

# Module Manual International Management (BA)

---

Last updated: August 2017

***This English translation is intended to allow international readers a better understanding. It is solely for information purposes and subject to change without notice. In case of discrepancies, only the German version applies and prevails.***

Hochschule Düsseldorf – University of Applied Sciences  
Faculty of Business Studies

Bachelor International Management  
**Module Manual**

**Core Modules**

M1	<a href="#">Management</a>
M2	<a href="#">Economics</a>
M3	<a href="#">Accounting and Taxation</a>
M4	<a href="#">International Business Economics</a>
M5	<a href="#">Global Strategy and Finance</a>
M6	<a href="#">Intercultural Management and Organisation</a>

**Support Modules**

M7	<a href="#">Quantitative Methods</a>
M8	<a href="#">Academic Working Practices and Research Methods</a>
M9	<a href="#">Business Law</a>

**Communication Skills Modules**

M10	<a href="#">Business English B2/C1</a>
M11	<a href="#">Business English C1 and Intercultural Communication</a>
M12	<a href="#">Business French or Spanish A2 or B1</a>
M13	<a href="#">Business French or Spanish B1 or B1/B2</a>
M14	<a href="#">Business French or Spanish B1/B2 or B2/C1</a>
M15	<a href="#">Business French or Spanish B2/C1 or C1</a>

**Specialisation Modules (choose 2 out of 7 modules)**

M16–17a	<a href="#">Marketing Management</a>
M16–17b	<a href="#">International Marketing Management</a>
M16–17c	<a href="#">International Economic Policy for Managers</a>
M16–17d	<a href="#">International Distribution Management</a>
M16–17e	<a href="#">International Human Resources Management</a>
M16–17f	<a href="#">Current Trends in Controlling</a>
M16–17g	<a href="#">Information Purpose of Financial Reporting</a>

**Study Abroad Module:** Semester abroad business administration/economics/  
specialisation/elective module M18

**Transferable Skills Modules****Transferable Skills Modules (Simulation Studies)**

M19	<a href="#">Financial Global Business Simulation (Quantitative Simulation)</a>
-----	--

**Transferable Skills Modules (Project)**

M20a	<a href="#">Project Module: Corporate Internationalisation</a>
M20b	<a href="#">Project Module: Corporate Culture and Corporate Responsibility</a>

**Transferable Skills Modules (Graduation)**

M21	<a href="#">Bachelor's Thesis</a>
M22	<a href="#">Colloquium</a>

Module number	<b>BIM Module 1</b>
Module name	<b>Management</b>
Courses (if applicable)	a) Accounting (2 credit hours per week, 3 ECTS <sup>1</sup> ) b) Fundamentals of Business Administration (6 credit hours per week, 7 ECTS)
Contents	<p>a) Accounting</p> <ul style="list-style-type: none"> <li>• Fundamentals of accounting</li> <li>• Inventory balance and accounts</li> <li>• Profit and loss statement, expense and revenue accounts</li> <li>• Selected specifics in accounting (e.g. VAT, reductions and discounts, bonus systems, trade in goods, salaries and wages, depreciations)</li> <li>• Fundamentals of annual accounts (e.g. inventory, accruals and deferrals, valuation of receivables, declared profit)</li> </ul> <p>b) Fundamentals of Business Administration</p> <ul style="list-style-type: none"> <li>• The science of business administration</li> <li>• Constitutive decisions</li> <li>• Operational functions</li> <li>• Finance-related functions</li> <li>• Corporate planning and management</li> <li>• Fundamentals of business ethics</li> </ul>
Learning outcomes	<p>Having successfully completed the module, the students</p> <ul style="list-style-type: none"> <li>• are able to explain fundamentals of accounting,</li> <li>• are competent to apply entry formulas and techniques to issues in practice,</li> <li>• can describe and apply the main tasks to prepare annual accounts,</li> <li>• understand the science of business administration,</li> <li>• are able to practice and interpret models and modelling processes,</li> <li>• can apply alternative types of modelling (orally, graphically, mathematically),</li> <li>• are familiar with, can classify and analyse business-related decision areas,</li> <li>• have an overview of business decisions in a functional structure,</li> <li>• have learned, can classify and apply standard models for business decisions; are able to evaluate these models from a business-ethics perspective.</li> </ul>
Semester (or term, if applicable)	Semester 1
Duration	1 semester
Number of offers	Generally once per academic year (winter semester)
ECTS credits	10 ECTS in total: 3 ECTS for course a), 7 ECTS for course b)

<sup>1</sup> ECTS = European Credit Transfer and Accumulation System

Workload	250 h in total: approx. 128 h lecture, 122 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory (core module)
Allocation to syllabus	<ol style="list-style-type: none"> <li>1. Introduction to specialist contents and methods of the programme's field of study; thus, basis for subsequent modules from semester 2 onwards <b>and</b></li> <li>2. basic module for all study programmes relating to business administration</li> </ol>
Prerequisites	No prerequisites
Person responsible for the module	Prof. Dr. Hans-H. Bleuel
Lecturer(s)	Course a) Prof. Dr. Dirk Jödicke Course b) Prof. Dr. Hans- H. Bleuel
Language of instruction	German
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture  Regular exercises allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<p>Standard literature on accounting:</p> <ul style="list-style-type: none"> <li>• Engelhardt/Raffée/Wischermann, Grundzüge der doppelten Buchhaltung, 8th edn, Wiesbaden 2010</li> <li>• Döring/Buchholz, Buchhaltung und Jahresabschluss, 14th edn, Berlin 2015</li> <li>• Schmolke/Deitermann/Rückwart, Industrielles Rechnungswesen, 45th edn, Darmstadt 2013</li> </ul> <p>Standard literature on fundamentals of business administration, e.g.:</p> <ul style="list-style-type: none"> <li>• Jung, Allgemeine Betriebswirtschaftslehre, 12th edn, Berlin 2016 (incl. book of exercises)</li> <li>• Schierenbeck/Wöhe, Grundzüge der Betriebswirtschaftslehre, 19th edn, Berlin 2016 (incl. workbook)</li> <li>• Thommen/Achleitner, Allgemeine Betriebswirtschaftslehre, 7th edn, Wiesbaden 2012 (incl. workbook)</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 2</b>
Module name	<b>Economics</b>
Courses (if applicable)	a) Microeconomics (3 credit hours per week, 5 ECTS) b) Macroeconomics (3 credit hours per week, 5 ECTS)
Contents	<p>a) Microeconomics</p> <ul style="list-style-type: none"> <li>• As introduction and for motivation: scarcity, division of labour, opportunity costs, consumers, producers, competitive markets and welfare, economic systems and concepts, fundamentals of analysis from an economic ethics' perspective;</li> <li>• Consumer theory (budget constraint line, consumption patterns, optimal combination of a household, demand for goods and services);</li> <li>• Microeconomic business theory (fundamentals of production theory, cost analysis, supply behaviour of companies);</li> <li>• Market structure and competitive strategy (market form, social surplus, pricing on competing markets, in a monopoly and in an oligopoly);</li> <li>• Information, market deficiencies and market failure as well as the purpose of state and law (asymmetric information in markets; market power; external effects and social goods);</li> <li>• Introduction to markets for factors for production (supply and demand of labour and capital; freedom of collective bargaining).</li> </ul> <p>b) Macroeconomics</p> <ul style="list-style-type: none"> <li>• Macroeconomic accounting: empirical description of macroeconomic issues;</li> <li>• Macroeconomic problem areas: economic cycle, inflation, unemployment, structural change and growth, influences from abroad;</li> <li>• Theoretical explanation of macroeconomic practical cases;</li> <li>• Analysis of individual macroeconomic markets: goods, monetary and financial markets as well as macroeconomic labour market;</li> <li>• Study of macroeconomic schools of thought and their empirical relevance;</li> <li>• Interaction of macroeconomic markets, which explains the macroeconomic parameters of price level, employment and interest;</li> <li>• Inflation and unemployment, Phillips curve;</li> <li>• Theory and empirical evidence of business cycle and growth;</li> <li>• Potential and limitations of economic policy strategies and measures (demand-orientated financial and fiscal policy as well as supply-orientated policy).</li> </ul>

Learning outcomes	<p>Having completed this module, the students have the specialist and methodical skills to</p> <ul style="list-style-type: none"> <li>• explain the concept of economics independently using relevant technical terms,</li> <li>• determine opportunities for action for individual corporations and predict their impact on the market in a macroeconomic context,</li> <li>• understand that ethical purposes can profit from increased competition in many ways – i.e. that an appropriately organised economy may strengthen incentives for moral behaviour,</li> <li>• identify potential and limitations of macroeconomic analysis, strategies and measures in a macroeconomic context,</li> <li>• apply the acquired illustration and analysis methods and tools (graphically, verbally and algebraically) to different problem areas in practice,</li> <li>• reveal the potential and limitations of economic policy strategies and measures to remedy market deficiencies and macroeconomic issues.</li> <li>• critically explain and analyse controversial expert positions in macroeconomics.</li> </ul>
Semester (or term, if applicable)	Semester 2
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)
ECTS credits	10 ECTS in total: 5 ECTS for part a), 5 ECTS for part b)
Workload	250 h in total: approx. 90 h lecture, 160 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory (core module)
Allocation to syllabus	<p>1. Introduction to specialist contents and methods of the programme's field of study and, thus, basis for subsequent modules from semester 3 onwards</p> <p><b>and</b></p> <p>2. basic module for all study programmes relating to economics</p>
Prerequisites	No prerequisites
Person responsible for the module	Prof. Dr. Lothar Funk
Lecturer(s)	Prof. Dr. Lothar Funk
Language of instruction	German

Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture  Regular exercises and short cases allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	Occasional guest lectures
Literature (compulsory / recommended)	<p>Standard literature on fundamentals of economics:</p> <ul style="list-style-type: none"> <li>• Bofinger, Grundzüge der Volkswirtschaftslehre, 4th edn, Munich 2016</li> <li>• Brunetti/Großer, Volkswirtschaftslehre. Eine Einführung für Deutschland, 2nd edn, Bern/Cologne 2016</li> <li>• Hermann, Arbeitsbuch Grundzüge der Volkswirtschaftslehre, 5th edn, Stuttgart 2015</li> <li>• Mankiw/Taylor, Grundzüge der Volkswirtschaftslehre, 6th edn, Stuttgart 2016</li> <li>• Vogl/Lorberg, Volkswirtschaftslehre, 2 volumes, Herne 2015</li> </ul> <p>Additional recommended literature:</p> <ul style="list-style-type: none"> <li>• Funk/Voggenreiter/Wesselmann, Makroökonomik, 8th edn, Stuttgart 2008</li> <li>• Homann/Lütge, Einführung in die Wirtschaftsethik, 3rd edn, Münster 2013</li> <li>• Klump, Wirtschaftspolitik, Munich 2013</li> <li>• Mankiw/Taylor/Ashwin, Business Economics, 2nd edn, London et al. 2015</li> <li>• Sesselmeier/Funk/Waas, Arbeitsmarkttheorien. Eine ökonomisch-juristische Einführung, 3rd edn, Heidelberg 2010</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 3</b>
Module name	<b>Accounting and Taxation</b>
Courses (if applicable)	a) Cost Accounting (2 credit hours per week, 3 ECTS) b) Financial Reporting (2 credit hours per week, 4 ECTS) c) International Tax Planning (2 credit hours per week, 3 ECTS)
Contents	a) Cost Accounting <ul style="list-style-type: none"> <li>• Fundamentals of cost accounting and results accounts</li> <li>• Cost element accounting</li> <li>• Cost centre accounting</li> <li>• Cost unit accounting</li> <li>• Absorption costing and marginal costing</li> <li>• Application of cost accounting to selected scenarios</li> </ul> b) Financial Reporting <ul style="list-style-type: none"> <li>• Purpose of annual accounts and their function within the system of financial reporting</li> <li>• Valuation rules and assessment principles for essential asset values according to commercial law</li> <li>• Valuation rules and assessment principles for essential accounts payable according to commercial law</li> <li>• Purpose and organisation of profit and loss account</li> </ul> c) International Tax Planning <ul style="list-style-type: none"> <li>• Fundamentals of German tax law</li> <li>• German income tax</li> <li>• Fundamentals of international tax law</li> <li>• Taxation on outbound investments</li> <li>• Taxation on inbound investments</li> <li>• Selected topics in international tax planning</li> </ul>
Learning outcomes	<p>Having successfully completed this module, the students can explain essential economic matters based on which they can make appropriate business decisions.</p> <p>a) Cost Accounting: The students can</p> <ul style="list-style-type: none"> <li>• explain absorption and marginal costing,</li> <li>• apply the suitable approach to scenarios in practice and</li> <li>• weigh the advantages and disadvantages of the different approaches.</li> </ul> <p>b) Financial Reporting: The students can</p> <ul style="list-style-type: none"> <li>• explain valuation rules and assessment principles for essential annual accounts items in German businesses and</li> <li>• apply these to selected scenarios in practice.</li> </ul> <p>c) International Tax Planning: The students can</p>



	<ul style="list-style-type: none"> <li>• explain the fundamental principles and concepts of national and international tax law and</li> <li>• apply these to selected scenarios in practice,</li> <li>• know and are able to identify tax law challenges for internationally active businesses and</li> <li>• can name these accurately.</li> </ul> <p>Thus, they are able to perform appropriate (international) tax planning in a given German business.</p>
Semester (or term, if applicable)	Semester 2
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)
ECTS credits	10 ECTS in total: 3 ECTS for course a), 4 ECTS for course b) and 3 ECTS for course c)
Workload	250 h in total: approx. 96 h course, 154 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	Economic basis for the specialisation modules (e.g. Current Trends in Controlling or Information Purpose of Financial Reporting)
Prerequisites	<p>No formal prerequisites</p> <p>Recommendation: Follow the syllabus. Especially module 1 provides relevant input on accounting for this module.</p>
Person responsible for the module	Prof. Dr. Dirk Jödicke
Lecturer(s)	Prof. Dr. Dirk Jödicke Prof. Dr. Christoph Voos
Language of instruction	German
Type of examination / requirements for award of credit	<p>Written module examination (duration: 120 min.)</p> <p>Award of credits once examination has been passed</p>
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	<p>Seminar-like lecture</p> <p>Regular exercises and short cases allow continuous assessment of the knowledge acquired.</p>
Special features (e.g. online courses, field trips in the industry, guest lectures)	

Literature (compulsory / recommended)	<p>Updated course documents provided in the courses</p> <p>a) Cost Accounting:</p> <ul style="list-style-type: none"> <li>• Deimel/Isemann/Müller, Kosten und Erlösrechnung, Munich 2006</li> <li>• Friedl/Hofmann/Pedell, Kostenrechnung – Eine entscheidungsorientierte Einführung, Munich 2013</li> <li>• Plötner/Sieben/Kummer, Kosten und Erlösrechnung, Heidelberg 2010</li> <li>• Coenenberg, Kostenrechnung und Kostenanalyse, 9th edn, Stuttgart 2016</li> <li>• Schweitzer/Küpper, Systeme der Kosten- und Erlösrechnung, Munich 2011</li> </ul> <p>b) Financial Reporting:</p> <ul style="list-style-type: none"> <li>• Coenenberg et al., Jahresabschluss und Jahresabschlussanalyse, 24th edn, Stuttgart 2016</li> <li>• Döring/Buchholz, Buchhaltung und Jahresabschluss, 14th edn, 2015</li> <li>• Handelsgesetzbuch (German Commercial Code)</li> </ul> <p>c) International Tax Planning:</p> <ul style="list-style-type: none"> <li>• Jacobs, Internationale Unternehmensbesteuerung, 8th edn, Munich 2016</li> <li>• Rose/Watrin, Internationales Steuerrecht, 7th edn, Berlin 2016</li> <li>• Dinkelbach, Ertragsteuern, 7th edn, Heidelberg 2016</li> <li>• Wilke/Weber, Lehrbuch zum Internationalen Steuerrecht, 13th edn, Herne 2016</li> <li>• Campenhausen von/Grawert, Steuerrecht im Überblick, 4th edn, Stuttgart 2016</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
---------------------------------------	---

Module number	<b>BIM Module 4</b>
Module name	<b>International Business Economics</b>
Courses (if applicable)	a) International Economics (3 credit hours per week; 5 ECTS) b) International Management (3 credit hours per week; 5 ECTS)
Contents	<p>a) International Economics</p> <ul style="list-style-type: none"> <li>• Empirical facts of the international economy</li> <li>• Theories of comparative advantage</li> <li>• Beyond comparative advantage ('new' trade theories with imperfect competition)</li> <li>• Theory of protectionism</li> <li>• Political economy of trade policy</li> <li>• Balance of payments</li> <li>• Nominal and real exchange rate</li> <li>• Theories of exchange rates</li> <li>• Stabilisation policy in open economies</li> <li>• Financial crises</li> <li>• Economics of European integration</li> </ul> <p>b) International Management</p> <ul style="list-style-type: none"> <li>• Globalisation and enterprises</li> <li>• Foreign exchange rates and corporate competitiveness</li> <li>• Theories of the multinational corporation</li> <li>• Economic, political and cultural environment of the multinational enterprise</li> </ul>
Learning outcomes	<p>Having completed this module, the students have the specialist and methodical skills to</p> <ul style="list-style-type: none"> <li>• apply fundamental real and monetary foreign trade theories to concrete scenarios,</li> <li>• assess influencing factors for international trade and capital flows, flows of labour and foreign investments as well as their competing positions,</li> <li>• use positions for and against different protectionist measures argumentatively,</li> <li>• explain the advantages and disadvantages of <ul style="list-style-type: none"> <li>• social, labour and environmental minimum standards for developing and emerging countries and</li> <li>• intense international tax competition from an economic and economic ethics perspective,</li> </ul> </li> <li>• analyse the impact of various monetary and fiscal policy measures in an open economy and show expected effects,</li> <li>• interpret imbalances of the balance of payments and, where necessary, point out solution options,</li> <li>• assess exchange rate systems and influencing factors on exchange rates with their effects on business decisions,</li> <li>• explain and evaluate the main determinants of the trade in goods and services, of currency flows and of flows of labour, especially foreign investments,</li> </ul>

	<ul style="list-style-type: none"> <li>• assess the importance of supranational and international trade, monetary and financial institutions as well as regional integration zones,</li> <li>• understand and apply theories of international business economics,</li> <li>• understand cultural, political and economic conditions for international business activity,</li> <li>• analyse the impact of specific conditions on international enterprises applying situational logic,</li> <li>• interpret data and influencing factors on globalisation and international business activity,</li> <li>• evaluate the main effects of the exchange rates, from an economic perspective as well as from an individual business' or an industry's point of view.</li> </ul>
Semester (or term, if applicable)	Semester 3
Duration	1 semester
Number of offers	Generally once per academic year (winter semester)
ECTS credits	10 ECTS in total: 5 ECTS for course a), 5 ECTS for course b)
Workload	250 h in total: approx. 96 h lecture, 154 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory (core module)
Allocation to syllabus	<ol style="list-style-type: none"> <li>1. Introduction to specialist international contents and methods of the programme; thus, basis for subsequent modules from semester 3 onwards</li> <li><b>and</b></li> <li>2. basic module for all study programmes relating to international business administration and economics</li> </ol>
Prerequisites	<p>No formal prerequisites</p> <p>Recommendation: Follow the syllabus. Especially modules 1–2 provide relevant input for this module.</p>
Person responsible for the module	Prof. Dr. Lothar Funk
Lecturer(s)	<p>Course a) Prof. Dr. Lothar Funk</p> <p>Course b) Prof. Dr. Hans-H. Bleuel</p>
Language of instruction	English; some parts also in German to teach the key terminology in both languages.
Type of examination / requirements for award of credit	<p>Oral examination (duration: 20 min.)</p> <p>Award of credits once examination has been passed</p>
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture

	Regular exercises and short cases allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<p>Standard literature on foreign trade:</p> <ul style="list-style-type: none"> <li>• Daniels/Van Hoose, Global Economic Issues and Policies, 3rd edn, London/New York, Routledge 2014</li> <li>• Gerber, International Economics, 6th edn, New York et al. 2014</li> <li>• Hubbard/O'Brien, Money, Banking, and the Financial System, 2nd edn, Boston et al., Pearson 2013</li> <li>• Krugman/Obstfeld/Mélitz, International Economics, 10th edn, Boston et al., Pearson 2013</li> <li>• Reinert, An Introduction to International Economics, Cambridge, Cambridge University Press 2012</li> </ul> <p>Additional recommended literature on economics:</p> <ul style="list-style-type: none"> <li>• Acemoglu/Laibson/List, Economics, Boston et al., Pearson 2015</li> <li>• Daniels/Van Hoose: International Monetary and Financial Economics, Boston et al., Pearson 2014</li> <li>• Smith, Global Trade Policy, Chichester, Wiley Blackwell 2014</li> </ul> <p>Standard literature on international management:</p> <ul style="list-style-type: none"> <li>• Bleuel, Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart, Kohlhammer 2017</li> <li>• Holtbrügge/Welge, Internationales Management – Theorien, Funktionen, Fallstudien, 6th edn, Stuttgart, Schäffer-Poeschel 2015</li> <li>• Hill, International Business: Competing in the Global Marketplace – Global Edition, 10th edn, Maidenhead, McGraw-Hill 2014</li> <li>• Daniels/Radebaugh/Sullivan, International Business – Environments and Operations, Harlow, Pearson 2015</li> </ul> <p>Additional recommended literature on business administration:</p> <ul style="list-style-type: none"> <li>• Griffin/Pustay, International Business, 7th edn, Upper Saddle River, Pearson 2012</li> <li>• Kutschker/Schmid, Internationales Management, 7th edn, Munich 2010</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 5</b>
Module name	<b>Global Strategy and Finance</b>
Courses (if applicable)	a) Global Strategy (4 credit hours per week; 7 ECTS) b) International Finance (2 credit hours per week; 3 ECTS)
	a) Global Strategy <ul style="list-style-type: none"> <li>• Global business environments</li> <li>• Economic development and business implications</li> <li>• International corporate planning</li> <li>• International production</li> <li>• International marketing</li> <li>• International controlling</li> <li>• International risk management</li> </ul> b) International Finance <ul style="list-style-type: none"> <li>• Foreign exchange markets</li> <li>• Managing foreign exchange exposure</li> <li>• International financial markets</li> <li>• Foreign investments – decision and management</li> </ul>
Learning outcomes	a) Global Strategy The students <ul style="list-style-type: none"> <li>• can identify and distinguish different international business environments,</li> <li>• understand economic development processes (including fundamentals of economic and financial crises) and their implications for strategic management,</li> <li>• have acquired basic and advanced knowledge of international business decisions in a functional structure,</li> <li>• analyse selected functions of business administration in a strategic context of diverging environment scenarios,</li> <li>• evaluate political, cultural and economic risks of international corporations,</li> <li>• solve generic managerial problems in case studies.</li> </ul> b) International Finance The students <ul style="list-style-type: none"> <li>• understand how foreign exchange markets work,</li> <li>• have acquired specialist and methodological competence regarding management and exchange rate risks,</li> <li>• understand how international monetary and financial markets work,</li> <li>• are able to analyse investment decisions, first and foremost considering international aspects.</li> </ul>
Semester (or term, if applicable)	Semester 6
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)

ECTS credits	10 ECTS in total: 7 ECTS for course a), 3 ECTS for course b)
Workload	250 h in total: approx.  approx. 96 h lecture, 154 self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory (core module)
Allocation to syllabus	1. Building a general management and economic competence for work in international enterprises, thus, generalist basis for the specialisation modules <b>and</b> 2. basic module for all study programmes relating to international business administration and economics
Prerequisites	No prerequisites  Recommendation: Follow the syllabus. Especially modules 1–4 and 9 provide relevant input for this module.
Person responsible for the module	Prof. Dr. Hans-H. Bleuel
Lecturer(s)	Course a) Prof. Dr. Hans-H. Bleuel Course b) Prof. Dr. Christian Kölle
Language of instruction	English; some parts also in German
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture  Regular exercises and short cases allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	Regular guest lectures (speakers from different industries and organisations)
Literature (compulsory / recommended)	Standard literature on global strategy: <ul style="list-style-type: none"> <li>• Bleuel, Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart, Kohlhammer 2017</li> <li>• Caves, Multinational Enterprise and Economic Analysis, 3rd edn, New York, Cambridge 2007</li> <li>• Ghemawat, Redefining Global Strategy, Boston Ma, Harvard Business School Press 2007</li> <li>• Meckl, Internationales Management, 3rd edn, Munich, Vahlen 2014</li> <li>• Peng, Global Strategic Management, 3rd edn, Boston Ma, South-Western Cengage 2013</li> <li>• Rugman/Brewer, The Oxford Handbook of International Business, 2nd edn, Oxford, Oxford University Press 2009</li> </ul>

	<p>Standard literature on international finance:</p> <ul style="list-style-type: none"><li>• Berk/DeMarzo, Corporate Finance, 4th edn, 2016</li><li>• Brealey et al., Principles of Corporate Finance, 12th edn, 2017</li><li>• Eiteman et al., Multinational Business Finance, 14th edn, 2015</li><li>• Fabozzi/Modigliani, Capital Markets – Institutions and Instruments, 4th edn, 2009</li></ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	--



Module number	<b>BIM Module 6</b>
Module name	<b>Intercultural Management and Organisation</b>
Courses (if applicable)	a) Intercultural Management (2 credit hours per week, 3 ECTS) b) Intercultural Leadership (2 credit hours per week, 2 ECTS)
Contents	a) Intercultural Management <ul style="list-style-type: none"> <li>• Cultural differences</li> <li>• Culture-defining forms of business organisation</li> </ul> b) Intercultural Leadership <ul style="list-style-type: none"> <li>• Leadership theories and models</li> <li>• Implications for practical application</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• Students know the fundamentals of intercultural management. They are able to explain the impact on cultural differences on people and organisations, identify potential conflicts and point out models and approaches to solve them. In addition, the students can determine practical action fields for intercultural management and describe them.</li> <li>• The students also know fundamental theories and models for leadership in an intercultural context.</li> <li>• They are able to discuss approaches and indicators to assess effective leadership.</li> <li>• They know specific measures to identify and promote intercultural leadership skills.</li> </ul>
Semester (or term, if applicable)	Semester 7
Duration	1 semester
Number of offers	Generally once per academic year (winter semester)
ECTS credits	5 ECTS in total: 3 ECTS for course a), 2 ECTS for course b)
Workload	125 h in total: approx. 64 h lecture, 61 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	Within the programme: addition to the module International Human Resources Management <b>and</b> available for other bachelor's programmes relating to business administration
Prerequisites	No prerequisites

Person responsible for the module	Professor or senior lecturer (tba)
Lecturer(s)	Professor or senior lecturer (tba)
Language of instruction	German
Type of examination / requirements for award of credit	Written module examination (duration: 90 min.) Award of credits once examination has been passed
Weighting for overall grade	5/210 = approx. 2.4 %
Forms of teaching and learning	Seminar-like lecture  Regular exercises and short cases allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	Option to complete parts of the course online, case studies, guest lectures, if possible
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Ahlstrom/Gruton, International Management – Strategy and Culture in the Emerging World, South-Western Cengage Learning 2010</li> <li>• Hofstede/Minkow, Cultures and Organizations – Software of the Mind: Intercultural Cooperation and Its Importance for Survival, 3rd edn, McGrawHill 2010</li> <li>• Holden, Cross-Cultural Management – A Knowledge Management Perspective, FT Prentice Hall 2002</li> <li>• Trompenaars, Riding the Waves of Culture: Understanding Cultural Diversity in Business, 3rd edn, N. Brealey Publishing 2012</li> <li>• Gasteiger/Kaschube/Rathjen, Interkulturelle Führung in Organisationen, Springer 2016</li> <li>• Journal of Human Resource Development International</li> <li>• Human Resource Management Journal</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 7 (Support Module)</b>
Module name	<b>Quantitative Methods</b>
Courses (if applicable)	a) Mathematics (3 credit hours per week, 5 ECTS) b) Statistics (3 credit hours per week, 5 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Equations and functions in mathematical and economic contexts</li> <li>• Tangent problems and difference quotients</li> <li>• Economic application of functions with a different variable: marginal analysis and elasticities, Newton's method, optimisation</li> <li>• Optimisation problems and marginal analysis (marginal rate of substitution) for functions with several variables without constraints</li> <li>• Optimisation problems for functions with several variables and constraints, especially Lagrange Multipliers</li> <li>• Sequences and patterns</li> <li>• Interest and compound calculation with yearly, less than yearly and continuous payment of interest</li> <li>• Calculation of return and sinking funds</li> <li>• Yield rate calculation</li> <li>• Bond valuation</li> <li>• Matrices, matrix calculations, systems of linear equations, Gaussian elimination, inverting matrices</li> <li>• Linear optimisation and simplex algorithm</li> <li>• Concepts, idea and value of statistics</li> <li>• Fundamentals of empirical social research</li> <li>• Evaluation methods for one-dimensional data (averages, variance, skew, measure of concentration)</li> <li>• Evaluation methods for multidimensional data (correlation, regression)</li> <li>• Indices</li> <li>• Combinatorics</li> <li>• Fundamentals of probability theory and calculation</li> <li>• Random variables, distribution function and parameters</li> <li>• Point and interval estimation (confidence intervals)</li> <li>• Hypothesis testing</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• General outcome: The students master the formal methods and are prepared for subsequent courses using mathematical-statistical methods.</li> </ul> <p>The students</p> <ul style="list-style-type: none"> <li>• know how to use equations and functions, especially to solve economic cases,</li> <li>• can apply differential calculus to analyse economic problems and deduce guidance for decision making,</li> <li>• master matrices and their application to economic problems,</li> </ul>

	<ul style="list-style-type: none"> <li>• can use algorithms to solve systems of linear equations and linear optimisation tasks relating to economic problems,</li> <li>• master the relevant tools to solve problems relating to investment mathematics independently,</li> <li>• know how to use the relevant methods and modes of calculation to describe and evaluate statistical data,</li> <li>• are able to perform statistical evaluations,</li> <li>• can conclude economic decisions based on sample surveys.</li> <li>• During the study of quantitative methods, they have also learned to use precise terminology, think analytically and structure matters systematically.</li> </ul>
Semester (or term, if applicable)	Semester 1
Duration	1 semester
Number of offers	Generally once per academic year (winter semester)
ECTS credits	10 ECTS in total: 5 ECTS for course a), 5 ECTS for course b)
Workload	250 h in total: approx. 96 h lecture, 154 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory (support module)
Allocation to syllabus	Basis for other economics modules relating to quantitative methods
Prerequisites	<p>For investment mathematics, linear algebra and linear optimisation, analysis: basic mathematical knowledge anyone with an entrance qualification for universities of applied sciences should have acquired at school</p> <p>For descriptive and analytical statistics: no prerequisites</p> <p>Recommendation: Complete the Mathematics Bridge Course before the semester begins. The knowledge of arithmetic and mathematics taught in the bridge course are expected in the lecture.</p>
Person responsible for the module	Prof. Dr. Horst Peters Prof. Dr. Philipp Freitag
Lecturer(s)	Prof. Dr. Horst Peters
Language of instruction	German
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %

Forms of teaching and learning	<p>Seminar-like lecture</p> <p>Regular exercises allow continuous assessment of the knowledge acquired.</p> <p>Calculations in Excel, so the students learn how to use Excel properly.</p>
Special features (e.g. online courses, field trips in the industry, guest lectures)	Numerous exercises and lecture script provided online
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Peters, Wirtschaftsmathematik, Stuttgart</li> <li>• Akkerboom/Peters, Wirtschaftsmathematik – Übungsbuch, Stuttgart</li> <li>• Schwarze, Mathematik für Wirtschaftswissenschaftler, volumes 1–3, Herne</li> <li>• Sydsæter/Hammond, Mathematik für Wirtschaftswissenschaftler, Munich</li> <li>• Bamberg et al, Statistik, Munich</li> <li>• Bleymüller et al, Statistik für Wirtschaftswissenschaftler, Munich</li> <li>• Bourier, Beschreibende Statistik, Wiesbaden</li> <li>• Wewel, Statistik im Bachelor-Studium der BWL und VWL, Munich</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 8</b>
Module name	<b>Academic Working Practices and Research Methods</b>
Courses (if applicable)	a) Academic Working Practices and Key Competences (4 credit hours per week, 5 ECTS) b) Empirical Research Methods (1 credit hours per week, 2 ECTS) c) Quantitative Methods for Data Evaluation (Computer-Aided) (2 credit hours per week, 3 ECTS)
Contents	a) Academic Working Practices and Key Competences <ul style="list-style-type: none"> <li>• Key competences (specialist, social and methodological skills as well as self-competence)</li> <li>• Scientific methodology (literature search, searching databases, structuring and compiling written assignments, citing correctly)</li> <li>• Presentation skills (aims, contents and forms of presentation, relevance for the audience, structure and dramatic construction, rhetoric, verbal and non-verbal presentation techniques, using technology and media, reflecting on one's behaviour during a presentation)</li> <li>• Negotiations (negotiating, negotiation abilities, mistakes, different styles and the Harvard concept of Getting to Yes, negotiation phases, tactics and types)</li> <li>• Conflict management and mediation (conflicts, stages of conflict escalation, mediation, mediation phases: preparation, conflict analysis, conflict resolution, mediation agreements, evaluation)</li> <li>• Project management (project definition, types, structure and phases, project organisation, planning and controlling)</li> <li>• Work methods (e.g. time management, thinking, learning and reading techniques, creativity, communication and presentation techniques)</li> <li>• Ethical aspects and acquisition of intercultural competence (e.g. intercultural communication, negotiating in an intercultural context)</li> </ul> b) Empirical Research Methods <ul style="list-style-type: none"> <li>• Fundamentals of empirical social research</li> <li>• Structure and design of empirical investigations</li> <li>• Illustration and assessment of alternative data collection methodology</li> <li>• Illustration and assessment of alternative data evaluation methodology</li> <li>• Possible applications in economic practice</li> <li>• Limitations and interpretation options of analysis results for management decisions</li> </ul>

	<p>c) Quantitative Methods for Data Evaluation (Computer-Aided)</p> <ul style="list-style-type: none"> <li>• Modelling</li> <li>• Graphical analysis and illustration of statistical results</li> <li>• Descriptive statistics</li> <li>• Inferential statistics</li> <li>• Regressions and prognoses</li> </ul>
Learning outcomes	<p>The students understand the importance of key competences in a professional context. They have</p> <ul style="list-style-type: none"> <li>• developed and characterised important work methods,</li> <li>• analysed their applicability,</li> <li>• applied them in exercises and practical cases and</li> <li>• evaluated their contribution for key-competence acquisition.</li> </ul> <p>The students</p> <ul style="list-style-type: none"> <li>• know the fundamentals of academic methodology,</li> <li>• can search (databases) for specialist contents in a structured manner,</li> <li>• systemically structure specialist contents,</li> <li>• compile written assignments and</li> <li>• cite correctly when writing academic texts.</li> </ul> <p>They are able to</p> <ul style="list-style-type: none"> <li>• distinguish different presentation types, aims and structures,</li> <li>• describe presentation type specific requirements and</li> <li>• adapt presentations according to these requirements and the respective situation;</li> <li>• create presentation templates and</li> <li>• present contents using suitable media, rhetoric and presentation techniques.</li> </ul> <p>They</p> <ul style="list-style-type: none"> <li>• understand project management as a complex planning procedure,</li> <li>• can describe fundamental instruments and</li> <li>• assess critical problem areas.</li> </ul> <p>The students have</p> <ul style="list-style-type: none"> <li>• analysed negotiation phases and strategies,</li> <li>• assessed success principles and tactics in negotiations and</li> <li>• analysed people's behaviour in negotiations.</li> </ul> <p>They</p> <ul style="list-style-type: none"> <li>• know basic methods to analyse and deal with conflicts and</li> <li>• can apply the process of mediation to real conflict situation in a business context.</li> </ul> <ul style="list-style-type: none"> <li>• They have questioned and interpreted ethical aspects and intercultural specifics in the topics discussed.</li> </ul>

	<ul style="list-style-type: none"> <li>The students are able to understand and apply fundamentals of methods of empirical social research as well as their limitations. They can select and use relevant results of empirical social research (key figures, analysis and illustration techniques) as the basis for management decisions.</li> <li>They are competent to summarise, statistically evaluate and interpret quantitative data, using standard software (e.g. Excel, SPSS or EViews).</li> </ul>
Semester (or term, if applicable)	Semester 3
Duration	1 semester
Number of offers and group size	Generally once per academic year (winter semester) max. 25 participants, i.e. two identical courses take place during the winter semester
ECTS credits	10 ECTS in total: 5 ECTS for course a), 2 ECTS for course b) and 3 ECTS for course c)
Workload	250 h in total: approx. 112 h attendance, 138 h self-study (preparation and revision including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory (support module)
Allocation to syllabus	<ul style="list-style-type: none"> <li>Applies knowledge on statistics from the compulsory module Quantitative Methods (in the course Quantitative Methods for Data Evaluation (Computer-Aided))</li> <li>Module contents relevant for the transferable skills modules Financial Global Business Simulation, Project Module: Corporate Internationalisation or Project Module: Corporate Culture and Corporate Responsibility and for the bachelor's thesis and the colloquium</li> <li>Module not allocated to any other study programmes</li> </ul>
Prerequisites	<p>No formal prerequisites</p> <p>Recommendation: Follow the syllabus. Especially module 7 provides relevant input for this module.</p>
Person responsible for the module	Prof. Dr. Anne Christin Kemper
Lecturer(s)	Prof. Dr. Anne Christin Kemper Jakob Frotscher MA
Language of instruction	German
Type of examination / requirements for award of credit	<p>Written examination (duration: 120 min.) (= 70 %), written assignment (= 30 %)</p> <p>Award of credits once all partial examinations have been passed</p>



Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Participative, seminar-like course including written assignments, presentations, practical cases, individual and group research, (empirical) project work and (partially computer-aided) exercises
Special features (e.g. online courses, field trips in the industry, guest lectures)	Business cases, guest lectures and/or field trips in the industry, research trainings (especially on how to use HSD library databases), presentation trainings (including videos) and, where required, input from HSD Career Service Computer-aided quantitative data evaluation (e.g. using Excel, SPSS, EViews)
Literature (compulsory / recommended)	<p><b>Literature:</b></p> <p>Compulsory and recommended literature announced at the beginning of the semester</p> <p>Academic Working Practices and Key Competences:</p> <ul style="list-style-type: none"> <li>• Bänsch/Alewell, Wissenschaftliches Arbeiten, 11th edn, Munich et al. 2013</li> <li>• Dall, Der Verhandlungsprofi, Vienna 2011</li> <li>• Erbacher, Grundzüge der Verhandlungsführung, 3rd edn, Zürich 2010</li> <li>• Fisher/Ury/Patton, Das Harvard Konzept, 25th edn, Frankfurt 2015</li> <li>• Friedrich, Die Kunst zu präsentieren, 2nd edn, Berlin et al. 2003</li> <li>• Glasl, Konfliktmanagement: Ein Handbuch für Führungskräfte, Beraterinnen und Berater, 11th edn, Bern 2013</li> <li>• Graebig et al., Wie aus Ideen Präsentationen werden. Planung, Plot und Technik für professionelles Chart-Design mit Powerpoint, Wiesbaden 2012</li> <li>• Litke/Kunow/Schulz-Wimmer, Projektmanagement, 3rd edn, Munich 2015</li> <li>• Montada/Kals, Mediation. Psychologische Grundlagen und Perspektiven, 3rd edn, Weinheim 2013</li> <li>• Olfert, Kompakttraining Projektmanagement, 10th edn, Ludwigshafen (Rhein) 2016</li> <li>• Püttjer/Schnierda, Die heimlichen Spielregeln der Verhandlung, Frankfurt 2007</li> <li>• Schott, Verhandeln: Sicher, erfolgreich, kreativ, 4th edn, Freiburg 2011</li> <li>• Seiwert, Das neue 1 x 1 des Zeitmanagement: Zeit im Griff, Ziele in Balance – Kompaktes Know-how für die Praxis, 33rd edn, Munich 2011</li> <li>• Simon, GABALs großer Methodenkoffer: Grundlagen der Arbeitsorganisation, Offenbach 2015</li> <li>• Theisen, Wissenschaftliches Arbeiten, 16th edn, Munich 2013</li> <li>• Thiele, Präsentieren Sie einfach: Mit und ohne Medien Techniken und Strategien für Vorträge unter Zeitdruck, Frankfurter Allgemeine Buch, Frankfurt 2007</li> </ul>

	<ul style="list-style-type: none"> <li>• Vogt, Erfolgreiche Rhetorik. Faire und unfaire Verhaltensweisen in Rede und Gespräch, 3rd edn, Munich 2010</li> </ul> <p>Empirical Research Methods:</p> <ul style="list-style-type: none"> <li>• Atteslander, Methoden der empirischen Sozialforschung, 13th edn, Berlin et al. 2010</li> <li>• Berekoven/Eckert/Ellenrieder, Marktforschung: Methodische Grundlagen und praktische Anwendung, 12th edn, Wiesbaden 2009</li> <li>• Diekmann, Empirische Sozialforschung: Grundlagen, Methoden, Anwendungen, 4th edn, Reinbek bei Hamburg 2010</li> <li>• Schnell/Hill/Esser, Methoden der empirischen Sozialforschung, 10th edn, Munich 2013</li> <li>• Ruß, Wissenschaftstheorie, Erkenntnistheorie und die Suche nach Wahrheit – eine Einführung, Stuttgart 2004</li> </ul> <p>Quantitative Methods for Data Evaluation (Computer-Aided):</p> <ul style="list-style-type: none"> <li>• Duller, Einführung in die Statistik mit Excel und SPSS, 3rd edn, Heidelberg 2013</li> <li>• Eckstein, Angewandte Statistik mit SPSS, 8th edn, Wiesbaden 2016</li> <li>• Levine/Stephan/Szabat, Statistics for Managers. Using Microsoft Excel, 8th edn, New York et al. 2016</li> <li>• Prexl, Excel für BWLer Schritt für Schritt, Konstanz et al. 2016</li> <li>• Schira, Statistische Methoden der VWL und BWL, 5th edn, Munich 2016</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	---

Module number	<b>BIM Module 9</b>
Module name	<b>Business Law</b>
Courses (if applicable)	a) Civil Law and International Private Law (3 credit hours per week, 5 ECTS) b) Commercial Law and Fundamentals of Corporate Law (3 credit hours per week, 5 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Tasks of the legal order, legal system, sources of law</li> <li>• Legal subjects and objects in action (including merchants and business name)</li> <li>• Theory of legal transactions including all validity requirements and the German abstraction principle</li> <li>• General terms and conditions</li> <li>• Voluntary and organisational agency</li> <li>• Deadlines, statute of limitations and forfeiture</li> <li>• Breach of contractual obligations (defective performance, delay and impossibility)</li> <li>• Specific contractual relationships (purchase agreement, service contracts, tenancy agreement, employment contract) including specifics relating to commercial law</li> <li>• Overview of tort law and product liability</li> <li>• Fundamentals of collateral security law</li> <li>• Legal types of business organisation</li> <li>• Vicarious liability</li> <li>• The concept of international private law (IPL)</li> <li>• Sources of law</li> <li>• General analysis procedure in IPL – conflict-of-laws rules</li> <li>• International contract law – UN Convention on Contracts for the International Sale of Goods</li> <li>• IPL of non-contractual obligations</li> <li>• International law of property</li> <li>• International law concerning persons and corporate law</li> </ul>
Learning outcomes	The students <ul style="list-style-type: none"> <li>• have developed a basic understanding for legal problems and the applicable law in a practical and international context,</li> <li>• know the most important bases of a claim, especially under the German Civil Code (BGB) (general part, general and specific German law of contract and tort, law of property), German Commercial Code (HGB) and the fundamentals of corporate law (especially the differentiation between a partnership and a company),</li> <li>• have understood and worked on private business law cases, applying the rules of legal doctrine (using the style of an official expert opinion).</li> </ul>
Semester (or term, if applicable)	Semester 4
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)
ECTS credits	10 ECTS in total: 5 ECTS for course a), 5 ECTS for course b)

Workload	250 h in total: approx. 96 h course, 154 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory (support module)
Allocation to syllabus	Relevant for any business economics study programme at HSD or another German university
Prerequisites	No prerequisites
Person responsible for the module	Prof. Dr. Sabine Otte-Gräbener, LL.M.
Lecturer(s)	Prof. Dr. Sabine Otte-Gräbener, LL.M.
Language of instruction	German
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture including numerous cases and review course to work on cases independently under supervision
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<p><b>Compulsory reading:</b></p> <ul style="list-style-type: none"> <li>• Führich, Wirtschaftsprivatrecht, 12th edn, 2014</li> <li>• Förchler, Privat- und Prozessrecht, 1st edn, 2016</li> <li>• Müssig, Wirtschaftsprivatrecht, 19th edn, 2016</li> <li>• Richter, Grundlagen des Wirtschaftsprivatrechts, 1st edn, 2016</li> <li>• Führich/Werdan, Wirtschaftsprivatrecht in Fällen und Fragen, 6th edn, 2013</li> <li>• Benicke, Internationales Privatrecht, 2016</li> <li>• and other course documents handed out or provided online</li> </ul> <p><b>Additional recommendations:</b></p> <ul style="list-style-type: none"> <li>• Brox/Walker, Allgemeiner Teil des BGB, 40th edn, 2016</li> <li>• Brox/Walker, Allgemeines Schuldrecht, 40th edn, 2016</li> <li>• Brox/Walker, Besonderes Schuldrecht, 40th edn, 2016</li> <li>• Brox/Henssler, Handelsrecht, 22nd edn, 2016</li> <li>• Hay/Rösler, Internationales Privat- und Zivilverfahrensrecht, 5th edn, 2016</li> <li>• Junker, Internationales Privatrecht, 2nd edn, 2016</li> <li>• Köhler, Examinatorium Internationales Privatrecht, 2016</li> <li>• Baumbach/Hopt, HGB, 37th edn, 2016</li> <li>• Baumbach/Hueck, GmbHG, 21st edn, 2017</li> <li>• Palandt, BGB, 76th edn, 2017</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 10</b>
Module name	<b>Business English B2/C1</b>
Courses (if applicable)	Business English B2/C1 a) Part A (2 credit hours per week, 3 ECTS) b) Part B (4 credit hours per week, 4 ECTS)
Contents	<p>a) Part A:</p> <p>Self-study:</p> <ul style="list-style-type: none"> <li>• Revision of grammar and range of expression</li> </ul> <p>Business communication skills:</p> <ul style="list-style-type: none"> <li>• Correspondence and short reports</li> </ul> <p>Business subject areas – company functions:</p> <ul style="list-style-type: none"> <li>• Human resources (including company organisation and structure)</li> <li>• Finance</li> <li>• Marketing</li> <li>• Sales and distribution (with sales services)</li> <li>• Legal department</li> </ul> <p>Academic skills in English:</p> <ul style="list-style-type: none"> <li>• Learning to learn</li> <li>• Reading with reading analysis</li> <li>• Listening and note taking</li> <li>• Writing</li> </ul> <p>b) Part B:</p> <p>Self-study:</p> <ul style="list-style-type: none"> <li>• Revision of grammar and range of expression</li> </ul> <p>Business subject areas:</p> <ul style="list-style-type: none"> <li>• Manufacturing</li> <li>• Project management</li> <li>• Language of economics</li> <li>• Business models</li> <li>• Internationalisation and globalisation</li> <li>• Intercultural communication and management</li> </ul> <p>Academic skills in English:</p> <ul style="list-style-type: none"> <li>• Reading with reading analysis</li> <li>• Listening and note taking</li> <li>• Writing</li> </ul>
Learning outcomes	<p>a) Part A:</p> <p>The students</p> <ul style="list-style-type: none"> <li>• have achieved proficiency in English for business and for studies abroad (level C1 according to the CEF<sup>2</sup>),</li> <li>• have developed English academic skills,</li> <li>• master basic communication skills in English,</li> <li>• master selected areas of business vocabulary and have developed a range of expression in English suitable for business,</li> </ul>

---

<sup>2</sup> CEF = Common European Framework of Reference for Languages

	<ul style="list-style-type: none"> <li>have eliminated errors in English grammar and refined existing knowledge.</li> </ul> <p>b) Part B: The students</p> <ul style="list-style-type: none"> <li>have achieved proficiency in English for business and for studies abroad (level C1 according to the CEF),</li> <li>have developed English academic skills,</li> <li>master basic communication skills in English,</li> <li>master selected areas of business vocabulary,</li> <li>understand intercultural theories and have develop cross-cultural awareness,</li> <li>are able to adapt theory and awareness to cross-cultural exchange, setting and academic writing,</li> <li>have eliminated errors in English grammar and refined existing knowledge.</li> </ul>
Semester (or term, if applicable)	Part A: semester 1 Part B: semester 2
Duration	2 semesters
Number of offers	Part A: generally once per academic year (winter semester) Part B: generally once per academic year (summer semester)
ECTS credits	7 ECTS in total: 3 ECTS for course a), 4 ECTS for course b)
Workload	Part A: 75 h in total: approx. 32 h lecture, 43 h self-study (preparation and revision)  Part B: 100 h in total: approx. 64 h lecture, 36 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	Part A: Basis for: Business English B2/C1 Business English C1 Semester abroad  Part B: Basis for: Business English C1 Semester abroad
Prerequisites	English language proficiency of at least level B2 (according to the CEF)
Person responsible for the module	Erica Williams, StR i.H.
Lecturer(s)	Anastasia Hoffmann, Sheridan Jenczewski, Erica Williams, tba

Language of instruction	English
Type of examination / requirements for award of credit	<p>a) Written partial module examination (duration: 90 min.) (= 50 %)</p> <p>b) Written module examination (duration: 120 min.) (= 50 %)</p> <p>Award of credits once all partial examinations have been passed</p>
Weighting for overall grade	<p>7/210 = approx. 3.3 %</p> <p>(Part A: 3/210 = approx. 1.4 %, Part B: 4/210 = approx. 1.9 %)</p>
Forms of teaching and learning	<p>Seminar-like lecture: <b>active</b> participation including work in groups and pairs, presentations, project work etc.</p> <p>Self-study</p>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<p>Part A: Compulsory reading: In-house scripts, worksheets, handouts, podcasts etc.</p> <p>Additional recommended literature (self-study):</p> <ul style="list-style-type: none"> <li>• Business Proficiency – Wirtschaftsenglisch für Hochschule und Beruf, Klett (book and DVD)</li> <li>• Emmerson, Essential Business Grammar Builder, Macmillan</li> <li>• Emmerson, Business Grammar Builder, Macmillan</li> <li>• Duckworth, Essential Business Grammar &amp; Practice, Oxford</li> <li>• Duckworth, Business Grammar &amp; Practice, Oxford</li> <li>• McCarthy/O'Dell, Academic Vocabulary in Use, Cambridge</li> <li>• Current business press and media</li> </ul> <p>Part B: Compulsory reading: In-house scripts, worksheets, handouts, podcasts etc.</p> <p>Additional recommended literature (self-study):</p> <ul style="list-style-type: none"> <li>• Business Proficiency – Wirtschaftsenglisch für Hochschule und Beruf, Klett (book and DVD)</li> <li>• Emmerson, Business Grammar Builder, Macmillan</li> <li>• Duckworth, Business Grammar &amp; Practice, Oxford</li> <li>• McCarthy/O'Dell, Academic Vocabulary in Use, Cambridge</li> <li>• Hewings/Thaine/McCarthy, Cambridge Academic English C1 Advanced Student's Book, Cambridge</li> <li>• Oshima/Hogue, Writing Academic English, Pearson Longman</li> <li>• Hoftstede/Hoftstede, Cultures and Organizations – Software of the Mind: Intercultural Cooperation and Its Importance for Survival, Mcgraw-Hill</li> </ul>

	<ul style="list-style-type: none"><li>• Hofstede, Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations, Sage Publications</li><li>• Trompenaars, Riding the Waves of Culture: Understanding Cultural Diversity in Business, Nicholas Brealey Publishing</li><li>• Trompenaars/Hampden-Turner, Managing People Across Cultures (Culture for Business), John Wiley &amp; Sons</li><li>• Hall, The Silent Language, Bantam Doubleday Dell Publishing Group</li></ul> <p>Current business press and media</p> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	---



Module number	<b>BIM Module 11</b>
Module name	<b>Business English C1 and Intercultural Communication</b>
Courses (if applicable)	Business English C1 and Intercultural Communication a) Part A (2 credit hours per week, 3 ECTS) b) Part B (4 credit hours per week, 4 ECTS)
Contents	<p>a) Part A: Case Study:</p> <ul style="list-style-type: none"> <li>• Examination of management tools (SWOT, PEST, Boston Matrix, Porter's 5 forces etc.) and concepts (e.g. international trade) and their description and application in case study reports in English</li> <li>• Procedure and language of case study analysis</li> <li>• Application of both procedure and language to case study report writing</li> <li>• Writing of basic case study reports</li> <li>• More detailed case study analysis</li> </ul> <p>b) Part B: International meetings, negotiations and presentations in English:</p> <ul style="list-style-type: none"> <li>• Language and procedure of international meetings (debating, dealing with objections etc.)</li> <li>• Development of meeting skills through practice, role play and feedback</li> <li>• Language and procedure of international negotiation skills</li> <li>• Development of international negotiation skills and strategies in English through practice, role plays and feedback</li> <li>• Basic presentation skills</li> <li>• Short presentations</li> <li>• Analysis and implementation of advanced presentation techniques and structures</li> <li>• Development of international presentations skills by means of continuous analysis, practice and feedback</li> <li>• Development of business communication skills (e.g. creating an understanding of the correct application of different means and tools of business communication)</li> </ul>
Learning outcomes	<p>a) Part A: The students</p> <ul style="list-style-type: none"> <li>• have achieved proficiency in English for business and for studies abroad (level C1 according to the CEF),</li> <li>• are able to describe and practically implement common business tools and concepts in English,</li> <li>• understand the value of case study in both academic and professional life,</li> <li>• have developed English academic skills (case study report writing),</li> </ul>

	<ul style="list-style-type: none"> <li>• master communication skills in English (business report writing).</li> </ul> <p>b) Part B: The students</p> <ul style="list-style-type: none"> <li>• have achieved proficiency in English for business and for studies abroad (level C1 according to the CEF),</li> <li>• master communication skills in English for the international arena (meetings, negotiations, presentations).</li> </ul>
Semester (or term, if applicable)	Part A: semester 3 Part B: semester 4
Duration	2 semesters
Number of offers	Part A: generally once per academic year (winter semester) Part B: generally once per academic year (summer semester)
ECTS credits	7 ECTS in total: 3 ECTS for course a), 4 ECTS for course b)
Workload	<p>Part A: 75 h in total: approx. 32 h lecture, 43 h self-study (preparation and revision)</p> <p>Part B: 100 h in total: approx. 64 h lecture, 36 h self-study (preparation and revision)</p>
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	Basis for the semester abroad
Prerequisites	English language proficiency (business English) of at least level C1 (according to the CEF) Recommendation: Follow the syllabus. Especially modules 10 and 11 Part A provide relevant input for this module.
Person responsible for the module	Erica Williams, StR i.H.
Lecturer(s)	Erica Williams / tba
Language of instruction	English
Type of examination / requirements for award of credit	<p>a) Written partial module examination (duration: 90 min.) (= 50 %)</p> <p>b) Oral module examination (duration: 20 min.) (= 50 %)</p> <p>Award of credits once all partial examinations have been passed</p>
Weighting for overall grade	<p>7/210 = approx. 3.3 %</p> <p>(Part A: 3/210 = approx. 1.4 %, part B: 4/210 = approx. 1.9 %)</p>
Forms of teaching and learning	<p>Seminar-like lecture: <b>active</b> participation including work in groups and pairs, presentations, project work etc.</p> <p>Self-study</p>

Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<p>a) Part A:</p> <p>Compulsory reading:</p> <ul style="list-style-type: none"> <li>• In-house script</li> </ul> <p>Additional recommended literature (self-study):</p> <ul style="list-style-type: none"> <li>• Business Proficiency – Wirtschaftsenglisch für Hochschule und Beruf, Klett (book and DVD)</li> <li>• Harvard Business School case studies</li> <li>• Current business press and media</li> </ul> <p>b) Part B:</p> <p>Compulsory reading:</p> <ul style="list-style-type: none"> <li>• Williams, Presentations in English, Hueber, Deutschland; Macmillan, worldwide (book and DVD)</li> <li>• Powell, International Negotiations, Cambridge</li> <li>• In-house script, worksheets, handouts</li> </ul> <p>Additional recommended literature (self-study):</p> <p>Business Proficiency – Wirtschaftsenglisch für Hochschule und Beruf, Klett (book and DVD)</p> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 12a)</b>
Module name	<b>Business French A2</b> (level according to the CEF)
Courses (if applicable)	Business French A2 (4 credit hours per week, 7 ECTS)
Contents	<p>Development of the four basic skills: listening, speaking, reading, writing</p> <ul style="list-style-type: none"> <li>• Fundamentals of French Grammar A2</li> <li>• Systematic work on basic vocabulary: making contact with people, talking about hobbies and interests, the city and traffic, work, everyday situations, travels etc.</li> <li>• Systematic work on business vocabulary: organising and going on a business trip, making contact with new clients, making appointments, speaking on the phone, making a hotel reservation, welcoming business partners, opening a bank account etc.</li> <li>• Learning and communication strategies</li> </ul>
Learning outcomes	<p>The students have acquired basic French skills, level A2 according to the CEF, diplôme de français professionnel (DFPA2) de la Chambre de commerce et d'industrie de Paris (CCIP) and DELF Pro A2.</p> <ul style="list-style-type: none"> <li>• They have broad basic vocabulary in the topic of corporate communications and master basic French grammar.</li> <li>• They can read and write simple letters, notes and descriptions.</li> <li>• The students are able to find their way in French-speaking countries.</li> <li>• They can reflect on their own language acquisition process and apply learning strategies.</li> </ul>
Semester (or term, if applicable)	Semester 1 (for students who start into the programme without French language skills or below level A2)
Duration	1 semester
Number of offers	Generally once per academic year (winter semester)
ECTS credits	7 ECTS
Workload	175 h in total: approx. 64 h attendance, 111 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	<p>Compulsory elective (for students who start into the programme without French language skills or below level A2)</p> <p>Students who start into the programme at level A2 or better skip this course. They already take course B1 in semester 1.</p>
Allocation to syllabus	For all business French courses until level A2
Prerequisites	No prerequisites

Person responsible for the module	StR. i. H. Anne-Sophie Jansen-Lasnier
Lecturer(s)	StR. i. H. Anne-Sophie Jansen-Lasnier
Language of instruction	French
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	7/210 = approx. 3.3 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work in groups</li> <li>• Role play</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Dubois/Tauzin, Objectif Express 1, le monde professionnel en français, livre, DVD, Hachette FLE, 2014</li> <li>• Dubois/Tauzin, Objectif Express 1, le monde professionnel en français, Cahier d'Activités, Hachette FLE, 2014</li> <li>• Boelcke/Straub/Thiele, Dictionnaire de l'allemand économique commercial et financier, allemand-français / français-allemand, Paris, Presses Pocket, 2010</li> <li>• Abry/Chalaron, Grammaire des premiers temps A1-A2 – ISBN 978-3-19-053290-2 – Hueber Verlag Corrigé</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 12a)</b>
Module name	<b>Business Spanish A2</b> (level according to the CEF)
Courses (if applicable)	Business Spanish A2 (4 credit hours per week, 7 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Development of the four basic skills: listening, speaking, reading, writing</li> <li>• Fundamentals of Spanish Grammar A2</li> <li>• Systematic work on basic vocabulary: making contact with people, talking about hobbies and interests, the city and traffic, everyday situations, travels, work etc.</li> <li>• Systematic work on business vocabulary: describing internal corporate structures and organisational procedures, organising and going on a business trip, making contact with new clients, making appointments, speaking on the phone, making a hotel reservation, welcoming business partners, writing job ads, opening a bank account etc.</li> <li>• Presentation of selected corporations from Spain and Latin America</li> <li>• Learning and communication strategies</li> </ul>
Learning outcomes	<p>The students have acquired basic Spanish skills, level A2 according to the CEF.</p> <ul style="list-style-type: none"> <li>• They have broad basic vocabulary in the topic of corporate communications and master basic Spanish grammar.</li> <li>• They can read and write simple letters, notes and descriptions.</li> <li>• The students are able to find their way in Spanish-speaking countries.</li> <li>• They can reflect on their own language acquisition process and apply learning strategies.</li> </ul>
Semester (or term, if applicable)	Semester 1 (for students who start into the programme without Spanish language skills or below level A2)
Duration	1 semester
Number of offers	Generally once per academic year (winter semester)
ECTS credits	7 ECTS
Workload	175 h in total: approx. 64 h attendance, 111 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	<p>Compulsory elective (for students who start into the programme without Spanish language skills or below level A2)</p> <p>Students who start into the programme at level A2 or better skip this course. They already take course B1 in semester 1.</p>
Allocation to syllabus	For all business Spanish courses until level A2

Prerequisites	No prerequisites
Person responsible for the module	Elke Boyens-Witte, OStR .i.H.
Lecturer(s)	Elke Boyens-Witte, OStR .i.H.
Language of instruction	Spanish
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	7/210 = approx. 3.3 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work and discussions in groups</li> <li>• Role play</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Juan Lázaro et al., En equipo. es 1: Spanisch im Beruf, Ismaning, Max Hueber Verlag</li> <li>• Gramática básica del estudiante de español, Stuttgart, Ernst Klett Verlag</li> <li>• Suárez Lasierra/Dirscherl, Einführung in die spanische Wirtschaftssprache, München, Verlag Franz Vahlen</li> <li>• Veeagh/Bauer, Durchstarten Spanisch – Grammatik Übungsbuch, Linz, Veritas Verlag</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 12b) or 13a)</b>
Module name	<b>Business French B1</b> (level according to the CEF)
Courses (if applicable)	Business French B1 (4 credit hours per week, 6 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Advanced grammar knowledge, B1</li> <li>• Development of writing skills</li> <li>• Core areas of business French: work-related vocabulary, business correspondence, specialist business terminology</li> <li>• Systematic training of the listening and reading comprehension, the oral skills and text production</li> <li>• Job ads, CV, letter of application, job interview</li> <li>• Vocabulary for presentations, CV presentation</li> <li>• Currently relevant societal topics</li> <li>• Understanding business texts</li> <li>• Guided and unassisted transfer exercise to practice speaking without notes</li> </ul>
Learning outcomes	<p>The students have acquired extended basic French skills, level B1 according to the CEF, diplôme de français professionnel (DFPB1) de la Chambre de commerce et d'industrie de Paris (CCIP) and DELF Pro B1.</p> <ul style="list-style-type: none"> <li>• They have advanced oral and written communication skills in business French.</li> <li>• They use correct grammar and spelling.</li> <li>• They can write an application in French and express themselves in an appropriate manner in a job interview.</li> <li>• The students are able to find their way, deal with everyday life and a professional environment in French-speaking countries.</li> <li>• They can reflect on their own language acquisition process and apply learning strategies.</li> </ul>
Semester (or term, if applicable)	<p>Semester 1 (for students who start into the programme at level A2 or better)</p> <p>Semester 2 (for students who have completed level A2 course in semester 1)</p>
Duration	1 semester
Number of offers	Generally each semester
ECTS credits	6 ECTS
Workload	150 h in total: approx. 64 h lecture, 86 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (communication skills module)
Allocation to syllabus	For all business French courses until level B1



Prerequisites	Skills acquired in the module Business French A2
Person responsible for the module	StR. i. H. Anne-Sophie Jansen-Lasnier
Lecturer(s)	StR. i. H. Anne-Sophie Jansen-Lasnier
Language of instruction	French
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	6/210 = approx. 2.9 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work and discussions in groups</li> <li>• Role play</li> <li>• Project work</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Dubois/Tauzin, Objectif Express 2, le monde professionnel en français, livre, DVD, Hachette FLE, 2014</li> <li>• Dubois/Tauzin, Objectif Express 2, le monde professionnel en français, Cahier d'Activités, Hachette FLE, 2014</li> <li>• Boelcke/Straub/Thiele, Dictionnaire de l'allemand économique commercial et financier, allemand-français / français-allemand, Paris, Presses Pocket, 2010</li> <li>• Schwarz-Frömel/Schmidthaler, Französische Grammatik für die Wirtschaftskommunikation, Linde International</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 12b) or 13a)</b>
Module name	<b>Business Spanish B1</b> (level according to the CEF)
Courses (if applicable)	Business Spanish B1 (4 credit hours per week, 6 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Advanced grammar knowledge, B1</li> <li>• Core areas of current business Spanish: work-related vocabulary, business correspondence, fundamentals of Spanish business terminology</li> <li>• Cultural and socio-economic background information: professional life, business world, the economy in Spain and in selected countries in Latin America</li> <li>• Systematic training of the listening and reading comprehension, the oral skills and text production</li> <li>• Job ads, CV, letter of application, job interview</li> <li>• Presenting the employing company and one's own position in it, writing business letters and reports independently etc.</li> <li>• Understanding business texts</li> <li>• Guided and unassisted transfer exercise to practice speaking without notes</li> </ul>
Learning outcomes	<p>The students have acquired extended basic Spanish skills, level B1 according to the CEF.</p> <ul style="list-style-type: none"> <li>• They have acquired communicative competence for a professional Spanish environment.</li> <li>• They use correct Spanish grammar (B1) and spelling.</li> <li>• The students have language skills across various sectors and know suitable action strategies.</li> <li>• They can write an application in Spanish.</li> <li>• They can express themselves in an appropriate manner in a job interview.</li> <li>• They know how to communicate with partners from Spain or Latin America <ul style="list-style-type: none"> <li>• at work,</li> <li>• over the phone,</li> <li>• at a business dinner and</li> <li>• in business letters.</li> </ul> </li> <li>• They can understand and recall complex information from a business conversation.</li> <li>• They are capable of understanding and summarising Spanish business texts.</li> <li>• They can reflect on their own language acquisition process and apply learning strategies.</li> <li>• They are able to pass the test for the Certificado Básico de Español de los Negocios of the chamber of industry and commerce in Madrid.</li> </ul>
Semester (or term, if applicable)	<p>Semester 1 (for students who start into the programme at level A2 or better)</p> <p>Semester 2 (for students who have completed level A2 course in semester 1)</p>

Duration	1 semester
Number of offers	Generally each semester
ECTS credits	6 ECTS
Workload	150 h in total: approx. 64 h lecture, 86 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (communication skills module)
Allocation to syllabus	For all business Spanish courses until level B1 according to the CEF
Prerequisites	Skills acquired in the module business Spanish A2
Person responsible for the module	Elke Boyens-Witte, OStR .i.H.
Lecturer(s)	Elke Boyens-Witte, OStR .i.H. Isabel Figueroa, LBA
Language of instruction	Spanish
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	6/210 = approx. 2.9 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work and discussions in groups</li> <li>• Role play</li> <li>• Project work</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Juan Lázaro et al., En equipo. es 1: Spanisch im Beruf, Ismaning, Max Hueber Verlag</li> <li>• Juan Lázaro et al., En equipo. es 2: Spanisch im Beruf, Ismaning, Max Hueber Verlag</li> <li>• Abegg/Martínez Cestero, Comunicación empresarial. Spanische Handelskorrespondenz für die Berufspraxis, Ismaning, Max Hueber Verlag</li> <li>• Cámara Oficial de Comercio e Industria de Madrid y Universidad de Alcalá (ed), Certificado Básico de Español de los Negocios: Cuadernos de ejercicios resueltos I, Madrid</li> <li>• Felices Lago/Ruiz López, Español para el comercio internacional: Términos y expresiones esenciales en el mundo de los negocios, Madrid, Editorial Edinumen</li> <li>• Gramática básica del estudiante de español, Stuttgart, Ernst Klett Verlag</li> </ul>

	<ul style="list-style-type: none"><li>• Suárez Lasierra/Dirscherl, Einführung in die spanische Wirtschaftssprache, München, Verlag Franz Vahlen</li><li>• Veegh/Bauer, Durchstarten Spanisch – Grammatik Übungsbuch, Linz, Veritas Verlag</li></ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	---

Module number	<b>BIM Module 13b) or 14a)</b>
Module name	<b>Business French B1/B2</b> (level according to the CEF)
Courses (if applicable)	Business French B1/B2 (4 credit hours per week, 7 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Selected topics in advanced French business grammar</li> <li>• Advanced business vocabulary</li> <li>• Important topics of business practice</li> <li>• Professional discussion on important topics of business administration</li> <li>• Training the listening comprehension watching subject-specific, authentic videos</li> <li>• Currently relevant societal topics</li> <li>• Understanding business texts, writing business letters and reports independently, negotiating</li> <li>• Guided and unassisted transfer exercise to practice speaking without notes</li> </ul>
Learning outcomes	<p>The students have acquired extended basic French skills, level B1/B2 according to the CEF, diplôme de français professionnel (DFPB1 – DFPB2) de la Chambre de commerce et d'industrie de Paris (CCIP) and DELF Pro B1 – DELF Pro B2.</p> <ul style="list-style-type: none"> <li>• They have acquired communicative competence for a professional French environment, language skills across various sectors and suitable action strategies.</li> <li>• They know how to communicate with partners from French-speaking countries <ul style="list-style-type: none"> <li>• at work,</li> <li>• over the phone,</li> <li>• at a business dinner,</li> <li>• in business letters and</li> <li>• presentations.</li> </ul> </li> <li>• They can understand and recall complex information from a business conversation.</li> <li>• They are capable of understanding and summarising French business texts independently.</li> <li>• They can reflect on their own language acquisition process and apply learning strategies.</li> </ul>
Semester (or term, if applicable)	<p>Semester 2 (for students who start into the programme at level A2 or better)</p> <p>Semester 3 (for students who completed level A2 course in semester 1)</p>
Duration	1 semester
Number of offers	Generally each semester
ECTS credits	7 ECTS

Workload	175 h in total: approx. 64 h attendance, 111 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (communication skills module)
Allocation to syllabus	For all business French courses until level B1/B2
Prerequisites	Skills acquired in the module Business French B1
Person responsible for the module	StR. i. H. Anne-Sophie Jansen-Lasnier
Lecturer(s)	StR. i. H. Anne-Sophie Jansen-Lasnier
Language of instruction	French
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	7/210 = approx. 3.3 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work in groups</li> <li>• Role play</li> <li>• Moderated discussion in groups</li> <li>• Student presentations</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Dubois/Tauzin, Objectif Express 2, le monde professionnel en français, livre, DVD, Hachette FLE, 2014</li> <li>• Dubois/Tauzin, Objectif Express 2, le monde professionnel en français, Cahier d'Activités, Hachette FLE, 2014</li> <li>• Boelcke/Straub/Thiele, Dictionnaire de l'allemand économique commercial et financier, allemand-français / français-allemand, Paris, Presses Pocket, 2010</li> <li>• Schwarz-Frömel/Schmidthaler, Französische Grammatik für die Wirtschaftskommunikation, Linde International</li> <li>• Wagner, Wörterbuch Wirtschaftsfranzösisch, Französisch-Deutsch</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 13b) or 14a)</b>
Module name	<b>Business Spanish B1/B2</b> (level according to the CEF)
Courses (if applicable)	Business Spanish B1/B2 (4 credit hours per week, 7 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Selected topics in advanced Spanish Grammar B1/B2</li> <li>• Work on vocabulary for meetings and negotiations</li> <li>• Systematic work on specialised business vocabulary: types of business organisation, professional associations etc.</li> <li>• Presentation of selected business people and their businesses</li> <li>• Presentation and analysis of numbers, tables and graphs</li> <li>• Training the listening comprehension</li> <li>• Advanced writing skills</li> <li>• Translation of current business articles</li> </ul>
Learning outcomes	<p>The students have acquired extended Spanish language skills, level B1/B2 according to the CEF.</p> <ul style="list-style-type: none"> <li>• They have acquired communicative competence for a professional Spanish environment, language skills across various sectors and suitable action strategies.</li> <li>• They are able to communicate with business partners from Spanish-speaking countries, write business texts independently and give presentations in Spanish.</li> <li>• They know and can present successful business people from Spanish-speaking countries as well as their businesses.</li> <li>• They can understand and appropriately recall complex information from a business conversation.</li> <li>• They are able to understand, analyse and comment on sophisticated texts on economic, political and socially relevant topics.</li> <li>• They can reflect on their own language acquisition process and apply learning strategies.</li> <li>• They are able to pass the test for the Certificado Superior de Español de los Negocios of the chamber of industry and commerce in Madrid.</li> </ul>
Semester (or term, if applicable)	<p>Semester 2 (for students who start into the programme at level A2 or better)</p> <p>Semester 3 (for students who completed level A2 course in semester 1)</p>
Duration	1 semester
Number of offers	Generally each semester
ECTS credits	7 ECTS
Workload	175 h in total: approx. 64 h attendance, 111 h self-study (including examination preparations)

Type of module (compulsory, elective etc.)	Compulsory elective (communication skills module)
Allocation to syllabus	For all business Spanish courses until level B1/B2 according to the CEF
Prerequisites	Skills acquired in the module business Spanish B1
Person responsible for the module	Elke Boyens-Witte, OStR .i.H.
Lecturer(s)	Elke Boyens-Witte, OStR .i.H. Isabel Figueroa, LBA
Language of instruction	Spanish
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	7/210 = approx. 3.3 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work and discussions in groups</li> <li>• Role play</li> <li>• Presentations</li> <li>• Project work</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Juan Lázaro et al., En equipo. es 2: Spanisch im Beruf, Ismaning, Max Hueber Verlag</li> <li>• Current business press articles in Spanish</li> <li>• Abegg/Martínez Cestero, Comunicación empresarial. Spanische Handelskorrespondenz für die Berufspraxis, Ismaning, Max Hueber Verlag</li> <li>• Becher, Wörterbuch der Rechts- und Wirtschaftssprache. Teil I Spanisch – Deutsch, München, C.H. Beck'sche Verlagsbuchhandlung</li> <li>• Becher, Wörterbuch der Rechts- und Wirtschaftssprache. Teil II Deutsch – Spanisch, München, C.H. Beck'sche Verlagsbuchhandlung</li> <li>• Cámara Oficial de Comercio e Industria de Madrid y Universidad de Alcalá (ed), Certificado Superior de Español de los Negocios: Cuadernos de ejercicios resueltos I, Madrid</li> <li>• Centellas Rodrigo, Proyecto en ... español comercial, Madrid, Editorial Edinumen</li> <li>• Coello Arias, Español para economistas, Stuttgart, Lucius &amp; Lucius</li> <li>• Felices Lago/Ruiz López, Español para el comercio internacional: Términos y expresiones esenciales en el mundo de los negocios, Madrid, Editorial Edinumen</li> </ul>



	<ul style="list-style-type: none"><li>• Felices et al., Cultura y Negocios: El español de la economía española y latinoamericana, Madrid, Editorial Edinumen</li><li>• Gramática básica del estudiante de español, Stuttgart, Ernst Klett Verlag</li><li>• Suárez Lasiera/Dirscherl, Einführung in die spanische Wirtschaftssprache, München, Verlag Franz Vahlen</li><li>• Veegh/Bauer, Durchstarten Spanisch – Grammatik Übungsbuch, Linz, Veritas Verlag</li></ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	---

Module number	<b>BIM Module 14b) or 15a)</b>
Module name	<b>Business French B2 / C1</b> (level according to the CEF)
Courses (if applicable)	Business French B2/C1 (4 credit hours per week, 6 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Selected topics in advanced business grammar</li> <li>• Work on business vocabulary, especially in the areas: trade and commerce, economy and environment, controlling, stock exchange, corporations</li> <li>• Preparation for business administration studies in France, using authentic videos and business texts</li> <li>• Explaining French structures within the perspective of intercultural communication</li> <li>• Understanding, discussing and translating sophisticated texts on economic, political and socially relevant topics.</li> <li>• Guided and unassisted transfer exercises to practice speaking without notes</li> <li>• Student presentations</li> </ul>
Learning outcomes	<p>The students have acquired extended French language skills, level B2/C1 according to the CEF, diplôme de français professionnel (DFPB2/C1) de la Chambre de commerce et d'industrie de Paris (CCIP) and DELF Pro B2/C1.</p> <ul style="list-style-type: none"> <li>• They are able to apply for an internship or study in France.</li> <li>• They have acquired communicative competence for a professional French environment, language skills across various sectors and suitable action strategies.</li> <li>• They know how to communicate with business partners from French-speaking countries <ul style="list-style-type: none"> <li>• at work,</li> <li>• over the phone,</li> <li>• at a business dinner,</li> <li>• in business letters and</li> <li>• presentations.</li> </ul> </li> <li>• They can understand and recall complex information from a business conversation.</li> <li>• They are capable of understanding and summarising French business texts independently.</li> <li>• They can reflect on their own language acquisition process and apply learning strategies.</li> </ul>
Semester (or term, if applicable)	<p>Semester 3 (for students who start into the programme at level A2 or better)</p> <p>Semester 4 (for students who completed level A2 course in semester 1)</p>
Duration	1 semester
Number of offers	Generally each semester
ECTS credits	6 ECTS

Workload	150 h in total: approx. 64 h attendance, 86 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (communication skills module)
Allocation to syllabus	For all business French courses until level B2/C1
Prerequisites	Skills acquired in the module Business French B1/B2
Person responsible for the module	StR. i. H. Anne-Sophie Jansen-Lasnier
Lecturer(s)	StR. i. H. Anne-Sophie Jansen-Lasnier
Language of instruction	French
Type of examination / requirements for award of credit	<p>Written examination (duration: 120 min.) (=70 %), project documentation (= 30 %)</p> <p>The project documentation can be a written assignment or a presentation.</p> <p>Award of credits once all partial examinations have been passed</p>
Weighting for overall grade	6/210 = approx. 2.9 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work in groups</li> <li>• Project work</li> <li>• Moderated discussion in groups</li> <li>• Student presentations</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Current, authentic business press articles</li> <li>• Authentic videos</li> <li>• Parpette/Stauber, Réussir ses études d'économie-gestion en français, PUG, ISBN, 978 2 7061 1848 7</li> <li>• Schwarz-Frömel/Schmidthaler, Französische Grammatik für die Wirtschaftskommunikation, Wien, Linde international</li> <li>• Boelcke/Straub/Thiele, Dictionnaire de l'allemand économique commercial et financier, allemand-français / français-allemand, Paris, Presses Pocket</li> <li>• Wagner, Wörterbuch Wirtschaftsfranzösisch, Französisch-Deutsch</li> <li>• French business press articles</li> <li>• Business news online: <a href="https://information.tv5monde.com/les-jt/eco">https://information.tv5monde.com/les-jt/eco</a></li> </ul>

	<ul style="list-style-type: none"><li>• Polyglot Planet Publishing, Wirtschaftsfranzösisch Paralleltex</li></ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	--

Module number	<b>BIM Module 14b) or 15a)</b>
Module name	<b>Business Spanish B2/C1</b> (level according to the CEF)
Courses (if applicable)	Business Spanish B2/C1 (4 credit hours per week, 6 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Advanced, specific grammatical structures</li> <li>• Systematic work on specialised business vocabulary</li> <li>• Economic theories</li> <li>• Spanish banking system, stock exchange</li> <li>• Commerce and trade: development, documents required</li> <li>• The EU: European integration process, historical overview, institutions, economic and monetary union, political union, EU enlargements, reforms, advantages and disadvantages etc.</li> <li>• Current developments in Spain and the EU</li> <li>• Analysis of sophisticated texts on economic, political and socially relevant topics.</li> </ul>
Learning outcomes	<p>The students have acquired extended Spanish language skills, level B2/C1 according to the CEF.</p> <ul style="list-style-type: none"> <li>• They are able to verbally explain and analyse the current economic, political and social situation in Spain and Europe in Spanish.</li> <li>• They can present various economic theories using appropriate, correct language.</li> <li>• The students have relevant knowledge on the Spanish economy, Spanish business conventions and the latest economic trends and developments.</li> <li>• They can understand complex information from specific business texts or conversations on Spain, its economic policy and the European Union in detail. They can recall and discuss this information, using specialist terminology and correct grammar.</li> <li>• They are able to pass the test for the Diploma de Español de los Negocios of the chamber of industry and commerce in Madrid.</li> <li>• They are capable of following business administration and economics courses at a Spanish university and passing required subject-specific examinations.</li> <li>• They act with confidence in intercultural situations.</li> </ul>
Semester (or term, if applicable)	<p>Semester 3 (for students who start into the programme at level A2 or better)</p> <p>Semester 4 (for students who completed level A2 course in semester 1)</p>
Duration	1 semester
Number of offers	Generally each semester
ECTS credits	6 ECTS

Workload	150 h in total: approx. 64 h lecture, 86 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (communication skills module)
Allocation to syllabus	For all business Spanish courses until level B2/C1 according to the CEF
Prerequisites	Skills acquired in the module Business Spanish B1/B2
Person responsible for the module	Elke Boyens-Witte, OStR .i.H.
Lecturer(s)	Elke Boyens-Witte, OStR .i.H. Isabel Figueroa, LBA
Language of instruction	Spanish
Type of examination / requirements for award of credit	Written examination (duration: 120 min.) (=70 %), project documentation (= 30 %)  The project documentation can be a written assignment or a presentation.  Award of credits once all partial examinations have been passed
Weighting for overall grade	6/210 = approx. 2.9 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work and discussions in groups</li> <li>• Role play</li> <li>• Presentations</li> <li>• Project work</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Juan Lázaro et al., En equipo. es 2: Spanisch im Beruf, Ismaning, Max Hueber Verlag</li> <li>• Current business press articles in Spanish</li> <li>• Abegg/Martínez Cestero, Comunicación empresarial. Spanische Handelskorrespondenz für die Berufspraxis, Ismaning, Max Hueber Verlag</li> <li>• Becher, Wörterbuch der Rechts- und Wirtschaftssprache. Teil I Spanisch – Deutsch, München, C.H. Beck'sche Verlagsbuchhandlung</li> <li>• Becher, Wörterbuch der Rechts- und Wirtschaftssprache. Teil II Deutsch – Spanisch, München, C.H. Beck'sche Verlagsbuchhandlung</li> </ul>

	<ul style="list-style-type: none"> <li>• Cámara Oficial de Comercio e Industria de Madrid y Universidad de Alcalá (ed), Certificado Superior de Español de los Negocios: Cuadernos de ejercicios resueltos I, Madrid</li> <li>• Cámara Oficial de Comercio e Industria de Madrid y Universidad de Alcalá (ed), Diploma de Español de los Negocios: Cuadernos de ejercicios resueltos III, Madrid</li> <li>• Centellas Rodrigo, Proyecto en ... español comercial, Madrid, Editorial Edinumen</li> <li>• Coello Arias, Español para economistas, Stuttgart, Lucius &amp; Lucius</li> <li>• Felices Lago/Ruiz López, Español para el comercio internacional: Términos y expresiones esenciales en el mundo de los negocios, Madrid, Editorial Edinumen</li> <li>• Felices et al., Cultura y Negocios: El español de la economía española y latinoamericana, Madrid, Editorial Edinumen</li> <li>• Gramática básica del estudiante de español, Stuttgart, Ernst Klett Verlag</li> <li>• Jordán Galduf (coord), Economía de la Unión Europea, Madrid, Civitas Ediciones, S.L.</li> <li>• Mochón Morcillo, Economía Básica, Madrid, McGraw-Hill/Interamericana de España, S.A.</li> <li>• Navas López/Guerras Martín, Casos de dirección estratégica de la empresa, Madrid, Civitas Ediciones, S.L. 2000</li> <li>• Tamames, Introducción a la economía española, Madrid, Alianza Editorial, S.A.</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	---

Module number	<b>BIM Module 15b)</b>
Module name	<b>Business French C1</b>
Courses (if applicable)	Business French C1 (4 credit hours per week, 7 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Perfection of business vocabulary</li> <li>• Work on vocabulary for meetings and negotiations</li> <li>• Intercultural communication: Differences and their impact on Franco-German business and work relationships (French economic partners, personnel in France, intercultural communication issues, Franco-German synergies)</li> <li>• French economy</li> <li>• French businesses, presentation of selected companies from different sectors</li> <li>• Franco-German relationships: historical overview, current developments</li> <li>• Preparations for semester in France</li> </ul>
Learning outcomes	<p>The students have acquired extended French language skills, level C1 according to the CEF, diplôme de français professionnel (DFPC1) de la Chambre de commerce et d'industrie de Paris (CCIP) and DELF Pro C1.</p> <ul style="list-style-type: none"> <li>• They are able to verbally explain and analyse the current economic, political and social situation in France and Europe in French.</li> <li>• The students have relevant knowledge on the French economy, French business conventions and the latest economic trends and developments.</li> <li>• They are able to communicate with French-speaking business partners and colleagues. They act with confidence in intercultural situations.</li> <li>• They are able to present a French company in French in written and oral form.</li> <li>• They are capable of following economic courses at a French university and passing required subject-specific examinations.</li> </ul>
Semester (or term, if applicable)	Semester 4 (for students who have completed level B1 course in semester 1)
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)
ECTS credits	7 ECTS
Workload	175 h in total: approx. 64 h attendance, 111 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (communication skills module)



Allocation to syllabus	For all business French courses until level C1
Prerequisites	Skills acquired in the module Business French B2
Person responsible for the module	StR. i. H. Anne-Sophie Jansen-Lasnier
Lecturer(s)	StR. i. H. Anne-Sophie Jansen-Lasnier
Language of instruction	French
Type of examination / requirements for award of credit	<p>Written examination (duration: 120 min.) (=70 %), project documentation (= 30 %)</p> <p>The project documentation can be a written assignment or a presentation.</p> <p>Award of credits once all partial examinations have been passed</p>
Weighting for overall grade	7/210 = approx. 3.3 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work in groups</li> <li>• Project work</li> <li>• Moderated discussion in groups</li> <li>• Student presentations</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Current, authentic business press articles</li> <li>• Authentic videos</li> <li>• Parpette/Stauber, Réussir ses études d'économie-gestion en français</li> <li>• Schwarz-Frömel/Schmidthaler, Französische Grammatik für die Wirtschaftskommunikation, Wien, Linde international</li> <li>• Boelcke/Straub/Thiele, Dictionnaire de l'allemand économique commercial et financier, allemand-français / français-allemand, Paris</li> <li>• Wagner, Wörterbuch Wirtschaftsfranzösisch, Französisch-Deutsch</li> <li>• French business press articles</li> <li>• Business news online: <a href="https://information.tv5monde.com/les-jt/eco">https://information.tv5monde.com/les-jt/eco</a></li> <li>• Polyglot Planet Publishing, Wirtschaftsfranzösisch Paralleltext</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 15b)</b>
Module name	<b>Business Spanish C1</b>
Courses (if applicable)	Business Spanish (4 credit hours per week, 7 ECTS)
Contents	<ul style="list-style-type: none"> <li>• Perfection of the Spanish grammar and Latin American characteristics</li> <li>• Latin America: discussion of the current economic, political and social situation in selected countries</li> <li>• Analysis of possible causes</li> <li>• Compiling, presenting and analysing country reports</li> <li>• Decisive factors for the different levels of development of selected Latin American (LA) countries (discovery and conquest, relationship between LA and Europe, LA and Spain, LA and USA, LA and countries of the ex-Soviet Union etc.)</li> <li>• Intercultural communication issues between Spanish-speaking countries</li> <li>• Business conventions and typical faux pas</li> <li>• Analysis of sophisticated texts on economic, political and socially relevant topics.</li> </ul>
Learning outcomes	<p>The students are fluent in Spanish, level C1 according to the CEF.</p> <ul style="list-style-type: none"> <li>• They are familiar with the differences in Spanish idiomacy depending on the country.</li> <li>• They communicate with Spanish-speaking business partners confidently.</li> <li>• They understand information from texts or conversations on economics and politics in detail. They can recall this information using correct grammar.</li> <li>• They are able to compile country reports, present and comment on them in correct Spanish.</li> <li>• They are able to verbally explain, discuss and analyse the current economic, political and social situation in Spain and Latin America in Spanish.</li> </ul>
Semester (or term, if applicable)	Semester 4 (for students who have completed level B1 course in semester 1)
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)
ECTS credits	7 ECTS

Workload	175 h in total: approx. 64 h attendance, 111 h self-study (including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (communication skills module)
Allocation to syllabus	For all business Spanish courses until level C1 according to the CEF
Prerequisites	Skills acquired in the module Business Spanish B2/C1
Person responsible for the module	Elke Boyens-Witte, OStR .i.H.
Lecturer(s)	Elke Boyens-Witte, OStR .i.H. Isabel Figueroa, LBA
Language of instruction	Spanish
Type of examination / requirements for award of credit	Written examination (duration: 120 min.) (=70 %), project documentation (= 30 %)  The project documentation can be a written assignment or a presentation.  Award of credits once all partial examinations have been passed
Weighting for overall grade	7/210 = approx. 3.3 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Participative, seminar-like course</li> <li>• Exercises</li> <li>• Work in pairs</li> <li>• Work and discussions in groups</li> <li>• Role play</li> <li>• Presentations</li> <li>• Project work</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Current articles from publications in Spanish</li> <li>• Diccionario Histórico de Hispanoamérica, Madrid, Acento Editorial</li> <li>• Galeano, Las venas abiertas de América Latina, Madrid, Siglo XXI de España Editores, S.A.</li> <li>• Subercaseaux, Nación y Cultura en América Latina. Diversidad cultural y Globalización, Santiago de Chile, LOM Ediciones</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 16–17a</b>
Module name	<b>Marketing Management</b>
Courses (if applicable)	a) Fundamentals of Marketing in an International Context (4 credit hours per week) b) Buyer Behaviour and Brand Management (2 credit hours per week)
Contents	a) Fundamentals of Marketing in an International Context <ul style="list-style-type: none"> <li>• Marketing concept, characteristics and positions</li> <li>• Marketing as market-orientated business management</li> <li>• Strategic marketing planning and marketing conception               <ul style="list-style-type: none"> <li>• Analysis of the marketing situation</li> <li>• Setting marketing goals and developing marketing strategies</li> <li>• Implementation of marketing measures</li> </ul> </li> <li>• Operative marketing planning and marketing mix               <ul style="list-style-type: none"> <li>• Product and product range policies: product assortment decisions Product design, product innovation processes</li> <li>• Pricing policies: optimal pricing, pricing strategies, pricing differentiation, conditions</li> <li>• Communication policies: Objectives, instruments, planning processes, integrated communication</li> <li>• Distribution policies: distribution channel management, sales policies, distribution logistics</li> </ul> </li> <li>• Aspects of marketing organisation, marketing control and marketing research</li> <li>• Practical cases from various industry contexts</li> <li>• Understanding fundamental international and intercultural aspects of marketing in an international context</li> <li>• Social and ethical aspects of marketing</li> <li>• Latest developments and current trends</li> </ul> b) Buyer Behaviour and Brand Management <ul style="list-style-type: none"> <li>• Fundamentals of buyer behaviour</li> <li>• Psychological explanations for buyer behaviour</li> <li>• Personal, social, cultural behavioural determinants</li> <li>• Fundamentals of brands and brand management</li> <li>• Brand management objectives</li> <li>• Identity-orientated branding</li> <li>• Strategies and instruments of brand management</li> <li>• Practical cases from various industry contexts</li> <li>• Fundamental international and intercultural aspects of buyer behaviour and brand management</li> <li>• Latest developments and current trends</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• The students have acquired application-orientated knowledge of crucial aspects of marketing necessary for a marketing professional.</li> <li>• They understand marketing as an entrepreneurial attitude and are able to describe the marketing management tasks.</li> </ul>

	<ul style="list-style-type: none"> <li>• They can characterise central ideas of state-of-the-art marketing and link them to economic and societal contexts.</li> <li>• The students are able to structure the process of strategic and operative marketing planning as well as brand management in its different phases. They have developed an understanding of key aspects of marketing organisation, marketing control and marketing research. They are able to define and distinguish between relevant terms.</li> <li>• They have practised analysing markets and their environment as well as understanding clients' needs.</li> <li>• They have learned to distinguish and classify objectives, strategic options and instruments of marketing conception and brand management – including key marketing methods and techniques.</li> <li>• The students understand how to choose between different strategic and operative decision alternatives concerning marketing and brand strategies, marketing mix and branding instruments.</li> <li>• They know the relevance of buyer behaviour for targeted marketing. They are able to interpret decision models, analyse and assess buying processes based on key determinants. They have learned to apply results from buyer behaviour research to marketing practice.</li> <li>• The students can apply theoretical knowledge to solve practical cases and concrete marketing issues of economic relevance in practice.</li> <li>• They are able to assess and judge fundamental international and intercultural specifics of marketing in transnational business activity.</li> <li>• Having completed the module, the students have a basic market-orientated understanding. They can classify, analyse and apply key issues and topics and communicate them verbally or in writing in an appropriate manner.</li> </ul>
Semester (or term, if applicable)	Generally from semester 4 onwards
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	10 ECTS
Workload	250 h in total: 96 h attendance, 154 h self-study (preparation and revision including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (specialisation module)
Allocation to syllabus	<ul style="list-style-type: none"> <li>• Builds on and applies knowledge from compulsory modules (e.g. Principles of Management, Economics)</li> <li>• Advanced market-orientated studies in the specialisation module International Marketing Management or</li> </ul>

	<p>complementary studies in the specialisation module International Distribution Management</p> <ul style="list-style-type: none"> <li>• Specialisation option in the master's programmes International Management, Communication, Multimedia and Market Management and Business Analytics as well as master's programmes at other universities</li> <li>• Module not allocated to any other study programmes</li> </ul>
Prerequisites	<p>No formal prerequisites</p> <p>Recommendation: Follow the syllabus. Especially modules 1–2 provide relevant input for this module.</p>
Person responsible for the module	Prof. Dr. Anne Christin Kemper
Lecturer(s)	Prof. Dr. Anne Christin Kemper
Language of instruction	German
Type of examination / requirements for award of credit	<p>Written module examination (duration: 120 min.)</p> <p>Award of credits once examination has been passed</p>
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	<p>Seminar-like lecture</p> <p>Regular exercises and short cases allow continuous assessment of the knowledge acquired.</p>
Special features (e.g. online courses, field trips in the industry, guest lectures)	Business cases, guest lectures and field trips in the industry
Literature (compulsory / recommended)	<p>Compulsory reading:</p> <ul style="list-style-type: none"> <li>• Baumgarth, Markenpolitik: Markentheorien, Markenwirkungen, Markenführung, Markencontrolling, Markenkontexte, 4th edn, Wiesbaden 2014</li> <li>• Berndt/Fantapie-Altobelli/Sander, Internationales Marketing-Management, 5th edn, Heidelberg et al. 2016</li> <li>• Bruhn, Marketing, 13th edn, Wiesbaden et al. 2016</li> <li>• Esch, Strategie und Technik der Markenführung, 8th edn, Vahlen, Munich 2014</li> <li>• Kroeber-Riel/Gröppel-Klein, Konsumentenverhalten, 10th edn, Munich 2013</li> <li>• Meffert/Burmann, Marketing: Grundlagen marktorientierter Unternehmensführung; Konzepte, Instrumente, Praxisbeispiele, 12th edn, Wiesbaden et al. 2014</li> <li>• Scharf/Schubert/Hehn, Marketing. Einführung in Theorie und Praxis, 5th edn, Stuttgart 2015</li> <li>• and other course documents provided</li> </ul> <p>Additional recommended literature:</p> <ul style="list-style-type: none"> <li>• Becker, Marketing-Konzeption. Grundlagen des zielstrategischen und operativen Marketing-Managements, 10th edn, Munich 2012</li> <li>• Bruhn, Marketingübungen. Basiswissen, Aufgaben, Lösungen. Selbstständiges Lerntraining für Studium und Beruf, 6th edn, Wiesbaden et al. 2017</li> </ul>

	<ul style="list-style-type: none"><li>• Bruhn/Köhler, Wie Marken wirken, Vahlen, Munich 2010</li><li>• Homburg, Marketingmanagement. Strategie – Instrumente – Umsetzung – Unternehmensführung, 6th edn, Wiesbaden et al. 2017</li><li>• Kotler/Bliemel, Marketing-Management, 14th edn, Stuttgart 2015</li><li>• Meffert/Burmann/Koers, Markenmanagement, 2nd edn, Wiesbaden 2012</li><li>• Müller/Gelbrich, Interkulturelles Marketing, 3rd edn, Munich 2014</li><li>• Trommsdorff, Konsumentenverhalten, 8th edn, Stuttgart et al. 2011</li><li>• Absatzwirtschaft (specialist journal)</li><li>• Journal of Marketing (specialist journal)</li><li>• Journal of International Marketing (specialist journal)</li><li>• Markenartikel (specialist journal)</li></ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	---

Module number	<b>BIM Module 16–17b</b>
Module name	<b>International Marketing Management</b>
Courses (if applicable)	a) International Marketing (4 credit hours per week) b) International Trade Fair Marketing (2 credit hours per week)
Contents	<p>a) International Marketing</p> <ul style="list-style-type: none"> <li>• Fundamentals of international marketing</li> <li>• Specifics of international marketing</li> <li>• Framework and parameters of international marketing</li> <li>• Planning process of international marketing</li> <li>• International environment analyses</li> <li>• Specifics of international market research</li> <li>• Motives and objectives of international marketing</li> <li>• Strategic basic options in international marketing</li> <li>• International marketing strategies: strategies for market selection, market segmentation, market entry and development</li> <li>• International application of marketing instruments and international standardisation vs differentiation: products, pricing, distribution, communication and branding</li> <li>• Interdependencies in international marketing</li> <li>• International marketing organisation and control</li> <li>• Aspects of foreign trade marketing</li> <li>• Industry-specific cases of application and methods supporting decision-making in international marketing</li> <li>• Intercultural and economic aspects as well as latest developments in international marketing</li> </ul> <p>b) International Trade Fair Marketing</p> <ul style="list-style-type: none"> <li>• Fundamentals of international trade fair marketing               <ul style="list-style-type: none"> <li>• Stakeholders in the international trade fair industry and competitive situation</li> <li>• Trade fairs as international services and media events, from an organiser's perspective</li> <li>• Trade fairs as international live communication platforms for brands, from an exhibitor's perspective</li> </ul> </li> <li>• The international strategic marketing planning process and the operative implementation of marketing instruments, from an organiser's perspective (using the example of international trade fairs at Messe Düsseldorf, one of the five most successful trade fair organisers worldwide)</li> <li>• Planning process of trade fairs as a communication instrument (using the example of exhibitors at Messe Düsseldorf)</li> <li>• Global market entry and development of trade fairs</li> <li>• Dealing with different business cultures</li> <li>• Brand management from an organiser's and an exhibitor's perspective</li> <li>• Current trends in international trade fair marketing</li> </ul>



Learning outcomes	<ul style="list-style-type: none"> <li>• The students understand the meaning, motives and objectives of internationalisation of corporate business activity.</li> <li>• They have analysed the characteristic challenges and specifics of international marketing management. They are able to assess and judge promoting or inhibiting regulatory frameworks in an international context.</li> <li>• The students can identify international marketing issues, assess the special information needs and find suitable methods to fulfil these needs.</li> <li>• They are able to structure the planning process of international marketing and to analyse and evaluate decision fields and alternatives of the strategic and operative international marketing.</li> <li>• The students know suitable planning and analysis methods supporting decision-making and can apply them as appropriate to the situation. They can assess alternative solution approaches for international marketing issues and develop independent solutions for each problem.</li> <li>• They are able to understand and assess the background of decisions on strategy and strategy instruments for <ul style="list-style-type: none"> <li>• international market entry (going international) and</li> <li>• international market development (being international).</li> </ul> </li> <li>• Practical examples and cases, work in groups as well as presentations have enabled the students to <ul style="list-style-type: none"> <li>• discuss and independently solve cases of application from international marketing practice (verbally, in writing as well as in a team) and</li> <li>• clearly communicate the solution results.</li> </ul> </li> <li>• The students understand and can assess trade fairs as a communication instrument from an organiser's and exhibitor's perspective – especially regarding international aspects.</li> <li>• They are able to apply the international strategic marketing planning process and the marketing instruments for trade fairs – from an exhibitor's and organiser's perspective (using the example of Messe Düsseldorf).</li> <li>• The students are familiar with internationalisation strategies for trade fairs.</li> </ul>
Semester (or term, if applicable)	Generally from semester 4 onwards
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	10 ECTS
Workload	250 h in total: 96 h attendance, 154 h self-study (preparation and revision including examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective (specialisation module)

Allocation to syllabus	<ul style="list-style-type: none"> <li>• Subject-specific application of basic knowledge from compulsory modules (e.g. Management, Economics, Global Strategy and Finance)</li> <li>• Advanced market-orientated studies of the specialisation module Marketing in an International Context or complementary studies of the specialisation module International Distribution Management</li> <li>• Specialisation options in the master's programmes International Management, Communication, Multimedia and Market Management as well as Business Analytics</li> <li>• The course International Trade Fair Marketing in this module is an interdisciplinary, shared course for the HSD bachelor's programmes International Management, Business Administration and Communication and Multimedia Management.</li> </ul>
Prerequisites	<p>No formal prerequisites</p> <p>Recommendation: Follow the syllabus. Especially modules 1–2 provide relevant input for this module.</p>
Person responsible for the module	Prof. Dr. Anne Christin Kemper
Lecturer(s)	Prof. Dr. Anne Christin Kemper Dipl.-Kaufmann Hans Werner Reinhard
Language of instruction	German and English
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	<p>Seminar-like lecture</p> <p>Regular exercises and short cases allow continuous assessment of the knowledge acquired.</p>
Special features (e.g. online courses, field trips in the industry, guest lectures)	Business cases, guest lectures and field trips in different industries and organisations
Literature (compulsory / recommended)	<p><b>Compulsory reading:</b></p> <ul style="list-style-type: none"> <li>• Backhaus/Voeth, Internationales Marketing, 6th edn, Stuttgart 2010</li> <li>• Berndt/Fantapie-Altobelli/Sander, Internationales Marketing-Management, 5th edn, Heidelberg et al. 2016</li> <li>• Meffert/Burmann/Becker, Internationales Marketing-Management. Ein markenorientierter Ansatz, 4th edn, Stuttgart 2010</li> <li>• Zentes/Swoboda/Schramm-Klein, Internationales Marketing, 3rd edn, Munich 2013</li> <li>• and other course documents provided</li> </ul> <p><b>Additional recommended literature:</b></p> <ul style="list-style-type: none"> <li>• Albaum/Duerr/Josiassen, International Marketing and Export Management, 8th edn, Harlow 2016</li> </ul>

	<ul style="list-style-type: none"> <li>• Cateora/Gilly/Graham, International Marketing, 16th edn, Boston 2013</li> <li>• Czinkota/Ronkainen/Zvobgo, International Marketing, 10th edn, Hampshire 2011</li> <li>• Delfmann/Köhler/Müller-Hagedorn: Kölner Kompendium der Messewirtschaft, Kölner Wissenschaftsverlag, Cologne 2005</li> <li>• Doole/Lowe/Kenyon, International Marketing Strategy. Analysis, Development and Implementation, 7th edn, Hampshire 2015</li> <li>• Hill, International business: Competing in the global market place, 10th edn, New York 2014</li> <li>• Kirchgeorg/Dornscheidt/Giese/Stoeck (ed), Handbuch Messemanagement, Gabler, Wiesbaden 2013</li> <li>• Müller/Gelbrich, Interkulturelles Marketing, 3rd edn, Munich 2014</li> <li>• Müller/Gelbrich: Interkulturelle Kommunikation, Munich 2014</li> <li>• Journal of Marketing (specialist journal)</li> <li>• Journal of International Marketing (specialist journal)</li> <li>• Journal of Marketing Research (specialist journal)</li> <li>• Journal of International Business Studies (specialist journal)</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	---

Module number	<b>BIM Module 16–17c</b>
Module name	<b>International Economic Policy for Managers</b>
Courses (if applicable)	a) Institutional Economics in an International Context (2 credit hours per week) b) Economics of Strategy and Management (4 credit hours per week)
Contents	a) Institutional Economics in an International Context <ul style="list-style-type: none"> <li>• Foundations of long-run economic growth and growth differences among nations</li> <li>• Economic systems, governance structures and economic outcomes: the important role of institutions</li> <li>• Government failure, lobbying and rent seeking</li> <li>• Methods of comparison of institutions and economies</li> <li>• Economic systems in practice: comparative regional analyses of the European Union, North/Latin America and Asia</li> </ul> b) Economics of Strategy and Management <ul style="list-style-type: none"> <li>• Fundamentals of the theory of (international) economic policy</li> <li>• Economic thinking for managers</li> <li>• Optimal decision-making based on economic tools</li> <li>• More advanced good market structures; monopolistic competition, dominant firms, oligopoly, interaction (game theory)</li> <li>• More advanced analysis of markets for production factors</li> <li>• Economics of information and social economics</li> <li>• Macroeconomic analysis for management decision makers</li> </ul>
Learning outcomes	<p>Having actively participated in the module, the students have acquired specialist and methodological competences. Using these competences, they can describe fundamental economic matters and apply their knowledge to concrete cases. They have learned to systematically understand issues linking business administration and economics and identify suitable solution approaches, especially at business level. The module has enabled them in particular to</p> <ul style="list-style-type: none"> <li>• assess economically relevant micro- and macroeconomic key figures and their importance for market participants,</li> <li>• assess (international) regulatory frameworks and consider relevant conclusions for business decisions and actions,</li> <li>• interpret current economic trends and conclude implications for businesses,</li> <li>• understand institutional economics based micro- and macroeconomic theories and apply these to practical cases in businesses,</li> <li>• recognise interdependencies between culture and economy and use these for businesses, in accordance with ethical rules,</li> <li>• successfully apply economic analyses to business planning at national and international level,</li> </ul>

	<ul style="list-style-type: none"> <li>critically assess market structures, market behaviour and market results and use them under realistic conditions such as asymmetric information,</li> <li>assess effects of entrepreneurial production decisions and corporate strategies, e.g. regarding pricing policy,</li> <li>independently contribute to developing strategic competitive advantages at national and international level – based on previously completed case studies, considering game-theoretic interdependencies and economic ethics,</li> <li>asses effects of macroeconomic national economic policy on markets and companies.</li> </ul>
Semester (or term, if applicable)	Generally from semester 4 onwards
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	10 ECTS
Workload	250 h in total: approx. 96 h course, 154 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	<p>Theoretical and application-orientated, empirical advanced study of topics from the compulsory modules (especially Economics, Management, International Business Economics and Global Strategy and Finance)</p> <p>Suitable for international students (English as language of instruction)</p> <p>Basis for (master's) programmes in institutional economics, economic policy, applied economics, international economics or economics of strategy</p>
Prerequisites	No prerequisites. Recommendation: Follow the syllabus. Especially modules 1–2 provide relevant input for this module.
Person responsible for the module	Prof. Dr. Lothar Funk
Lecturer(s)	Prof. Dr. Lothar Funk
Language of instruction	English
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture

	Regular exercises and short cases allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	Case studies – including selected video and audio samples  Occasional guest lectures on selected topics
Literature (compulsory / recommended)	<p>Compulsory reading:</p> <ul style="list-style-type: none"> <li>• Acemoglu/Laibson/List, Economics, Boston et al., Pearson 2015</li> <li>• Gerber, International Economics, 6th edn, New York et al. 2014</li> <li>• Krugman/Obstfeld/Mélitz, International Economics, 10th edn, Boston et al., Pearson 2013</li> <li>• Perloff/Brander, Managerial Economics and Strategy, Person, Boston et al. 2014</li> </ul> <p>Additional recommended literature:</p> <ul style="list-style-type: none"> <li>• Cohen, Economics for Business, London et al., Kogan Page, 2016</li> <li>• Daniels/Van Hoose, Global Economic Issues and Policies, 3rd edn, London/New York, Routledge, 2014</li> <li>• Gregory/Stuart, The Global Economy and Its Global Systems, Mason, Cengage, 2014</li> <li>• Kasper/Streit/Boettke, Institutional Economics, 2nd edn, Cheltenham/Northampton, Edward Elgar, 2012</li> <li>• Lane, Globalization: Interdependencies &amp; Coordination, New Brunswick/London, Transaction Publishers, 2016</li> <li>• Mankiw/Taylor/Ashwin, Business Economics, 2nd edn, Mason, Cengage, 2015</li> <li>• McKenzie/Lee: Microeconomics for MBAs: The economic way of thinking for managers, 3rd edn, Cambridge, Cambridge University Press, 2016</li> <li>• Michaels, Economics for Management: Transactions and Strategies, Mason, Cengage, 2011</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 16–17d</b>
Module name	<b>International Distribution Management</b>
Courses (if applicable)	a) International Retail (2 credit hours per week) b) Tools and Methods of International Distribution (2 credit hours per week) c) Digital Sales and Distribution (2 credit hours per week)
Contents	a) International Retail <ul style="list-style-type: none"> <li>• International business concepts</li> <li>• Expansion strategies</li> <li>• Application of the marketing mix in an international context</li> <li>• Supply chain management and sourcing</li> <li>• Cooperation strategies for the industry (efficient consumer response)</li> <li>• Goods management</li> </ul> b) Tools and Methods of International Distribution <ul style="list-style-type: none"> <li>• Institutions and stakeholders</li> <li>• Distribution channel alternatives and multichannel distribution</li> <li>• Operative control of distribution channels</li> <li>• Distribution logistics</li> <li>• Strategic distribution approaches</li> <li>• Structure and control of a distribution organisation</li> </ul> c) Digital Sales and Distribution <ul style="list-style-type: none"> <li>• Technical and economic fundamentals of e-commerce</li> <li>• E-procurement, e-shop, e-marketplace</li> <li>• E-distribution, e-fulfilment, e-payment</li> <li>• Mobile commerce</li> </ul>
Learning outcomes	<p>The students know the fundamentals of international distribution – offline as well as online.</p> <p>They understand the specifics of the different distribution channels and are able to derive recommended action for a given situations. They can analyse existing multichannel approaches critically and develop their own consistent approaches, especially in the area of multichannel distribution.</p> <p>The students have studied various distribution concepts, can work on the respective distribution channels and are able to develop relevant distribution strategies.</p> <p>The students have learned about ethical and intercultural aspects, e.g. intercultural cooperation strategies (efficient customer response) and green logistics.</p> <p>Various examples from business practice complement the learning outcomes.</p>
Semester (or term, if applicable)	Generally from semester 4 onwards
Duration	1 semester

Number of offers	Generally once per academic year
ECTS credits	10 ECTS
Workload	250 h in total: approx. 96 h lecture, 154 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	Applicable for master's programmes in the areas of international marketing, international economics and international management
Prerequisites	English language proficiency
Person responsible for the module	Prof. Dr. Peter Scheideler
Lecturer(s)	Prof. Dr. Peter Scheideler
Language of instruction	English
Type of examination / requirements for award of credit	Written examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture  Regular exercises and short cases allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	Field trips in retail, guest lectures (on selected topics in sales and logistics)
Literature (compulsory / recommended)	<p>Compulsory reading:</p> <ul style="list-style-type: none"> <li>• Müller-Hagedorn/Toporowski/Zielke, Der Handel: Grundlagen – Management – Strategien, 2nd edn, Kohlhammer, Stuttgart 2012</li> <li>• Specht/Fritz, Distributionsmanagement, 4th edn, Kohlhammer, Stuttgart 2005</li> <li>• Schögel, Distributionsmanagement, Vahlen, Munich 2012</li> <li>• Koether, Distributionslogistik, 2nd edn, Springer Gabler, Wiesbaden 2014</li> <li>• Homburg/Schäfer/Schneider, Sales Excellence, 7th edn, Springer Gabler, Wiesbaden 2012</li> <li>• Albers/Krafft, Vertriebsmanagement, Springer Gabler, Wiesbaden 2013</li> <li>• Kollmann, E-Business, 5th edn, Springer Gabler, Wiesbaden 2013</li> <li>• Wirtz, Electronic Business, 5th edn, Springer Gabler, Wiesbaden 2016</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>



Module number	<b>BIM Module 16–17e</b>
Module name	<b>International Human Resources Management (IHRM)</b>
Courses (if applicable)	a) Comparative, Strategic and Organisational Perspectives of IHRM (2 credit hours per week) b) IHRM Practices and Policies (2 credit hours per week) c) IHRM Trends and Future Challenges (2 credit hours per week)
Contents	a) Comparative, Strategic and Organisational Perspectives of IHRM <ul style="list-style-type: none"> <li>• Comparative IHRM</li> <li>• Strategic aspects of IHRM</li> <li>• Organisational aspects of IHRM</li> </ul> b) IHRM Practices and Policies <ul style="list-style-type: none"> <li>• International recruiting</li> <li>• International training and development</li> <li>• International performance management</li> <li>• International total rewards</li> </ul> c) IHRM Trends and Future Challenges <ul style="list-style-type: none"> <li>• For instance corporate social responsibility and sustainability</li> <li>• For instance equal opportunity and diversity management</li> <li>• For instance global talent management</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• The students have fundamental knowledge of the theoretical background and application concepts of international human resources management (IHRM).</li> <li>• They understand how to systematically build, develop, appoint and keep human resources, considering sociocultural differences and ethical aspects.</li> <li>• They have acquired skills in the areas of               <ul style="list-style-type: none"> <li>• identifying relevant issues and challenges of IHRM</li> <li>• assessing potential solution approaches and</li> <li>• applying their acquired knowledge to concrete practical cases in practice.</li> </ul> </li> <li>• The students are able to identify and describe aspects of German employment law relevant for intercultural management.</li> <li>• The module requires active participation, presentation and discussion of the students' own solution approaches. This has enhanced their argumentation and presentation skills as well as their ability to reflect on their own and other intellectual approaches.</li> <li>• They are able to systematically understand practical cases and identify suitable solution concepts.</li> </ul>
Semester (or term, if applicable)	Generally from semester 4 onwards
Duration	1 semester

Number of offers	Generally once per academic year
ECTS credits	10 ECTS
Workload	250 h in total: approx.96 h course, 154 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	Within the programme: addition to the module Intercultural Leadership and Organisation Suitable for international students (English as language of instruction)
Prerequisites	No prerequisites
Person responsible for the module	Professor or senior lecturer (tba)
Lecturer(s)	Professor or senior lecturer (tba)
Language of instruction	English
Type of examination / requirements for award of credit	Written examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture  Regular exercises and short cases allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	Option to complete parts of the course online, case studies, guest lectures, if possible
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Dowling/Festing/Engle, International human resource management, 6th edn, Cengage Learning, 2013</li> <li>• Festing, Current Issues in International Human Resource Management and Strategy Research, Rainer Hampp Verlag, 2008</li> <li>• Harzing/Pinnington, International human resource management. 4th edn, Sage 2015</li> <li>• Stahl/Mayrhofer/Kühlmann, Internationales Personalmanagement: Neue Aufgaben, neue Lösungen, Rainer Hampp Verlag, 2005</li> <li>• Weber, Internationales Personalmanagement, Gabler, 2001</li> <li>• Journal of Human Resource Development International</li> <li>• Human Resource Management Journal</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 16–17f</b>
Module name	<b>Current Trends in Controlling</b>
Courses (if applicable)	a) Value-Based Controlling (2 credit hours per week) b) Controlling in Multinationals (2 credit hours per week) c) Case Studies in Controlling (2 credit hours per week)
Contents	a) Value-Based Controlling <ul style="list-style-type: none"> <li>• Academic conception and status quo in practice</li> <li>• Logics and methodology of value-based key figure systems (shareholder value, residual profit and returns, weighted average cost of capital (WACC), value driver models)</li> <li>• Tasks and selected instruments of value-based controlling at business and corporate levels</li> </ul> b) Controlling in Multinationals <ul style="list-style-type: none"> <li>• Overview of issues specific to international corporations</li> <li>• Issues specific to ratio systems and organisation of controlling</li> <li>• Issues specific to investment controlling and ongoing success controlling</li> </ul> c) Case Studies in Controlling <ul style="list-style-type: none"> <li>• Overview of economic change and current challenges in controlling</li> <li>• Case studies on selected controlling instruments: mix of latest and traditional instruments, strategic and operative cases from practice, partly interlinked, topical subjects according to current developments</li> </ul>
Learning outcomes	Having completed this module and intensively studied its contents, the students should be able to <ul style="list-style-type: none"> <li>• systemise approaches to company valuation,</li> <li>• explain reasons for value-based management, objectives and tasks of value-based controlling,</li> <li>• methodically apply value-based key figure systems, critically assess their applicability for management purposes and interpret concrete valuation results,</li> <li>• explain essential challenges for controlling international enterprises and justify the derived need to amend controlling functions,</li> <li>• describe issues specific to controlling of international enterprises regarding their figures, organisation, tasks and instruments, explain methodological solution approaches and assess them critically,</li> <li>• apply essential controlling instruments relevant for practice to complex, realistic decision problems (case studies) and show instrumental links.</li> </ul>
Semester (or term, if applicable)	Generally from semester 4 onwards
Duration	1 semester

Number of offers	Generally once per academic year
ECTS credits	10 ECTS
Workload	250 h in total: approx. 96 h attendance, 154 h self-study (preparation and revision, examination preparations)
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	Shared module for HSD bachelor's programmes International Management and Business Administration
Prerequisites	No prerequisites Recommendation: Follow the syllabus.
Person responsible for the module	Prof. Dr. Astrid Lachmann
Lecturer(s)	Prof. Dr. Astrid Lachmann
Language of instruction	German
Type of examination / requirements for award of credit	Written module examination (duration: 120 min.) Award of credits once examination has been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar-like lecture  Regular exercises and short cases allow continuous assessment of the knowledge acquired.
Special features (e.g. online courses, field trips in the industry, guest lectures)	Optional field trip including relevant specialist lecture and guided tour, occasional guest lectures
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Coenenberg/Salfeld/Schultze, Wertorientierte Unternehmensführung, Vom Strategieentwurf zur Implementierung, 3rd edn, Stuttgart 2015</li> <li>• Rappaport, Creating Shareholder Value, 2nd edn, New York 1998</li> <li>• Stewart, The Quest for Value, The EVA Management Guide, Harper/Collins, 1991</li> <li>• Weber/Bramseman et al., Wertorientierte Unternehmenssteuerung, Wiesbaden 2004</li> <li>• Hoffjan, Internationales Controlling, Stuttgart 2009</li> <li>• Bleuel, Internationales Management, Stuttgart 2017</li> <li>• Coenenberg/Fischer/Günther, Kostenrechnung und Kostenanalyse, 9th edn, Stuttgart 2016</li> <li>• Horváth/Gleich/Voggenreiter, Controlling umsetzen, 5th edn, Stuttgart 2012</li> <li>• Weber/Schäffer/Binder, Einführung in das Controlling, Übungen und Fallstudien, 3rd edn, Stuttgart 2016</li> <li>• Friedl/Hofmann/Pedell, Kostenrechnung, 2nd edn, Munich 2013</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 16–17g</b>
Module name	<b>Information Purpose of Financial Reporting</b>
Courses (if applicable)	a) International Accounting (2 credit hours per week) b) Consolidated Financial Statements (2 credit hours per week) c) Financial Statements Analysis and Accounting Policy (2 credit hours per week)
Contents	<p><b>a) International Accounting</b></p> <ul style="list-style-type: none"> <li>• Institutional framework of the International Financial Reporting Standards (IFRS) and differences compared to the commercial law bases</li> <li>• Intangible assets</li> <li>• Tangible assets (property, plant and equipment)</li> <li>• Inventories</li> <li>• Lease accounting</li> <li>• Realisation of profit</li> <li>• Financial instruments accounting</li> <li>• Provisions</li> <li>• Deferred taxes</li> </ul> <p><b>b) Consolidated Financial Statements</b></p> <ul style="list-style-type: none"> <li>• Fundamentals of consolidated financial statements</li> <li>• Legal requirement to file consolidated financial statements</li> <li>• Consolidation scopes</li> <li>• Principle of consistent accounting</li> <li>• Currency conversion within groups</li> <li>• Methods of full consolidation</li> <li>• Goodwill and impairment tests</li> <li>• Proportional consolidation and the equity method</li> </ul> <p><b>c) Financial Statements Analysis and Accounting Policy</b></p> <ul style="list-style-type: none"> <li>• Objectives of accounts analysis and strategy</li> <li>• Potential and limitations of financial statements analysis</li> <li>• Analysis of assets and financial situation</li> <li>• Income analysis</li> <li>• Business cycle analysis</li> <li>• Further analysis options from the perspectives of equity and borrowed capital providers</li> <li>• Selected accounting policy approaches</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• The students can explain approach and assessment regulations for essential items according to IFRS and apply them to practical cases. With a set objective, they can assess the advantages and disadvantages of different financial reporting alternatives (e.g. if a right of option applies) – to ensure purposeful financial reporting.</li> <li>• The students are able to describe the necessity to file consolidated financial statements in general and assess if it applies to a given corporation. They can explain regulations on consolidation scopes and apply them to practical cases.</li> </ul>

	<p>The students know how to explain the necessary steps for filing consolidated financial statements and apply them to practical cases.</p> <ul style="list-style-type: none"> <li>• They can analyse financial statements to assess assets, financial situation and income of a corporation. They are also able to show the limitations of such analysis approaches. They can             <ul style="list-style-type: none"> <li>• assess options to influence key figures according to certain accounting policies and</li> <li>• take into account such influences in the analysis of the corporation.</li> </ul> </li> </ul>
Semester (or term, if applicable)	Generally from semester 4 onwards
Duration	1 semester
Number of offers	Generally each semester
ECTS credits	10 ECTS
Workload	250 h in total: approx. 96 h course, 154 h self-study (preparation and revision)
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	Elective specialisation module for the bachelor's programmes Business Administration and Taxation
Prerequisites	<p>No formal prerequisites</p> <p>Recommendation: Follow the syllabus. Especially modules 1 and 3 provide relevant input for this module.</p>
Person responsible for the module	Prof. Dr. Dirk Jödicke
Lecturer(s)	Prof. Dr. Dirk Jödicke
Language of instruction	German
Type of examination / requirements for award of credit	<p>Written module examination (duration: 120 min.)</p> <p>Award of credits once examination has been passed</p>
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	<p>Seminar-like lecture</p> <p>Regular exercises and practical cases allow continuous assessment of the knowledge acquired.</p>
Special features (e.g. online courses, field trips in the industry, guest lectures)	Topical guest lectures (speakers from different industries and organisations), if possible

Literature (compulsory / recommended)	<p>a) International Accounting:</p> <ul style="list-style-type: none"> <li>• Pellens/Fülbier/Gassen/Sellhorn, Internationale Rechnungslegung, 9th edn, 2014</li> <li>• Current versions of relevant IFRS texts</li> <li>• Updated course documents provided in the courses</li> <li>• Buchholz, Internationale Rechnungslegung, 12th edn, Berlin 2015</li> <li>• Coenenberg/Haller/Schultze, Jahresabschluss und Jahresabschlussanalyse, 23rd edn, 2014</li> </ul> <p>b) Consolidated Financial Statements:</p> <ul style="list-style-type: none"> <li>• Pellens/Fülbier/Gassen/Sellhorn, Internationale Rechnungslegung, 9th edn, 2014</li> <li>• Current versions of relevant IFRS texts</li> <li>• Updated course documents provided in the courses</li> <li>• Küting/Weber, Der Konzernabschluss, 13th edn, Stuttgart 2012</li> <li>• Baetge/Kirsch/Thiele, Konzernbilanzen, 10th edn, Düsseldorf 2013</li> <li>• Baetge/Kirsch/Thiele, Übungsbuch Konzernbilanzen, 4th edn, Düsseldorf 2010</li> </ul> <p>c) Financial Statements Analysis and Accounting Policy:</p> <ul style="list-style-type: none"> <li>• Coenenberg/Haller/Schultze, Jahresabschluss und Jahresabschlussanalyse, 23rd edn, 2014</li> <li>• Küting/Weber, Die Bilanzanalyse, 11th edn, Stuttgart 2015</li> <li>• Course documents provided in the courses</li> <li>• Baetge/Kirsch/Thiele, Bilanzanalyse, 2nd edn, Düsseldorf 2004</li> <li>• Baetge/Kirsch/Thiele, Übungsbuch Bilanzen und Bilanzanalyse, 3rd edn, Düsseldorf 2007</li> <li>• Hommel/Rammert, IFRS – Bilanzanalyse case by case, Munich 2006</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
---------------------------------------	--

Module number	<b>BIM Module 19</b>
Module name	<b>Financial Global Business Simulation</b>
Courses (if applicable)	Single course (6 credit hours per week)
Contents	<ul style="list-style-type: none"> <li>• Introduction to business simulations</li> <li>• Integrated financial planning</li> <li>• International financial decisions</li> <li>• Overview on simulation framework</li> <li>• Decision rounds</li> <li>• Final reporting</li> </ul>
Learning outcomes	<p>The students</p> <ul style="list-style-type: none"> <li>• have applied their previously acquired knowledge on international business economics,</li> <li>• have investigated and studied specific aspects of international corporate planning and controlling independently,</li> <li>• have experienced uncertainty and imperfect level of information as an environment for business decisions,</li> <li>• have learned to come to decisions in group discussions,</li> <li>• understand interdependencies of entrepreneurial dispositions in international businesses,</li> <li>• have developed skills to analyse and interpret corporate developments,</li> <li>• have learned to apply quantitative methods in a standard software environment to support planning purposes.</li> </ul>
Semester (or term, if applicable)	Semester 6
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)
ECTS credits	10 ECTS
Workload	250 h in total: approx. 96 h exercises, 154 h self-study (preparation and revision of the decision-making process)
Type of module (compulsory, elective etc.)	Compulsory (core module)
Allocation to syllabus	<ol style="list-style-type: none"> <li>1. Acquisition of decision-making and cross-disciplinary skills in preparation for the thesis <b>and</b></li> <li>2. module potentially recognisable as academic achievement for international students</li> </ol>



Prerequisites	<p>No prerequisites</p> <p>Recommendation: Follow the syllabus. Especially modules 1–4 and 8 provide relevant input for this module.</p>
Person responsible for the module	Prof. Dr. Hans-H. Bleuel
Lecturer(s)	Prof. Dr. Hans-H. Bleuel
Language of instruction	English
Type of examination / requirements for award of credit	<p>Project work in English</p> <p>Award of credits conditional on successful project documentation</p>
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Exercises in groups
Special features (e.g. online courses, field trips in the industry, guest lectures)	<ul style="list-style-type: none"> <li>• Extensive work online (simulation software)</li> <li>• work in groups, generally consisting of students from the study programme as well as exchange students (incomings)</li> </ul>
Literature (compulsory / recommended)	<p>Compulsory reading:</p> <ul style="list-style-type: none"> <li>• Documentation of the simulation software (currently Cesim Global Challenge; software might change)</li> </ul> <p>Recommended literature:</p> <ul style="list-style-type: none"> <li>• Bleuel, Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart, Kohlhammer 2017</li> <li>• Hill, International Business: Competing in the Global Marketplace – Global Edition, 10th edn, Maidenhead, McGraw-Hill 2014</li> <li>• Kutschker/Schmid, Internationales Management, 7th edn, Munich, Oldenbourg 2011</li> <li>• Rugman/Brewer, The Oxford Handbook of International Business, 2nd edn, Oxford, Oxford University Press 2009 (p. 125–145)</li> </ul> <p><b>All books to be read in their latest editions.</b>  <b>See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 20a</b>
Module name	<b>Project Module: Corporate Internationalisation</b>
Courses (if applicable)	Block sessions of approx. 6 credit hours per week (at the beginning of the semester and four weeks before the semester ends), 90 min. self-study (preparation and revision)
Contents	<ul style="list-style-type: none"> <li>• Quality criteria of academic methodology and academic ethics for theses</li> <li>• Overview of research strategies in business studies</li> <li>• Efficiency criteria for teamwork and approaches to solve conflicts in teamwork</li> <li>• Competing positions in international management</li> <li>• Foreign trade theory and entrepreneurial business models</li> <li>• Foreign trade in practice, using the example of small and medium-sized businesses</li> <li>• Economic business location analysis</li> <li>• Concept and determinants of competitiveness</li> <li>• Tools to analyse internal resources</li> <li>• Tools to analyse external market forces</li> <li>• SWOT analysis of international businesses</li> <li>• Strategic corporate positioning</li> <li>• Strategic planning in international businesses</li> <li>• Practical cases as project work for students</li> </ul>
Learning outcomes	<p>The aim of this module is the knowledge and action transfer regarding concrete problem-solving case studies in international businesses – taking into account their environment, which is constantly changing due to economic structural change and government interventions.</p> <p>Having completed this module, the students are able to</p> <ul style="list-style-type: none"> <li>• work in teams in a solution-orientated manner and achieve goals,</li> <li>• assess international regulatory frameworks and the impact of government interventions on international businesses and take them into account for business decisions and activity,</li> <li>• interpret current economic developments and conclude implications for international businesses,</li> <li>• assess how businesses of different sizes can expand their business activity into other countries in a profitable way, using practical examples for illustration purposes,</li> <li>• apply economic theories and models as instruments to solve issues relevant for international business activity,</li> <li>• apply analytical problem-solving tools in a practice-orientated way (a skill developed at the beginning of the module by learning and applying appropriate tools, combining economic foreign trade theories with managerial business model aspects of competing companies),</li> <li>• assess the importance of international competitiveness of different businesses appropriately,</li> </ul>

	<ul style="list-style-type: none"> <li>• assess corporate strategic tools competently and apply them independently and in an appropriate manner to analyse international case studies,</li> <li>• share and apply specialist and methodological knowledge of fundamental economic, managerial and strategic matters to concrete practical cases.</li> </ul>
Semester (or term, if applicable)	Semester 6
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)
ECTS credits	10 ECTS
Workload	250 h in total: approx. 60 h lecture and presentations, 190 h self-study (including intensive group consultations with the lecturer)
Type of module (compulsory, elective etc.)	Transferable skills module (choose one project module out of two)
Allocation to syllabus	Basis for the successful compilation of a bachelor's thesis and for a master's programme
Prerequisites	No formal prerequisites. Recommendation: Follow the syllabus. Especially the modules on management, economics, academic working practices and research methods as well as the semester abroad provide relevant input for this module.
Person responsible for the module	Prof. Dr. Lothar Funk
Lecturer(s)	Prof. Dr. Lothar Funk / tba
Language of instruction	German; written assignment also possible in English upon request
Type of examination / requirements for award of credit	Written assignment (= 33.33 %) and project work in groups including final documentation (= 66.66 %) Award of credits once all partial examinations have been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar
Special features (e.g. online courses, field trips in the industry, guest lectures)	Guest lectures on relevant topics from the project Audio and video tapes
Literature (compulsory / recommended)	Compulsory reading: <ul style="list-style-type: none"> <li>• Barney/Hesterly, Strategic Management and Competitive Advantages, 5th edn, Boston et al., Pearson 2015</li> <li>• Grant, Moderne Strategische Unternehmensführung, Weinheim, Wiley 2014</li> </ul>

	<ul style="list-style-type: none"> <li>• Helfrich, Wissenschaftstheorie für Betriebswirtschaftler, Wiesbaden, Gabler 2016</li> <li>• Holtbrügge/Welge, Internationales Management, 6th edn, Stuttgart, Schäffer-Poeschel 2015</li> <li>• Hoppen, Internationale Wirtschaft, Stuttgart, Kohlhammer 2014</li> <li>• Kerth/Asum/Stich, Die besten Strategietools in der Praxis, 6th edn, Munich 2015</li> <li>• Werner, Basiswissen Außenhandel, Wiesbaden, Springer Gabler 2014</li> </ul> <p>Additional recommended literature:</p> <ul style="list-style-type: none"> <li>• Cohen, Economics for Business, London et al., Kogan Page, 2016</li> <li>• Koch, Globalisierung: Wirtschaft und Politik, Wiesbaden, Springer Gabler 2014</li> <li>• McCann, International and Comparative Business, London et al., Sage 2014</li> <li>• Peng/Meyer, International Business, 2nd edn, London et al., Cengage 2016</li> <li>• Perloff/Brander, Managerial Economics and Strategy, Person, Boston et al. 2014</li> <li>• Söllner, Einführung in das Internationale Management, Wiesbaden, Gabler 2008</li> <li>• Sorge/Noorderhaven/Koen, Comparative International Management, 2nd edn, Abingdon/New York 2015</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>
--	--

Module number	<b>BIM Module 20b</b>
Module name	<b>Project Module: Corporate Culture and Corporate Responsibility</b>
Courses (if applicable)	Corporate Culture and Communication 6 credit hours per week
Contents	<p>Corporate Culture and Communication</p> <ul style="list-style-type: none"> <li>• Definitions of corporate culture, examination of various company cultures</li> <li>• History, spread and future use of English in business</li> <li>• Examination of different types of communication (presentations, meetings, negotiating, phone calls, written correspondence and reports, customer relationship) and their adaptation to corporate culture</li> <li>• Adapting personal style to corporate communication</li> <li>• The role of a business English speaker (C1) in corporate communication</li> </ul>
Learning outcomes	<p>Corporate Culture and Communication</p> <p>The students</p> <ul style="list-style-type: none"> <li>• understand corporate culture and the relationship between corporate culture and communication,</li> <li>• have examined English as a global language of business,</li> <li>• are able to adapt communication style appropriately to corporate culture.</li> <li>• understand corporate culture and the relationship between corporate culture and communication,</li> <li>• have examined English as a global language of business,</li> <li>• are able to adapt communication style appropriately to corporate culture.</li> </ul>
Semester (or term, if applicable)	Semester 6
Duration	1 semester
Number of offers	Generally once per academic year (summer semester)
ECTS credits	10 ECTS
Workload	250 h in total: approx. 60 h lecture and presentations, 190 h self-study (including intensive group consultations with the lecturer)
Type of module (compulsory, elective etc.)	Transferable skills module (choose one project module out of two)
Allocation to syllabus	Basis for master's programmes
Prerequisites	English language proficiency (business English) of at least level C1 (according to the CEF) Recommendation: Follow the

	syllabus. Especially modules 10–11 and the semester abroad provide relevant input for this module.
Person responsible for the module	Erica Williams, StR i.H.
Lecturer(s)	Erica Williams / tba
Language of instruction	English
Type of examination / requirements for award of credit	Written assignment (= 33.33 %) and project work including final documentation and a group presentation (= 66.66 %) Award of credits once all partial examinations have been passed
Weighting for overall grade	10/210 = approx. 4.8 %
Forms of teaching and learning	Seminar
Special features (e.g. online courses, field trips in the industry, guest lectures)	Guest lectures: English as the company working language, assessment of communication style etc.
Literature (compulsory / recommended)	<p>Compulsory reading:</p> <ul style="list-style-type: none"> <li>• In-house script, worksheets, handouts, presentations</li> </ul> <p>Additional recommended literature (self-study):</p> <ul style="list-style-type: none"> <li>• Schein, The Corporate Culture Survival Guide, JB Warren Bennis Series</li> <li>• Deal/Kennedy, Corporate Cultures: Rites and Rituals of Corporate Life, Jossey Bass</li> <li>• Crystal, English as a Global Language, Cambridge</li> <li>• Bragg, The Adventure of English, Hodder &amp; Stoughton Ltd</li> <li>• Current business press and media</li> <li>• Current realia company literature Current video material</li> </ul> <p><b>All books to be read in their latest editions.</b> <b>See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 21</b>
Module name	<b>Bachelor's Thesis</b>
Contents	<ul style="list-style-type: none"> <li>• Academic methodology</li> <li>• Project management and time management</li> <li>• Independent work on a specific subject and an academic assignment within the area of international management</li> <li>• Preparing and giving a presentation about the project results</li> </ul>
Learning outcomes	<p>The independent work on a specific assignment in the area of international management has enabled the students to perform academically based work independently.</p> <p>The students have learned to place their assignment within the current research environment. They have gained new insight applying academic methodology, derived and presented results applicable to practice.</p> <p>The students have acquired in-depth knowledge of their thesis' specialist subject. In addition, they have practised their project and time management skills.</p>
Semester (or term, if applicable)	Semester 7
Duration	10 weeks
Number of offers	Possible any semester
ECTS credits	12 ECTS
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	Builds on all compulsory and elective modules of the study programme
Prerequisites	No specific prerequisites; registration according to study programme director's advice
Person responsible for the module	Study programme director
Lecturer(s)	Thesis supervisors
Language of instruction	German and English
Type of examination / requirements for award of credit	Written bachelor's thesis
Weighting for overall grade	12/210 = approx. 5.7 %
Forms of teaching and learning	Self-study
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Oehlich, Wissenschaftliches Arbeiten und Schreiben. Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften, 2015</li> <li>• Theisen, Wissenschaftliches Arbeiten. Erfolgreich bei Bachelor- und Masterarbeit, 16th edn, 2013</li> <li>• Stöger, Wirksames Projektmanagement. Mit Projekten zu Ergebnissen, 3rd edn, 2011</li> <li>• Timinger, Wiley-Schnellkurs Projektmanagement, 2015</li> <li>• Specialist literature depending on the topics discussed</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>

Module number	<b>BIM Module 22</b>
Module name	<b>Colloquium</b>
Semester (or term, if applicable)	Semester 7
Duration	1 semester
Number of offers	Possible any semester
ECTS credits	3 ECTS
Type of module (compulsory, elective etc.)	Compulsory
Prerequisites	No specific prerequisites; registration according to study programme director's advice
Person responsible for the module	Study programme director
Lecturer(s)	Thesis supervisors
Language of instruction	German and English
Type of examination / requirements for award of credit	Presentation and discussion of the bachelor's thesis, also in relation to the other topics presented during the colloquium (duration: 30 min.)
Weighting for overall grade	3/210 = approx. 1.4 %
Forms of teaching and learning	Discussions and work in groups, individual presentations
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Oehlrich, Wissenschaftliches Arbeiten und Schreiben. Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften, 2015</li> <li>• Theisen, Wissenschaftliches Arbeiten. Erfolgreich bei Bachelor- und Masterarbeit, 16th edn, 2013</li> <li>• Döring/Bortz, Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 5th rev edn, Heidelberg, Springer, 2016</li> <li>• Specialist literature depending on the topics discussed</li> </ul> <p><b>All books to be read in their latest editions. See updated lists of recommended literature in the course documents.</b></p>