

Business Administration / International Business

Semester 1

Semester 2

AQM1501 -

BIS1501 - Foundations in Business Information Systems

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| ID | BIS1501 |
| Level | Entry Level |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLV |
| Language | German |
| category | Course |
| Discipline | Business Information Systems |
| Pedagogical Approach | Lecture |
| Key words | Database Operating systems IT applications / information systems Data Modelling Computer networks |
| Catalog Entry | <p>Introductory course for all business students in Pforzheim which gives a general overview concerning “IT in business”. Especially introduces basic concepts and keywords of computer science in business. In detail we discuss fundamentals of information and communication technology, we talk about hardware and operating systems, discover how computer networks work and learn how to build applications (includes several hands-on trainings) We talk about databases and how to build and manipulate them using SQL. Finally we discuss IT-security. The overall objective of the course is to introduce basic concepts and keywords and to get the students to a general understanding using formalized methods to describe solutions.</p> |

GMT1501 - General Management: Foundation Course

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| ID | GMT1501 |
| Level | Entry Level |

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| Credits | 6 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Catalog Entry | <p>These courses provide the students with an understanding of the fundamental problems facing a company together with the constituent parts of a company and their contribution to solving these problems. The first part, in the first semester, considers various general management aspects and consists of the following topics: the business system, the management process, planning systems, decision making, leadership, cost theory, selection of appropriate location for and legal constitution of the company.</p> |

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| GMT1502 - Book Keeping | |
| ID | GMT1502 |
| Level | Entry Level |
| Credits | 3 Credits |
| Hours per week | 2 |
| Frequency | Once a Year |
| Kind of Examination | PLK |
| Examination time | 60 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Catalog Entry | <p>The course covered the legal regulations for book keeping and preparing the financial accounts. In particular the general systems used in practice are demonstrated: T-accounts, asset accounts, profit/loss accounts, etc. The typical versions of chart of account are considered and subsequently used to record the more typical business transactions. Accounting standards considered were</p> |

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| | according to the German law. |
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LAW1501 -

SSC1502 - Elective A: Political science 1

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| ID | SSC1502 |
| Level | Entry Level |
| Hours per week | 2 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Crossfunctional Subjects |
| Pedagogical Approach | Lecture |
| Catalog Entry | This course covers the the political system of the Federal Republic of Germany, comparison of the political systems and the international relationships especially the foreign policy of Federal Republic of Germany. |

SSC1503 - Elective A: Psychology 1

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| ID | SSC1503 |
| Level | Entry Level |
| Hours per week | 2 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Crossfunctional Subjects |
| Pedagogical Approach | Lecture |
| Catalog Entry | This course makes the students familiar with the most important areas of psychology, which are relevant for economists (e.g. consumer behavior, industrial psychology, etc.). |

SSC1504 - Elective A: Sociology 1

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| ID | SSC1504 |
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| Level | Entry Level |
| Hours per week | 2 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Crossfunctional Subjects |
| Pedagogical Approach | Lecture |
| Catalog Entry | The main focus of this course ist the the study of social life, social change, and the social causes and consequences of human behavior. |

Semester 3

AQM2501 -

GMT2501 - General Management: Key Functions

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|----------------------|--|
| ID | GMT2501 |
| Level | Entry Level |
| Credits | 6 Credits |
| Hours per week | 5 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Catalog Entry | These courses provide the students with an understanding of the fundamental problems facing a company together with the constituent parts of a company and their contribution to solving these problems. In the second semester the various functions within the company are considered: Production, Marketing/Sales, Procurement, Human Resources Management. |

| GMT2502 - Management Accounting | |
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| ID | GMT2502 |
| Level | Advanced Level I |
| Credits | 6 Credits |
| Hours per week | 4 |
| Frequency | Once a Year |
| Kind of Examination | PLK |
| Examination time | 60 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Catalog Entry | The course demonstrated the relationship between management and financial accounting. This course includes an appreciation of direct and indirect/overhead costs as well as various internal and opportunity costs. Approaches for allocating overhead costs to products and the definition of the internal costs are also considered. The differences and uses of absorbing costing and contribution margin methods are also demonstrated. The principles of current costing approaches are introduced, e.g. target costing, activity based costing, etc. |

LAW1502 -

SSC2502 - Elective A: Political science 2 and 3

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|---------------------|----------------|
| ID | SSC2502 |
| Level | Entry Level |
| Credits | 4 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |

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| Discipline | Crossfunctional Subjects |
| Pedagogical Approach | Lecture |
| Catalog Entry | This course covers the the political system of the Federal Republic of Germany, comparison of the political systems and the international relationships especially the foreign policy of Federal Republic of Germany. |

SSC2503 - Elective A: Psychology 2 and 3

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|----------------------|---|
| ID | SSC2503 |
| Level | Entry Level |
| Credits | 4 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Crossfunctional Subjects |
| Pedagogical Approach | Lecture |
| Catalog Entry | This course makes the students familiar with the most important areas of psychology, which are relevant for economists (e.g. consumer behavior, industrial psychology, etc.). |

SSC2504 - Elective A: Sociology 2 and 3

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|---------------------|----------------|
| ID | SSC2504 |
| Level | Entry Level |
| Credits | 4 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |

| | |
|----------------------|--|
| Discipline | Crossfunctional Subjects |
| Pedagogical Approach | Lecture |
| Catalog Entry | The main focus of this course ist the the study of social life, social change, and the social causes and consequences of human behavior. |

TAX2501 -

Semester 4

AQM2502 -

AQM2503 -

ESR2501 - Elective C: Economic and Social History - Part 1

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| ID | ESR2501 |
| Level | Advanced Level I |
| Hours per week | 4 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The elective course Economic and Social History describe economic and social processes with the historic background. |

ESR2502 - Elective C: European Economic Relations - Part 1

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|----------------|------------------|
| ID | ESR2502 |
| Level | Advanced Level I |
| Hours per week | 4 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Economics |

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| Pedagogical Approach | Interactive approach |
| Catalog Entry | The elective course European Economic Relations provides a fundamental introduction into the economic aspects of the European integration. |

ESR2503 - Elective C: Environmental Economics - Part 1

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|----------------------|--|
| ID | ESR2503 |
| Level | Advanced Level I |
| Hours per week | 4 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The first part of the elective course Environmental Economics provides an introduction into the topic environmental protection and describes the most important aspects. |

ESR2504 - Elective C: Business and Corporate Ethics - Part 1

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|----------------------|--|
| ID | ESR2504 |
| Level | Advanced Level I |
| Hours per week | 4 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The first part of the elective course Business ethics covers the fundamentals of ethics, business ethics and the management of ethics. |

GMT2503 - Financial Accounting and Analysis

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| ID | GMT2503 |
| Level | Advanced Level I |

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| Credits | 4 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLH/PLR |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The course encompasses 2 semesters. In the first semester the fundamentals of the financial accounts are considered. This includes the structure of the balance sheet and profit & loss account, the contents of each position and the various methods available for evaluating them, the development of the fixed assets, cash flow statement and a general analysis of the accounts. |

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| GMT2504 - Principles of Finance | |
| ID | GMT2504 |
| Level | Advanced Level I |
| Credits | 6 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLM/PLP |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The course encompasses 2 semesters. In the second semester the basics of investment decisions and financing a company are considered. This section includes: methods of evaluating investments, finance planing/budgeting, methods of internal and external financing, issuing shares, overview of modern finance instuments. |

| IBU2501 - Business Communication (LN 1) | |
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| ID | IBU2501 |
| Level | Entry Level |
| Credits | 4 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLR |
| Examination time | 60 minutes |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Lecture |
| Responsible: | Paul, Joachim |
| Objectives | facilitate both oral and written communication within a business context. Students will be provided with ample opportunity to practise all four language skills – listening, reading, speaking and writing. They will also address the challenges of conducting business with partners from different cultural backgrounds. |
| Catalog Entry | The aim of this course is to facilitate communication in an English-speaking business environment and to create awareness of problems of intercultural communication. Students are expected to make an active contribution to group discussions and will be required to give presentations. Participants will trace the development of a fictional business enterprise, from the original business idea through to the day-to-day running of the company. All classes are held in English. |
| Content | Group discussions, presentations, short speeches and oral reports. Informal oral assessment with feedback throughout the course. Principles of written business communication (letters and various reports in class and at home). Final written examination: students' reading and writing skills. The topics: company growth and development, attending trade fairs and making product presentations, writing enquiries and offers, writing reports – an executive summary, discussing investment and growth – setting up a branch of the Hard Rock Café, writing a letter to a venture capitalist, examining intercultural aspects of business negotiations with role-plays and written follow-up, |

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| | discussing market research and marketing strategies, describing sales trends, writing a formal proposal, telephoning and emailing - deliveries, complaints and adjustments, making recommendations on how to remain competitive, discussing foreign trade opportunities, comparing conditions for investment in different countries, exporting European cars to Japan - role-play with written follow-up |
| ID | IBU2501 |
| Level | Entry Level |
| Credits | 4 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLR |
| Examination time | 60 minutes |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Lecture |
| Responsible: | Paul, Joachim |
| Objectives | facilitate both oral and written communication within a business context. Students will be provided with ample opportunity to practise all four language skills – listening, reading, speaking and writing. They will also address the challenges of conducting business with partners from different cultural backgrounds. |
| Catalog Entry | The aim of this course is to facilitate communication in an English-speaking business environment and to create awareness of problems of intercultural communication. Students are expected to make an active contribution to group discussions and will be required to give presentations. Participants will trace the development of a fictional business enterprise, from the original business idea through to the day-to-day running of the company. All classes are held in English. |
| Content | Group discussions, presentations, short speeches and oral reports. Informal oral assessment with feedback throughout the course. Principles of written business communication (letters and various reports in class and at home). Final written examination: students' reading and writing skills. The topics: company growth and development, attending |

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| | trade fairs and making product presentations, writing enquiries and offers, writing reports – an executive summary, discussing investment and growth – setting up a branch of the Hard Rock Café, writing a letter to a venture capitalist, examining intercultural aspects of business negotiations with role-plays and written follow-up, discussing market research and marketing strategies, describing sales trends, writing a formal proposal, telephoning and emailing - deliveries, complaints and adjustments, making recommendations on how to remain competitive, discussing foreign trade opportunities, comparing conditions for investment in different countries, exporting European cars to Japan - role-play with written follow-up |
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| IBU2502 - Political, economic and social Institutions in France 1 - Business French (LN 2) | |
| ID | IBU2502 |
| Level | Advanced Level I |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Once a Year |
| Kind of Examination | PLK/PLR |
| Examination time | 60 minutes |
| Language | French |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Lecture |
| Responsible: | Paul, Joachim |
| Catalog Entry | The aim of this course is an introduction into the general political and social conditions of French speaking countries. |

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| IBU2503 - Political, economic and social Institutions in Spain 1 - Business Spanish (LN 2) |
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Semester 5

AQM3503 -

ESR3501 - Elective C: Economic and Social History - Part 2

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| ID | ESR3501 |
| Level | Advanced Level I |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The elective course Economic and Social History describe economic and social processes with the historic background. |

ESR3502 - Elective C: European Economic Relations - Part 2

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| ID | ESR3502 |
| Level | Advanced Level I |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The elective course European Economic Relations provides a fundamental introduction into the economic aspects of the European integration. |

ESR3503 - Elective C: Environmental Economics - Part 2

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| ID | ESR3503 |
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| Level | Advanced Level I |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLP |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The second part of the elective course Environmental Economics covers the economic fundamentals and the topic environmental policy. |

ESR3504 - Elective C: Business and Corporate Ethics - Part 2

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| ID | ESR3504 |
| Level | Advanced Level I |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK/ |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | The second part of the elective course Business ethics covers the importance of the ethics and the global economic circumstances of the action of enterprises and entrepreneurs. |

GMT3502 - Elective B: International Trade - Part 1

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| ID | GMT3502 |
| Level | Advanced Level II |
| Credits | 5 Credits |

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| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Language | English and German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Key words | Foreign trade |
| Responsible: | Freitag, Ulrich; Manthey, Manfred |
| Catalog Entry | This course covers the process of internationalization for companies, international marketing and foreign trade financing. |
| Content | <p>The course contains the following main topics:</p> <ol style="list-style-type: none"> 1. The process of internationalization for companies: exporting, importing, license business, BOT-contracts, counter trade, forms of investment in foreign countries (joint venture, mergers, acquisitions), contract manufacturing, risk management in foreign trade 2. International Marketing: market research for foreign markets, international product, price, distribution, communication and service policy 3. Foreign trade financing: international payment transactions, documentary collection, letter of credit, bank guarantees in foreign trade, foreign exchange trade, hedging, forms of foreign trade financing, export credit insurance. |

GMT3504 - Elective B: Bank Management - Part 1

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|----------------|-------------------|
| ID | GMT3504 |
| Level | Advanced Level II |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Language | German |
| category | Course |

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| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Key words | Banking Investment fund Stocks Capital market Loan security |
| Catalog Entry | <p>Banking Management covers a broad field. The products of banking are often invisible and intangible, but have impacts on many different business areas (e.g. law and regulations, finance, marketing, organization). The continuous changes in banking with respect to technology, regulations, risks and competition present challenges which a bank manager must solve. A broad knowledge base and good skills are needed to meet these challenges. The course covers all relevant topics of banking business with strong emphasis on the risks, particularly interest and default risks. The course is subdivided in 4 parts:</p> <ul style="list-style-type: none"> • The Banking System (Structure and Functions of a Bank, Regulations of Money and Banking). • Bank Services (Payment Transactions; Deposit Services; Non-deposit Investment Products in Banking; Bank Lending – Policies, Procedure and Case Studies; Agency Business). • Banking Policy and Bank Marketing Strategy (Banking Policy; Bank Marketing Strategy). • Bank Performance, Risk Management and Portfolio Management. |

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| GMT3506 - Elective B: Management of the Industrial Enterprise - Part 1 | |
| ID | GMT3506 |
| Level | Advanced Level II |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Key words | Production Planning Product program Procurement Process Product innovation Quality Management |
| Catalog Entry | The course contains the following main topics: a brief |

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| | history of production, payment systems, methods of production, investment planning, material resource planning, capacity planning, industrial research and design, planning for innovation, program planning, outsourcing, productions planning and scheduling and quality management. |
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GMT3508 - Elective B: Management of the Retail Enterprise - Part 1

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| ID | GMT3508 |
| Level | Advanced Level II |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Key words | Retail Wholesale Service Merchandising |
| Catalog Entry | This course includes, the basics of retailing in particular the company form and functions, problems relating to competition law, decision making in retail/wholesale (purchasing, warehousing, pricing, advertising, service provision), information and controlling systems. |

IBU3501 - Regional Studies (LN 3)

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| ID | IBU3501 |
| Level | Advanced Level I |
| Credits | 2 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLH+PLR |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |

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| Responsible: | Paul, Joachim |
| Objectives | <ol style="list-style-type: none"> 1. You will become familiar with culture and its components at different levels 2. You will understand the bases of differences in people's beliefs, values, and behaviors across cultures 3. You will learn how to accommodate cultural differences 4. You will understand the forces that shape cultures |
| Catalog Entry | The purpose of this course is to develop your appreciation, knowledge, and understanding of the national culture of countries and how culture impacts business practices. |
| Content | The purpose of this course is to develop your appreciation, knowledge, and understanding of the national culture of countries and how culture impacts business practices. The course will enhance your ability to get along with people of other cultures in the pursuit of mutually beneficial goals. Course pedagogy includes videos, case studies, in-class exercises, team project research and presentation, and lectures. |
| ID | IBU3501 |
| Level | Advanced Level I |
| Credits | 2 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLH+PLR |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |
| Responsible: | Paul, Joachim |
| Objectives | <ol style="list-style-type: none"> 1. You will become familiar with culture and its components at different levels 2. You will understand the bases of differences in people's beliefs, values, and behaviors across cultures 3. You will learn how to accommodate cultural differences 4. You will understand the forces that shape cultures |

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| Catalog Entry | The purpose of this course is to develop your appreciation, knowledge, and understanding of the national culture of countries and how culture impacts business practices. |
| Content | The purpose of this course is to develop your appreciation, knowledge, and understanding of the national culture of countries and how culture impacts business practices. The course will enhance your ability to get along with people of other cultures in the pursuit of mutually beneficial goals. Course pedagogy includes videos, case studies, in-class exercises, team project research and presentation, and lectures. |

IBU3502 - Political, economic and social Institutions in France 2 (LN 4)

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| ID | IBU3502 |
| Level | Advanced Level I |
| Credits | 3 Credits |
| Hours per week | 2 |
| Frequency | Once a Year |
| Kind of Examination | PLH+PLR |
| Language | French |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |
| Responsible: | Paul, Joachim |
| Catalog Entry | The aim of this course is an introduction into the economical conditions of French speaking countries; e. g. enterprises, economic policy. |

IBU3503 - Political, economic and social Institutions in Spain 2 - Business Spanish (LN 4)

IBU3504 - Introduction to International Business (LN 5)

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| ID | IBU3504 |
| Level | Advanced Level I |
| Credits | 8 Credits |
| Hours per week | 6 |

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| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |
| Responsible: | Paul, Joachim; Pfürtsch, Waldemar |
| Objectives | <p>Learning Objectives</p> <ol style="list-style-type: none"> 1. You will become familiar with the basics of international business 2. You will understand theory and praxis of international corporation 3. You will learn how to small and multinational corporations act in the global economy <p>You will understand the impacts of doing business abroad</p> |
| Catalog Entry | This course provides an introduction to international business and detailed knowledge about the theory and praxis of international corporations. |
| Content | <p>The first part of the lecture will cover national differences in political economy and differences in Culture. To understand international business we will learn about International Trade Theories and the Political Economy of International Trade, in addition concepts of Foreign Direct Investment and the Regional Economic Integration will be discussed.</p> <p>The second part of the course is designed to cover 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. The course requires students to keep abreast of current international events by regular and extensive reading of quality international periodicals, and case studies.</p> <p>The emphasis of the third part is on international finance and accounting. Topics in finance include international capital markets, sources of financing, exposure to foreign exchange risk, transfer pricing and basic principles of international taxation. Topics in accounting include an introduction into international consolidation and currency translation and differences between national and</p> |

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| | <p>international accounting standards. The focus is on differences between accounting standards according to German Commercial Code (HGB) and International Financial Reporting Standards (IFRS / IAS)</p> <p>The course module includes theory, exercises, simulations, and case studies. All classes are held in English.</p> |
| ID | IBU3504 |
| Level | Advanced Level I |
| Credits | 8 Credits |
| Hours per week | 6 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |
| Responsible: | Paul, Joachim; Pförsch, Waldemar |
| Objectives | <p>Learning Objectives</p> <ol style="list-style-type: none"> 1. You will become familiar with the basics of international business 2. You will understand theory and praxis of international corporation 3. You will learn how to small and multinational corporations act in the global economy <p>You will understand the impacts of doing business abroad</p> |
| Catalog Entry | This course provides an introduction to international business and detailed knowledge about the theory and praxis of international corporations. |
| Content | The first part of the lecture will cover national differences in political economy and differences in Culture. To understand international business we will learn about International Trade Theories and the Political Economy of International Trade, in addition concepts of Foreign Direct Investment and the Regional Economic Integration will be discussed. |

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| | <p>The second part of the course is designed to cover 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. The course requires students to keep abreast of current international events by regular and extensive reading of quality international periodicals, and case studies.</p> <p>The emphasis of the third part is on international finance and accounting. Topics in finance include international capital markets, sources of financing, exposure to foreign exchange risk, transfer pricing and basic principles of international taxation. Topics in accounting include an introduction into international consolidation and currency translation and differences between national and international accounting standards. The focus is on differences between accounting standards according to German Commercial Code (HGB) and International Financial Reporting Standards (IFRS / IAS)</p> <p>The course module includes theory, exercises, simulations, and case studies. All classes are held in English.</p> |
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LAW3501 -

Semester 6

ECO3504 - Economics Workshop

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| ID | ECO3504 |
| Level | Advanced Level I |
| Credits | 4 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLH+PLR |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Responsible: | Wienert, Helmut |
| Catalog Entry | Within this seminar the students have to work on current |

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| | economic issues. The students have to submit a term paper and they have to make a presentation about it in classroom. |
| Usability in other courses | |

| GMT3501 - Strategic Management | |
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| ID | GMT3501 |
| Level | Advanced Level I |
| Credits | 3 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLM/PLR/PLH |
| Examination time | 60 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Interactive approach |
| Catalog Entry | <p>The course considers the basic strategic problems which a company has to address and the principles and instruments currently used to explain and solve these problems. The content of the course includes the following Topics:</p> <p>Introduction to strategic management, the strategic options, the company audit, value-chain analysis, benchmarking, industry analysis, competitor analysis, evaluation of the strategic position, futures analysis, company culture and mission statement.</p> |
| Content | <p>The term "Strategy" means different things to different people depending upon the size of a company, prevalent time horizon, environmental situation etc. Nonetheless, a starting situation, an end scenario and the way in which these two situations are bridged remain the essentials of the strategic management process. We will approach the overall problem from a processual standpoint. The main question in the strategic development process - formulation, communication, implementation and review - will be addressed in a chronological sequence. The answers to the ensuing questions will be developed with the assistance of a number of analytical instruments which structure and simplify the situation, thus enabling alternative solutions to be found and evaluated. These instruments constitute a tool-kit which can be applied to all possible combinations of companies and</p> |

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| | environments. However, it should be recognised that because of complexity of the strategic management task no "standard solutions" are available |
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| GMT3503 - Elective B: International Trade - Part 2 | |
|---|---|
| ID | GMT3503 |
| Level | Advanced Level II |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | English and German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Key words | Foreign trade |
| Responsible: | Freitag, Ulrich; Manthey, Manfred |
| Catalog Entry | This course covers the process of internationalization for companies, international marketing and foreign trade financing. |
| Content | <p>The course contains the following main topics:</p> <ol style="list-style-type: none"> 1. The process of internationalization for companies: exporting, importing, license business, BOT-contracts, counter trade, forms of investment in foreign countries (joint venture, mergers, acquisitions), contract manufacturing, risk management in foreign trade 2. International Marketing: market research for foreign markets, international product, price, distribution, communication and service policy 3. Foreign trade financing: international payment transactions, documentary collection, letter of credit, bank guarantees in foreign trade, foreign exchange trade, hedging, forms of foreign trade financing, export credit insurance. |

| GMT3505 - Elective B: Bank Management - Part 2 | |
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| ID | GMT3505 |
| Level | Advanced Level II |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Key words | Banking Investment fund Stocks Capital market Loan security |
| Catalog Entry | <p>Banking Management covers a broad field. The products of banking are often invisible and intangible, but have impacts on many different business areas (e.g. law and regulations, finance, marketing, organization). The continuous changes in banking with respect to technology, regulations, risks and competition present challenges which a bank manager must solve. A broad knowledge base and good skills are needed to meet these challenges. The course covers all relevant topics of banking business with strong emphasis on the risks, particularly interest and default risks. The course is subdivided in 4 parts:</p> <ul style="list-style-type: none"> • The Banking System (Structure and Functions of a Bank, Regulations of Money and Banking). • Bank Services (Payment Transactions; Deposit Services; Non-deposit Investment Products in Banking; Bank Lending – Policies, Procedure and Case Studies; Agency Business). • Banking Policy and Bank Marketing Strategy (Banking Policy; Bank Marketing Strategy). • Bank Performance, Risk Management and Portfolio Management. |

| GMT3507 - Elective B: Management of the Industrial Enterprise - Part 2 | |
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| ID | GMT3507 |

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| Level | Advanced Level II |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Key words | Production Planning Product program Procurement Process Product innovation Quality Management |
| Catalog Entry | The course contains the following main topics: a brief history of production, payment systems, methods of production, investment planning, material resource planning, capacity planning, industrial research and design, planning for innovation, program planning, outsourcing, productions planning and scheduling and quality management. |

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| GMT3509 - Elective B: Management of the Retail Enterprise - Part 2 | |
| ID | GMT3509 |
| Level | Advanced Level II |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK |
| Examination time | 90 minutes |
| Language | German |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Lecture |
| Key words | Retail Wholesale Service Merchandising |
| Catalog Entry | This course includes, the basics of retailing in particulat the |

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| | company form and functions, problems relating to competition law, decision making in retail/wholesale (purchasing, warehousing, pricing, advertising, service provision), information and controlling systems. |
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| GMT3511 - Management Seminar | |
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| ID | GMT3511 |
| Level | Advanced Level II |
| Credits | 4 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLM/PLP/PLH/PLR |
| Language | German or English |
| category | Course |
| Discipline | Business Administration |
| Pedagogical Approach | Project Course |

| IBU3505 - International financial management (LN 7) | |
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| ID | IBU3505 |
| Level | Advanced Level I |
| Credits | 3 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLM/PLP/PLR |
| Examination time | 60 minutes |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Lecture |
| Responsible: | Paul, Joachim; Kludig, Georg |
| Catalog Entry | This course gives a survey of requirements und rules of financial reporting in the Anglo-American area and the foreign Exchange Management. |

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| Content | u.a. Financial Reporting im anglo-amerikanischen Raum, Foreign Exchange Management (Techniques + Tools) |
| ID | IBU3505 |
| Level | Advanced Level I |
| Credits | 3 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLM/PLP/PLR |
| Examination time | 60 minutes |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Lecture |
| Responsible: | Paul, Joachim; Kludig, Georg |
| Catalog Entry | This course gives a survey of requirements und rules of financial reporting in the Anglo-American area and the foreign Exchange Management. |
| Content | u.a. Financial Reporting im anglo-amerikanischen Raum, Foreign Exchange Management (Techniques + Tools) |

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|---|------------------------|
| IBU3506 - Seminar on International Business (Marketing and Finance) (LN 8) | |
| ID | IBU3506 |
| Level | Advanced Level I |
| Credits | 3 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLH+PLR |
| Language | German |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |

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| Responsible: | Paul, Joachim; Freitag, Ulrich |
| Catalog Entry | Current topics in the field of the International Business are discussed during the seminar, e.g., foreign sale distribution, foreign sale financing, logistics, internationalization strategies. |

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| IBU3507 - Management in French-speaking countries 1 (LN 9) | |
| ID | IBU3507 |
| Level | Advanced Level II |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLM/PLP/PLR |
| Examination time | 90 minutes |
| Language | French |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |
| Responsible: | Paul, Joachim |
| Catalog Entry | The course focuses on selected topics from the organization and management of internationally oriented firms in French speaking countries. |
| Content | Le Management interculturel: Concepts et outils pour déchiffrer les différences, management des ressources humaines (sélection et préparation, formation d'équipes interculturelles, expatriation, motivation), marketing interculturel, éthique, négociation et communication interculturelles, principes de management (MBO, MBS, MBJD, MBE), organisation (organigrammes-type, organisation d'activités internationales), cas concrets de fusions, d'implantation et de collaboration |

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| IBU3508 - Management in Spanish-speaking countries 1 (LN 9) |
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Semester 7

Semester 8

COL4999 - Scientific Colloquium**ECO4501 - Seminar on International Economics (LN 12)**

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| ID | ECO4501 |
| Level | Advanced Level II |
| Credits | 3 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLH+PLR |
| Language | German |
| category | Course |
| Discipline | Economics |
| Pedagogical Approach | Interactive approach |
| Key words | Exchange rates |
| Responsible: | Wienert, Helmut |
| Catalog Entry | Current topics in the field of the international economics are discussed during the seminar. |

IBU4501 - Management in French-speaking countries 2 (LN 10)

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|----------------------|--|
| ID | IBU4501 |
| Level | Advanced Level II |
| Credits | 3 Credits |
| Hours per week | 2 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLM/PLP/PLR |
| Examination time | 60 minutes |
| Language | French |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |
| Responsible: | Voß, Timm; Paul, Joachim |
| Catalog Entry | The course focuses on selected topics from marketing and |

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| | financing of internationally oriented firms in French speaking countries. |
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IBU4502 - Management in Spanish-speaking countries 2 (LN 10)

IBU4503 - Selected operational issues in International Business: Marketing, Human Resources etc. (LN 11)

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| ID | IBU4503 |
| Level | Advanced Level I |
| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLM/PLP/PLR |
| Examination time | 90 minutes |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |
| Responsible: | Pförsch, Waldemar; Kludig, Georg; Paul, Joachim |
| Objectives | <ul style="list-style-type: none"> • become familiar with specific aspects of international marketing • understand marketing concepts and application of companies in the global environment • learn how to analyse and prepare strategic and operational decision making • understand the impact of competition, technology, government, etc. for the bottom line of international companies. |
| Catalog Entry | This lecture provides a understanding for selected operational areas of the international business activity. |
| Content | Topics in the area of Internat. Management ; Internat. Marketing (vital and current subjects of international marketing. b2b marketing, branding, mobile marketing, etc.); Internat. Human Resources ; Internat. Logistics ; Internat. Finance, etc |
| ID | IBU4503 |
| Level | Advanced Level I |

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| Credits | 5 Credits |
| Hours per week | 4 |
| Frequency | Every Semester |
| Kind of Examination | PLK/PLM/PLP/PLR |
| Examination time | 90 minutes |
| Language | German, English, French or Spanish |
| category | Course |
| Discipline | International Business |
| Pedagogical Approach | Interactive approach |
| Responsible: | Pförsch, Waldemar; Kludig, Georg; Paul, Joachim |
| Objectives | <ul style="list-style-type: none"> • become familiar with specific aspects of international marketing • understand marketing concepts and application of companies in the global environment • learn how to analyse and prepare strategic and operational decision making • understand the impact of competition, technology, government, etc. for the bottom line of international companies. |
| Catalog Entry | This lecture provides a understanding for selected operational areas of the international business activity. |
| Content | Topics in the area of Internat. Management ; Internat. Marketing (vital and current subjects of international marketing. b2b marketing, branding, mobile marketing, etc.); Internat. Human Resources ; Internat. Logistics ; Internat. Finance, etc |

IBU4504 - Projects/Case Studies (LN 13)

ORA4997 - Oral Examination

THE4997 - Thesis