X	X			X
AQM2060		X	X	X		X	
ECO2110	X	X	X	X	X	X	
GMT2350	X	X	X	X			X
GMT3100	X	X	X	X			X
GMT3400	X	X	X	X		X	X
GMT4100	X	X	X	X	X	X	X
ESR3100	X	X	X	X		X	X
INS3020				X		X	X
EXA4999			X	X		X	X
THE4999			X		X	X	X
<b>Program specific modules</b>							
IBU2100	X	X	X	X		X	X
IBU2090	X	X	X	X		X	X
LAW2020	X	X	X	X			
IBU2160	X	X	X	X		X	X
IBU2140	X	X	X	X	X	X	X

IBU3600		x	x	x		x	
IBU4090			x	x	x	x	x
IBU4030		x	x	x		x	x

## First study section – common core modules

### SIC1070: GENERAL SKILLS AND COMPETENCIES

<b>General Skills and Competencies</b>	
Module ID	SIC1070
Semester	4
Credits	3
SWS	1 + 3
Frequency	Every semester
Associated courses	<ul style="list-style-type: none"> <li>• SIC1071 Social and Methodical Competencies (1st semester, 2 credits).</li> <li>• SIC1502 German B1 according to university test</li> <li>• SIC 1104, SIC1105 or SIC1106 Cross-Cultural Competencies (3rd semester, 2 credits).</li> </ul>
Prerequisites	None
Exam type / duration	Social and Methodical Competencies: UPL Cross-Cultural Competencies: PLH/PLR
Requirements for granting of credits	Social and Methodical Competencies: Successful participation in all courses (compulsory attendance)  Cross-Cultural Competencies Successful completion of the exam (graded).
Significance for the final grade	Social and Methodical Competencies: Not applicable, since the examination is ungraded.  Cross-Cultural Competencies: The sub-module counts towards the 2nd study section and is included in the final Bachelor grade with a weight of 2 credits.
Planned group size	Social and Methodical Competencies: 14-18  Cross-Cultural Competencies: 25
Language	Social and Methodical Competencies: English  Cross-Cultural Competencies: English, French or Spanish
Module duration	3 semesters
Module coordinators	Foschiani, Stefan; Burkart, Brigitte; Bacher, Urban; Bremser, Kerstin
Lecturer(s)	Social and Methodical Competencies: student tutors  Cross-Cultural Competencies: Professors of the university and lecturers.
Subject area	Overlapping specialties

<p>Applicability in other modules/study programs</p>	<p>SIC1071 in all degree programs.</p>
<p>Pedagogical approach</p>	<p>Seminar teaching</p>
<p>Objectives</p>	<p>Social and Methodical Competencies</p> <p>1. Training Get Ready 4 C (Communication, Collaboration, Creativity und Critical Thinking) The Students...</p> <ul style="list-style-type: none"> <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.</li> <li>• can influence and manage teamwork in a goal-oriented manner.</li> <li>• are able to work on complex issues in the group using agile methods.</li> <li>• train to develop innovative and creative solutions together in the group.</li> <li>• can critically scrutinize their own results and give each other feedback.</li> </ul> <p>2. Business Simulation and Business Administration Case Study</p> <p>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</p> <p>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>Cross-Cultural Competencies: The Students ...</p> <ul style="list-style-type: none"> <li>• can explain and apply the basic cultural theories,</li> <li>• can deal with communication situations in different cultural contexts,</li> <li>• have a basic understanding of other cultures,</li> <li>• deepen their understanding of the cultures of French- or Spanish-speaking countries.</li> <li>• recognize their own cultural background and reflect on it critically,</li> <li>• acquire cultural awareness and practice communication in French and Spanish respectively</li> </ul>

<p>Contents</p>	<p>Social and Methodical Competencies</p> <ol style="list-style-type: none"> <li>1. Training Get Ready 4 C <ul style="list-style-type: none"> <li>• The basics of teamwork</li> <li>• Agile working with KANBAN</li> <li>• Agile working with EDU-SCRUM</li> <li>• Giving and receiving feedback</li> <li>• Project work in self-organized learning units</li> <li>• Team canvas</li> <li>• Presentation of the project results in plenary sessions</li> <li>• Application of the methods learned in a business case study</li> </ul> </li> <li>2. Business Simulation + Business Administration Case Study <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> </li> <li>3. Cross-Cultural Competencies: <p>General conditions:</p> <ol style="list-style-type: none"> <li>1. Participation in a seminar course. Communication takes place in Spanish or French to improve communication skills in the foreign language. Work assignments / role plays on the intercultural context will be worked on in small groups.</li> <li>2. Open to students of other majors and ISP with a minimum level of B2 in Spanish or French.</li> <li>3. Students from Digital Business Management participate in CCC classes offered in English.</li> </ol> <p>Topics:</p> <ul style="list-style-type: none"> <li>• Critical reflection of cultural theories and their relevance (Globe, Hofstede, Trompenaars, etc.)</li> <li>• culturally relevant standard situations such as greetings, appointments, thanking people, opening conversations, conversation strategies, etc.</li> <li>• Understanding of French- or Spanish-language life situations (humor, advertising, etc.)</li> <li>• Understanding of communication situations from the business world, e.g. negotiations, meetings, etc.</li> </ul> </li> </ol>
<p>Connection to other modules</p>	<p>Social and Methodical 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> </ul>



	<ul style="list-style-type: none"> <li>• Presentation training: in all seminars of the further studies - there is an evaluation of the presentations on the basis of the taught criteria.</li> </ul> <p>Cross-Cultural Competencies:</p> <ul style="list-style-type: none"> <li>• Preparation for working in international teams, a study or internship semester abroad</li> </ul>
Literature	<p>Social and Methodical Competencies:</p> <ul style="list-style-type: none"> <li>• SIK Participant documents</li> <li>• Bachmair, Dominik; Metz, Stephanie; Zacher, Daniel: Empowerment für Teams. Agil und selbstorganisiert – wie Teams noch erfolgreicher werden.</li> <li>• Bleß, Marc; Wagner, Dennis: Agile Spiele und Simulationen. Praxiserprobte Games für Agile Coaches und Scrum Master.</li> <li>• Fischer, Dennis: Future Works Skills. Die neun wichtigsten Kompetenzen für Deine berufliche Zukunft,</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> <p>Cross-Cultural Competencies</p> <ul style="list-style-type: none"> <li>• Hofstede, Pedersen, Hofstede: Exploring Culture - Exercises, Stories and Synthetic Cultures</li> <li>• House, Hanges, Javidan, Dorfman, Gupta: Culture, Leadership and Organizations - The GLOBE Study of 62 societies und Folgebände</li> <li>• Minkov: Cross-Cultural Analysis</li> <li>• Mahadevan, Primecz, Romani: Cases in Critical Cross Cultural Management - An Intersectional Approach</li> </ul>
Workload	Contact time: 3 SWS x 15 = 45 SWS + self-study 105 hours
Miscellaneous	<p>Social and Methodical Competencies</p> <p>The 1st part (training Get Ready 4 C) 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>Cross-Cultural Competencies</p> <p>For International Business students the course is offered in Spanish or French.</p>

	For Digital Business Management students the course is offered in English.
Last change	May 2024

**LAW1050: FOUNDATION OF CONTRACT LAW**

<b>Foundation of Contract Law</b>	
Module ID	LAW1050
Semester	1
Credits	5
SWS	4
Frequency	Every semester
Associated courses	LAW1051 Foundation of Contract Law
Prerequisites	None
Exam type / duration	PLK - 60 minutes
Requirements for granting of credits	Successful completion of the examination
Significance for the final grade	The module is included in the preliminary grade of the first study section with a total of 5 credits. The average score of the preliminary examination counts towards the final grade with a total of 30 credits (examination performance of the first study section, §17 Para. 3 StuPO).
Planned group size	max. 80 students
Language	English
Module duration	1 semester
Module coordinators	Head of Interdisciplinary Legal Department
Lecturer(s)	Professors from the Business Law program and adjunct lecturers
Subject area	Law
Applicability in other modules/study programs	All business administration degree programs
Pedagogical approach	Lecture with exercises
Objectives	<u>Expertise</u> Students will master the juridical method of solving cases according to the basis of claims.  <u>Critical thinking and analytical skills</u> Students will be able to use analytical skills constructively and critically to solve problems.
Contents	<ul style="list-style-type: none"> <li>• Introduction to Law and the Legal Method</li> <li>• Basics of Civil Law (sources of law, BGB, HGB, natural and legal persons, etc.)</li> <li>• Basics of Contract Law (conclusion of contract including representation, validity of legal transactions, consumer</li> </ul>

	contracts, general terms and conditions, fulfilment and limitation).
Connection to other modules	Foundation for "Law in Business" and all other legal 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;">- In each case in the latest edition -</p>
Workload	150 hours, consisting of 60 hours contact time and 90 hours preparation and follow-up (self-study)
Keywords	Law, Civil law
Last change	March 2023

**GMT1300: BUSINESS ADMINISTRATION I**

<b>Business Administration I</b>	
Module ID	GMT1300
Semester	1
Credits	6 (Module)
SWS	6 (Module)
Frequency	Every semester
Associated courses	<ul style="list-style-type: none"> <li>• GMT1301 Management of Business Functions (4 credits)</li> <li>• GMT1302 Foundations of Accounting (2 credits)</li> </ul>
Prerequisites	None
Exam type / duration	<ul style="list-style-type: none"> <li>• Management of Business Functions: PLK - 60 minutes</li> <li>• Foundations of Accounting: UPL - 60 minutes</li> </ul>
Requirements for granting of credits	Successful completion of the examination
Significance for the final grade	<p>The ungraded examination (Foundations of Accounting) is not included in any grade. The rest of the module is included in the preliminary grade of the first study section with a total of 4 credits.</p> <p>The average score of the preliminary examination counts towards the final grade with a total of 30 credits (examination of the first study section, §17 Para. 3 StuPO).</p>
Planned group size	max. 80 students
Language	English/German
Module duration	1 semester
Module coordinators	Sander, Frauke; Trauzettel, Volker
Lecturer(s)	Professors of the Business Administration department and adjunct lecturers
Subject area	General Business Administration
Pedagogical approach	Lecture with exercises
Applicability in other programs/modules	All business administration degree programs
Objectives	<p><b>Management of Business Functions:</b> The lecture is the first part of three modules on the essential functions of a company and on the challenges in the context of digital transformation, which are aimed at the following objectives:</p> <ul style="list-style-type: none"> <li>• Students understand business management interdependencies and important objectives of a company.</li> </ul>

	<ul style="list-style-type: none"> <li>• They have a basic understanding of the tasks and decisions to be made in the individual business function of a company.</li> <li>• They understand the importance of customer orientation as a guideline for all entrepreneurial decisions and acknowledge a company as a bundle of processes focused on creating value for the customer.</li> <li>• They understand the challenges of digital transformation and its impact on the emergence and resolution of new business issues.</li> </ul> <p>This first part "Management of Business Functions" especially focuses on the following objectives:</p> <ul style="list-style-type: none"> <li>• The students understand the basic principles of business management and can transfer these to the functions of marketing, production and materials management.</li> <li>• The students know basic problems in the functions of marketing, production and materials management and are able to analyze them, work out adequate decision criteria and develop procedures for solving problems.</li> <li>• They are able to assess the effects of entrepreneurial decisions in the areas of marketing, production and materials management on the results of the company and its social environment.</li> </ul> <p><b>Foundations of Accounting:</b></p> <p>The students master the capture of essential business transactions of a company in its internal and external accounting systems and understand their significance. They understand the effects of business transactions on the components of the annual financial statement and the internal income statement.</p>
<p>Contents</p>	<p><b>Management of Business Functions:</b></p> <ul style="list-style-type: none"> <li>• Basic terms and principles of business management</li> <li>• Management of operational functions, especially             <ul style="list-style-type: none"> <li>- Marketing</li> <li>- Materials management: procurement &amp; logistics</li> <li>- Production</li> </ul> </li> <li>• Ethical issues</li> </ul> <p><b>Foundations of Accounting:</b></p> <ul style="list-style-type: none"> <li>• Accounting obligation</li> <li>• Inventory and stocktaking</li> <li>• Stock and profit and loss accounts</li> <li>• Accounting of Business Transactions</li> </ul> <ul style="list-style-type: none"> <li>• Basic features of the balance sheet and profit and loss account</li> </ul>
<p>Connection to other modules</p>	<p>Preparation for all other business administration modules</p>

Workload	Students are expected to spend additional 90 hours for preparation, independent literature study, exercises and e-learning in addition to the 6 x 15 = 90 SWS attendance time.
Literature	<p><b>Management of Business Functions:</b></p> <ul style="list-style-type: none"> <li>• Kotler et al., Marketing Management, Pearson.</li> <li>• Tomczak et al., Strategic Marketing – Market-oriented corporate and business unit planning, SpringerGabler.</li> <li>• Heizer / Render, Operations Management: Sustainability and Supply Chain Management, Pearson</li> <li>• Sarkis, The Palgrave Handbook of Supply Chain Management, Palgrave Macmillan.</li> <li>• Vrat, P., Materials Management – An Integrated Systems Approach, Springer.</li> <li>• Cachon, Gerard/Terwiesch, Christian: Operations Management, 3rd Edition, McGraw Hill 2023</li> <li>• Grewal, Dhruv/ Levy, Michael: Marketing, 8th Edition, McGrawHill, 2021</li> <li>• Johnson, Fraser P.: Purchasing and Supply Management, 17th Edition, McGrawHill, 2021</li> <li>• Stevenson, William J.: Operations Management, 14th Edition, McGraw Hill, 2021</li> </ul> <p><b>Foundations of Accounting:</b></p> <ul style="list-style-type: none"> <li>• Brösel et al., German Accounting – a guide for students and professionals, ISBN 978-3-503-20980-4</li> <li>• Nothhelfer, Financial Accounting – Introduction to German GAAP with exercises, ISBN 978-3-110-74412-5</li> <li>• Horngren et al., Introduction to Financial Accounting, ISBN 978-0-133-25111-1</li> <li>• Weygandt et al., Financial Accounting, IFRS Edition, ISBN 978-1-118-97808-5</li> </ul> <p>In each case the latest edition</p>
Miscellaneous	The two associated lectures of this module are offered within one semester.
Keywords	Bookkeeping, annual financial statements, accounting, principles of business management, marketing, production, materials management
Last change	July 2024

**ECO1050: ECONOMICS I**

<b>Economics I</b>	
Module ID	ECO1050
Semester	1
Credits	6
SWS	4
Frequency	Every semester
Associated courses	ECO1051 Introduction and Microeconomics
Prerequisites	None
Exam type / duration	PLK - 60 minutes
Requirements for granting of credits	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. 80 students
Language	English
Module duration	1 semester
Module coordinator	Beck, Hanno
Lecturer(s)	Professors and lecturers of the department "Economics"
Subject area	Economics
Applicability in other modules/study programs	All degree programs
Pedagogical approach	Lecture + Exercise
Objectives	<p>Changes in the economy as a whole and economic policy decisions have a considerable influence on the success of individual businesses. The economic modules are designed to give students the ability to independently assess the macroeconomic framework for individual economic activity. Such knowledge is indispensable for decision-making competence in many business functions, especially for investment decisions, from which in turn other business decisions are derived. The module teaches principles of regulatory and competition policy and familiarizes students with microeconomic approaches to the analysis of economic problems in closed economies. In detail, the following objectives are pursued:</p> <ul style="list-style-type: none"> <li>• Students will be able to identify the essential elements that determine the success of an economic system and the competitiveness of a location.</li> </ul>



	<ul style="list-style-type: none"> <li>• They are able to assess decisions on competition policy and competition law with a view to the consequences for the individual and the economy as a whole.</li> <li>• You will learn to apply microeconomic analysis techniques to understand the functioning of markets under different market forms and under government intervention.</li> </ul>
<p>Contents</p>	<ul style="list-style-type: none"> <li>• Subject, basic concepts and methods of economics</li> <li>• Economic systems (ideal types and real types), ordoliberalism and social market economy</li> <li>• Demand and supply on goods markets, elasticities, production and cost functions</li> <li>• Price formation: perfect and imperfect competition, monopolistic price formation, oligopoly markets</li> <li>• government intervention in market pricing: Maximum prices, minimum prices, taxes, internalization of external effects.</li> <li>• Competition concepts and competition policy</li> </ul>
<p>Connection to other modules</p>	<p>Methodological basics are created, which are expanded in the VWL module "International Economic Relations" in the context of foreign trade and applied independently in the "Economic Policy Seminar".</p> <p>The derivation of supply on goods markets is linked to general business administration (production and cost theory). The derivation of demand for goods, pricing in different market forms and competition policy have numerous points of contact with marketing issues. Competition theory and policy complement business courses on pricing and legal courses on competition and antitrust law.</p>
<p>Literature</p>	<p>In each case in the latest edition:</p> <ul style="list-style-type: none"> <li>• Beck, Hanno, Economics. Micro- and macroeconomics</li> <li>• Krugman, Paul/Wells, Robin, Economics.</li> <li>• Mankiw, Nicholas G./Taylor, Mark P., Basic Economics.</li> <li>• Pindyck, Robert S./Rubinfeld, Daniel L., Microeconomics.</li> <li>• Samuelson, Paul A./Nordhaus, William D., Economics. The international standard work on macroeconomics and microeconomics.</li> <li>• Stiglitz, Joseph E./Walsh, Carl E., Microeconomics, Volume I on Economics.</li> <li>• Varian, Hal R., Principles of Microeconomics.</li> <li>• Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Vol. 1: Introduction and Microeconomics.</li> </ul>

Workload	The course requires 4 x 15 = 60 h attendance time. In addition, approx. 120 h are required for preparation, independent literature study, working through the legal texts and exercises.
Miscellaneous	The module is also offered in English as part of the International Study Program. Credits earned in English will count toward the existing Credit requirement in English.
Keywords	Microeconomics, microeconomics, economics
Last change	April 2023

**AQM1050: MATHEMATICS**

<b>Mathematics</b>	
Module ID	AQM1050
Semester	1
Credits	5
SWS	4
Frequency	Every semester
Associated courses	AQM1043 Analysis and Linear Algebra (3 credits) AQM1051 Financial Mathematics (2 credits).
Prerequisites	None
Exam type / duration	Analysis and Linear Algebra: PLK - 90 minutes Financial Mathematics: PLK - 60 minutes
Requirements for granting of credits	Analysis and Linear Algebra: successful passing of the examination performance 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	English
Module duration	1 semester
Module coordinators	Kuhlenkasper, Torben
Lecturers	Professors of the Department of Quantitative Methods and Lecturers
Subject area	Quantitative methods
Applicability in other modules/study programs	All business administration courses, "Financial Mathematics" is also used in the "Business Law" course.
Pedagogical approach	Lecture with exercises
Objectives	<p>The students...</p> <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>Contents</p>	<p>The module consists of the two courses "Analysis and Linear Algebra" and "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 "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>Connection 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 and Linear Algebra</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>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>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>Miscellaneous</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>The course Analysis and Linear Algebra is also offered in the winter semester as a Fast Track with 4 SWS/week and an early exam before Christmas.</p> <p>The course 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 change</p>	<p>April 2023</p>

**BIS1060: INFORMATION SYSTEMS**

<b>Information Systems</b>	
Module ID	BIS1060
Semester	1
Credits	5
SWS	4
Frequency	Every semester
Associated courses	BIS1061 Business Information Systems (2 credits) BIS1062 Information Systems Hands-on Training (2 credits) BIS1063 Information Systems Self Study Unit (1 credit).
Prerequisites	None
Exam type / duration	Business Information Systems and Information Systems Hands-on-Training: PLK+PLL - 60 minutes Information Systems Self Study Unit: UPL
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	Business Information Systems: max. 100 students Exercise and e-learning: small groups
Language	English
Module duration	1 semester
Module coordinator	Weiß, Peter
Lecturer(s)	Professors of the study program Business Informatics
Subject area	Business Informatics
Applicability in other modules/study 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>Contents</p>	<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>
<p>Literature</p>	<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>
<p>Workload</p>	<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>
<p>Last change</p>	<p>April 2023</p>

**LAW1400: CORPORATE LAW**

<b>Corporate Law</b>	
Module ID	LAW1400
Semester	2
Credits	6
SWS	6
Frequency	Every semester
Associated courses	LAW1401 Contract Management LAW1402 Contracts and Digitalization
Prerequisites	None
Exam type / duration	PLK - 90 minutes
Requirements for granting of credits	Successful completion of the examination
Significance for the final grade	The module is included in the preliminary grade of the first study section with a total of 6 credits. The average score of the preliminary examination counts towards the final grade with a total of 30 credits (examination performance of the first study section, §17 Para. 3 StuPO).
Planned group size	max. 80 students
Language	English
Module duration	1 semester
Module coordinators	Head of Interdisciplinary Legal Department
Lecturer(s)	Professors from the Business Law programme and adjunct lecturers
Subject area	Commercial law
Applicability in other modules/study programs	All business administration degree programs
Pedagogical approach	Lecture and exercise
Objectives	<p><u>Expertise</u></p> <p>Students will master the juridical method of solving cases according to the basis of claims.</p> <p><u>Critical thinking and analytical skills</u></p> <p>Students will be able to use analytical skills constructively and critically to solve problems.</p>
Contents	<p>Contract Management</p> <ul style="list-style-type: none"> <li>Introduction to the general and special law of obligations (overview of the types of contract; overview of default)</li> </ul>



	<ul style="list-style-type: none"> <li>• General default (delay, impossibility, breach of ancillary obligations)</li> <li>• Warranty under the law of sale:</li> <li>• Basic concepts of property law</li> <li>• Acquisition of property</li> <li>• Overview of loan collateral</li> <li>• Tort and product liability</li> <li>• Sample contracts</li> </ul> <p>Contracts and Digitalization</p> <ul style="list-style-type: none"> <li>• Main features of the new law of obligations 2022</li> <li>• Conclusion of contract in the digital space</li> <li>• Insight into data protection law</li> <li>• Important basic concepts of intellectual property law (e.g. protection of intellectual property on the internet)</li> <li>• Sale of consumer goods and special features of the sale of consumer goods with digital elements</li> <li>• Consumer contracts on digital products (§ 327ff. BGB)</li> <li>• Exemplary in-depth topic (e.g. legal tech)</li> </ul>
<p>Connection to other modules</p>	<p>Continuation of Foundations of Contract Law; basis for all further law lectures.</p>
<p>Literature</p>	<ul style="list-style-type: none"> <li>• Gildeggen/Lorinser/Willburger et al., Private Commercial Law</li> <li>• Brönneke / Föhlisch / Tonner (eds.), The New Law of Obligations</li> <li>• Brox/Walker, General Law of Obligations</li> <li>• Brox/Walker, Special Law of Obligations</li> <li>• Eisenmann/Quittnat/Tavakoli, Legal Cases from Private Commercial Law</li> <li>• Führich, Private Commercial Law</li> <li>• Hemmer / Wüst / Tyroller / D'Alquen, The New Law of Obligations 2022</li> <li>• Langkamp The New Law of Obligations 2022</li> <li>• Mehrings, Fundamentals of Private Commercial Law</li> <li>• Müssig, Private Commercial 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> <li>•</li> </ul> <p style="text-align: center;">- In each case in the latest edition -</p>
<p>Workload</p>	<p>180 hours, consisting of 90 hours contact time and 90 hours preparation and follow-up (self-study)</p>
<p>Keywords</p>	<p>Law, Civil law</p>
<p>Last change</p>	<p>October 2022</p>

**GMT1310: BUSINESS ADMINISTRATION II AND CORPORATE TAXATION**

<b>Business Administration II and Corporate Taxation</b>	
Module ID	GMT1310
Semester	2
Credits	5
SWS	5
Frequency	Every semester
Associated courses	<ul style="list-style-type: none"> <li>• GMT1311: Management: Organizational Structures and Decisions (2 SWS / 2 Credits)</li> <li>• TAX1012: Corporate Taxation (3 SWS / 3 Credits)</li> </ul>
Prerequisites	None
Exam type / duration	PLK - 120 minutes
Requirements for granting of credits	Successful completion of the examination
Significance for the final grade	<p>The module is included in the preliminary grade of the first study section with a total of 5 credits.</p> <p>The average score of the preliminary examination counts towards the final grade with a total of 30 credits (examination performance of the first study section, §17 Para. 3 StuPO).</p>
Planned group size	max. 80 students
Language	English or German
Module duration	1 semester
Module coordinators	Trauzettel, Volker; Häfele, Markus
Lecturers	Professors of the business admin department, professors of the "Taxation and Auditing" course and adjunct lecturers (for the course on corporate taxation with StB qualification)
Subject area	General Business Administration / Taxation and Auditing
Pedagogical approach	Lecture with exercises
Applicability in other programs/modules	<p>All degree programs except BBA/Media Management and Digital Media and BBA/Digital Business Management.</p> <p>In the degree programs BBA/Controlling, Accounting and Financial Management; BBA/Business Law as well as BBA/Taxation and Auditing, the course "Corporate Taxation/Operational Taxation" comprises 4 SWS/4 ECTS (cf. following separate module description GMT1350).</p>
Objectives	<p><b>Management: Organizational Structures and Decisions:</b></p> <p>The class is the second part of three modules on the essential functions of a company and on the challenges in the context of digital transformation, which are aimed at the following objectives:</p>

	<ul style="list-style-type: none"> <li>• The students understand basic business management relationships and important objectives of a company.</li> <li>• They have a basic understanding of the tasks and economic issues in the individual operational areas of a company.</li> <li>• They understand the importance of customer orientation as a guideline for all entrepreneurial actions and the company as an entire value creation process oriented towards the customer.</li> <li>• They understand the challenges of digital transformation and its impact on the emergence and resolution of new operational issues.</li> </ul> <p>In the second part of "Management: Structures and Decisions", the focus is on the following objectives:</p> <ul style="list-style-type: none"> <li>• The students understand how to assess the impact of, in particular, constitutive corporate decisions on the company and its social environment.</li> <li>• They are familiar with basic problems in business organisation and are able to analyze them, work out adequate decision-making criteria and develop procedures for solving problems.</li> </ul> <p><b>Corporate Taxation:</b></p> <ul style="list-style-type: none"> <li>• The students understand the different tasks of tax law, finance and business taxation.</li> <li>• They use the legal texts to determine the taxable facts and their assessment bases in various types of tax.</li> <li>• They recognize the effects of the turnover tax system (turnover tax as a transitory item or as a cost component).</li> <li>• The students will be able to determine the income tax burdens (including the tax assessment base) of individuals (including case studies on income tax assessment) as well as companies (especially partnerships and corporations) and entrepreneurs (partners).</li> <li>• They recognize the effects of taxes on business management decisions (option for compulsory VAT for small entrepreneurs, choice of legal form, distribution policy, equity or debt capital).</li> </ul>
<p>Contents</p>	<ul style="list-style-type: none"> <li>• Constitutive corporate decisions (location and legal form)</li> <li>• Effects of business management decisions on company results</li> <li>• Design of operational functions, in particular the company organisation</li> <li>• Ethical issues</li> <li>• Fundamentals of the taxation system</li> <li>• Value added tax (tax liability, EU internal market, reporting of value added tax, deductible input tax, VAT as a cost, basic options)</li> </ul>

	<ul style="list-style-type: none"> <li>• Income tax (tax liability, types of income, determination of taxable profit, determination of the income tax burden, assessment cases)</li> <li>• Trade tax in outline</li> <li>• Corporate income tax in outline</li> <li>• Recognize the total income tax burden using case studies and exercises</li> <li>• Basic comparison of legal forms (partnerships and corporations)</li> </ul>
<p>Connection to other modules</p>	<p><b>Management: Organizational Structures and Decisions:</b></p> <ul style="list-style-type: none"> <li>• Preparation for all business administration modules of the second study section.</li> </ul> <p><b>Corporate Taxation:</b></p> <ul style="list-style-type: none"> <li>• Sound knowledge from RW I (accounting) is expected and applied in the determination of taxable profits.</li> <li>• The choice of legal form (management: structures and decisions) is analyzed from a tax point of view; tax burdens are compared.</li> <li>• Cross-connections to accounting (accounting and financial management); primarily dealt with here are the differences between commercial and tax law profit determination.</li> </ul>
<p>Workload</p>	<p><b>Management: Organizational Structures and Decisions:</b></p> <ul style="list-style-type: none"> <li>• Students are expected to spend additional 30 hours for preparation, independent literature study, exercises and e-learning in addition to the 2 x 15 = 30 SWS attendance time.</li> </ul> <p><b>Corporate Taxation:</b></p> <ul style="list-style-type: none"> <li>• The course requires 3 x 15 = 45 SWS attendance time. In addition, approx. 45 hours are required for preparation, independent literature study, working through the legal texts and exercises. For the degree programs Business Administration/Accounting, Controlling and Financial Management; Business Administration/Business Law as well as Business Administration/Taxes and Auditing, the course "Corporate Taxation/Operational Taxation" amounts to 4 SWS/4 ECTS.</li> </ul>
<p>Literature</p>	<ul style="list-style-type: none"> <li>• Bamford, Charles/ Bruton, Garry: Entrepreneurship: The Art, Science, And Process For Success, McGrawHill, 2024</li> <li>• Blomberg, Jesper: Organization Theory: Management and Leadership Analysis, SAGE Publications, 2. Edition, 2023</li> <li>• Konopaske, Robert/ Ivancevich, John / Matteson, Michael: Organizational Behavior and Management, 12th Edition, McGrawHill 2023</li> <li>• Stobbe, Thomas: Steuern Kompakt,</li> <li>• Grefe, Cord: Corporate Taxes, Ludwigshafen</li> </ul>

	<ul style="list-style-type: none"> <li>• Important tax laws (NWB or Beck texts)</li> </ul> <p>In each case the latest edition</p>
Keywords	Entrepreneurial processes, functions, organisation, constitutive decisions (legal form, choice of location), corporate taxation
Last change	July 2024

**ECO1150: ECONOMICS II**

<b>Economics II</b>	
Module ID	ECO1150
Semester	2
Credits	5
SWS	4
Frequency	Every semester
Associated courses	ECO1151 Macroeconomics
Prerequisites	None
Exam type / duration	PLK - 60 minutes
Requirements for granting of credits	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. 80 students
Language	English
Module duration	1 semester
Module coordinator	Strotmann, Harald
Lecturer(s)	Professors and Lecturers of the Department of Economics
Subject area	Economics
Applicability in other modules/study programs	All degree programs
Pedagogical approach	Lecture
Objectives	<p>Changes in the economy as a whole and economic policy decisions have a considerable influence on the success of individual businesses. The economic modules are designed to give students the ability to independently assess the macroeconomic framework for individual economic activity. Such knowledge is indispensable for decision-making competence in many business functions, especially for investment decisions, from which in turn other business decisions are derived. The module familiarizes students with macroeconomic approaches to the analysis of economic problems in closed economies. Specifically, the following objectives are pursued:</p> <ul style="list-style-type: none"> <li>• Students will be able to identify the essential elements that determine the success of an economic system and the competitiveness of a location.</li> <li>• Macroeconomic analysis gives students access to explanations of the most important macroeconomic</li> </ul>

	<p>factors affecting business activity: unemployment, inflation, economic growth, structural change and cyclical fluctuations. They are able to explain these phenomena and evaluate economic policy options for correcting macroeconomic imbalances and their consequences for business decisions.</p>
Content	<ul style="list-style-type: none"> <li>• Subject, basic concepts and methods of economics</li> <li>• classical macroeconomic approach (full employment, flexible prices)</li> <li>• Keynesian macroeconomic approach (underemployment, price rigidities)</li> <li>• Monetary theory and monetary policy, interest rate and inflation explanation</li> <li>• Causes and possibilities of government influence on economic fluctuations</li> <li>• Economic growth: determinants and limits</li> <li>• Structural change: causes and effects</li> </ul>
Connection to other modules	<ul style="list-style-type: none"> <li>• Methodological basics are created, which are expanded in the VWL module "International Economic Relations" in the context of foreign trade and applied independently in the "Economic Policy Seminar".</li> <li>• Macroeconomic developments and their determinants are relevant at many points in general business administration, e.g. when it comes to interest rate and price developments or location decisions. Selected partial aspects are of particular importance for individual courses of study, e.g. economic fluctuations for procurement and sales decisions.</li> </ul>
Literature	<ul style="list-style-type: none"> <li>• Beck, Hanno, Economics. Micro- and macroeconomics</li> <li>• Blanchard, Olivier/Illing, Gerhard, Macroeconomics</li> <li>• Krugman, Paul/Wells, Robin, Economics.</li> <li>• Mankiw, Nicholas G./Taylor, Mark P., Basic Economics.</li> <li>• Mankiw, Nicholas G., Macroeconomics.</li> <li>• Samuelson, Paul A./Nordhaus, William D., Economics. The international standard work on macroeconomics and microeconomics.</li> <li>• Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Vol. 2: Makroökonomie</li> </ul>
Workload	<p>Each of the two courses requires 4 x 15 SWS = 60 SWS attendance time. In addition, approx. 60 h are required for independent literature study, exercises, e-learning and exam preparation.</p>
Miscellaneous	<p>The module is also offered in English as part of the International Study Program.</p>
Keywords	<p>Macroeconomics, macroeconomics, economics, basics</p>
Last change	<p>April 2023</p>

**AQM1150: DESCRIPTIVE STATISTICS AND MATHEMATICAL OPTIMIZATION**

<b>Descriptive Statistics and Mathematical Optimization</b>	
Module ID	AQM1150
Semester	2
Credits	5
SWS	4
Frequency	Every semester
Associated courses	AQM1151 Descriptive Statistics (3 credits). AQM1142 Mathematical Optimization (2 credits)
Prerequisites	None
Exam type / duration	Descriptive Statistics (3 credits): PLK - 60 minutes. Mathematical Optimization (2 credits): PLK - 60 minutes
Requirements for granting of credits	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	Englisch
Module duration	1 semester
Module coordinator	Kuhlenkasper, Torben
Lecturers	Professors of the Department of Quantitative Methods and Lecturers
Subject area	Quantitative methods
Applicability in other modules/study programs	All business administration courses
Pedagogical approach	Lecture
Objectives	<p>Descriptive Statistics The students...</p> <ul style="list-style-type: none"> <li>• understand the importance of simple statistical concepts in an economic setting;</li> <li>• learn the statistical language R;</li> <li>• can analyze economic data sets using descriptive statistical functions in R;</li> <li>• can calculate and interpret decision-relevant information from a data set using graphs and descriptive univariate ratios;</li> <li>• have the ability to correctly apply and interpret bivariate techniques of correlation and regression.</li> </ul>



	<ul style="list-style-type: none"> <li>• can apply simple techniques of time series analysis, such as index and forecast calculation, and interpret their results.</li> <li>• can apply basic concepts of probability calculations;</li> <li>• can recognize and avoid statistical sources of error and attempts at manipulation.</li> </ul> <p>Mathematical Optimization The students...</p> <ul style="list-style-type: none"> <li>• can think in a model-oriented way,</li> <li>• know and understand the basic principles of quantitative business planning,</li> <li>• know when and how to use the presented methods in business planning and</li> <li>• can solve application-oriented problems independently using an algorithmic approach.</li> </ul>
<p>Contents</p>	<p>The course "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 programming 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>Connection 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>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> </ul>

	<ul style="list-style-type: none"> <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> <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 Netzplanchnik, 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>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.</p> <p>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>Miscellaneous</p>	<p>The course Descriptive Statistics is also offered in English in the summer semester as part of the International Study Program.</p> <p>This English-language course is offered as a fast-track course with 4 SWS/week and an early exam well before the normal exam period. Credits earned in English will count toward the existing credit requirement in English.</p>
<p>Keywords</p>	<p>regression, analysis, data collection, data reduction, data summary, probability, analysis of contingency correlation</p>
<p>Last change</p>	<p>April 2023</p>

**GMT2250: FOUNDATIONS OF COST AND PERFORMANCE ACCOUNTING**

<b>Foundations of Cost and Performance Accounting</b>	
Module ID	GMT2250
Semester	2
Credits	5
SWS	4
Frequency	Every semester
Associated courses	GMT2251 Foundations of Cost and Performance Accounting
Prerequisites	None
Exam type/duration	PLK - 90 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	English or German
Module duration	1 semester
Module coordinator	Kropp, Matthias
Lecturers	Professors of the Business Administration department and lecturers
Subject area	General Business Administration
Pedagogical approach	Lecture
Applicability in other programs/modules	All Business Administration courses
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> </ul>
Content	<ul style="list-style-type: none"> <li>• Introduction to Cost Accounting</li> <li>• Full Absorption Costing                             <ul style="list-style-type: none"> <li>○ Cost Type Accounting</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Cost Centre Accounting</li> <li>○ Cost Unit Accounting</li> <li>● Variable Costing (Direct Costing) and Cost Accounting for Decision-making</li> </ul>
Connection to other modules	Preparation of all other BWL - modules of the second study section, builds on the BWL modules of the first study section.
Workload	Students are expected to spend additional 90 h for preparation, independent literature study, exercises and e-learning, in addition to the 4 x 15 = 60 SWS attendance time.
Literature	<ul style="list-style-type: none"> <li>● Taschner, A./Charifzadeh, M.: Management and Cost Accounting, Wiley</li> <li>● Friedl, G./Hofmann, C./Pedell, B./Schäfer, P.: Cost Accounting. A Decision-oriented Approach, World Scientific.</li> </ul> <p>In each case the latest edition</p>
Miscellaneous	The module is offered as an English-language fast track in the winter semester as part of the International Study Program with 6 contact hours/week and an early exam before Christmas
Keywords	Accounting, Calculation, Cost Accounting
Last change	July 2024

**Program specific module**
**IBU1010: BUSINESS COMMUNICATION IN THE INTERNATIONAL ENVIRONMENT**

<b>Business Communication in the international environment in English / French / Spanish</b>	
Module ID	IBU1010
Semester	2
Credits	5
SWS	4
Frequency	Each term
Associated courses	IBU1011 - Business Communication (2 SWS / 2 Credits) IBU1017 - Business French (2 SWS / 3 Credits) <b>or</b> IBU1018 - Business Spanish (2 SWS / 3 Credits)
Prerequisites	IBU1011: English B2+ IBU1017: French B2 IBU1018: Spanish B2
Exam type / duration	IBU 1011 - Business Communication: PLK - 45 minutes IBU 1017 - Business French <b>or</b> IBU 1018 - Business Spanish: PLR/PLH/PLK - 45 minutes
Requirements for granting of credits	Passing the examinations
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	20 - 40 Students
Language	English, Spanish or French
Module duration	1 semester
Module coordinators	Goehlich, Bremser
Lecturers	Hermann, Stefanova, Martínez Díaz
Study program	BBA / International Business
Pedagogical approach	Lecture with exercises; Interactive approach with group and pair work
Applicability in other modules/study programs	Not applicable
Objectives	The aim of the module is to facilitate both oral and written communication in English / French / Spanish within a business context. Students will also learn to cope with communication

	<p>difficulties that arise when working with partners from different cultural backgrounds.</p> <p>By the end of the course, students should be able to communicate effectively in an English / French / Spanish-speaking work environment.</p> <p>After completing the courses, students will be able to pass the according language tests (C1 level test in English; B2 level test in French / Spanish).</p>
<p>Contents</p>	<p>The topics and skills covered include:</p> <ul style="list-style-type: none"> <li>• setting up a business company, writing a business plan - executive summary</li> <li>• giving formal presentations, fast pitches</li> <li>• describing company growth and development</li> <li>• describing trends using graphs</li> <li>• writing reports and formal proposals</li> <li>• discussing terms of business - documents and INCOTERMS</li> <li>• writing general business correspondence</li> <li>• analyze reports and interviews on current business and economics topics</li> <li>• getting to know the basic institutions in the Spanish / French work environment</li> </ul> <p>Students will be expected to do written homework (approximately every 2-3 weeks) on a regular basis. These assignments will be marked by the teacher and feedback will be provided in class. Students are encouraged to use this opportunity to improve their written expression skills and to learn how to express themselves using different registers appropriate to the given situation.</p>
<p>Connection to other modules</p>	<p>IBU2090: International political, economic and social environment I</p> <p>All business lectures held in English, French or Spanish</p>
<p>Workload</p>	<p>Total workload: 5 ECTS = 150 hours. Composition of workload:</p> <ul style="list-style-type: none"> <li>• 60 contact hours</li> <li>• 20 hours homework</li> <li>• 30 hours revision of course contents</li> <li>• 40 hours preparation of final examination and language test</li> </ul>
<p>Literature</p>	<ul style="list-style-type: none"> <li>• The Business Upper-Intermediate, Emerson, Townsend and Allison, published by Macmillan/Hueber ISBN:978-3-19-062917-6</li> <li>• The Business Advanced, Appleby, de Chazal and Allison, Macmillan/Hueber, ISBN:978-3-19-102917-3</li> <li>• Business Benchmark Advanced, Guy Brook-Hart CUP/Klett ISBN:978-3-12-534322-1</li> <li>• Communication for Business, Benford, Abegg, published by Hueber, ISBN:978-3-19-042617-1,</li> <li>• Skills for Business English Student Book 3, published by Hueber, ISBN 3 19 002705 6</li> <li>• Danilo: Commercial French</li> </ul>

	<ul style="list-style-type: none"> <li>• Margaret Mitchell: Pour parler affaires</li> <li>• Steinitz, Beitscher Teoría y práctica del español comercial München,neueste Ausgabe</li> <li>• Temas de empresa, M. J. Pareja, ed. Edinum, newest edition</li> <li>• Cultura y negocios, VV. AA., ed. Edinum</li> <li>• Spanish for international trade, A. Felices, ed. Edinum</li> <li>• Olga Juan,Marisa de Prada, En equipo,es2 course book Ana Zaragoza</li> </ul> <p>Latest editions</p>
Miscellaneous	Successful passing of the French/Spanish Language Test is a prerequisite for getting entry to the subsequent modules in French or Spanish, respectively.
Keywords	Business communication, English, French, Spanish
Last change	September 2024

## Second study section – common core modules

### GMT2300: MANAGING DIGITAL TRANSFORMATION

<b>Managing Digital Transformation</b>	
Module ID	GMT2300
Semester	3
Credits	5
SWS	4
Frequency	Every semester
Associated Courses	<ul style="list-style-type: none"> <li>• GMT2301: Management in the Digital Age (2 SWS / 2 Credits)</li> <li>• GMT2302: Digital Transformation: Technologies and Application Areas (2 SWS / 3 Credits)</li> </ul>
Prerequisites	None
Exam type / duration	PLK - 90 minutes
Requirements for granting of credits	Successful completion of the examination
Significance for the final grade	The whole module is included into the Bachelor final grade.
Planned group size	max. 80 students
Language	English/German
Module duration	1 semester
Module coordinators	Sander, Frauke; Linsel, Annabel; Schuster, Thomas
Lecturers	Professors of the Business Administration department, professors of the Business Information Systems program and adjunct lecturers
Study area	General Business Administration Business Information Systems
Pedagogical approach	All study programs
Applicability in other programs/modules	Lecture with exercises
Objectives	<p>The students...</p> <ul style="list-style-type: none"> <li>• ...have a fundamental understanding of the challenges in operational management processes that are becoming increasingly significant in the context of digital transformation.</li> <li>• ...know options to develop for digital business models and are able to analyze them in a structured manner. In particular, they can develop solutions that address the challenges of digital transformation.</li> </ul>



	<ul style="list-style-type: none"> <li>• ...are familiar with basic problems in operational human resources management and are able to analyze them, work out adequate decision-making criteria and develop procedures for solving problems.</li> <li>• ...have a basic understanding of the concept of digital transformation, its elements, the development stages and its significance for the competitiveness of companies.</li> <li>• ...know current technological basics of this development and understand how to assess the effect of selected technologies on various corporate functions and processes.</li> </ul>
<p>Contents</p>	<p>The course builds on the basic courses on business administration and business information systems of the first study section and supplements the content taught there, particularly regarding the aspects of digital transformation.</p> <p>The contents include in detail:</p> <ul style="list-style-type: none"> <li>• Management processes in the age of digital transformation</li> <li>• Design of (digital) business models</li> <li>• Design of operational functions, especially human resource management</li> <li>• Digital transformation technologies and their application in the company</li> <li>• Overview of relevant technologies in the context of digital transformation and their fields of application in the company, such as for example <ul style="list-style-type: none"> <li>- Data Literacy</li> <li>- Artificial Intelligence</li> <li>- Process Mining</li> <li>- Blockchain</li> <li>- Cloud computing</li> <li>- IT security</li> </ul> </li> <li>• Ethical issues in the digital age</li> </ul>
<p>Connection to other modules</p>	<p>Preparation for all business administration modules of the second study section.</p>
<p>Workload</p>	<p>Students are expected to spend an additional 90 hours for preparation, independent literature study, exercises and e-learning in addition to the 4 x 15 = 60 SWS attendance time.</p>
<p>Literature</p>	<ul style="list-style-type: none"> <li>• Appelfeller, W.; Feldmann, C.: Die digitale Transformation des Unternehmens, Springer Gabler</li> <li>• Erner, M.: Management 4.0 - Unternehmensführung im digitalen Zeitalter, Springer Gabler</li> <li>• Gassmann, O; Frankenberger, K.; Choudury, M.: Geschäftsmodelle entwickeln, Hanser</li> <li>• Harwardt, M.: Management der digitalen Transformation, Springer Gabler</li> <li>• Kaiser et al. (eds.): Digitale Arbeitswelt, Springer Gabler</li> <li>• Mariott, S.; Glacki, S.: Entrepreneurship: Starting and Operating A Small Business, Pearson</li> </ul>

	<ul style="list-style-type: none"> <li>• Nothhelfer, R., Foschiani, S., Rade, K., Trauzettel, V.: Klausurtraining für allgemeine Betriebswirtschaftslehre, De Gruyter</li> <li>• Thommen, J.-P. and Achleitner, A.-K.: Allgemeine BWL - Umfassende Einführung aus management-orientierter Sicht, Springer Gabler</li> <li>• Thommen, J.P.; Achleitner, A.-K.: Allgemeine Betriebswirtschaftslehre Arbeitsbuch. Repetition questions - tasks - solutions, Springer Gabler</li> <li>• Hansen, H.R.; J. Mendling, J. and Neumann, G.: Wirtschaftsinformatik, Berlin; Boston: De Gruyter Oldenbourg.</li> <li>• Bruhn, M. and Hadwich, K.: Artificial Intelligence in Service Management. Springer.</li> <li>• Barton, T. and Müller, C.: Artificial Intelligence in Application. Springer.</li> <li>• Johnson et al., Exploring Corporate Strategy, Pearson.</li> <li>• Wunder: Essentials of Strategic Management, Schäffer-Poeschel.</li> <li>• Allen, Digital Entrepreneurship, Routledge.</li> <li>• Osterwalder / Pigneur, Business Model Generation, Wiley.</li> <li>• Hess, Managing the Digital Transformation – A Guide to successful organizational Change, Springer Gabler.</li> <li>• Mariott, S.; Glacki, S.: Entrepreneurship: Starting and Operating A Small Business, Pearson.</li> <li>• Laudon / Laudon, Management Information Systems: Managing the Digital Firm, Pearson</li> <li>• Barton, T. and Müller, C.: Artificial Intelligence in Application. Springer.</li> <li>• Dessler, Human Resources Management, Pearson</li> </ul> <p>In each case the latest edition.</p>
Miscellaneous	-
Keywords	Digital transformation, management process, business models, human resource management, digital transformation technologies
Last change	July 2024

**ECO2100: INTERNATIONAL ECONOMICS**

<b>International Economics</b>	
Module ID	ECO2100
Semester	3
Credits	5
SWS	4
Frequency	Every semester
Associated courses	ECO2011 International Economics
Prerequisites	None
Exam type / duration	PLK - 60 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	English
Module duration	1 semester
Module coordinators	Strotmann, Harald
Lecturer(s)	Professors of the Department of Economics
Subject area / course of study	Economics
Applicability in other modules/study programs	all business administration courses
Pedagogical approach	Lecture
Objectives	<p>Changes in the economy as a whole and economic policy decisions have a considerable influence on the success of individual businesses. The economic modules are designed to give students the ability to independently assess the macroeconomic framework for individual economic activity. Such knowledge is indispensable for decision-making competence in many business functions, especially for investment decisions, from which in turn other business decisions are derived. The module extends the economic analysis of closed economies to include international contexts, which have become considerably more important for companies due to the globalization of value chains. In detail, the following objectives are pursued:</p> <ul style="list-style-type: none"> <li>• Students grasp the close integration of the German economy into the global economy.</li> <li>• They know the advantages and disadvantages of different exchange rate systems and the determinants of exchange rate developments.</li> </ul>

	<ul style="list-style-type: none"> <li>• They understand the benefits of the international division of labor and the drivers of the globalization process.</li> <li>• They are familiar with the most important international organizations (IMF, World Bank, WTO, etc.) and can assess their importance for international economic relations.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• Balance of Payments Analysis</li> <li>• Currency theory and policy</li> <li>• international trade in goods and services</li> <li>• international capital flows</li> <li>• Effects of globalization on industrialized and developing countries</li> <li>• international regulatory framework (global governance)</li> </ul>
Connection to other modules	The economic analysis of real and monetary aspects of international economic relations is relevant for all business administration courses, as globalization now touches all industries, company sizes and operational functions.
Literature	<ul style="list-style-type: none"> <li>• Appleyard, Dennis R./Field, Alfred J./Cobb, Steven L., International Economics</li> <li>• Feenstra, Robert C./Taylor, Alan M., International Economics.</li> <li>• Krugman, Paul/Obstfeld, Maurice, International Economics</li> <li>• Mankiw, Nicholas G./Taylor, Mark P., Basic Economics.</li> <li>• Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Vol. 2: Makroökonomie</li> </ul>
Workload	The lecture requires 4 x 15 SWS = 60 SWS attendance time. In addition, approx. 90 h are required for independent literature study, exercises, e-learning and exam preparation.
Miscellaneous	<p>Successful completion of the module is a prerequisite for the modules THE4999 of the seventh semester (except for the degree programs "BBA/International Business" and "BBA/International Marketing").</p> <p>The module is also offered in English as part of the International Study Program. Credits earned in English will count toward the existing credit requirement in English.</p>
Keywords	International economics, economics, foreign trade, economics
Last change	February 2024

**AQM2060: INFERENCEAL STATISTICS AND QUANTITATIVE ANALYTICS**

<b>Inferential Statistics and Quantitative Analytics</b>	
Module ID	AQM2060
Semester	3
Credits	5
SWS	4
Frequency	Every semester
Associated courses	AQM2061 Inferential Statistics (3 credits). AQM2062 Quantitative Analytics (2 credits)
Prerequisites	None
Exam type / duration	Inferential Statistics: PLK - 60 minutes Quantitative Analytics: PLR/PLH/PLL
Requirements for granting of credits	Inferential Statistics: Successful passing of the examination performance  Quantitative Analytics: 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	Fundamentals of inductive statistics: max. 200 students. Operations Research: max. 100 students
Language	German
Module duration	1 semester
Module coordinators	Kuhlenkasper, Torben
Lecturers	Professors of the Department of Quantitative Methods
Subject area	Quantitative methods
Applicability in other modules/study programs	All business administration courses, except BBA / International Marketing
Pedagogical approach	Lectures with exercises
Objectives	Inferential Statistics: The students... <ul style="list-style-type: none"> <li>• understand simple procedures of inductive statistics and can implement them with R;</li> <li>• master the basic rules of probability theory;</li> <li>• 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>• can calculate and interpret confidence intervals for means, variance and proportions;</li> <li>• can apply basic nonparametric tests;</li> </ul>

	<ul style="list-style-type: none"> <li>• can perform and interpret parametric one-sample and two-sample T-tests;</li> </ul> <p>can perform and interpret the non-parametric chi-square test.</p> <p>Quantitative Analytics: The students...</p> <ul style="list-style-type: none"> <li>• can represent course-specific problems in quantitative models,</li> <li>• can solve course-specific problems independently using an algorithmic approach,</li> <li>• know computer-assisted solutions to problems specific to the course of study.</li> </ul>
<p>Content</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>In the Quantitative Analytics course, the methods of Mathematical Optimization are supplemented by applied methods of business planning, whereby the respective topic focus depends on the composition of the respective platoon. Topics include transportation and location planning, simulation and queuing theory, portfolio approaches to strategy evaluation, methods for investment and financing planning, game theory for understanding cooperative and non-cooperative (economic) behaviour, etc. Emphasis is placed on demonstrating the solution methods on business problems and on their economic interpretation. For this purpose, a number of didactically useful examples from the planning practice of the respective functional areas of business administration will be discussed.</p>
<p>Connection 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>• Handl, A., Kuhlenkasper, T.: Einführung in die Statistik – Theorie und Praxis mit R, Heidelberg.</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>• 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>Quantitative Analytics:</p> <ul style="list-style-type: none"> <li>• Runzheimer, B., Cleff, T., Schäfer, W.: Operations Research Band 1: Lineare Planungsrechnung und Netzplanchnik, Wiesbaden</li> <li>• Gohout, W.: Operations Research, Munich, Vienna.</li> </ul>

	<ul style="list-style-type: none"> <li>• Domschke, W., Drexl, A.: Introduction to Operations Research, Berlin et al.</li> <li>• Homburg, C.: Quantitative Betriebswirtschaftslehre, Wiesbaden</li> <li>• Hillier, F. S., Lieberman, G. J.: Introduction to Operations Research, Boston u.a.</li> <li>• Taha, H. A.: An Introduction to Operations Research, New Jersey</li> <li>• Thonemann, U.: Operations Management, Munich</li> </ul>
Workload	<p>Inferential Statistics: 2 x 15 SWS = 30 SWS attendance time, additionally approx. 60 h for preparation, independent literature study, exercises and internet/e-learning</p> <p>Quantitative Analytics: 2 x 15 SWS = 60 SWS attendance time, additional approx. 30 h for preparation, independent literature study, exercises and internet/e-learning</p>
Miscellaneous	<p>Successful completion of the module is a prerequisite for the module THE4999.</p> <p>The course Inferential Statistics is also offered in the winter semester as part of the International Study Program as an English-language fast track with 4 SWS/week and an early exam before Christmas. If this course is held in English, a successful completion of 3 credits on the existing credit requirement in English is suggested.</p>
Keywords	<p>Linear programming (simplex), Corporate planning, Implementation of planning calculation, hypothesis testing, probability distributions, confidence intervals</p>
Last change	<p>April 2023</p>

**ECO2110: ADVANCED STUDIES AND APPLICATIONS IN ECONOMICS**

<b>Advanced Studies and Applications in Economics</b>	
Module ID	ECO2110
Semester	3 + 4
Credits	5
SWS	3
Frequency	Every semester
Associated courses	Semester 3: ECO2111 Scientific Writing; Media Competence and Information Research  Semester 4: ECO2112 Seminar in Economic Policy
Prerequisites	Scientific Writing; Media Competence and Information Research: None.  Seminar in Economic Policy: passing the PVL Scientific work; media competence, information acquisition/research.
Exam type / duration	PVL + PLH + PLR
Requirements for granting of credits	For both courses: successful passing of the examinations in each case
Significance for the final grade	The module is included in the Bachelor's final grade with a weighting of 5 credits.
Planned group size	Scientific Writing; Media Competence and Information Research: plenary session (up to 350 participants) with tutorial exercises.  Seminar in Economic Policy: max. 24 students
Language	English
Module duration	2 semesters
Module coordinator	Strotmann, Harald
Lecturers	Professors of the Department of Economics and Lecturers
Subject area	Economics
Applicability in other modules/study programs	All business administration degree programs with the exception of the "BBA / International Marketing" degree program
Pedagogical approach	Lecture/Workshop + Seminar
Objectives	Changes in the economy as a whole and economic policy decisions have a considerable influence on the success of individual businesses. The economic modules are designed to give students the ability to independently assess the macroeconomic framework for individual economic activity. Such knowledge is indispensable for decision-making competence in many business management functions, especially for investment decisions, from which in turn other business management decisions are derived. The module



	<p>consolidates the knowledge acquired so far by independently applying economic methods to a selected economic problem while observing the subject-specific rules of scientific work. In detail, the following objectives are pursued:</p> <ul style="list-style-type: none"> <li>• You demonstrate mastery of the techniques of scientific work. You are competent in dealing with the media and are familiar with the targeted research, processing, preparation and communication of information.</li> <li>• You will independently apply your knowledge of economics to economic policy issues in the Economic Policy Seminar.</li> </ul>
<p>Content</p>	<p>Scientific Writing (acquisition of the basics in the lecture and guided application in the tutorial exercises):</p> <ul style="list-style-type: none"> <li>• Preparatory work for the seminar and final thesis</li> <li>• Literature research for the seminar and final paper</li> <li>• Literature acquisition, assessment and management</li> <li>• Discussions with the supervisor and other experts</li> <li>• Structuring the seminar paper and final paper</li> <li>• Manuscript preparation</li> <li>• Citation in a scientific paper</li> <li>• Manuscript Control</li> </ul> <p>Seminar in Economic Policy (term paper on a selected economic issue and presentation and discussion of the central results in the seminar), e.g. from the following areas:</p> <ul style="list-style-type: none"> <li>• Labor market policy and theory</li> <li>• Poverty and development</li> <li>• Economics of Education</li> <li>• Demography and economic development</li> <li>• Immigration in Germany and Europe</li> <li>• Energy policy in Germany and Europe</li> <li>• Financial market crises and banking supervision</li> <li>• Research and innovation policy</li> <li>• Monetary policy and theory</li> <li>• Globalization and competition between locations</li> <li>• Resource use and sustainability</li> <li>• Sports Economics</li> <li>• Entrepreneurship and Corporate Governance</li> <li>• Behavioural Economics</li> <li>• Monetary and fiscal policy</li> </ul>
<p>Connection to other modules</p>	<p>The Seminar in Economic Policy builds on the three preceding Economics modules. The techniques of scientific work practiced in the Economic Policy Seminar through intensive supervision contribute significantly to the acquisition of methodological competence and the preparation of a qualified Bachelor thesis.</p>
<p>Literature</p>	<p>Scientific Writing:</p>

	<ul style="list-style-type: none"> <li>• Brink, Alfred, Anfertigung wissenschaftlicher Arbeiten. A process-oriented guide to the preparation of bachelor's, master's and diploma theses.</li> <li>• Franck, Norbert/Stary, Joachim (eds.), The Technique of Scientific Work. A practical guide</li> <li>• Theisen, Manuel R., ABC des wissenschaftlichen Arbeitens. Successful in school, university and career</li> <li>• In addition, we recommend that you take a look at the homepage of the Department of Economics, where you will find further documents and literature references in addition to the faculty's guidelines for writing papers in economics under <a href="#">Studium/Wissenschaftliches Arbeiten</a>.</li> </ul> <p>Seminar in Economic Policy: depending on the specific seminar topic</p>
Workload	<p>The module requires 3 SWS x 15 = 45 SWS attendance time. Of these, 1 SWS x 15 are allocated to the course "Scientific Writing" (1 credit) and 2 SWS x 15 to the course "Seminar in Economic Policy" (4 credits). In addition, approx. 105 h are required for preparation, independent literature study, preparation of the term paper and preparation of the seminar presentation. Of these, 15 h are allotted to the course "Scientific Writing" and 90 h to the course "Seminar in Economic Policy".</p>
Miscellaneous	<p>Successful completion of the module is a prerequisite exam for the module THE4999.</p> <p>The competences taught in the course "Scientific Writing; Media Competence and Information Recherche" will be examined separately by means of a preliminary examination; without passing this examination, students will not be admitted to the seminar.</p> <p>Registration for the Seminar in Economic Policy and the assignment of topics takes place in the pre-semester. The majority of the term paper is written during the semester break.</p> <p>The Seminar in Economic Policy is also offered in English. Seminar credits earned in English will count toward the existing 5 credit requirement in English.</p>
Keywords	<p>Scientific Writing, economic policy seminar, seminar, economics</p>
Last change	<p>August 2019</p>

**GMT2350: FINANCIAL ACCOUNTING AND FINANCIAL MANAGEMENT**

<b>Financial Accounting and Financial Management</b>	
Module ID	GMT2350
Semester	4 (but see notes)
Credits	7
SWS	6
Frequency	Every semester
Associated courses	GMT2351 Financial Accounting and Financial Management I (3 credits) GMT2352 Financial Accounting and Financial Management II (4 credits)
Prerequisites	Successful completion of the module is a prerequisite for the THE4999 module.
Exam type / duration	PLK - 90 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	English/German
Module duration	1 semester
Module coordinator	Eichner, Korbinian
Lecturers	Professors of the Business Administration Department
Subject area	General business administration
Applicability in other programs/modules	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>
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>
Connection 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>Nothelfer, R.: Financial Accounting, De Gruyter Oldenbourg</li> <li>Nothelfer, 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> <p>In each case the latest edition</p>
Workload	Students are expected to spend additional 30 hours for preparation, independent literature study, exercises and e-learning in addition to the 6 x 15 = 90 SWS attendance time.
Miscellaneous	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.
Keywords	Accounting, Financial Management, Financing Investment, Financial Management
Last change	July 2024

**GMT3100: BUSINESS MANAGEMENT**

<b>Business Management</b>	
Module ID	GMT3100
Semester	5 and 6
Credits	5
SWS	4
Frequency	Every semester
Associated courses	Semester 5: GMT3025 Management Simulation (2 credits) Semester 6: GMT3013 Strategic Management (3 credits)
Prerequisites	Completed first stage of studies
Exam type / duration	Management Simulation: UPL Strategic Management: PLK - 60 minutes
Requirements for granting of credits	Management Simulation: Successful completion of the examination Strategic Management: Successful completion of the examination
Significance for the final grade	The ungraded examination performance (Management Simulation) is not included in any grade. The remainder of the module is included in the Bachelor's final grade with a weighting of 3 credits.
Planned group size	Management Simulation: max. 25 students Strategic Management: max. 80 students
Language	Management Simulation: English, French, Spanish Strategic Management: English
Module duration	2 semesters
Module coordinators	Foschiani, Stefan; Terporten, Michael
Lecturers	Professors of the Business Administration department
Subject area	General business administration
Applicability in other programs/modules	All bachelor's degree programs of the Business School
Pedagogical approach	Management Simulation: Business Simulation Strategic Management: Lecture with case study
Objectives	The students... <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> </ul>

	<ul style="list-style-type: none"> <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> <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>• possess skills for the goal-oriented management of a company (especially business planning processes), as well as for dealing with team conflicts and complex decision-making situations that have to be mastered under time pressure and uncertain future expectations.</li> </ul>
Content	<p>The course 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 as well as the corporate culture and mission statement.</p>
Connection to other modules	<p>Builds on the previous business administration modules.</p>
Literature	<p>A participant manual is provided for the Management Simulation.</p> <p>Strategic Management:</p> <ul style="list-style-type: none"> <li>• Barney / Hesterly (2012): Strategic Management and Competitive Advantage, Pearson</li> <li>• Grant, R. M., "Contemporary Strategy Analysis", Blackwell Publishing</li> <li>• Johnson, G./ Whittington, R./Scholes, K./ Angwin, D./ Regner, P. (2013): Exploring Corporate Strategy, Pearson</li> <li>• Johnson, G. und Scholes, K. and Whittington, R., Exploring Corporate Strategy 8th Edition, Prentice Hall</li> <li>• Kotler / Berger / Bickhoff (2010): The Quintessence of Strategic Management, Berlin / Heidelberg</li> <li>• Mintzberg, H./Lampel, J./Quinn, J./Ghoshal, S.: The Strategy Process, Prentice Hall.</li> <li>• Steinmann, H./Schreyögg, G.: Management, Schäffer-Poeschel</li> </ul> <p style="text-align: center;">In each case the latest edition</p>
Workload	<p>Students are expected to spend additional 90 hours for preparation, independent literature study, exercises and e-learning in addition to the 4 x 15 = 60 SWS (over 2 semesters) attendance time.</p>
Miscellaneous	<p>The <b>Management Simulation</b> takes place as part of the practical semester of the degree programs as a block event</p>

	<p>during the lecture-free period. It takes place in small groups, so that number of participants is limited. Advance registration is required.</p> <p>The sub-performance "<b>Strategic Management</b>" can also be completed as part of an equivalent performance during a semester of study abroad.</p> <p>Credits earned in English will count towards the existing credit requirement in English. Please note that not every semester an English-language course is offered and that the number of English-language seminar places is limited in any case.</p>
Keywords	Strategy, Simulation, Corporate Governance, Management
Last change	July 2024

**GMT3400: MANAGEMENT IN SPECIFIC INDUSTRIES**

<b>Management in Specific Industries</b>	
Module ID	GMT3400
Semester	6
Credits	6
SWS	5
Frequency	Every semester
Associated courses	<p>Selection from (6 credits each):</p> <ul style="list-style-type: none"> <li>• GMT3404 Business Administration of Industry in the Digital Age</li> <li>• GMT3405 Business Administration of Banks in the Digital Age</li> <li>• GMT3406 Business Administration of Mobility in the Digital Age</li> <li>• GMT3424 Retail Management in the Digital Age (in English)</li> <li>• GMT3425 International Management in the Digital Age (in English)</li> <li>• GMT3426 Investment Banking, Corporate Finance and Digital Skills (in English)</li> <li>• IDS3010 Interdisciplinary Studies</li> </ul> <p>Deviating/additional offers are possible.</p>
Prerequisites	Completed first stage of studies
Exam type / duration	PLK - 90 minutes (for IDS3010 depending on the courses taken by the Faculty of Engineering).
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	English / German (as indicated above)
Module duration	1 semester
Module coordinator	Nothhelfer, Robert
Lecturers	Professors of the Business Administration Department
Subject area	General Business Administration
Applicability in other programs/modules	All degree programs with the exception of BBA/International Marketing



Pedagogical approach	Lecture with exercises
Objectives	<p>The students can apply the so far acquired knowledge and skills to the management of a company in a specific industry (such as manufacturing, retail, banking). They know the special conditions and problems of doing business in the respective industry and can therefore also take on initial projects and management tasks relatively quickly.</p> <p><u>Business Administration of Industry in the Digital Age</u> The students</p> <ul style="list-style-type: none"> <li>• can apply the knowledge and skills acquired in the previous business administration modules to the management of a manufacturing company.</li> <li>• are familiar with the special conditions and problems of doing business in this industry and are therefore able to take on their first professional and personal management tasks relatively soon.</li> </ul> <p><u>Business Administration of Banks in the Digital Age</u> The students</p> <ul style="list-style-type: none"> <li>• can apply the knowledge and skills acquired in previous business studies to the management of a financial institution.</li> <li>• know the investment objectives and can assess and evaluate all common forms of investments (deposits, bonds, shares, investment funds).</li> <li>• can apply a bank's credit services to companies and their accounting systems.</li> <li>• know the essential instruments of loan protection/ credit risk mitigation.</li> <li>• can determine a company's debt service capacity and thus arrive at a sound credit assessment.</li> <li>• are familiar with the interdependencies and the special conditions of the banking industry and can therefore take on their first professional and personal management tasks in this field relatively quickly.</li> </ul> <p><u>Business Administration of Mobility in the Digital Age</u> The students</p> <ul style="list-style-type: none"> <li>• can apply the knowledge and skills acquired in the previous business administration modules.</li> <li>• acquire knowledge about the special conditions, problems and technical terms of economic work in companies of the mobility industry (especially the automotive industry)</li> <li>• are proficient in methods of R&amp;D management, production control and logistics</li> <li>• and therefore have the qualifications to take on their first professional and personal management tasks relatively quickly.</li> </ul> <p><u>Retail Management in the Digital Age (English only):</u> The students</p> <ul style="list-style-type: none"> <li>• know the institutional characteristics of retail companies (retailers as service providers),</li> </ul>

	<ul style="list-style-type: none"> <li>• are familiar with typical tasks and problems in retail companies, such as site selection, portfolio development, brand policy, employee management, especially in sales,</li> <li>• obtain knowledge in the management of commercial enterprises and service enterprises</li> </ul> <p><u>International Management in the Digital Age (English only):</u> The students: learn fundamentals in international business development:</p> <ul style="list-style-type: none"> <li>• recognize and understand customer-oriented value creation as a process in international networks</li> <li>• know different forms of international value creation in chains and (digital) networks</li> <li>• know and be able to differentiate between various sources of information for evaluating current and potential sales markets (countries, segments)</li> <li>• know and use traditional and digital management tools to develop market selection and market entry strategies</li> <li>• synthesize analysis results of international market selection and develop effective milestone projects for effective market development</li> </ul> <p><u>Investment Banking, Corporate Finance and Digital Skills (English only)</u></p> <p>Upon completion of the module, students will possess:</p> <ul style="list-style-type: none"> <li>• An overview of the objectives and main subject areas of corporate finance,</li> <li>• An understanding of how investment banking can assist in achieving these objectives,</li> <li>• A solid understanding of how to identify and evaluate value enhancement potential of capital projects,</li> <li>• the ability to approximate the value of a company from an income, cost and market value perspective,</li> <li>• An in-depth understanding of long-term corporate finance with equity and debt instruments,</li> <li>• An understanding of how a company's capital structure decision affects its enterprise value.</li> <li>• In-depth knowledge of specialized areas of Corporate Finance Mergers &amp; Acquisitions, Corporate Restructurings, LBOs and Corporate Governance.</li> </ul> <p><u>Interdisciplinary studies</u> The students</p> <ul style="list-style-type: none"> <li>• broaden their horizons by taking courses offered by the faculty of engineering</li> <li>• know technical/IT framework conditions of the industry</li> </ul>
<p>Contents</p>	<p>Special business administration:</p> <p><u>Business Administration of Industry in the Digital Age</u></p>

The lecture focuses on the topics "Research and Development in Manufacturing" as a key function for future competitiveness, as well as production and logistics in the context of increasing globalization.

#### Business Administration of Banks in the Digital Age

This lecture covers, among other things, the special features of credit institutions and their regulations as well as the banking system in Germany. In addition, the various forms of investments (deposits, bonds, shares, etc.) and the credit business (forms of credit, loan expiration, security, creditworthiness) are dealt with, with particular emphasis on typical banking risks, especially interest rate and credit risk.

#### Business Administration of Mobility in the Digital Age

In the first part, Prof. Dr. Haugrund deals with topics relating to the beginning of the value chain in the automotive industry. Starting with fundamental questions about future global mobility, areas of responsibility for strategic R&D in the automotive industry are mapped out. Subsequently, questions of R&D management are dealt with in detail. Selected focal points of the areas of production and logistics at suppliers as well as at OEMs round off the first part of the lecture. Building on this, Prof. Dr. Terporten focuses on the subsequent part of the value chain such as sales and aftersales organizations. The discussed topics go beyond the automotive industry and shed light on the challenges of mobility management as a whole.

#### Retail Management in the Digital Age (English only):

This course covers the fundamentals of retail management. The functions, trade marketing, procurement and logistics, employee management and corporate management are deepened specifically for this industry. Practical examples and projects are used to work out specific tasks in retail companies.

The course is aimed at students who wish to work professionally in a retail company. It is also aimed at students who will work in sales and marketing in companies whose customers are trading companies. Due to the proximity of retail services to services, you will also gain insight into the specific characteristics of service companies.

#### International Management in the Digital Age (English only):

This lecture deals with the internationalization process of the company, international marketing and the legal framework of foreign activities.

#### Investment Banking, Corporate Finance and Digital Skills (English only)

The course deals with the following topics: Principles of Investment Banking, Principles of Corporate Finance, Capital Budgeting and Value Creation, Corporate Valuation, Capital Structure and Policy Structure, Mergers & Acquisitions and Capital Restructuring, LBOs and Corporate Governance.

The Investment Banking and Corporate Finance course aims to provide students with analytical skills to make corporate

	<p>finance decisions in practice from a corporate value enhancement perspective.</p> <p><u>Interdisciplinary studies</u></p> <p>The contents taught depend on the chosen course: For the module, different modules predefined on the part of the department "General Business Administration" or courses of other faculties can be provided.</p>
<p>Connection to other modules</p>	<p>Builds on the previous business administration modules.</p>
<p>Literature</p>	<p>Depending on the special business administration offered, latest edition in each case:</p> <p><u>Business Administration of Industry in the Digital Age</u></p> <ul style="list-style-type: none"> <li>• Günter Specht/Christoph Beckmann/Jenny Amelingmeyer: R&amp;D Management, Competence in Innovation Management</li> <li>• Dietmar Vahs/Ralf Burmester: Innovationsmanagement, Von der Produktidee zur erfolgreichen Vermarktung, Edited by Bernd P. Pietschmann and Dietmar Vahs</li> <li>• Klaus Brockhoff, Research and Development, Planning and Control</li> </ul> <p><u>Business Administration of Banks in the Digital Age</u></p> <ul style="list-style-type: none"> <li>• Bacher, U.: Bank Management, Hartung-Gorre</li> <li>• Becker/Peppmeier: Banking Management, Ludwigshafen</li> <li>• .</li> <li>• Hartmann-Wendels/Pfingsten/Weber: Bankbetriebslehre, Springer</li> <li>• Steiner/Bruns: Securities Management, Stuttgart</li> </ul> <p><u>Business Administration of Mobility in the Digital Age</u></p> <ul style="list-style-type: none"> <li>• Günter Specht/Christoph Beckmann/Jenny Amelingmeyer: R&amp;D Management, Competence in Innovation Management</li> <li>• Dietmar Vahs/Ralf Burmester: Innovationsmanagement, Von der Produktidee zur erfolgreichen Vermarktung, Edited by Bernd P. Pietschmann and Dietmar Vahs</li> <li>• Klaus Brockhoff: Research and development, planning and control</li> <li>• Salima Sheila Douven: Brand effects in the automotive supply industry: A cross-cultural comparison considering alternative marketing orientations by Salima Sheila Douven, Wiesbaden.</li> <li>• Hans G Brunn: Globalization and Product Life Cycles in the Automotive Sector: Methods, Concepts and Results from an Econometric Perspective, 2009.</li> </ul>

- Andreas Crone and Henning Werner: Crisis Management in the Automotive Supply Industry, Berlin 2008
- Dusan Gruden: Environmental Protection in the Automotive Industry: Engine, Fuels, Recycling, 2008
- Oliver Kertész and Klaus M. Miller: Brand Equity in the Automotive Industry: Willingness to Recommend and Price Premium Acceptance, 2007
- Helmut Becker: Ausgebremst: Wie die Autoindustrie Deutschland in die Krise fährt, 2007
- Hannes Brachat, Willi Dietz, and Stefan Reindl: Fundamentals of Automotive Economics, 2005
- Becker, H. 2007, Auf Crashkurs. Automobilindustrie im globalen Verdrängungswettbewerb, Berlin Heidelberg.
- Ebel, B. (Ed.): Automotive Management. Strategie und Marketing in der Automobilwirtschaft; mit 34 Tabellen, Berlin 2004.

Retail Management in the Digital Age (English only):

- Berman, Berry/Evans, Joel R., Retail Management: A Strategic Approach, Upper Saddle River (NJ)
- Dunne, Patrick/ Carver, James/ Lusch, Robert F.: Retailing, Thomson South-Western
- Levy, Michael/Weitz, Barton A./Grewal, Dhruv: Retailing Management, 9th ed. McGraw-Hill
- MunichMüller-Hagedorn, Lothar (1998), Der Handel, Stuttgart
- Tietz, Bruno (1993), The Trading Company, Munich

International Management in the Digital Age (English only):

- Czinkota, M.R., Ronkainen, I.A. et. al, International Business.
- Griffin, R.W., Pustay, M.W., International Business.
- Hollensen, S. (2014): Global Marketing, Pearson
- Johannson, J.J., Global Marketing

Investment Banking, Corporate Finance and Digital Skills (English only)

- Berk, J./DeMarzo, P.: Corporate Finance, Addison Wesley.
- Brealey, R./Myers, S./Allen, F.: Principles of Corporate Finance, McGraw-Hill.
- Damodaran, A.: Applied Corporate Finance, Wiley.
- Damodaran, A.: Investment Valuation, Wiley.
- Häcker, J./Ernst, D.: Applied International Corporate Finance, Vahlen.
- Ross, S./Westerfield, R./Jaffe, J.: Corporate Finance, McGraw-Hill.
- Vernimmen, P./Quiry, P./Dallocchio, M./Le Fur, Y./Salvi, A.: Corporate Finance - Theory and Practice, Wiley.

Interdisciplinary studies

Depending on the specific subject chosen

Workload	Students are expected to spend additional 105 hours for preparation, independent literature study, exercises and e-learning in addition to the 5 x 15 = 75 SWS attendance time.
Miscellaneous	<p>At least three elective courses are offered each semester, at least one of which is in English.</p> <p>The module may also be taken as part of an equivalent performance during a semester of study abroad.</p> <p>English language electives are offered as part of the International Study Program. Credits earned in English will count toward the existing credit requirement in English.</p>
Keywords	Business Administration of Industry, Business Administration of Banks, Business Administration of Mobility, Retail Management, International Management, Investment Banking
Last change	July 2024

**GMT4100: ADVANCED TOPICS IN MANAGEMENT**

<b>Advanced Topics in Management</b>	
Module ID	GMT4100
Semester	6
Credits	5
SWS	2
Frequency	Every semester
Associated courses	GMT4101 Management Seminar
Prerequisites	Completed first stage of studies
Exam type / duration	PLR/PLH/PLP/PLM
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. 24 students
Language	English
Module duration	1 semester
Module coordinator	Nothhelfer, Robert
Lecturers	Professors of the Business Administration Department
Subject area	General Business Administration
Applicability in other programs/modules	All business degree programs, except BBA/Digital Business Management.
Pedagogical approach	Seminar based teaching
Objectives	Within a short period of time, students are able to familiarize themselves with specific, complex economic issues, penetrate and analyze them, and come up with their own solutions. They understand how to summarize and professionally present the solutions in writing, both scientifically and for practical implementation.
Contents	Selected scientific and practice-oriented topics from the field of business administration
Connection to other modules	Builds on the courses of the previous business administration modules.
Literature	Depending on the topics offered in each case
Workload	2 x 15 = 30 SWS attendance time and 120 h for preparation, independent literature study, exercises and accompanying work (esp. scientific paper and presentation).
Miscellaneous	The module takes place in small groups, there are limitations on the number of participants. Pre-registration is required.

	<p>Immediately following pre-registration, attendance at a kick-off event is mandatory.</p> <p>There are two timed formats for the module:</p> <ul style="list-style-type: none"> <li>• The module is offered in the 7th semester as a block within the first 6 or 7 weeks of lectures. The topics are assigned at the end of the lecture period of the previous semester, so that the majority of the homework can be completed during the lecture-free period.</li> <li>• In addition, the seminar is also offered in the last half of the lecture period, in which case registration for this seminar takes place at the beginning of the lecture period. The target group of this seminar format are students who are not yet back at the university at the end of the pre-semester, e.g. due to a semester abroad or internship.</li> </ul> <p>The module can also be taken as part of an equivalent performance during a semester of study abroad. If the seminar performance is provided in English, the credits will be counted towards the existing credit requirement in English. Please note that English-language courses are not offered every semester and that the number of English-language seminar places is limited in any case.</p>
Keywords	Management
Last change	July 2024



**ESR3100: ETHICS AND SOCIAL RESPONSIBILITY**

<b>Ethics and Social Responsibility (electives)</b>	
Module ID	ESR3100
Semester	6
Credits	5
SWS	4
Frequency	Every semester
Associated courses	Electives: <ul style="list-style-type: none"> <li>• ESR3101 Sustainable Development: Perspectives in Economic and Social History</li> <li>• ESR3102 Business Ethics</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 Sustainability Management (in English)</li> <li>• ESR3108 Ethics, Business and Society</li> </ul> (Other / alternative events possible)
Prerequisites	Completed first stage of studies
Exam type / duration	PLK/PLR/PLH/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	English
Module duration	1 semester
Module coordinator	Volkert, Jürgen
Lecturers	Professors of the Business School, especially from the Department of Economics
Subject area	Economics
Applicability in other programs/modules	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.
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 critic</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>
Workload	Contact time 4 x 15 = 60 SWS and self-study to the extent of 90 h
Miscellaneous	<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 change	July 2023

**INS3020: INTERNSHIP SEMESTER**

<b>Internship Semester</b>	
Module ID	INS3020
Semester	5
Credits	28 credits
SWS	2
Frequency	Every semester
Associated courses	Work experience internship semester (26 credits) Lecture accompanying the practical semester (2 credits)
Prerequisites	Registration for the internship semester takes place ex officio at the beginning of the 4th semester of study.  If the first study section has not been completed at the beginning of the 4th semester, the internship semester will be compulsorily postponed and cannot be started in the 5th semester.
Exam type / duration	Accompanying lecture to the practical semester: UPL / Participation
Requirements for granting of credits	Work experience internship semester must be evidenced by an internship contract of at least 100 working days (after adjustment for vacation/illness) and internship reports.  The accompanying lecture for the practical semester requires a successful passing of the examination performance and participation
Significance for the final grade	The module does not count towards the bachelor's final grade.
Planned group size	Work experience internship semester: not applicable  Accompanying lecture to the practical semester: max. 80 students
Language	Internship: English / German  Accompanying course of the internship: English
Module duration	1 semester
Module coordinators	Depending on the course of study
Lecturers	Professors of the university
Subject area	Respective study program
Applicability in other programs/modules	Depending on the course of study
Pedagogical approach	Seminar-based teaching (Accompanying lecture)
Prerequisite modules/courses	Completed first stage of studies (=entry requirement for internship semester)

Objectives	<p>Students</p> <ul style="list-style-type: none"> <li>• learn to navigate the environment of their internship site</li> <li>• are able to apply the skills they have acquired during their previous studies</li> <li>• get to know the fields of application of the previous study contents and expand their knowledge</li> </ul>
Contents	<p>The internship semester must be completed in an occupational field appropriate to the occupational field of the respective degree program. An internship abroad is possible.</p>
Literature	<p>None</p>
Workload	<p>The internship semester consists of 26 credits and requires a period of at least 100 working days in the internship.</p> <p>The accompanying block course requires a total of 30 SWS attendance time. In addition, approx. 30 h are required for their preparation.</p>
Miscellaneous	<p>The internship semester can be postponed upon request via the respective internship semester supervisor in the degree program, e.g. in order to bring forward a semester of study abroad.</p> <p>An internship abroad is <u>not</u> recognized under the International Study Program and <u>cannot</u> be counted toward the existing credit requirement in English.</p>
Last change	<p>August 2019</p>

**EXA4999: FINALS**

<b>Finals</b>	
Module ID	EXA4999
Semester	7
Credits	5
SWS	2
Frequency	Every semester
Associated courses	Scholarly Colloquium (2 credits) Oral Examination (oral exam) (3 credits)
Prerequisites	Successful completion of the first study section Enrollment is only possible from the 6th semester onwards.
Exam type / duration	COL4999 Scholarly Colloquium: UPL / Attendance. ORA4999 Bachelor Examination: PLM
Requirements for granting of credits	Scholarly Colloquium: Participation 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 bachelor's examination counts towards the bachelor's degree grade with a weighting of 3 credits.
Planned group size	max. 3 students
Language	Scholarly Colloquium: English (optional French, Spanish, German)  Bachelor Examination (oral exam): French, Spanish, English
Module duration	1 semester
Module coordinator	Respective program director
Lecturer(s)	Respective dean of studies/program director
Subject area	All courses and fields of study
Applicability in other programs/modules	All Business Administration courses
Pedagogical approach	Scholarly Colloquium: teaching talk
Objectives	Scholarly Colloquium: The students... <ul style="list-style-type: none"> <li>• discuss the essential contents of the planned bachelor thesis with the first reviewer</li> </ul>

	<ul style="list-style-type: none"> <li>• are able to present the most important aspects of the chosen topic, engaging in critical discussion.</li> <li>• structure the chosen topic in a meaningful way</li> </ul> <p>Oral Examination: The students...</p> <ul style="list-style-type: none"> <li>• are able to answer questions regarding the content of their major in particular</li> </ul>
Contents	<p>Scholarly Colloquium: Presentation of the contents of the planned or just started bachelor thesis and its critical discussion with the first examiner</p> <p>Oral Examination: Reflection, esp. of the contents of the study program emphasis</p>
Connection to other modules	Final event for the modules of the respective study program
Literature	Depending on the course of study and topic of the final thesis
Workload	<p>Scholarly Colloquium: 60h</p> <p>Oral Examination (oral exam): 90 h for preparation / self-study</p>
Miscellaneous	<p>The Oral Examination requires separate registration with the examination office.</p> <p>The Scholarly Colloquium can also be completed in English. However, credits earned in English will only count towards the existing credit requirement if the thesis was also written in English.</p>
Keywords	Thesis preparation, final exam
Last change	August 2024

**THE4999: THESIS**

<b>Thesis</b>	
Module ID	THE4999
Semester	7
Credits	12
SWS	0
Frequency	Anytime
Associated course	- (Thesis)
Prerequisites	Upon completion of the first study segment and after completion of the fifth semester at the earliest. The thesis may be registered independently of the requirements of § 20 [BA] para. 3 sentence 2 StuPO.
Exam type / 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	English (optional French, Spanish, German)
Module duration	3 months
Module coordinator(s)	Respective dean of studies/program director
Lecturer(s)	Professors of the university
Subject area	All courses and fields of study
Applicability in other programs/modules	All Business Administration courses
Pedagogical approach	Scientific work
Objectives	Students will be able to... <ul style="list-style-type: none"> <li>• work on a topic scientifically and to analyze its aspects critically</li> <li>• develop possible solutions</li> </ul>
Contents	Preparation of a comprehensive scientific paper (thesis)
Connection to other modules	Depends on the chosen topic
Literature	Depends on the chosen topic
Workload	360 hours of self-study/thesis preparation
Miscellaneous	The duration of the thesis is three months.

	If the thesis is written in English, its credits will count toward the credit requirement in English.
Keywords	Thesis
Last change	August 2024



## Program specific modules

### IBU2100: INTRODUCTION TO INTERNATIONAL BUSINESS

<b>Introduction to International Business</b>	
Module ID	IBU2100
Semester	3
Credits	6
SWS	5
Frequency	Each semester
Associated courses	IBU2101 - Introduction to International Business
Prerequisites	English B2
Exam type / duration	PLK (90 Minutes)/PLH/PLR
Requirements for granting of credits	Passing the required examinations.
Significance for the final grade	The module counts weighted by its credits in the bachelor's degree grade.
Planned group size	35 - 40 Students
Language	English
Module duration	1 semester
Module coordinator	Bremser, Kerstin
Lecturer	Handrich, Matthias
Subject area	BBA / International Business
Pedagogical approach	<p>The didactical approach for section 1 is a formal lecture, followed by a presentation of a case study by a student group. During the formal lectures it is expected that students are actively involved.</p> <p>The didactical approach for section 2 is a formal lecture, followed by exercises and discussions.</p>
Applicability in other programs/modules	ISP
Objectives	<p>Learning Objectives:</p> <ul style="list-style-type: none"> <li>• Students will become familiar with the basics of international business</li> <li>• Students will understand theory and praxis of international corporation</li> <li>• Students will learn how small and multinational corporations act in the global economy</li> <li>• Students will understand the impacts of doing business abroad</li> </ul>

<p>Contents</p>	<p>First section: 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 renown international periodicals and case studies.</p> <p>Second section: 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>Connection to other Modules</p>	<p>Other intermediate and advanced modules in International Business such as “International political, economic, and social environment I+II” (IBU2090 + IBU2140) or “Digitalization for International Management” (IBU2160)</p>
<p>Workload</p>	<p>180 hrs. (6 ECTS Credits, thereof 75 contact hrs., 105 hrs. self-study and group work)</p>
<p>Literature</p>	<ul style="list-style-type: none"> <li>• A copy of the slides used in the lectures</li> <li>• Hill, C.: International Business: Competing in the Global Marketplace McGraw Hill</li> <li>• Eiteman, D.K. / Stonehill, A.I. / Moffett, M.H.: Multinational Business Finance.</li> <li>• Nobes, C. / Parker, R., Comparative International Accounting, Harlow, England et al.</li> </ul> <p style="text-align: center;">-Latest editions-</p>
<p>Miscellaneous</p>	<p>Participants should have completed all the foundation courses in management</p>
<p>Keywords</p>	<p>International Business, International Management, International Trade, FDI, Multinational Enterprises (MNE)</p>
<p>Last change</p>	<p>September 2024</p>

**IBU2090: INTERNATIONAL POLITICAL, ECONOMIC AND SOCIAL ENVIRONMENT I**

<b>International political, economic and social environment I</b>	
Module ID	IBU2090
Semester	3
Credits	6
SWS	4
Frequency	Each semester
Associated courses	IBU2093: France today, <b>or</b> IBU2094: Economic Situation in Spain and Latin America
Prerequisites	Language test II (French / Spanish) A high proficiency in French / Spanish (B2) is required, this is not a language course
Exam type / duration	PLH + PLR
Requirements for granting of credits	The final grade is a weighted combination of the following assessments: <ul style="list-style-type: none"> <li>• Short presentation</li> <li>• Final presentation</li> <li>• Written version of final presentation handed in at the end of the class</li> <li>• Mock job interview</li> <li>• Class participation</li> </ul>
Significance for the final grade	The module counts weighted by its credits in the bachelor's degree grade.
Planned group size	10 - 20 students
Language	French / Spanish
Module duration	1 semester
Module coordinators	Goehlich, Bremser
Lecturers	Goehlich (French), Aravena-Martínez (Spanish)
Subject area	BBA / International Business
Pedagogical approach	Lecture + Discussions + Exercises
Applicability in other programs/modules	ISP
Objectives	Students... <ul style="list-style-type: none"> <li>• Understand French / Spanish values and typical behaviours of French / Spanish people in the business world.</li> <li>• Learn the main role of French / Spanish institutions in the field of education, economics, and politics.</li> <li>• Understand the role of the French / Spanish state in society and the economy.</li> </ul>

	<ul style="list-style-type: none"> <li>• Have an overview of the French / Spanish economy, including recent strategic developments in industrial competitiveness, energy, sustainability, international trade, European politics, and globalization.</li> <li>• Receive an introduction to French / Spanish finance places.</li> <li>• Learn about the differences between France and the French-speaking world (Africa, TOM, DOM, Québec) / Spain and the Spanish speaking world (South America).</li> <li>• Know how to find a job and apply for it in France / Spain / South America.</li> <li>• Prepare for a job interview through a simulation workshop</li> <li>• Understand the legal and social framework, and the working environment in France / Spain / South America.</li> <li>• Get an introduction to CSR / Millennium Development Goals in France / Spain / South America.</li> <li>• Get an overview of the most important activity sectors and major French / Spanish companies.</li> </ul>
<p>Contents</p>	<p>IBU2093: (French)</p> <ol style="list-style-type: none"> <li>1. The French society             <ol style="list-style-type: none"> <li>a. historical background</li> <li>b. religious background</li> <li>c. Socialization: Education and school systems</li> <li>d. Social values</li> </ol> </li> <li>2. Organization of the French state             <ol style="list-style-type: none"> <li>a. Foundations of the "République</li> <li>b. Institutions of the "Vème République"</li> <li>c. State Budget</li> <li>d. Key players in politics</li> <li>e. Legal Framework</li> <li>f. Current hot topics</li> </ol> </li> <li>3. Overall Picture of the French economy             <ol style="list-style-type: none"> <li>a. Colbertisme and Keynésianisme</li> <li>b. Interventionism</li> <li>c. Production and growth</li> <li>d. Demography</li> <li>e. Employment</li> </ol> </li> <li>4. International Trade</li> <li>5. Role of France and Germany in the EC</li> <li>6. The French working environment</li> <li>7. Legal entities</li> <li>8. Taxes and obligations</li> <li>9. Current working conditions</li> <li>10. Trade unions</li> <li>11. Legal environment</li> <li>12. Applying for a job in France             <ol style="list-style-type: none"> <li>a. Application</li> <li>b. Simulation of a job interview</li> <li>c. Assessment center / video</li> </ol> </li> <li>13. Leaving a French company</li> <li>14. Liabilities of the employee</li> </ol>

	<p>15. Liabilities of the company  16. Legal conflict  17. Corporate Social Responsibility  18. Main activity sectors/large companies  19. Financial places in France</p> <p>IBU2094 (Spanish):</p> <ol style="list-style-type: none"> <li>1. Spain: Country profile <ol style="list-style-type: none"> <li>a. Economic activities in different economic sectors.</li> <li>b. Agriculture</li> <li>c. The European Politics on agriculture</li> <li>d. Construction and Services sector</li> <li>e. Working environment</li> <li>f. Unemployment <ol style="list-style-type: none"> <li>i. Immigration</li> <li>ii. Basic concepts</li> </ol> </li> </ol> </li> <li>2. South America: Human and economic development <ol style="list-style-type: none"> <li>a. South America: Human Development</li> <li>b. Social Security in South America</li> <li>c. Chile: a model of social security for South America? <ol style="list-style-type: none"> <li>i. Pension funds</li> <li>ii. Health insurance</li> </ol> </li> </ol> </li> <li>3. The firm <ol style="list-style-type: none"> <li>a. SME: Introduction</li> <li>b. SWOT analysis</li> <li>c. Spanish companies with regard to the Common European market</li> </ol> </li> <li>4. The Spanish Banking system</li> <li>5. Introduction to international commerce</li> <li>6. The firm and its environment, Spain and the EU</li> <li>7. Globalization and its impact in Latin America</li> <li>8. Internationalization of companies</li> <li>9. How to export</li> <li>10. Commercial documentation</li> <li>11. Commerce within the framework of the WTO</li> <li>12. Fair trade (South America)</li> </ol>
<p>Connection to other Modules</p>	<p>IBU2140: International political, economical and social environment II</p>
<p>Workload</p>	<p>7 ECTS = 210 working hours, thereof 60 contact hours, 150 hours for self-study and essay</p>
<p>Literature</p>	<p>Spanish:</p> <ul style="list-style-type: none"> <li>• Schnitzer, J.: Business Spanish</li> <li>• Delgado, J.L.G.: Lessons in Spanish Economics</li> <li>• Calderon. A.F., et al.: Culture and Business, EDI Publishing House, Hueber Verlag.</li> <li>• Beitscher, B.: Teoría y práctica del español comercial, Theory and Practice of Spanish Commercial Correspondence, Max Hueber Verlag.</li> <li>• Canals, J: La internacionalización de la empresa, Management Series, José M. Ilundáin, Factores de cambio en el entorno. Editorial Esic.</li> </ul>

	<ul style="list-style-type: none"> <li>• Ollé et al.: Plan De Empresa - Como Planificar La Creación De Una Empresa.</li> </ul> <p>French:</p> <ul style="list-style-type: none"> <li>• Thomas, A.: Professional in France</li> <li>• Barmeyer, C.: Business Know-how</li> <li>• Bataille, L.: Essential information about the company</li> <li>• "Le guide du CV" published by L'Express, 2010</li> <li>• "L'entretien d'embauche" published by L'Express ,2010</li> <li>• Robine, A.: Guide de la correspondance</li> <li>• "Les institutions de France", Nathan</li> <li>• Maurin, L: Deciphering French Society</li> <li>• "the 2013 figures", Economic Alternatives</li> <li>• 100 factsheets to understand the stock market and financial markets, H. Bourachot at Bréal</li> <li>• Points de vue / Views, Baasner, DFI</li> <li>• "la logique de l'honneur", P. D'Iribarne</li> </ul> <p style="text-align: center;">-Latest editions-</p>
<p>Keywords</p>	<p>French / Spanish institutions, French / Spanish state, working environment in France / Spain, Job interview, Job application</p>
<p>Last change</p>	<p>September 2024</p>

**LAW2020: ADVANCED LAW**

<b>Advanced Law</b>	
Module ID	LAW2020
Semester	4
Credits	5
SWS	4
Frequency	Each semester
Associated courses	LAW2024 International Business Law
Prerequisites	None
Exam type / duration	PLK - 90 minutes
Requirements for granting of credits	Passing the exam
Significance for the final grade	The module counts weighted by its credits in the bachelor's degree note.
Planned group size	Approx. 35 Students
Language	English
Module duration	1 semester
Module coordinator	Willburger, Andreas
Lecturer(s)	Professors from the Business Law
Subject area	Law
Pedagogical approach	Lecture
Applicability in other programs/modules	None
Objectives	The students understand the international legal systems in and are aware of their implications for International Business. Students achieve a basic understanding of cross border legal issues.
Contents	<ul style="list-style-type: none"> <li>• Uniform Law and Private International Law (Conflict of laws)</li> <li>• Conflicts of law related to contracts and property law</li> <li>• The UN Sales Convention (CISG)</li> <li>• INCOTERMS</li> <li>• International Product Liability</li> <li>• Documents in international commercial transactions</li> <li>• Agency and Distributorship Agreements</li> <li>• Licensing Agreements</li> <li>• Dispute resolution in international business transactions</li> </ul>

Connection to other modules	Extends the basic legal knowledge acquired in the law courses on German law (Law 1 and 2) to international commercial and legal issues
Workload	150 hours, thereof 60 contact hours. Students are expected to spend 90 hours reviewing the contents of the class.
Literature	<ul style="list-style-type: none"> <li>• Gildeggen, Willburger, International commercial transactions, Vahlen</li> <li>• v. Houte, The Law of International Trade</li> <li>• Schaffer, Earle, Augusti, International Business Law and its Environment</li> </ul> <p style="text-align: center;">-In each case the latest edition-</p>
Keywords	International Commercial Transactions, UN Sales Law, Agency and Distributorship Agreements, Licensing Agreements, Arbitration and Litigation.
Last change	April 2023



**IBU2160: DIGITALIZATION FOR INTERNATIONAL MANAGEMENT**

<b>Digitalization for International Management</b>	
Module ID	IBU2160
Semester	4
Credits	7
SWS	6
Frequency	Each semester
Associated courses	<p>IBU2161 – Fundamentals in Digitalization for International Management (2 SWS / 2 Credits)</p> <p>IBU2162 – International Negotiation Strategies (2 SWS / 2 Credits)</p> <p>AQM2163 – Data Analytics in Social and Economic Sciences (2 SWS / 3 Credits)</p>
Prerequisites	None
Exam type / duration	<p>IBU2161: PLK - 60 Minutes</p> <p>IBU2162: UPL</p> <p>AQM2163: PLR/PLH/PLP</p>
Requirements for granting of credits	Passing the required examinations.
Significance for the final grade	The module counts weighted by its credits in the bachelor's degree note.
Planned group size	25-35 students
Language	English
Module duration	1 semester
Module coordinator	Goehlich
Lecturers	Bremser, Handrich, Weynandt
Subject area	BBA / International Business
Pedagogical approach	<p>IBU2161: Lectures followed by a presentation of a case study by a student group. During the formal lectures it is expected that students are actively involved.</p> <p>IBU2162: Practical exercise to train effective negotiation behaviour combined with theoretical lecture and small case studies.</p> <p>AQM2163: Seminar</p>
Applicability in other programs/modules	ISP

<p>Objectives</p>	<p>After completing this module, students are able to...</p> <ul style="list-style-type: none"> <li>• analyze a specific analytical or empirical problem in International Business in depth</li> <li>• conduct empirical research in an international setting</li> <li>• are secure in applying the correct data analysis techniques and methods</li> <li>• are able to implement statistical techniques in SPSS and interpret results correctly</li> <li>• are able to conduct own empirical research</li> <li>• present and discuss research results orally and in writing</li> <li>• understand the relationship between different subjects in International Business</li> <li>• explain and use different techniques in international business and management</li> <li>• know and apply different negotiation techniques</li> <li>• are able to negotiate in a foreign environment</li> <li>• analyze possible negotiation outcomes and try to achieve them</li> </ul>
<p>Contents</p>	<p>IBU2161: This course teaches the basics of Digital Transformation and Data Science/AI topics. One special focus will be on applications of Digital Business Models to international and global corporations. Another one will be to broaden the student's view on agile project management approaches such as SCRUM which are important in the digitalized business world</p> <p>IBU2162: This course intends to broaden the view on different business cultures and at the same time teach students the necessary tools to succeed in international negotiations. It will therefore touch upon the theories of intercultural communication and negotiation skills. The class is very practice oriented. Each lesson we practice a negotiation, analyze it and develop skills to improve our negotiation behaviour. Special emphasis is put on the topics of negotiation in different cultures, integrative negotiation, distributive negotiation as well as working in negotiation teams. Students will acquire good knowledge of business cultures in different countries / regions.</p> <p>AQM2163: - computer based empirical research methods in an international environment - specific research topics in international business (to be announced at the beginning of each semester)</p>
<p>Connection to other modules</p>	<p>Other modules in advanced International Business such International Specialization (IBU3600) or Individual Studies (IBU4090)</p>
<p>Workload</p>	<p>210 hrs., (7 ECTS Credits), thereof 68 contact hrs., 142 hrs. self-study and group work</p>
<p>Literature</p>	<p>IBU2161:</p>

	<ul style="list-style-type: none"> <li>• Grus, J. (2019). Data science from scratch: first principles with python. O'Reilly Media</li> <li>• Lansiti, M. and Lakhani, K.R., 2020. Competing in the age of AI: Strategy and leadership when algorithms and networks run the world. Harvard Business Press.</li> <li>• Kane, G.C., Phillips, A.N., Copulsky, J.R. and Andrus, G.R., 2019. The technology fallacy: How people are the real key to digital transformation (management on the cutting edge). Copyright material MIT Sloan Management Review, Boston, USA.</li> <li>• Rogers, D.L., 2016. The digital transformation playbook: Rethink your business for the digital age. Columbia University Press.</li> </ul> <p>IBU2162:</p> <ul style="list-style-type: none"> <li>• DeMarr, Beverley; De Janasz, Suzanne: Negotiation and Dispute Resolution, Pearson, Harlow, current edition</li> <li>• Chaney, Lillina; Martin, Jeannette: Intercultural Business Communication, Pearson, Harlow, current edition</li> <li>• Fisher, Roger; Ury, William: Getting to Yes: Negotiating an agreement without giving in, current edition</li> </ul> <p>AQM2163:</p> <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>• Bortz, J.: Statistik für Human- und Sozialwissenschaftler, Berlin et al.</li> <li>• Bühl, A.: SPSS 17. introduction to modern data analysis under Windows, Munich</li> <li>• Malhotra, N. K, Birks, D. F.: Marketing Research. An Applied Approach, Pearson</li> <li>• Other (literature research is part of the requirements for students)</li> </ul> <p style="text-align: center;">-Latest edition-</p>
Additional Remarks	Participants should have completed all the foundation courses and Introduction to International Business (IBU2100).
Keywords	Digital Transformation, Digital Business Models, Data Science and AI; Transportation, Data Preparation, Data Management, Quantitative Methods
Last edited	September 2024

**IBU2140: INTERNATIONAL POLITICAL, ECONOMIC AND SOCIAL ENVIRONMENT II**

<b>International political, economic and social environment II</b>	
Module ID	IBU2140
Semester	4
Credits	7
SWS	4
Frequency	Each semester
Associated courses	IBU2141 – Business Plan (French) IBU2143 – Business Plan (Spanish)
Prerequisites	Language test French / Spanish A high proficiency in French / Spanish (B2) is required, this is not a language course
Exam type / duration	PLH + PLR
Requirements for granting of credits	The final grade is a weighted combination of the following assessments: <ul style="list-style-type: none"> <li>• Participation in class</li> <li>• Final presentation</li> <li>• Final report</li> </ul>
Significance for the final grade	The module counts weighted by its credits in the bachelor's degree note.
Planned group size	15 – 20
Language	Spanish, French
Module duration	1 semester
Module coordinators	Goehlich, Bremser
Lecturers	Goehlich, Bremser
Subject area	BBA / International Business
Pedagogical approach	Lecture + discussions + exercises
Applicability in other programs/modules	ISP
Objectives	IBU2141 / IBU2143 – Business Plan <ul style="list-style-type: none"> <li>• Introduction to the application of management concepts in French / Spanish companies.</li> <li>• Students are able to create a company doing business in a French / Spanish-speaking country. They will have to analyze competitive behaviour, sourcing strategies, client structures of the foreign market, and thus develop creative solutions for their company.</li> </ul>

<p>Contents</p>	<p>IBU2141 / IBU2143 – Business Plan</p> <ul style="list-style-type: none"> <li>• Introduction to the topic of entrepreneurship</li> <li>• Marketing plan</li> <li>• HR Plan</li> <li>• Strategic Plan / Strategic Outlook</li> <li>• Presentation of the French / Spanish business environment</li> <li>• Financial planning</li> <li>• Student presentations (approx. 5 sessions)</li> </ul>
<p>Connection to other modules</p>	<p>IBU4090: Individual studies</p>
<p>Workload</p>	<p>7 ECTS = 210 hours, thereof 90 contact hours. Students are expected to spend the remaining time doing research for their business plan and write the final report.</p>
<p>Literature</p>	<p>IBU2141 / IBU2143:</p> <p>A copy of the slides used in the lectures</p> <ul style="list-style-type: none"> <li>• "Management, the essentials of concepts and practices", S. Robbins, 2008</li> <li>• "L'essentiel sur l'entreprise", L. Bataille, 2009</li> <li>• Business Start-Up Toolbox, 2011</li> <li>• "L'essentiel d'un marché Maroc" 2009</li> <li>• "L'essentiel d'un marché Tunisie" 2009</li> <li>• "The economy of Africa", P. Hugon, 2009</li> <li>• "Perspectives sur la GRH au Maghreb" 2006</li> <li>• "Tunisie 2050", K. Kaddour, 2009</li> <li>• Almoguera, J. A.: El plan de negocio, <a href="http://www.megaconsulting.net/cgi-vel/megaconsulting1/archivos/PLAN.pdf">http://www.megaconsulting.net/cgi-vel/megaconsulting1/archivos/PLAN.pdf</a>, 2006</li> <li>• Hollensen, S.: Global Marketing - a decision-oriented approach, 5th edition, Pearson, current edition</li> <li>• Cibrán Ferraz P., Villanueva Villar, M., Fernández Rodríguez, M.T.: Planificación financiera, teoría y casos prácticos, Tórculo Ediciones, Santiago de Compostela, current edition.</li> <li>• Durbán Oliva, S. irimia Diéguez, A.: Planificación financiera en la práctica empresarial, Ediciones Pirámide, Madrid, current edition.</li> <li>• Rodríguez Sandiás, A.: Planificación financiera aplicada, Tórculo Ediciones, Santiago de Compostela, current edition.</li> <li>• Osterwalder / Pigneur: Business Model Canvas, current edition</li> </ul> <p style="text-align: center;">-Latest edition-</p>
<p>Keywords</p>	<p>Business Plan, entrepreneurship, market research</p>
<p>Last change</p>	<p>September 2024</p>

**IBU3600: ELECTIVES: INTERNATIONAL SPECIALIZATIONS**

<b>Electives: International Specializations</b>	
Module ID	IBU3600
Semester	6
Credits	12
SWS	8
Frequency	Each semester
Associated courses	Students can choose courses with a total of 12 credits in the area of Marketing, Accounting and Finance, International General Management, and Digital Management. Students are expected to choose among subjects from partner universities during their study abroad semester.
Prerequisites	Having passed the Bachelor pre-examination
Exam type / duration	Each lecture: PLK/PLH/PLM/PLK - 60 minutes
Requirements for granting of credits	Passing the exam
Significance for the final grade	The module counts weighted by its credits in the bachelor's degree note.
Planned group size	max. 35 Students
Language	English
Module duration	1 semester
Module coordinator	Goehlich
Lecturers	Handrich, Walter, Scholz, Eidel
Subject area	BBA / International Business
Pedagogical approach	Lecture Lecture with Case Studies Seminar
Applicability in other programs/modules	ISP Parts of the module are shared with other bachelor programs
Objectives	In-depth understanding of selected operational functional areas of international business: <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Accounting and Finance</li> <li>• International General Management</li> <li>• Digital Management</li> </ul>
Content	Cf. Syllabi of individual courses
Connection to other modules	Introduction to International Business, Individual Studies
Workload	Total Workload = 360 hours, thereof 270 contact hours. Division of remaining workload into

	<ul style="list-style-type: none"> <li>• Research</li> <li>• Repetition of lecture</li> <li>• Homework</li> <li>• Paper or exam preparation</li> </ul> <p>Depends upon courses selected.</p>
Literature	Depends upon individual courses
Miscellaneous	In this module various additional topics are offered in each semester. Students are expected to choose among subjects from partner universities during their study abroad semester.
Keywords	International Marketing, International Business, International Accounting, International Controlling, Digitalization
Last change	September 2024

**IBU4090: ELECTIVES: INDIVIDUAL STUDIES**

<b>Electives: Individual Studies</b>	
Module ID	IBU4090
Semester	7
Credits	5
SWS	2
Frequency	Each semester
Associated courses	IBU4091 - Advanced Marketing IBU4092 - Advanced Finance & Accounting IBU4093 - Advanced HRM IBU4094 - Advanced Logistics IBU4095 - General Management IBU4096 - Environment Analysis  If passed during study term abroad: selected subjects at partner universities
Prerequisites	Having passed the Bachelor pre-examination
Exam type / duration	PLH+PLR
Requirements for granting of credits	Writing a paper (approx. 5,000 words) and presenting it in class (20 min).
Significance for the final grade	The module counts weighted by its credits in the bachelor's degree note.
Planned group size	max. 15 students
Language	French / Spanish
Module duration	1 semester
Module coordinators	Goehlich, Bremser
Lecturers	Bremser, Goehlich, Janovsky, Fournier
Subject area	BBA / International Business
Pedagogical approach	Seminar
Applicability in other programs/modules	-
Objectives	<p>Students of International Business will be required to work in a wide area of different fields. In order to acquire specific knowledge in topics of their interest students can select a topic, analyze it and present it in class. At the end of the course, students will be able to...</p> <ul style="list-style-type: none"> <li>• write an academic paper in a scientific style in French / Spanish.</li> <li>• acquire presentation skills of complex topics, including leading a discussion on the topic.</li> <li>• introduce novices to their topic of interest.</li> </ul>



	<ul style="list-style-type: none"> <li>• apply their knowledge in the selected field to a specialized topic.</li> <li>• consult companies on actual projects in the selected fields.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• Advanced Marketing</li> <li>• Advanced Finance &amp; Accounting</li> <li>• Advanced Human Resource Management</li> <li>• Advanced Logistics</li> <li>• General Management</li> <li>• Environment Analysis</li> </ul>
Connection to other modules	IBU 4030: Projects / Case Studies  THE 4999: Thesis
Workload	5 ECTS = 150 hours, thereof 30 contact hours. Students are respected to use the remaining time to <ul style="list-style-type: none"> <li>• Review the literature</li> <li>• Write their paper</li> <li>• Prepare their presentation</li> </ul>
Literature	Depending on subject
Miscellaneous	This class can be passed during the study term abroad and will then be passed in the 6 <sup>th</sup> semester
Keywords	Advanced marketing, advanced logistics, advanced SCM, advanced HRM, advanced accounting
Last change	September 2024

**IBU4030: PROJECTS / CASE STUDIES**

<b>Projects / Case Studies</b>	
Module ID	IBU4030
Semester	7
Credits	7
SWS	3
Frequency	Each semester
Associated courses	IBU4031 Projects / Case Studies (PCS)
Prerequisites	Having passed the Bachelor pre-examination
Exam type / duration	PLP
Requirements for granting of credits	Passing the exam
Significance for the final grade	The module counts weighted by its credits in the bachelor's degree note.
Planned group size	max. 35
Language	English
Module duration	1 semester
Module coordinator	Handrich
Lecturer	Handrich
Subject area	BBA / International Business
Pedagogical approach	Project and lecture
Applicability in other programs/modules	-
Objects	<p>After completing this course, students will be able to...</p> <ul style="list-style-type: none"> <li>• plan, organize and work in a team to achieve a pre-determined project goal or take a position with respect to a particular case study.</li> <li>• apply their acquired knowledge and capabilities to a simulated industrial situation.</li> <li>• present their findings in a logical and convincing manner, both verbally and orally.</li> </ul>
Content	Within this course both current and standard topics in the field of International Business are considered in depth, e.g. selection of potential markets, review of health and safety conditions in a number of selected countries, an evaluation of entry modes for a particular product in a selected country, etc.
Connection to other modules	Introduction to International Business
Workload	Intensive 6 - 7 weeks, total workload 7 ECTS = 210 hours. Composition of workload:

	<ul style="list-style-type: none"> <li>• 45 contact hours</li> <li>• 165 hours research or homework, group presentation, hours for preparation of presentation of final results to company and in class.</li> </ul>
Literature	Naturally, the literature required depends upon the work being performed by the students groups and a literature research constitutes part of the requirements for the course.
Miscellaneous	Final course of the program
Keywords	Independent project work, group cooperation, real case studies, conceptual case studies, capstone course
Last change	September 2024