

# Study Programme International Management (MA)

---

Module descriptions  
Last updated: July 2019

***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.***

## Content

Principles of International Management .....	3
Seminar and Cases: International Management.....	5
Applied Global Economics and Country Analysis .....	7
International Law and Compliance .....	9
International Human Resources Management .....	12
International Financial Reporting and Risk Management.....	14
International Marketing .....	17
International Distribution and Supply Chain Management .....	20
Quantitative Research Methods .....	22
Qualitative Research Methods.....	24
Applied Company and Organisation Project .....	26
International Business Simulation.....	28
Master's Thesis.....	30
Colloquium .....	32

Module number	1
Module name	<b>Principles of International Management</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Fundamentals of globalisation <ul style="list-style-type: none"> <li>○ Foreign trade</li> <li>○ Theory of foreign investment</li> </ul> </li> <li>• International business environment <ul style="list-style-type: none"> <li>○ Economic environment</li> <li>○ Political environment</li> <li>○ Cultural environment</li> <li>○ World trade regulations</li> </ul> </li> <li>• Functions of international management <ul style="list-style-type: none"> <li>○ Planning and organisation</li> <li>○ Procurement and production</li> <li>○ Marketing</li> <li>○ Financial Management</li> </ul> </li> <li>• Ethical dimensions of international management</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• This module is exclusively designed for students with a bachelor's degree <u>without</u> explicit international focus (registration according to study programme director's advice). It gives this target group an overview of the fundamentals of international management.</li> <li>• The students understand the theory of comparative cost advantages, including the impact of factor costs and exchange rates.</li> <li>• In case studies, they can conclude, analyse and assess aspects relevant for business decisions from the theory of multinational enterprises.</li> <li>• They have the competence to identify, research and analyse the relevant regulatory framework and parameters for multinational enterprises.</li> <li>• The students also have in-depth knowledge of specifics of selected business functions in an international context. In addition, they have practised applying their theoretical knowledge independently in case studies.</li> <li>• They are able to determine potential ethical conflicts in international management, to develop and stand by their own opinion.</li> </ul>
Semester (or term, if applicable)	Semester 1
Duration	1 semester
Number of offers	Generally once per academic year

ECTS credits	5
Workload	4 credit hours per week (block session at the beginning of the semester) / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	Relevance for other modules within the same study programme: basic module for the entire study programme for students with a bachelor's degree which included less than 30 ECTS of international contents (see examination regulations section 3)  Relevance for other study programmes: no specific study programmes
Prerequisites	No specific prerequisites; registration according to study programme director's advice
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	Written examination (duration: 90 min.)
Weighting for overall grade	5.56 %
Forms of teaching and learning	Seminar-like lecture and relevant practical cases, independent work on case studies and, if possible, guest lectures in cooperation with different industries and organisations
Special features (e.g. online courses, field trips in the industry, guest lectures)	see above
Literature (compulsory / recommended)	Slides and handouts provided.  Basic literature: <ul style="list-style-type: none"> <li>• Bleuel, Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017</li> <li>• Hill, International Business: Competing in the Global Marketplace – Global Edition, 10th edn, Maidenhead 2014</li> <li>• Kutschker/Schmid, Internationales Management, 7th edn, Munich 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	2
Module name	<b>Seminar and Cases: International Management</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Theory of multinational enterprises (MNE)</li> <li>• Political environment for MNE</li> <li>• International strategy</li> <li>• International operative management</li> <li>• Regional studies</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• The students have advanced their specialist skills by presenting a selected, exemplary topic and putting it into the context of international management theory.</li> <li>• They have chosen short case studies to demonstrate practical applications.</li> <li>• In addition, they have practised their methodological and scientific skills.</li> <li>• The students have expanded their communication skills by presenting an academic subject and discussing its contents.</li> <li>• They have advanced their self-competence working on a new, specialised subject independently.</li> </ul>
Semester (or term, if applicable)	Semester 2
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	<p>Relevance for other modules within the same study programme: research-oriented module within the study programme; gives orientation for the master's thesis</p> <p>Relevance for other study programmes: no specific study programmes</p>
Prerequisites	No specific prerequisites
Person responsible for the module	Prof. Dr. Astrid Lachmann
Lecturer(s)	Prof. Dr. Astrid Lachmann

Language of instruction	German and English
Type of examination / requirements for award of credit	Written assignment (text of 15 pages plus annex) and presentation
Weighting for overall grade	5.56 %
Forms of teaching and learning	Seminar including students' presentations and discussions
Special features (e.g. online courses, field trips in the industry, guest lectures)	see above
Literature  (compulsory / recommended)	<p>Research-related literature:</p> <ul style="list-style-type: none"> <li>• Dunning/Sauvant, The United Nations Library on Transnational Corporations, UMCTAD, Geneva, 2004, 20 volumes</li> <li>• Key, The Economics of Business Strategy, International Library of Critical Writings in Economics, No 163, Cheltenham 2003</li> <li>• Rugman/Brewer, The Oxford Handbook of International Business, 2nd edn, Oxford 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	3
Module name	<b>Applied Global Economics and Country Analysis</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Introduction to global micro- and macroeconomics</li> <li>• Essential economic country indicators and Doing Business indicators of the World Bank</li> <li>• Reference approaches for economic country analysis (Washington Consensus, (new) institutional economics, constitutional economics etc.)</li> <li>• Importance and economic analysis of governance and intercultural aspects as well as business decisions influenced by these factors in an international context</li> <li>• Learning and evaluating assessment standards for the work of the government from an entrepreneurial perspective</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• Having successfully completed the module, the students master the relevant aspects and specifics of applied international economics at master's level.</li> <li>• They have studied international economics from a business perspective, whereas traditionally the government's perspective prevails.</li> <li>• The course is tailored for future entrepreneurs and managers since external environmental influences are of essential importance for a business.</li> <li>• The students <ul style="list-style-type: none"> <li>○ know the relevant aspects of economic country analysis from a business perspective,</li> <li>○ are competent to assess country analyses from different sources and</li> <li>○ can perform qualified country analyses themselves, on an appropriate theoretical basis.</li> </ul> </li> </ul>
Semester (or term, if applicable)	Semester 1
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory

Allocation to syllabus	<p>Relevance for other modules within the same study programme: basic module within the programme, which builds the macroeconomic foundation for general and specialisation modules</p> <p>Relevance for other study programmes: no specific study programmes</p>
Prerequisites	No specific prerequisites
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 examination (duration: 90 min.)
Weighting for overall grade	5.56 %
Forms of teaching and learning	Lecture including discussions and written assignment
Special features (e.g. online courses, field trips in the industry, guest lectures)	
<p>Literature</p> <p>(compulsory / recommended)</p>	<ul style="list-style-type: none"> <li>• Currie, Country Analysis: Understanding Economic and Political Performance, Farnham &amp; Burlington, Gower, 2011</li> <li>• Erlei/Leschke/Sauerland, Neue Institutionenökonomik, 2nd edn, Stuttgart, Schäffer/Pöschel, 2007</li> <li>• Kasper/Streit/Boettke, Institutional Economics: Property, Competition, Policies, Cheltenham/Northampton, Edward Elgar, 2012</li> <li>• Marthinsen, Managing in a Global Economy. Demystifying International Macroeconomics, 2nd edn, New York et al., Cengage Learning, 2015</li> <li>• Miles/Scott/Breedon, Macroeconomics: Understanding the Global Economy, Chichester, Wiley, 2012</li> <li>• Selected OECD publications that are published regularly including Country Reports, Going for Growth etc. (various years)</li> <li>• Pinto, How does my Country Grow? Economic Advice Through Story-Telling, Oxford, Oxford University Press, 2014</li> <li>• Yamarone, The Trader's Guide to Key Economic Indicators, 3rd edn, Hobokon, Wiley, 2012</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	4
Module name	<b>International Law and Compliance</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Importance of national, supranational and international law for cross-border business activity</li> <li>• Overview of the German private and public business law, selected aspects of criminal business law</li> <li>• Impact of European law</li> <li>• Comparison: civil law vs case law, impact of the differences on the conclusion of contracts</li> <li>• Determining the applicable law according to the regulations of International Private Law (EU law/Rome Regulations, Introductory Act to the German Civil Code (EGBGB), international treaties) – including e.g. renvoi and referring the case to the law of a third country, public policy, choice of law and law of the location of the property; subject focus: contract and employment law, consumer protection legislation</li> <li>• UN Convention on Contracts for the Internal Sale of Goods (CISG)</li> <li>• International corporate law: registered office theory and head office theory, cross-border reorganisation, supranational legal types of business organisation (Societas Europaea, potentially European Private Company)</li> <li>• Comparison of laws: German regulations on companies limited by shares vs corporate law of common law jurisdictions, particularly monistic vs. dualistic systems and preventive vs reactive creditors' protection systems</li> <li>• German Corporate Governance Code (DCGK)</li> <li>• Cross-border business transactions (M&amp;A): Letter of Intent (LoI), Due Diligence (DD) and Vendor DD (including compliance DD), Share Purchase Agreement (SPA), signing and closing, legal opinion</li> <li>• Alternative Dispute Resolution (ADR): mediation and international arbitration; selected aspects of law on international civil procedure and forum shopping</li> <li>• Compliance: Beginning with director's liability; definition in the DCGK, Compliance Management Systems (CMS), function of a compliance officer, example of a CMS</li> <li>• Selected aspects of international legal practice: choice and remuneration of law firms, conflict checks, Latin notary vs Anglo-Saxon notary public; execution and authentication in or for a foreign country, apostilles</li> </ul>

Learning outcomes	Having successfully completed this module, the students <ul style="list-style-type: none"> <li>• have developed a deep understanding of the importance of law for any sustainable business activity – in Germany and abroad,</li> <li>• are able to identify legal risks in time, particularly for cross-border activity,</li> <li>• can communicate with legal experts in an international context,</li> <li>• understand the necessity and functionality of a compliance management system,</li> <li>• are able to choose and monitor suitable legal advisers.</li> </ul>
Semester (or term, if applicable)	Semester 1
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	Relevance for other modules within the same study programme: basic module within the programme, which builds the legal foundation for general and specialisation modules  Relevance for other study programmes: no specific study programmes
Prerequisites	No specific prerequisites
Person responsible for the module	Study programme director
Lecturer(s)	Prof. Dr. jur. Peter C. Fischer, M.C.J. (NYU)
Language of instruction	English
Type of examination / requirements for award of credit	Written examination (duration: 90 min.)
Weighting for overall grade	5.56 %
Forms of teaching and learning	Seminar-like lecture and relevant legal case exercises (including a lot of self-study), case study from the area of mergers and acquisitions

Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature  (compulsory / recommended)	<p>Comprehensive slides and numerous handouts provided.</p> <ul style="list-style-type: none"> <li>• Robbers, An Introduction to German Law</li> <li>• Schulz/Wasmeier, The Law of Business Organizations: A Concise Overview of German Corporate Law</li> <li>• Moosmayer, Compliance: Praxisleitfaden für Unternehmen (Compliance für die Praxis)</li> <li>• Hauschka, Corporate Compliance: Handbuch der Haftungsvermeidung im Unternehmen</li> <li>• Teichmann, Compliance: Rechtliche Grundlagen für Studium und Unternehmenspraxis (Studium und Praxis)</li> <li>• Fischer, Wirtschaftsprivatrecht</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	5
Module name	<b>International Human Resources Management (IHRM)</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Differences between national and international human resources management</li> <li>• Importance of strategy and organisation for IHRM</li> <li>• Current developments in IHRM</li> <li>• Staffing, recruitment and selection, human resources development, compensation and benefits in an international context</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• The students have in-depth knowledge of IHRM as strategic approach of human resources management and leadership in theory and practice.</li> <li>• They have detailed knowledge of international leadership and know how to build and develop human resources taking into account sociocultural differences.</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 work on concrete practical cases in practice.</li> </ul> <p>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 critically.</p> </li> <li>• They are able to understand and systemise practical cases thoroughly, identify and apply suitable solution approaches in a given situation.</li> </ul>
Semester (or term, if applicable)	Semester 1
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	<p>Relevance for other modules within the same study programme: takes up strategic and research-oriented competences and applies these in a function-oriented manner; gives orientation for the master's thesis</p> <p>Relevance for other study programmes: no specific study programmes</p>

Prerequisites	No specific prerequisites
Person responsible for the module	Study programme director
Lecturer(s)	Prof. Dr. Michael Bugge
Language of instruction	English and German
Type of examination / requirements for award of credit	Written examination (duration: 90 min.)
Weighting for overall grade	5.56 %
Forms of teaching and learning	Seminar-like lecture and relevant case exercises, independent work on case studies, if possible, guest lectures and field trips in cooperation with different industries and organisations
Special features (e.g. online courses, field trips in the industry, guest lectures)	see above
Literature (compulsory / recommended)	<p>Comprehensive slides and numerous handouts provided.</p> <ul style="list-style-type: none"> <li>• Harzing/Pinnington, International Human Resource Management, Los Angeles et al. 2014</li> <li>• Thomas/Peterson, Cross-Cultural Management: Essential Concepts, 3rd rev edn, Thousand Oaks, Calif. &amp; London, Sage, 2014</li> <li>• Festing/Dowling et al., Internationales Personalmanagement, 3rd rev edn, Wiesbaden 2010</li> <li>• Hoyer, Internationales Personalmanagement, Wiesbaden 2005</li> <li>• Weber, Internationales Personalmanagement. 2nd rev edn, Wiesbaden 2001</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	6
Module name	<b>International Financial Reporting and Risk Management</b>
Courses (if applicable)	a) International Financial Reporting b) Risk Management
Contents	<p>Selected economic aspects of international businesses</p> <p><b>a) International Financial Reporting</b></p> <ul style="list-style-type: none"> <li>• IFRS balance sheets, their tasks and systematic evaluation</li> <li>• International valuation rules and assessment principles for essential balance sheet items and possible financial reporting options</li> <li>• Selected current developments in international financial reporting and their impact on key figures</li> </ul> <p><b>b) Risk Management</b></p> <ul style="list-style-type: none"> <li>• Risk management, its tasks and functions</li> <li>• Risks in international businesses</li> <li>• Organisation of risk management systems</li> <li>• Techniques to identify risks</li> <li>• Approaches and methods to assess risks</li> <li>• Developing strategies to mitigate risks</li> <li>• Integrating risk management and income management</li> </ul>
Learning outcomes	<p>The students can discuss selected aspects of international consolidated financial statements critically from an economic perspective and indicate alternative approaches.</p> <p>They</p> <ul style="list-style-type: none"> <li>• know the essential IFRS</li> <li>• can analyse and weigh different solution alternatives in case of a right of option or discretion and</li> <li>• assess their impact on key figures in the financial statements.</li> </ul> <p>They</p> <ul style="list-style-type: none"> <li>• know selected current developments in regulations relating to international financial reporting,</li> <li>• can critically assess their advantages and disadvantages.</li> </ul> <p>Furthermore, they are competent to assess the impact of changes in IFRS on existing key figure systems and, if needed, develop measures to adapt to these changes.</p> <p>The students know the typical risks for an international business. They are able to analyse and document the specific corporate risk situations.</p>

	<p>The students are competent to analyse the risk management system of an international business and assess its effectiveness.</p> <p>In addition, they</p> <ul style="list-style-type: none"> <li>• know the common methods to assess risks,</li> <li>• can interpret typical key figures relating to risks,</li> <li>• are aware of the risks the different procedures bear,</li> <li>• can combine and interpret information from corporate risk management as well as income controlling to draw strategic and operative conclusions for recommended action.</li> </ul> <p>The students know the commonly used hedging tools and can use them to develop a corporate hedging strategy.</p>
Semester (or term, if applicable)	Semester 1
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	<p>Relevance for other modules within the same study programme: takes up strategic and research-oriented competences and applies these in a function-oriented manner; gives orientation for the master's thesis</p> <p>Relevance for other study programmes: no specific study programmes</p>
Prerequisites	No specific prerequisites
Person responsible for the module	Prof. Dr. Marcus Albrecht Prof. Dr. Dirk Jödicke
Lecturer(s)	Prof. Dr. Marcus Albrecht (Risk Management) Prof. Dr. Dirk Jödicke (International Financial Reporting)
Language of instruction	German and English

Type of examination / requirements for award of credit	Written examination (duration: 45 min.) (= 50 %) and presentation (= 50 %)
Weighting for overall grade	5.56 %
Forms of teaching and learning	<ul style="list-style-type: none"> <li>• Seminar-like course including exercises and practical examples and cases</li> <li>• Presentations by the students</li> </ul>
Special features (e.g. online courses, field trips in the industry, guest lectures)	Work on case studies and topical issues
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Pellens/Fülber/Gassen/Sellhorn, Internationale Rechnungslegung, 10th edn, Stuttgart 2017</li> <li>• Coenenberg/Haller/Schultze, Jahresabschluss und Jahresabschlussanalyse, 25th edn, Stuttgart 2018</li> <li>• Wiley-VCH, International Financial Reporting Standards 2018 – English and German edition of the official standards approved by the EU, 2018</li> <li>• Gleißner, Grundlagen des Risikomanagements im Unternehmen, 2nd edn, Munich 2011</li> <li>• Hull, Risikomanagement, 4th edn, Munich 2016</li> <li>• Oehler/Unser, Finanzwirtschaftliches Risikomanagement, Berlin et al. 2001</li> <li>• Schierenbeck/Lister, Ertragsorientiertes Bankmanagement, Bank 1, 9th edn, Wiesbaden 2014 and Bank 2, 9th edn, Wiesbaden 2008</li> <li>• Hannemann et al. (ed), Mindestanforderungen an das Risikomanagement, 5th edn, Stuttgart 2019</li> <li>• Romeike/Hager, Erfolgsfaktor Risiko- Management 3.0 – Methoden, Beispiele, Checklisten, Praxishandbuch für Industrie und Handel, Wiesbaden 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	7
Module name	<b>International Marketing</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Fundamentals and specifics of international marketing</li> <li>• Regulatory and situational framework of international marketing</li> <li>• Motives and objectives of international marketing</li> <li>• Specifics of international market research</li> <li>• Basic orientations and strategic options of international marketing</li> <li>• Strategies for international market selection and market segmentation</li> <li>• Strategies for international market entry and development</li> <li>• International standardisation vs differentiation</li> <li>• International application of marketing instruments (policies on products, pricing, distribution, advanced communication and branding)</li> <li>• International marketing organisation and implementation</li> <li>• Latest developments and current trends</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• Having completed this course, the students have a detailed understanding of conceptional and methodological fundamentals and the practical application of international marketing.</li> <li>• They understand the importance and objectives of international business activity as well as special framework and parameters in international marketing.</li> <li>• They can assess the specific information needs in an international market environment and structure the different decision areas and alternatives of strategic as well as operative international marketing.</li> <li>• They are able to understand and critically assess the background and influencing factors of decisions on marketing, strategy and measures in the context of an international market entry (going international) and ongoing international market development (being international).</li> </ul>

	<ul style="list-style-type: none"> <li>• The students have learned about models and methods of international marketing and can apply them to support decision-making. This way, they can develop solution approaches independently and in a target-oriented manner according to the respective situation.</li> <li>• They are also prepared to put complex and particularly tricky international decision problems of a concrete practical case into context and assess alternative solution approaches and their strategic and operative implications competently using suitable methods.</li> <li>• Practical examples, case studies, presentations and teamwork have enabled the students to discuss practical cases from international marketing practice competently (verbally, in writing as well as in a team) using specialised terminology, solve these cases independently and communicate and justify the solution results clearly and unambiguously.</li> </ul>
Semester (or term, if applicable)	Semester 2
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	<p>Relevance for other modules within the same study programme: takes up strategic and research-oriented competences and applies these in a function-oriented manner; gives orientation for the master's thesis</p> <p>Relevance for other study programmes: parts of this module relevant for the master's programmes Communication, Multimedia and Market Management as well as Business Analytics.</p>
Prerequisites	No prerequisites
Person responsible for the module	Prof. Dr. Anne Christin Kemper
Lecturer(s)	Prof. Dr. Anne Christin Kemper
Language of instruction	English and German

Type of examination / requirements for award of credit	Written examination (duration: 90 min.)
Weighting for overall grade	5.56 %
Forms of teaching and learning	Participative, seminar-like course including typical examples and case studies, exercises, individual and group research as well as presentations
Special features (e.g. online courses, field trips in the industry, guest lectures)	Guest lectures and business cases
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Journal of Marketing (specialist journal)</li> <li>• Journal of Marketing Research (specialist journal)</li> <li>• Journal of International Business Studies (specialist journal)</li> <li>• Albaum/Duerr, International Marketing and Export Management, 7th edn, 2011</li> <li>• Backhaus/Voeth, Internationales Marketing, 6th edn, 2010</li> <li>• Berndt/Fantapie-Altobelli/Sander, Internationales Marketing-Management, 5th edn, 2016</li> <li>• Cateora/Gilly/Graham, International Marketing, 17th edn, 2015</li>   <li>• Czinkota/Ronkainen/Zvobgo, International Marketing, 2011</li> <li>• Doole/Lowe/Kenyon, International Marketing Strategy, 2015 Analysis, Development and Implementation, 7th edn</li> <li>• Keegan/Green, Global Marketing, 8th edn, 2014</li> <li>• Kotabe/Helsen, Global Marketing Management, 6th edn, 2015</li>   <li>• Meffert/Burmann/Becker, Internationales Marketing-Management. Ein markenorientierter Ansatz, 4th edn, 2010</li>   <li>• Müller/Gelbrich, Interkulturelle Kommunikation, 2014</li> <li>• Müller/Gelbrich, Interkulturelles Marketing, 3rd edn</li> <li>• Zentes/Swoboda/Schramm-Klein, Internationales Marketing, 3rd edn, 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	8
Module name	<b>International Distribution and Supply Chain Management</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Strategic analysis of distribution channel options</li> <li>• Cooperative forms of distribution and supply chain management (SCM)</li> <li>• Multichannel distribution</li> <li>• Forecast procedures</li> <li>• Logistics networks</li> <li>• Warehouse management</li> <li>• Sourcing, production, distribution</li> <li>• Performance key figures and drivers</li> <li>• Application of state-of-the-art information technology</li> <li>• SCM simulation</li> </ul>
Learning outcomes	<p><u>Specialist skills:</u></p> <p>The students can analyse complex matters within the international value-added chain of a product and make decisions according to their analysis. They know how to</p> <ul style="list-style-type: none"> <li>• efficiently use the possibilities of global sourcing,</li> <li>• organise production capacities,</li> <li>• control flows of goods and</li> <li>• distribute products in the suitable international channels for the relevant group of customers.</li> </ul> <p><u>Methodological skills:</u></p> <p>The students are able to apply models and methods to develop different action scenarios independently. Even lacking some of the information, they can act effectively.</p> <p><u>Personal skills:</u></p> <p>The students have expanded their communicative and cooperative skills thanks to extensive case studies, project work in groups and guest lectures. They have learned to take responsibility in a team and are committed to team spirit. Since the module's main language of instruction is English, the students are now eloquent and prepared for work in an international environment.</p>
Semester (or term, if applicable)	Semester 2
Duration	1 semester
Number of offers	Generally once per academic year

ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory elective
Allocation to syllabus	<p>Relevance for other modules within the same study programme: takes up strategic and research-oriented competences and applies these in a function-oriented manner; gives orientation for the master's thesis</p> <p>Relevance for other study programmes: parts of this module relevant for the master's programmes Business Analytics as well as Communication, Multimedia and Market Management</p>
Prerequisites	No specific prerequisites
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	Portfolio
Weighting for overall grade	5.56 %
Forms of teaching and learning	Seminar-like course including exercises, case studies, project work
Special features (e.g. online courses, field trips in the industry, guest lectures)	Guest lectures, business cases, simulation software
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Schögel, Distributionsmanagement, 2012</li> <li>• Specht, Distributionsmanagement, 4th edn, 2005</li> <li>• Koether, Distributionslogistik, 2nd edn, 2014</li> <li>• Fandel, Supply Chain Management, 2009</li> <li>• Chopra, Supply Chain Management, Strategy, Planning, and Operation, 6th edn, 2015</li> <li>• Kummer, Grundzüge der Beschaffung, Produktion und Logistik, 3rd edn, 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> <p>Simulation software: The Fresh Connection;  <a href="https://www.thefreshconnection.biz/de/">https://www.thefreshconnection.biz/de/</a></p>

Module number	9
Module name	<b>Quantitative Research Methods</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Fundamentals of the quantitative paradigm in social science (management) research</li> <li>• Scientific fundamentals of quantitative social research theory (especially critical rationalism)</li> <li>• Quality criteria of quantitative research</li> <li>• Quantitative research design and operationalisation</li> <li>• Sampling procedures, methods of data collection and analysis</li> <li>• Computer-aided data analysis (e.g. Excel, EViews or SPSS)</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• Having successfully completed the module, the participants know the relevant aspects and specifics of quantitative research.</li> <li>• The students are able to determine when to apply quantitative rather than qualitative methods to investigate issues of international management.</li> <li>• They know and master various sampling procedures and are aware of their specific advantages and disadvantages.</li> <li>• They are able to apply methods of data collection (particularly standardised questionnaires).</li> <li>• They are able to use methods of data analysis (particularly computer-aided). In addition, the participants are able to interpret, critically reflect on and present quantitative research results.</li> </ul>
Semester (or term, if applicable)	Semester 1
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory

Allocation to syllabus	<p>Relevance for other modules within the same study programme: basic module of the programme, which builds the foundation for application-oriented modules</p> <p>Relevance for other study programmes: no specific study programmes</p>
Prerequisites	No specific prerequisites
Person responsible for the module	Study programme director
Lecturer(s)	Supervisor
Language of instruction	German and English
Type of examination / requirements for award of credit	Written examination (duration: 90 min.)
Weighting for overall grade	5.56 %
Forms of teaching and learning	Seminar-like lecture including project work
Special features (e.g. online courses, field trips in the industry, guest lectures)	
<p>Literature</p> <p>(compulsory / recommended)</p>	<ul style="list-style-type: none"> <li>• Döring/Bortz, Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 5th rev edn, Heidelberg, Springer, 2016</li> <li>• Bortz/Schuster, Statistik für Human- und Sozialwissenschaftler, 7th rev edn, Berlin et al., Springer, 2010</li> <li>• Häder, Empirische Sozialforschung, 3rd edn, Wiesbaden, Springer, 2015</li> <li>• Hayes, Introduction to Mediation, Moderation and Conditional Process Analysis, New York &amp; London, The Guilford Press, 2013</li> <li>• Raithe, Quantitative Forschung, 2nd edn, Wiesbaden, VS Verlag, 2008</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	10
Module name	<b>Qualitative Research Methods</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Fundamentals of the qualitative paradigm in social science (management) research</li> <li>• Theoretical foundations and paradigms (e.g. hermeneutics, symbolic interactionism, social constructivism)</li> <li>• Quality criteria of qualitative research as well as mixed-methods research</li> <li>• Qualitative research design, specifics of qualitative sampling procedures and methods of data collection and analysis</li> <li>• Computer-aided qualitative methods</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• Having successfully completed the module, the participants know the relevant aspects and specifics of qualitative research.</li> <li>• The students are able to determine when to apply qualitative rather than quantitative methods to investigate issues of international management.</li> <li>• They know and master specifics of qualitative sampling procedures.</li> <li>• They are able to apply methods of data collection (particularly less standardised, more 'open' interviews).</li> <li>• They are able to use methods of data analysis (also computer-aided). In addition, the participants are able to critically reflect on and present qualitative research results.</li> </ul>
Semester (or term, if applicable)	Semester 2
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	4 credit hours per week / 125 h in total: approx. 60 h attendance, 65 h self-study
Type of module (compulsory, elective etc.)	Compulsory



Allocation to syllabus	<p>Relevance for other modules within the same study programme: basic module of the programme, which builds the foundation for application-oriented modules</p> <p>Relevance for other study programmes: no specific study programmes</p>
Prerequisites	No specific prerequisites
Person responsible for the module	Study programme director
Lecturer(s)	Supervisor
Language of instruction	English and German
Type of examination / requirements for award of credit	Written examination (duration: 90 min.)
Weighting for overall grade	5.56 %
Forms of teaching and learning	Seminar-like lecture including project work
Special features (e.g. online courses, field trips in the industry, guest lectures)	
<p>Literature</p> <p>(compulsory / recommended)</p>	<ul style="list-style-type: none"> <li>• Döring/Bortz, Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 5th rev edn, Heidelberg, Springer, 2016</li> <li>• Wintzer, Qualitative Methoden in der Sozialforschung, Berlin &amp; Heidelberg: Springer, 2016</li> <li>• Mey/Mruck, Qualitative Forschung, Wiesbaden, Springer, 2014</li> <li>• Brüsemeister, Qualitative Forschung. 2nd rev edn, Wiesbaden, Springer, 2008</li> <li>• Kuckartz/Grunenberg/Dresing, Qualitative Datenanalyse: computergestützt, 2nd rev edn, Wiesbaden, VS Verlag, 2007</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	11
Module name	<b>Applied Company and Organisation Project</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Getting into an international management topic and working on a project-based, practically-oriented assignment meeting academic quality requirements</li> <li>• Academic methodology</li> <li>• Project Management</li> <li>• Application of methods of empirical social research</li> <li>• Preparing and presenting project results</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• Individual work on a specific assignment in the area of international management has enabled the students to work independently on an academic basis.</li> <li>• The students have learned to put their projects into the context of the current research environment. They have practised gaining new insight applying academic methodology. They can derive and present results applicable to practice.</li> <li>• The students have acquired in-depth knowledge of the specialist subject they worked on. Due to the complexity and duration of the project, they have practised their project and time management skills.</li> </ul>
Semester (or term, if applicable)	Semester 2
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	15
Workload	8 credit hours per week / 375 h in total: approx. 120 h attendance, 255 h self-study
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	Builds on knowledge from the strategic, functional and research competence modules, applies it in a practice- and industry-oriented manner; gives orientation for the master's thesis
Prerequisites	No specific prerequisites
Person responsible for the module	Study programme director
Lecturer(s)	Supervisor

Language of instruction	English and German
Type of examination / requirements for award of credit	Project documentation (text of approx. 30 pages plus annex)
Weighting for overall grade	16.7 %
Forms of teaching and learning	Seminar and project work
Special features (e.g. online courses, field trips in the industry, guest lectures)	Projects generally in cooperation with companies or other organisations, which have a strong connection to international management
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>• Stöger, Wirksames Projektmanagement. Mit Projekten zu Ergebnissen, 3rd edn, 2011</li> <li>• Theisen, Wissenschaftliches Arbeiten. Erfolgreich bei Bachelor- und Masterarbeit, 16th edn, 2013</li> <li>• Timinger, Wiley-Schnellkurs Projektmanagement, 2015</li> <li>• Döring/Bortz, Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 5th rev edn, Heidelberg, Springer, 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	12
Module name	<b>International Business Simulation</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• Introduction to simulations</li> <li>• Integrated financial planning</li> <li>• Selected topics in international corporate planning</li> <li>• Fundamentals of the relevant simulation</li> <li>• Decision rounds and levels</li> <li>• Fundamentals of international reporting</li> </ul>
Learning outcomes	<p>Having successfully completed the module, 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 communication as an environment for business decisions and developed solution approaches,</li> <li>• have 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 1
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	10
Workload	4 credit hours per week / 250 h in total: approx. 60 h attendance, 190 h self-study
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	<p>Relevance for other modules within the same study programme: basic module of the programme, which builds the foundation for application-oriented modules</p> <p>Relevance for other study programmes: no specific study programmes</p>

Prerequisites	No specific prerequisites
Person responsible for the module	Prof. Dr. Hans-H. Bleuel
Lecturer(s)	Supervisor
Language of instruction	English and German
Type of examination / requirements for award of credit	Written assignment (text of approx.15 pages plus annex)
Weighting for overall grade	11.11 %
Forms of teaching and learning	Introductory seminar-like lecture; independent work on the logic of decision-making and supporting software; group sessions and lecturer's advice
Special features (e.g. online courses, field trips in the industry, guest lectures)	see above
Literature  (compulsory / recommended)	<p>Slides and handouts provided. Documentation of the simulation:</p> <ul style="list-style-type: none"> <li>• depending on the simulation platform; probably TOPSIM Global Management or Going Global</li> </ul> <p>Theoretical basic literature:</p> <ul style="list-style-type: none"> <li>• Bleuel, Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017</li> <li>• Eiteman/Moffett/Stonehill, Multinational Business Finance, 14th edn, Amsterdam, 2015</li> <li>• Hill, International Business: Competing in the Global Marketplace – Global Edition, 10th edn, Maidenhead 2014</li> <li>• Kutschker/Schmid, Internationales Management, 7th edn, Munich 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	13
Module name	<b>Master's Thesis</b>
Courses (if applicable)	
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 presenting project results</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• Individual work on a specific assignment in the area of international management has enabled the students to work independently on an academic basis.</li> <li>• 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.</li> <li>• The students have acquired in-depth knowledge of the specialist subject they worked on. In addition, they have practised their project and time management skills.</li> </ul>
Semester (or term, if applicable)	Semester 3
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	25
Workload	625 h in total
Type of module (compulsory, elective etc.)	Compulsory
Allocation to syllabus	<p>Relevance for other modules within the same study programme: takes up knowledge of modules on strategic, research-oriented and interdisciplinary competences and applies these in a practice-, industry- and research-oriented manner</p> <p>Relevance for other study programmes: no specific study programmes</p>
Prerequisites	No specific prerequisites; registration according to study programme director's advice
Person responsible for the module	Study programme director
Lecturer(s)	Supervisor

Language of instruction	English or German
Type of examination / requirements for award of credit	Written master's thesis
Weighting for overall grade	27.8 %
Forms of teaching and learning	Self-study
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Oehrich, 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	14
Module name	<b>Colloquium</b>
Courses (if applicable)	
Contents	<ul style="list-style-type: none"> <li>• In three block classes – at the beginning, right in the middle and at the end of the semester – students can discuss the (thesis) topics and methodological approaches.</li> <li>• They present their topics and refine them. The teaching staff and other students can give feedback and ideas.</li> <li>• The participants polish up and purposefully intensify their knowledge of academic working practices.</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>• Specialist skills: The students have intensified, expanded and interlinked specialist skills acquired during their studies and thesis compilation.</li> <li>• Methodological skills: The students can assess an economic method's aptitude for problem solving in the context of the thesis. If needed, they can transfer and apply this knowledge. In addition, they know and can confidently apply academic working practices.</li> <li>• Social skills: The students have learned to justify their positions and have developed empathy for opposing opinions.</li> <li>• Personal skills: They have practised dealing with uncertainty in decision-making regarding complex issues. The module has advanced the students' ability to act independently and their interdisciplinary competences, including their ability to reflect on ethics.</li> </ul>
Semester (or term, if applicable)	Semester 3
Duration	1 semester
Number of offers	Generally once per academic year
ECTS credits	5
Workload	2 credit hours per week / 125 h in total: approx. 30 h attendance, 95 h self-study
Type of module (compulsory, elective etc.)	Compulsory



Allocation to syllabus	<p>Relevance for other modules within the same study programme: takes up knowledge of modules on strategic, research-oriented and interdisciplinary competences and applies these in a practice-, industry- and research-oriented manner</p> <p>Relevance for other study programmes: no specific study programmes</p>
Prerequisites	No specific prerequisites; registration according to study programme director's advice
Person responsible for the module	Study programme director
Lecturer(s)	Thesis supervisor
Language of instruction	English and German
Type of examination / requirements for award of credit	Oral examination (duration: 30 min.)
Weighting for overall grade	5.56 %
Forms of teaching and learning	Discussions and work in groups, individual presentations
Special features (e.g. online courses, field trips in the industry, guest lectures)	
Literature (compulsory / recommended)	<ul style="list-style-type: none"> <li>• Oehrich, 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>