

Module Manual International Management (BA)

Last Updated: June 2025

*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.*

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Reading Aid 1 (of 2)

Learning outcomes: The study programme is linked to the acquisition of skills. During the course of study, students acquire various competencies in the areas of specialist and methodological skills, social skills, professionalism and personal development (see classifications according to the Qualifications Framework for German Higher Education Degrees (HQR) and the German Qualifications Framework for Lifelong Learning (DQR)). We list the relevant competences (learning outcomes) that students should have achieved after having successfully completed the module.

Moreover, specialist and methodological skills are divided into separate levels of proficiency:

Overview: Levels of cognitive learning of specialist and methodological skills

Level of cognitive learning	Useful verbs
1. Remember	Arrange, define, describe, draw, duplicate, identify, label, list, match, memorise, name, order, outline, recognise, relate, recall, repeat, reproduce, select, state
2. Understand	Classify, convert, defend, describe, discuss, distinguish, estimate, explain, express, extend, generalise, give examples, identify, indicate, infer, locate, paraphrase, predict, recognise, rewrite, review, select, summarise, translate
3. Apply	Apply, change, choose, compute, demonstrate, discover, dramatise, employ, illustrate, interpret, manipulate, modify, operate, practice, predict, prepare, produce, relate, schedule, show, sketch, solve, use, write
4. Analyse	Analyse, appraise, audit, break down, calculate, categorise, compare, contrast, criticise, diagram, differentiate, discriminate, distinguish, examine, experiment, identify, illustrate, infer, model, outline, question, relate, select, separate, subdivide, test
5. Evaluate	Appraise, argue, assess, attach, choose, compare, conclude, contrast, defend, describe, estimate, evaluate, explain, judge, justify, interpret, relate, predict, rate, select, summarise, support, value
6. Create	Animate, arrange, assemble, categorise, collect, combine, compose, construct, create, design, develop, devise, explain, formulate, generate, plan, prepare, rearrange, reconstruct, relate, reorganise, revise, rewrite, set up, summarise, synthesise, tell, write

Source: University of Reading: Learning Outcomes (2023). (<https://www.reading.ac.uk/cqsd/-/media/project/functions/cqsd/documents/ade/tandl-resources/prp-learning-outcomes.pdf>). Licensed under CC BY-NC-SA 4.0 (not modified).

Workload: By workload we mean the amount of work the students need to do. A credit point (CP) in this study programme corresponds to a workload of 25 working hours.

SWS: The amount of credit hours per week (*Semesterwochenstunden*) that students are required to attend the module.

Module allocated to other study programmes or specialisations:

In this category it will be noted if this module is allocated to other study programmes or a different specialisation. 'No allocation' means that this module is only offered in this study programme.

Formal prerequisites (FP):

In this category it will be noted if there are formal prerequisites for taking the module, such as the successful completion of a different module in the previous semester or a certain amount of credit points earned.

Subject-related prerequisites (SRP):

In this category it will be noted if there are subject-related prerequisites for taking the module, such as knowledge on and competences and skills in specific topics.

Requirements for award of credits:

In this category it will be noted which prerequisites have to be met for the award of credit points for the module, such as the passing of the final module examination and the successful completion of the corresponding practical training including confirmation thereof.

Reading Aid 2 (of 2)

Forms of module examination in the module manual	Scope and duration of the examination or time allowed for completion (Details in each module description)
Written examination	90–120 minutes
Oral examinations	20–30 minutes
Written assignment	Standard scope: 10 page-body (including graphics; without title page, index, list of contents and appendix); time allowed for completion: 5 weeks
Written assignment and presentation	In addition to the written assignment, students are required to give an oral presentation of about 10 minutes. They may need to provide a handout of about 2 pages.
Project documentation*	The required project documentation structure is tailored to each module. Each module description with this type of examination contains an explanation.
Project work	Coordinated group work analogous to the written assignment; standard scope 10 pages per person; time allowed for the completion 5 weeks; description of each member's individual performance required in the introduction
Group presentation	In addition to the written project work, students need to give an oral presentation of about 10 minutes each. They may need to provide a handout of about 2 pages per person.
Thesis*	Standard scope of the body: 45–55 pages; Time allowed for the completion of the thesis: 10 weeks

Standards that apply to the body of written assignments and project works as well as the thesis are the font 'Arial' in size 12 and line spacing of 1.5.

*Further instructions and binding definitions of terms can be found in the examinations regulations that apply to the International Management bachelor's programme.

M1: Business and Management (core module)							
Module number M1		Workload 250 h	Credits 10	Semester Semester 1	Number of offers generally once per academic year (winter semester)	Duration 1 semester	
1	Course(s) 1) Fundamentals of Management 2) Accounting		Attendance 6 SWS / 90 h 2 SWS / 75 h Self-study 130 h		Language(s) of instruction The language of instruction and examination is German.		Planned group size 60 students
2	Learning outcomes/competences Having successfully completed the module, students are able to • give an overview over the different functional areas (specialist and methodological skills, level 1: ‘remember’); • describe the importance and impact of constitutive decisions in business administration (specialist and methodological skills, levels 1: ‘remember’ and 2: ‘understand’); • understand models and methods and can apply them to practical cases (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • analyse relevant information for the decision-making process (specialist and methodological skills, level 4: ‘analyse’); • describe the basic concepts of accounting (specialist and methodological skills, level 1: ‘remember’); • apply entry formulas and techniques to issues in practice (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • describe and apply the main tasks to prepare annual accounts (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’).						
3	Contents Fundamentals of Management • The science of business administration • Constitutive decisions • Business models and their importance for business administration • Overview over the functions of business administration • Fundamentals of business ethics Accounting • Fundamentals of accounting • Inventory balance and accounts as well as profit and loss account • Selected specifics in accounting (e.g. VAT, reductions and discounts, bonus systems, trade in goods, salaries and wages, depreciations)						

	Fundamentals of annual accounts (e.g. inventory, accruals and deferrals, provisions etc.)
4	Teaching and learning formats - Activating seminar sessions - Practical input - Practical exercises - The sessions of this module are mainly held face-to-face. - Through online sessions students learn to work digitally.
5	Prerequisites Formal: none
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Basic module on of economics for all further modules / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Dominik Austermann (person responsible for the module and lecturer)
11	Further information Literature: - Döring, Ulrich/Buchholz, Rainer: Buchhaltung und Jahresabschluss, 15. Aufl., Berlin 2018. - Engelhardt, Werner H./Raffeé, Hans/Wischermann, Barbara: Grundzüge der doppelten Buchhaltung, 9. Aufl., Wiesbaden 2020. - Jung, Hans: Allgemeine Betriebswirtschaftslehre, 12. Aufl., Berlin 2016. - Schmolke, Siegfried/Deitermann, Manfred/Rückwart, Wolf-Dieter: Industrielles Rechnungswesen, 52. Aufl., Köln 2023. - Thommen, Jean-Paul/Achleitner, Ann-Christin: Allgemeine Betriebswirtschaftslehre, 9. Aufl., Wiesbaden 2020. - Wöhe, Günter: Einführung in die allgemeine Betriebswirtschaftslehre, 28. Aufl., Berlin 2023. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M2: Economics (core module)						
Module number M2		Workload 250 h	Credits 10	Semester Semester 2	Number of offers generally once per academic year (winter semester)	Duration 1 semester
1	Course(s) 1) Microeconomics 2) Macroeconomics		Attendance 1) 3 SWS / 45 h 2) 3 SWS / 45 h Self-study 160 h	Language(s) of instruction The language of instruction and examination is German.	Planned group size 60 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to					
	- understand and define basic economic technical terms as well as describe micro- and macroeconomic interdependencies and models/methods, they are also able to apply these to practical cases and to estimate their direct and indirect effects (specialist and methodological skills, levels 1: 'remember', 2: 'understand' and 3: 'apply'); - identify academically sound microeconomic opportunities for action and government interventions in a microeconomic context (e.g. taxation) and to reproduce and analyse their effects on the market in different market forms as well as while considering market and policy failures by welfare analysis (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - describe the economic cycle in a macroeconomic context and identify the macroeconomic connection between income, expenses and production and to interpret the key concepts of national accounting (e.g. gross domestic product, gross national product etc.) on an academically sound basis (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); - understand the differences between demand-orientated Keynesian and supply-orientated neoclassical model analysis and their applications in economic policy in relation to macroeconomic goals in a macroeconomic context and apply them theoretically and empirically sound in an independent manner, for example in relation to government spending (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); - analyse the key causes of inflation and its effects in a macroeconomic model context as well as identify the institutional background of the European Central Bank and its monetary policy instruments to reach economic policy goals in an academically sound manner (specialist and methodological skills, levels 2: 'understand' and 3: 'apply');					

	- analyse and critically evaluate the causes, effects and measurement methods of unemployment as well as analyse the macroeconomic labour market with the help of theoretical fundamentals (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - independently apply the acquired illustration and analysis methods and tools (graphically, verbally and mathematically) to different familiar and unfamiliar case studies in practice by using economic presentation and analysis methods (specialist and methodological skills, levels 4: 'analyse', 5: 'evaluate' and 6: 'create').
3	Contents Microeconomics - Economic thinking: methodology of economics and analysis tools - Basic elements: shortage, division of labour, opportunity costs - Market analysis: elasticity, consumer and producer surplus, applications - Microeconomic business theory: fundamentals of production theory, cost analysis, offers of goods from businesses and on the market - Market structure, competition and monopoly pricing, game-theoretic introduction to oligopolies, problems of cartelisation - Types of goods in economics and the role of the state (state interventions: special focus on taxes and their allocation and distribution effects) - Market deficiencies and market failure: market power, external effects, public goods and information asymmetries - Economic and social order as well as problems of 'policy failures' Macroeconomics - Theoretical paradigms of supply and demand in macroeconomics - Income, production and expenses - Introduction to national accounting - Quantitative versus qualitative growth and sustainability - Multiplier effects, public spending and the limitations of fiscal policy - Inflation: measuring as well as causes and effects of inflation - Inflation in the macroeconomic supply-and-demand model - Monetary analysis: functions of money, concepts of money supply - Institution for monetary policy and its functions: European Central Bank - Instruments, transmission mechanisms and limitations of monetary policy - Causes, effects and indicators of the labour market and unemployment - Classification of unemployment and theoretical aspects of the labour market
4	Teaching and learning formats - Activating seminar sessions In this course, in addition to the basics of economic theory, economic policy- and business-specific use cases will be dealt with. Case studies serve to school the ability to transfer knowledge and skills, and group work strengthens social skills. Numerous exercises prepare the students for examinations. (Digital) media serves as a didactic tool. - The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none

	Subject-related: We recommend following the syllabus.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Basic module on of economics for all further modules / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Funk (person responsible for the module and lecturer)
11	Further information Literature: • Acemoglu, Daron/Laibson, David/List, John/Belke, Ansgar: Volkswirtschaftslehre, 2. Aufl., München 2020. • Beck, Hanno : Volkswirtschaftslehre, München 2012. • Drewello, Hansjörg/Kupferschmidt, Frank/Sievering, Oliver: Markt und Staat, 2. Aufl., Wiesbaden 2021. • Edling, Herbert: Volkswirtschaftslehre – Schnell erfasst, 4. Aufl., Wiesbaden 2023. • Funk, Lothar/Voggenreiter, Dieter/Wesselmann, Carsten: Makroökonomik, 8. Aufl., Stuttgart 2008. • Mankiw, N. Gregory/Taylor, Mark-P.: Grundzüge der Volkswirtschaftslehre, 8. Aufl., Stuttgart 2021. • Mankiw, N. Gregory/Taylor, Mark-P./Ashwin, Andrew: Business Economics, 4. Aufl., London u. a. 2024. • Sesselmeier, Werner/Funk, Lothar/Waas, Bernd: Arbeitsmarkttheorien, Heidelberg 2010. • Siebert, Horst/Lorz, Oliver/Endriwat, Morten: Einführung in die Volkswirtschaftslehre, 16. Aufl., Stuttgart 2023. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M3: Functions of Business Administration in an International Context (core module)					
Module number	Workload	Credits	Semester	Number of offers	Duration
M3	250 h	10	Semester 2	generally once per academic year (summer semester)	1 semester
1	Course(s) 1) Cost Accounting 2) Financial Reporting 3) Financing	Attendance 1) 2 SWS / 30 h 2) 2 SWS / 30 h 3) 2 SWS / 30 h Self-study 160 h	Language(s) of instruction The language of instruction and examination is German.	Planned group size 60 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to - explain the procedure of absorption and marginal costing, apply the suitable methodology to scenarios in practice and weigh the advantages and disadvantages of the different procedures (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’ and 4: ‘analyse’); - explain the purpose and main elements of financial statements (specialist and methodological skills, level 2: ‘understand’); - explain principles of recognition, measurement and presentation of separate financial statements according to German Generally Accepted Accounting Principles (German GAAP) and apply them to relevant situations (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); - evaluate if the balance sheet presentation is in accordance with the legal requirements of German GAAP (specialist and methodological skills, level 5: ‘evaluate’); - calculate the capital/financing requirements of a business (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); - name advantages and disadvantages / opportunities and risks of different alternatives of covering capital requirements (financing instruments) and weigh them up (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); - select suitable financing strategies to cover the capital requirements of a business (specialist and methodological skills, levels 4: ‘analyse’ and 5: ‘evaluate’).				
3	Contents Cost Accounting - Fundamentals of cost accounting - Cost element accounting - Cost centre accounting - Cost unit accounting - Absorption costing and marginal costing - Application of cost accounting to selected decision-making situations				

	Financial Reporting • Purpose of separate financial statements and their function within the system of financial reporting • Principles of recognition and measurement of substantial assets according to German GAAP • Principles of recognition and measurement of substantial liabilities according to German GAAP • Purpose and organisation of profit and loss account Financing • Objectives and tasks of financial management • Determination and planning of capital requirements • Alternatives for equity financing • Alternatives for debt financing (bonds, loans, leasing, factoring) • Derivative financial instruments (derivatives)
4	Teaching and learning formats • Seminar-like lecture Regular exercises and short cases allow continuous assessment of the knowledge acquired. • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus. Knowledge on accounting from module M1 is required.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module provides the basis for choosing elective modules (such as 'Current Trends in International Controlling' or 'International Accounting') / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Grathwohl (person responsible for the module and lecturer) Dr. Blome (lecturer) Prof. Dr. Kölle (lecturer)

11	Further information Literature: • Baetge, Jörg/Kirsch, Hans-Jürgen/Thiele, Stefan: Bilanzen, 16. Aufl. Düsseldorf 2021 • Baetge, Jörg/Kirsch, Hans-Jürgen/Thiele, Stefan: Übungsbuch Bilanzen, 7. Aufl. Düsseldorf 2022. • Bösch, Martin: Finanzwirtschaft: Investition, Finanzierung, Finanzmärkte und Steuerung, 5. Aufl., München 2022. • Coenenberg, Adolf G./Fischer, Thomas M./ Günther, Thomas W.: Kostenrechnung und Kostenanalyse, 9. Aufl., Stuttgart 2016. • Coenenberg, Adolf G./Haller, Axel/Mattner, Gerhard/Schultze, Wolfgang: Einführung in das Rechnungswesen: Grundlagen der Buchführung und Bilanzierung, 8. Aufl. Planegg 2021. • Deimel, Klaus/Isemann, Rainer/Müller, Stephan: Kosten und Erlösrechnung, München 2006. • Friedl, Gunther/Hofmann, Christian/Pedell, Burkhard: Kostenrechnung- Eine entscheidungsorientierte Einführung, 4. Aufl., München 2022. • Pape, Ulrich: Grundlagen der Finanzierung und Investition mit Fallbeispielen und Übungen: 5. Aufl., Berlin 2023. • Perridon, Louis/Steiner, Manfred/Rathgeber, Andreas W.: Finanzwirtschaft der Unternehmung, 18. Aufl., München 2022. • Plötner, Olaf/Sieben, Barbara/Kummer, Tyge-F.: Kosten und Erlösrechnung, Heidelberg 2010. • Schildbach, Thomas/Stobbe, Thomas/Freichel, Christoph/Hamacher, Katrin: Der handelsrechtliche Jahresabschluss, 11. Aufl., Sternenfels 2019. • Schweitzer, Marcell/Küpper, Hans-Ulrich u.a.: Systeme der Kosten- und Erlösrechnung, München 2011. • Wöhe, Günter/Kaiser, Hans/Döring, Ulrich/ Brösel, Gerrit: Einführung in die Allgemeine Betriebswirtschaftslehre, 27. Aufl., München 2020. • Wulf, Inge/Pollmann, René: Bilanztraining: Jahresabschluss, Ansatz und Bewertung, 16. Aufl. Freiburg 2023. • Zantow, Roger/Dinauer, Josef/Schäffler, Christian: Finanzwirtschaft des Unternehmens, Die Grundlagen des modernen Finanzmanagements, 4. Aufl., Hallbergmoos 2016. • <i>Handelsgesetzbuch</i> (German Commercial Code) All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M4: International Business Economics (core module)					
Module number M4	Workload 250 h	Credits 10	Semester Semester 3	Number of offers generally once per academic year (winter semester)	Duration 1 semester
1	Course(s) 1) International Economics 2) International Management	Attendance 1) 3 SWS / 45 h 2) 3 SWS / 45 h Self-study 160 h	Language(s) of instruction The language of instruction and examination is English (with little German to ensure that students have a command of specific specialised terminology in both languages).	Planned group size 60 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to • apply basic foreign trade theories as well as arguments for and against protectionism to concrete issues (specialist and methodological skills, level 3: ‘apply’); • analyse and evaluate micro- and macroeconomic factors that influence the effect mechanisms as well as their disruptions, such as on financial markets, of international trade flows and flows of inputs (specialist and methodological skills, levels 4: ‘analyse’, and 5: ‘evaluate’); • analyse and evaluate the impact of various monetary, fiscal and structural policy measures in an open economy and their expected effects (specialist and methodological skills, levels 4: ‘analyse’, and 5: ‘evaluate’); • interpret potential imbalances in the balance of payments, especially current and capital account balances and indicate solution approaches in terms of economic policy to correct them (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’); • interpret data on globalisation and on international business activities and identify trends (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’ and 4: ‘analyse’); • understand theories of multinational enterprises and apply them on examples while recognising their connection to cultural, political and economic conditions of international business activities (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’);				

	- analyse the impact of specific conditions on international enterprises applying contextual logic (specialist and methodological skills, levels 3: 'apply' and 5: 'evaluate'); - evaluate the influencing factors on nominal and real exchange rates as well as their micro- and macroeconomic effects on international competitiveness and derive the effects they have on business decision-making (specialist and methodological skills, levels 3: 'apply' and 5: 'evaluate'); - independently apply the acquired economic illustration and analysis methods and tools (graphically, verbally and algebraically) to different case studies in practice (specialist and methodological skills, levels 4: 'analyse', and 5: 'evaluate');
3	Contents International Economics - Empirical facts of the international economy - Theories of comparative advantage - Beyond comparative advantage ('new' trade theories with imperfect competition) - Theory of protectionism and political economy of trade policy - Balance of payments - Nominal and real exchange rate and theoretical background - Macroeconomic policies in open economies - Economics of European integration - Financial crises International Management - Globalisation and multinational enterprises - Foreign exchange rates and corporate competitiveness - Theories of the multinational corporation - International business and value management - Economic, political and cultural environment of the multinational enterprise
4	Teaching and learning formats - Activating seminar sessions Exercises and short case studies are integrated into the lectures to continuously assess students' learning progress and prepare them systematically for examinations. (Digital) media serves as a didactic tool. - The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus. Especially modules 1 and 2 provide relevant input for this module.

6	Types of examination 20-minute oral examination
7	Requirements for award of credits Passed module examination (oral examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Advanced specialist and methodological competences in international economics as a basis for all following courses / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Bleuel (person responsible for the module and lecturer) Prof. Dr. Funk (lecturer)
11	Further information Literature: • Bleuel, Hans-Hubertus: Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017. • Gerber, James: International Economics, 8. Aufl., New York u. a. 2020. • Hill, Charles W.L.: International Business: Competing in the Global Marketplace, 14. Aufl. (Global Edition), Maidenhead 2023. • Mankiw, N. Gregory/Taylor, Mark-P./Ashwin, Andrew: Business Economics, 4. Aufl., London u. a. 2024. • Peng, Mike/Meyer, Klaus: International Business, 4. Aufl., Andover 2023. • Reinert, Kenneth A.: An Introduction to International Economics, 2. Aufl., Cambridge 2020. • Sawyer, W. Charles/Sprinkle, Richard L.: Applied International Economics, 5. Aufl., London/New York 2020. All literature must be read in its latest edition. Refer to the course materials and MS Teams or Moodle for an up-to-date list and further reading.

M5: Global Strategy (core module)					
Module number M5	Workload 175 h	Credits 7	Semester Semester 7	Number of offers generally once per academic year (summer semester)	Duration 1 semester
1	Course(s) Global Strategy	Attendance 4 SWS / 60 h Self-study 115 h	Language(s) of instruction The language of instruction and examination is German (with some English parts and applications).	Planned group size 60 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to - recognise current international economic trends and analyse their effect on international business activities (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply' and 4: 'analyse'); - recap instruments of strategic analysis of international businesses and apply them in case studies, as well as derive their effects on key financial figures (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - apply their basic knowledge of economics to explain long-term economic developments (including economic crises) and to derive their effects on microeconomic decisions. Students can deal with international frameworks such as the ones devised by the WTO and the OECD in the same way (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - recognise the functions of international strategic decisions, understand relevant trade-offs and their influencing factors (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply' and 4: 'analyse'); - use the instruments they have acquired to understand international business models in case studies, create strategy analyses as well as derive decision options and evaluate them (specialist and methodological skills, levels 4: 'analyse', 5: 'evaluate' and 6: 'create'); - identify moral conflicts in international management and derive ethical decisions and decision processes (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate').				
3	Contents - Current international economic trends - Fundamentals of international corporate structures				

	• Performance analysis of multinational enterprises • National regulatory framework of multinational enterprises • International regulatory framework of multinational enterprises • International strategic management of relevant corporate functions ○ Corporate planning ○ Procurement and production ○ Marketing ○ Controlling ○ Financial management ○ Risk management • Ethical conflicts of international management
4	Teaching and learning formats • Activating face-to-face seminar sessions • Concluding case studies in every chapter
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus.
6	Types of examination 90-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Imparting of general management competences for international businesses and organisations which mark the end of studies / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Bleuel (person responsible for the module and examiner)
11	Further information Literature: • Bleuel, Hans-Hubertus: Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017. • Brealey, Richard A./Myers, Stewart C./Allen, Franklin/Edmans, Alex: Principles of Corporate Finance, 14. Aufl., Boston u. a. 2023 • Caves, Richard E.: Multinational Enterprise and Economic Analysis, 3. Aufl., Cambridge 2007. • Ghemawat, Pankaj J.: The Laws of Globalization, Cambridge 2016. • Hill, Charles W.L.: International Business: Competing in the Global Marketplace, 14. Aufl. (Global Edition), Maidenhead 2023.

	• Mankiw, N. Gregory/Taylor, Mark-P./Ashwin, Andrew: Business Economics, London u. a.2019. • Mellahi, Kamel et al.: The Oxford Handbook of International Business Strategy, Oxford 2020. • Peng, Mike/Meyer, Klaus: International Business, 4. Aufl., Andover 2023. All literature must be read in its latest edition. Refer to the course materials and Moodle for an up-to-date list, further reading and case studies.
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M6: Quantitative Methods (support module)						
Module number M6		Workload 250 h	Credits 10	Semester Semester 1	Number of offers generally once per academic year (winter semester)	Duration 1 semester
1	Course(s) 1) Mathematics 2) Statistics		Attendance 1) 3 SWS / 45 h 2) 3 SWS / 45 h Self-study 160 h	Language(s) of instruction The language of instruction and examination is German.	Planned group size approx. 60 students per course	
2	Learning outcomes/competences Having successfully completed the module, students are able to					
	• apply their existing mathematics skills at secondary school level to issues in business mathematics (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); • understand issues of investment mathematics and apply their skills in investment mathematics independently (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • substantiate operational decisions of investment calculation and evaluate them using suitable key figures (net present value, internal rate of return, annuity, amortisation period) (specialist and methodological skills, levels 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’); • work with matrices and apply methods for solving linear equations especially to issues of business administration (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • apply methods of differential calculus to economic calculations (marginal analysis, optimisations) (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • have a command of empirical research methods and relevant methods of sampling procedures (specialist and methodological skills, level 2: ‘understand’); • understand and apply relevant methods and key figures to describe and evaluate statistical data (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • have a basic command of combinatorics (e.g. Permutations, Urn problem: drawing with/without putting the balls back) and probability theory (e.g. addition theorem / theorem of total probability, Bayes’ theorem) and apply their skills to relevant economic tasks (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’);					

	have a command of relevant discrete and continuous probability distributions and infer statistically verified statements on the statistical population from random samples (confidence intervals, test of significance) (specialist and methodological skills, levels 2: 'understand' and 6: 'create').
3	Contents Mathematics - Condensed repetition of mathematics at secondary school level - Sequences and series - Interest and compound calculation with yearly, less than yearly and continuous payment of interest - Calculation of return and sinking funds - Yield rate calculation - Dynamic procedures of investment calculation - Matrices, matrix calculations, systems of linear equations, Gaussian elimination, economic applications - Equations and functions in mathematical and economic contexts - Tangent problems and difference quotients - Economic application of functions with a different variable: marginal analysis and elasticities, Newton's method, optimisation - Optimisation problems and marginal analysis (marginal rate of substitution) for functions with several variables without constraints - Optimisation problems for functions with several variables and constraints, especially Lagrange Multipliers Statistics - Concepts, idea and value of statistics - Fundamentals of empirical social research - Evaluation methods for one-dimensional data (averages, variance, skew, measure of concentration) - Evaluation methods for multidimensional data (correlation, regression) - Indices - Combinatorics - Fundamentals of probability theory and calculation - Random variables, distribution function and parameters - Point and interval estimation (confidence intervals) - Parametric and non-parametric hypothesis testing
4	Teaching and learning formats - Activating seminar sessions - Integrated exercises to apply knowledge to practice - The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: Command of secondary school level maths (e.g. binomial formulas, powers, roots, logarithms, equivalent transformations, solving equations and inequalities) is required. We recommend that students independently repeat secondary school level mathematics with

	the help of relevant textbooks such as 'Brückenkurs Mathematik' or online courses such as https://lx3.mint-kolleg.kit.edu/onlinekursmathev4/html/sectionx3.1.0.html (chapters 1–4, 6–7, 11 (optional)) or https://www.ombplus.de (chapters 1–4, 6–7, 11, 13) (both currently in German only).
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Quantitative Methods for business administration and economics in advanced modules of the study programme / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Peters (person responsible for the module and lecturer)
11	Further information Literature: • Bamberg, Günter/Baur, Franz/Krapp, Michael: Statistik: Eine Einführung für Wirtschafts- und Sozialwissenschaftler, 19. Aufl., München 2022. • Bley Müller, Josef/Weißbach, Rafael: Statistik für Wirtschaftswissenschaftler, 17. Aufl., München 2015. • Bourier, Günther: Statistik-Übungen: Beschreibende Statistik, 7. Aufl., Wiesbaden 2022. • Peters, Horst: Wirtschaftsmathematik, 5. Aufl., Stuttgart 2022. • Tietze, Jürgen: Einführung in die angewandte Wirtschaftsmathematik, 18. Aufl., Berlin 2019. • Wewel, Max C./Blatter, Anja: Statistik im Bachelor-Studium der BWL und VWL, 4. Aufl., Hallbergmoos 2019. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M7: Academic Working Practices and Research Methods (support module)						
Module number M7		Workload 250 h	Credits 10	Semester Semester 3	Number of offers generally once per academic year (winter semester)	Duration 1 semester
1	Course(s) 1) Academic Working Practices and Key Competences 2) Empirical Research Methods 3) Quantitative Methods for Data Evaluation (Computer-Aided)		Attendance 1) 4 SWS / 60 h 2) 1 SWS / 15 h 3) 2 SWS / 30 h Self-study 145 h		Language(s) of instruction The language of instruction and examination is German (with some English parts and applications). Planned group size 60 students (in two groups)	
2	Learning outcomes/competences Having successfully completed the module, students are able to - explain the importance of key competences in a professional context, review their strengths and weaknesses in a differentiated way with the help of feedback as well as define and plan goals for their own professional and personal development (specialist and methodological skills, levels 2: ‘understand’, 5: ‘evaluate’ and 6: ‘create’, social skills and self-competence); - explain important work and communication techniques, differentiate their possible applications, systematically apply them in exercises and example cases as well as evaluate their contribution to acquiring key competences (specialist and methodological skills, levels 2: ‘understand’ 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’, self-competence); - remember and apply the fundamentals of academic methodology through researching and evaluating specialised information in a structured way, systematically draw up paper structures, use quotations and citations correctly as well as independently devise and write academic assignments based on these competences (specialist and methodological skills, levels 1: ‘remember’, 3: ‘apply’, 4: ‘analyse’ and 6: ‘create’); - describe the requirements for different presentations and apply them appropriately to the situation, devise presentation templates and present and argue contents with the help of rhetorical techniques and media technology adapted to the target group (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’ and 6: ‘create’, social skills); - explain styles, strategies and tactics of negotiating, negotiate depending on the negotiation stage as well as to identify and apply success principles of negotiation and suitable methods of conflict management (specialist and methodological skills, levels 2: ‘understand’ 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’, social skills);					

	- describe the principles of project and team management, implement them in the context of group work cooperatively and responsibly as well as to argue and appreciate their own and their fellow students' achievements in the team in an appropriate way (specialist and methodological skills, levels 2: 'understand', 3 'apply' and 5: 'evaluate', social skills and self-competence); - reproduce the fundamentals of empirical social and economic research as well as explain their importance to business studies (specialist and methodological skills, levels 1: 'remember' and 2: 'understand'); - choose and illustrate research design in the context of different research questions, present and contrast alternative data acquisition and evaluation methods as well as evaluate the possible applications and limitations in business practice (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - determine suitable qualitative and quantitative methods for specific topics, research and obtain data, organise it electronically and evaluate it statistically using standard software (e.g. Excel, SPSS) as well as use the results of empirical research (key figures, analysis and presentation techniques) as a basis for management decisions (specialist and methodological skills, levels 2: 'understand', 3: 'apply' and 4: 'analyse'); - contextualise digital transformation in business informatics, delineate information systems, explain the structure of database models, differentiate between relevant artificial intelligence support models in the context of data analysis, differentiate between cluster analysis and classification and explain the potential uses of regression functions in data science (specialist and methodological skills, levels 1: 'remember', 2: 'understand' and 4: 'analyse'); - interpret and implement intercultural characteristics of the topics in order to act professionally and in a manner appropriate to the international target group, as well as to scrutinise ethical aspects in order to justify decisions in terms of ethical responsibility (specialist and methodological skills, levels 2: 'understand', 3: 'apply' and 4: 'analyse', social skills and self-competence).
3	Contents Academic Working Practices and Key Competences - Key competences and skills: (specialist, social and methodological skills as well as self-competence) - Academic methodology: literature search and working with sources, conceptualising and writing academic papers, citing and quoting correctly - Presentation skills - Fundamentals of conducting negotiations and Harvard concept of Getting to Yes - Conflict management and mediation - Self- and team management - Project management - Communication techniques (e.g. question, dialogue and moderation techniques, rhetoric) - Academic methodology (e.g. time management, decision, creativity, thinking and learning techniques) - Intercultural competences - Ethical aspects of the topics covered

	Empirical Research Methods • Fundamentals of empirical social and economic research • Applicability in the context of management decisions • Procedure of empirical research methods • Introduction to research design, data acquisition and evaluation methods and possibilities of interpretation Quantitative Methods for Data Evaluation (Computer-Aided) • Fundamentals of data analysis • Computer-aided applications of quantitative analysis as well as graphical illustration of statistical results (descriptive/inferential statistics, including with the help of Excel) • Database models • Introduction to application systems that aid decision-making (e.g. business intelligence/analytics, data mining, AI)
4	Teaching and learning formats • Activating seminar sessions including written assignments, presentations, individual and group research, use/business cases, computer-aided applications and (empirical) project work. The course is accompanied by exercises and use cases to make the contents tangible and apply them to practice as well as to promote the students' key competences (specialist, methodological, social and self-competence). • Presentation documents and/or learning content on learning platforms, exercise sessions (e.g. role play, mock presentations, research and use of databases), interactive tasks, digital quizzes as well as drawing tools (tablets and visualizers) serve as didactic tools. Quantitative data analysis is carried out with the help of IT (e.g. Excel, SPSS). The course is accompanied by guest lectures and/or field trips in the industry as well as input from the university's career service (if applicable). • The sessions of the module are generally face-to-face. Students are divided into two groups. The group you are assigned to applies to all courses of the module.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus. Especially module 6 (Quantitative Methods) provides relevant input for this module.
6	Types of examination Written assignment including presentation (60%) and 90-minute written examination (40%)
7	Requirements for award of credits Passed module exam
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Economic research methodology for all the modules from the 4th semester onward and the bachelor's thesis as well as crucial non-subject-specific qualifications for students to be able to successfully deal with relevant demanding situations in their studies and job / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points

10	Person(s) responsible for the module and examiner(s) Prof. Dr. Anne Christin Kemper (person responsible for the module and lecturer) Dipl.-Betriebswirtin (FH) Christina Lehmann (examiner)
11	Further information Literature: • Diekmann, Andreas: Empirische Sozialforschung: Grundlagen, Methoden, Anwendungen, 14. Aufl., Reinbek 2023. • Fantapié-Altobelli, Claudia: Marktforschung. Methoden - Anwendungen - Praxisbeispiele, 4. Aufl., Stuttgart 2023. • Fisher, Roger/Ury, William/Patton, Bruce: Getting to Yes. Negotiating an agreement without giving in, 3. Aufl., New York 2011. • Flume, Peter/Mentzel, Wolfgang: Rhetorik, 5. Aufl., Freiburg 2023. • Hansen, Hans Robert/Mendling, Jan/Neumann, Gustaf: Wirtschaftsinformatik, 12. Aufl., Berlin/Boston 2019. • Koschany-Rohbeck, Marianne: Praxishandbuch Wirtschaftsmediation. Grundlagen und Methoden zur Lösung innerbetrieblicher Konflikte, 2. Aufl., Wiesbaden 2018. • Reiter, Joachim: Statistik-Fallstudien mit Excel, Wiesbaden 2017. • Renz, Karl-Christoph: Das 1 x 1 der Präsentation: Für Schule, Studium und Beruf, 3. Aufl., Wiesbaden 2022. • Simon, Walter: GABALs großer Methodenkoffer: Grundlagen der Arbeitsorganisation, Offenbach 2015. • Theisen, Manuel: Wissenschaftliches Arbeiten. Erfolgreich bei Bachelor- und Masterarbeit, 18. Aufl., München 2021. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M8: Business Law (support module)						
Module number M8		Workload 250 h	Credits 10	Semester Semester 4	Number of offers Generally once per academic year (summer semester)	Duration 1 semester
1	Course(s) 1) Civil Law and International Private Law 2) Commercial Law and Fundamentals of Corporate Law		Attendance 1) 3 SWS / 45 h 2) 3 SWS / 45 h Self-study 160 h		Language(s) of instruction The language of instruction and examination is German.	Planned group size 60 students
2	Learning outcomes/competences Having successfully completed the module, students are able to - understand, contextualise and apply basic civil, private, commercial and corporate law issues of business administration in an international context, because they acquire and deepen a basic understanding of legal problems of the German Civil Code (BGB), the German Commercial Code (HGB), international private law and for the main features of corporate law in a practical context (specialist and methodological skills, levels 1: ‘remember’ and 2: ‘understand’); - understand and work on cases relating to the general part (AT) of the BGB, law of contract and tort, commercial and corporate law as well as international private law according to the rules of legal doctrine, thereby training their analytical (thinking) skills (specialist and methodological skills, levels 3: ‘apply’ and 4: ‘analyse’); - learn about the most important bases of claims according to the general part (AT) of the BGB, law of contract and tort, commercial and corporate law and international private law through individual and group work (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and social skills).					
3	Contents Civil law and international private law as well as commercial law and fundamentals of corporate law - Tasks of the legal order, legal system, sources of law - Legal subjects and objects in action (including merchants and business name) - Theory of legal transactions including all validity requirements and the German abstraction principle - General terms and conditions - Voluntary and organisational agency - Deadlines and statute of limitations - Breach of contractual obligations (defective performance, delay and impossibility)					

	• Specific contractual obligations (purchase agreement, service contracts, tenancy agreement, employment contract) including specifics relating to commercial law • Overview of tort law • Legal types of business organisation • Vicarious liability • Concept of international private law • General approach to auditing in international private law / structure of conflict-of-laws rules • International contract law / UN Convention on Contracts for the International Sale of Goods • International private law of non-contractual obligations
4	Teaching and learning formats • In activating seminar sessions, students learn and practise the contents of the course. The contents are illustrated on the basis of current examples and numerous use cases. Independently and under supervision, students work on case studies to continuously check their learning progress and systematically prepare for the written examination. These case studies serve to school the students' ability to transfer knowledge and skills and include group work to strengthen social skills. • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Basic module on business law for all further modules / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Sabine Otte, LL.M. (Bristol) (person responsible for the module and examiner)

11	Further information Literature: • Brox, Hans/Walker, Wolf-Dietrich: Allgemeiner Teil des BGB, 46. Aufl., München 2022. • Brox, Hans/Walker, Wolf-Dietrich: Allgemeines Schuldrecht, 47. Aufl., München 2023. • Brox, Hans/Walker, Wolf-Dietrich: Besonderes Schuldrecht, 47. Aufl., München 2023. • Förschler, Peter: Privat- und Prozessrecht, 2. Aufl., Bad Wörishofen 2018. • Führich, Ernst/Werdan, Ingrid: Wirtschaftsprivatrecht in Fällen und Fragen, 9. Aufl., München 2023. • Führich, Ernst: Wirtschaftsprivatrecht, 14. Aufl., München 2022. • Grüneberg, Christian: BGB-Kommentar, 82. Aufl., München 2023. • Müssig, Peter: Wirtschaftsprivatrecht, 23. Aufl., Heidelberg 2022. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M9: Business English B2/C1 (communication skills module)					
Module number M9	Workload 175 h Part A: 75 h Part B: 100 h	Credits 7 Part A: 3 h Part B: 4 h	Semester Part A: semester 1 Part B: semester 2	Number of offers Part A: generally once per academic year (winter semester) Part B: generally once per academic year (summer semester)	Duration 2 semesters
1	Course(s) 1) Part A 2) Part B	Attendance 1) 2 SWS / 32 h 2) 4 SWS / 64 h Self-study Part A: 43 Part B: 36	Language(s) of instruction The language of instruction and examination is English.	Planned group size 15 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to communicate appropriately in English in business contexts, because they • have achieved proficiency in business English and for studies abroad (B2/C1 level according to the CEFR) (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); • have developed academic skills in English (specialist and methodological skills, level 6: ‘create’); • have a command of communication skills in English and vocabulary in relevant areas of business (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); • have developed a range of English expressions for their professional life (specialist and methodological skills, level 6: ‘create’); • eliminate grammar mistakes and brush up on their knowledge (specialist and methodological skills, levels 4: ‘analyse’, and 5: ‘evaluate’); • understand intercultural theories and develop an awareness for interculturality (specialist and methodological skills, level 2: ‘understand’); • are able to apply theory and awareness to cross-cultural exchange, setting and academic writing (specialist and methodological skills, level 3: ‘apply’); To: • achieve proficiency in business English and for studies abroad (B2/C1 level according to the CEFR); • have developed English academic skills;				

	• master basic communication skills in English; • master selected areas of business knowledge and vocabulary; • have developed a range of expressions in English suitable for business; • have eliminated errors in English grammar and refined existing knowledge; • understand intercultural theories and have developed cross-cultural awareness; • are able to apply theory and awareness to cross-cultural exchange, setting and academic writing.
3	Contents Part A • Self-study: revision of grammar and range of expressions • Communication skills: correspondence and short reports • Business subject areas – company functions: – Human resources (including company organisation and structure) – Finance – Marketing – Sales and distribution (with sales services) – Legal department • Academic competences: self-competence, reading with reading analysis, listening and taking notes, writing • Self-study: revision of grammar and range of expressions • Business communication skills: correspondence and short reports • Business subject areas – company functions: – Human resources (including company organisation and structure) – Finance – Marketing – Sales & distribution with sales services – Legal • Academic skills in English: learning to learn, reading with reading analysis, listening, writing Part B • Self-study: revision of grammar and range of expressions • Business subject areas: – Manufacturing – Project management – Economics – Business models – Internationalisation and globalisation – Intercultural communication and management • Academic competences: self-competence, reading with reading analysis, listening and taking notes, writing • Self-study: revision of grammar and range of expressions • Business subject areas: – Manufacturing – Project management – Language of economics – Business models – Internationalisation and globalisation – Intercultural communication and management

	Academic skills in English: reading and reading analysis, listening, writing
4	Teaching and learning formats - The sessions of the module are generally face-to-face. - Seminar-like lecture: active participation including work in groups and pairs, presentations, project work etc.
5	Prerequisites English language proficiency of at least B2 level (according to the CEFR) Subject-related: none
6	Types of examination Part A: 90-minute written examination (= 50% of the grade) Part A: 120-minute written examination (= 50% of the grade)
7	Requirements for award of credits Award of credits once all partial examinations (written) have been passed
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Successful completion of the module is a prerequisite for taking further English-language specialised courses from the 3rd semester onwards / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points (Part A: 3 / 210, Part B: 4 / 210)
10	Person(s) responsible for the module and examiner(s) David Albutt (person responsible for the module and examiner)
11	Further information Literature: - Ashford, Stephanie/Smith, Tom: Business Proficiency – Wirtschaftsenglisch für Hochschule und Beruf, Stuttgart 2017. - Emmerson, Paul: Business Grammar Builder, 2. Aufl., London 2010. - Emmerson, Paul: Essential Business Grammar Builder, London 2012. - McCarthy, Michael/O'Dell, Felicity: Academic Vocabulary in Use, 3. Aufl., Cambridge 2016. - Swan, Michael/Walter, Catherine: Oxford English Grammar Course Intermediate, Oxford 2019. - Swan, Michael/Walter, Catherine: Oxford Englisch Grammar Course Advanced, Oxford 2019. - In-house scripts, worksheets, handouts etc. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M10: Business English C1 and Intercultural Communication (communication skills module)					
Module number	Workload	Credits	Semester	Number of offers	Duration
M10	175 h Part A: 75 Part B: 100	7 Part A: 3 Part B: 4	Part A: semester 3 Part B: semester 4	Part A: generally once per academic year (winter semester) Part B: generally once per academic year (summer semester)	2 semesters
1	Course(s) 1) Part A 2) Part B	Attendance 1) 2 SWS / 32 h 2) 4 SWS / 64 h Self-study Part A: 43 Part B: 36	Language(s) of instruction The language of instruction and examination is English.	Planned group size 15 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to communicate confidently as well as interculturally appropriately in English in business contexts at an advanced level, because they • have achieved proficiency in business English and for studies abroad (C1 level according to the CEFR) (specialist and methodological skills, levels 1: 'remember', 2: 'understand' and 3: 'apply'); • are able to describe and implement business tools and concepts in English (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); • use and understand case studies in both academic and professional life (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); • develop academic skills (case study reports) in English (specialist and methodological skills, level 6: 'create'); • have a command of international communication skills: (business reports, meetings, negotiations, presentations) in English (specialist and methodological skills, levels 1: 'remember', 2: 'understand' and 3: 'apply'); • have achieved proficiency in business English and for studies abroad (C1 level according to the CEFR); • are able to describe and practically implement common business tools and instruments in English; • understand the value of case studies in both academic and professional life; • have developed academic skills in English (case study report writing); • master communication skills in English (business report writing, meetings, negotiations, presentations).				

3	Contents Part A • Case study • 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 • Procedure and language of case study analysis • Application of both procedure and language to case study report writing • Writing of basic case study reports • Comprehensive case study analysis • Case study: • Examination of management tools (SWOT, PEST, Boston Matrix, Porter's 5 forces etc.) and management concepts (e.g. international trade) and their description and application in case study reports in English • Procedure and language of case study analysis • Application of both procedure and language to case study report writing • Writing of basic case study reports • More detailed case study Part B: • International meetings, negotiations and presentations in English: • Language and procedure of international meetings (debating, dealing with objections etc.) • Development of meeting skills through practice, role play and feedback • Language and procedure of international negotiation skills • Development of international negotiation skills and strategies in English through practice, role plays and feedback • Development of negotiation strategies in English • Development of international negotiation skills through practice, role play and feedback • Presentation basics and giving simple presentations • Analysis and implementation of advanced presentation techniques and structures • Give and analyse presentations • Development of business communication skills in English (e.g. creating an understanding of the correct application of different means and tools of business communication) • International meetings, negotiations and presentations in English • Language and procedure of international meetings • Development of meeting skills through practice, role play and feedback • Language and procedure of international negotiation skills • Development of international negotiation skills and strategies in English through practice, role plays and feedback • Learn the basics of presenting and practice short presentations • Analysis and implementation of advanced presentation techniques and structures • Development of international presentations skills by means of continuous analysis, practice and feedback Development of business communication with the inclusive aim
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	of creating understanding of the correct application of different means and tools of business communication.
4	Teaching and learning formats • The sessions of the module are generally face-to-face. • Seminar-like lecture: active participation including work in groups and pairs, presentations, project work etc.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus. Especially modules 9 and 10 (Part A) provide relevant input for this module.
6	Types of examination Part A: 90-minute written examination (= 50% of the grade) Part B: 20-minute oral examination (= 50% of the grade)
7	Requirements for award of credits Award of credits once all partial examinations (written examination and oral examination) have been passed
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Students acquire English competences for their semester abroad / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points (Part A: 3 / 210, Part B: 4 / 210)
10	Person(s) responsible for the module and examiner(s) David Albutt (person responsible for the module and examiner)
11	Further information Literature: • Ashford, Stephanie/Smith, Tom: Business Proficiency – Wirtschaftsenglisch für Hochschule und Beruf, Stuttgart 2017. • Powell, Mark: Dynamic Presentations, Cambridge 2011. • Powell, Mark: International Negotiations, Cambridge 2012. • Williams, Erica: Case Studies for Business English, Wayzgoose Press 2019 • Harvard Business School case studies • Current business press and media • In-house script, worksheets, handouts All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M11a: Business Spanish A2 (communication skills module)						
Module number M11a		Workload 175 h	Credits 7	Semester Semester 1	Number of offers generally once per academic year (winter semester)	Duration 1 semester
1	Course(s) Business Spanish A2		Attendance 4 SWS / 60 h Self-study 115 h		Language(s) of instruction The language of instruction and examination is Spanish. The languages of instruction are Spanish (main language) and German (meta language).	
2	Learning outcomes/competences Having successfully completed the module, students are able to - develop the four basic language skills (listening, speaking, reading and writing) in Spanish simultaneously (specialist and methodological skills, levels 1: 'remember', 2: 'understand' and 3: 'apply'); - apply basic vocabulary of corporate communication as well as the basics of Spanish grammar adequately and in practice (specialist and methodological skills, level 3: 'apply'); - read, understand and write simple e-mails, messages, descriptions, job advertisements, blog entries, organisation charts and simple infographics (specialist and methodological skills, levels 1: 'remember', 2: 'understand' and 3: 'apply'); - describe different types of firms in Spanish-speaking countries and understand their internal corporate structures (specialist and methodological skills, levels 1: 'remember' and 2: 'understand'); - talk about daily and business routines (specialist and methodological skills, level 3: 'apply'); - contrast different aspects of the business cultures in Spain and Latin America with business cultures in German-speaking countries (working hours, hierarchies, departments, cultural customs) (specialist and methodological skills, level 4: 'analyse');					
3	Contents - Imparting the basics of Spanish grammar while considering different communicative functions (action-oriented approach) - Systematic development and use of basic Spanish vocabulary from the following fields: initiating contact, hobbies and interest, cities and travelling, shopping, traffic, day-to-day life, business environment etc.					

	Systematic use of business vocabulary: describing internal corporate structures and organisational procedures, organising and going on a business trip, initiating contact with new clients and business partners, making appointments, speaking on the phone, making a hotel reservation, analysing job advertisements etc.
4	Teaching and learning formats - Activating seminar sessions - Interactive exercises - Partner and group work - Role play, discussions and debates - Simulations - The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: none
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Basic competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR i.H. Conchi Rico Albert (person responsible for the module and lecturer)

11	Further information Literature: • Alonso, Geni/González, Marta/Ortiz, Susana: Emprendedores, nivel A1-A2, Madrid 2019. • Coello Arias, Manuel: Español para economistas. Spanisch für Wirtschaftswissenschaftler, Weinheim 2002. • Moncho Brunengo, Andrés: Wirtschaftsspanisch für Berufseinsteiger kompakt, München 2015. • Prada, Marisa/Marcé, Pilar/Bovet, Montserrat: Entorno laboral, nivel fusión A1-B1, Madrid 2022. • Suárez Lasierra, María/Dirscherl, Klaus: Einführung in die spanische Wirtschaftssprache, München 2001. • VV.AA: Gramática básica del estudiante de español, neue überarb. deutsche Ausgabe, Stuttgart 2021. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading. See Moodle and/or MS Teams for interactive materials in digital form on the grammar and vocabulary topics as well as intercultural content covered during the semester.
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M11a: Business French A2 (communication skills module)						
Module number M11a		Workload 175 h	Credits 7	Semester Semester 1	Number of offers generally once per academic year (winter semester)	Duration 1 semester
1	Course(s) Business French A2		Attendance 4 SWS / 60 h Self-study 115 h		Language(s) of instruction The language of instruction and examination is French. The languages of instruction are French (main language) and German (meta language).	
2	Learning outcomes/competences Having successfully completed the module, students are able to - develop the four basic language skills (listening, speaking, reading and writing) in Spanish simultaneously (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); - apply basic vocabulary of corporate communication as well as the basics of French grammar adequately and in practice (specialist and methodological skills, level 3: ‘apply’); - read, understand and write simple e-mails, messages and descriptions (specialist and methodological skills, level 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); - talk about daily and business routines and find your way around French-speaking countries (specialist and methodological skills, level 3: ‘apply’); - reflect on their own language acquisition processes and apply learning strategies (specialist and methodological skills, level 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’).					
3	Contents - Imparting the basics of French grammar (A2 level according to the CEFR) while considering different communicative functions (action-oriented approach) - Systematic work on basic French vocabulary: initiating contact with people, hobbies and interests, the city and traffic, work, everyday situations, travels, shopping etc. - Systematic work on business vocabulary: organising and going on a business trip, initiating contact with new clients and business partners, making appointments, speaking on the phone, making a hotel reservation, welcoming business partners, opening a bank account etc. - Learning and communication strategies					

4	Teaching and learning formats • Participative, seminar-like course • Interactive exercises • Partner and group work • Role play • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: none
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Basic competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR. i. H. Anne-Sophie Jansen-Lasnier (person responsible for the module and lecturer)
11	Further information Literature: • Abry, Dominique/Chalaron, Marie-Laure: Grammaire des premiers temps A1-A2, Grenoble 2015. • Boeckel, Jürgen/Straub, Bernard/Thiele, Paul: Dictionnaire de l'allemand économique commercial et financier, allemand-français / français-allemand, Paris 2010. • Dubois, Anne-Lyse/Bolomier, Anne/Kaddani, Sara: Objectif Express 1, Cahier d'Activités: A1A2, Paris 2022. • Dubois, Anne-Lyse/Tauzin, Béatrice: Objectif Express 1, A1A2: le monde professionnel en français, 3. Aufl., Paris 2022. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M11b / M12a: Business Spanish B1 (communication skills module)							
Module number Module number M11b / M12a		Workload 150 h	Credits 6	Semester Generally once per academic year Semester 1	Number of offers Generally every semester	Duration 1 semester	
1	Course(s) Business Spanish B1		Attendance 4 SWS / 60 h Self-study 90 h		Language(s) of instruction The language of instruction and examination is Spanish. The languages of instruction are Spanish (main language) and German (meta language).		Planned group size 15 students
2	Learning outcomes/competences Having successfully completed the module, students are able to • deepen and be proficient in further subjects of Spanish grammar (specialist and methodological skills, levels 1: 'remember' and 2: 'understand'); • apply their communication skills (reading, writing, listening and speaking) in a professional environment in Spanish at B1 level according to the CEFR and apply important linguistic and work-related skills in practice (specialist and methodological skills, level 3: 'apply'); • communicate with Spanish and Latin-American business partners at the workplace, on the phone and at business lunches as well as understand and write business e-mails (specialist and methodological skills, level 1: 'remember', 2: 'understand' and 3: 'apply'); • write a job application in Spanish (specialist and methodological skills, level 3: 'apply'); • talk about their own education and work experience (specialist and methodological skills, level 3: 'apply'); • express themselves appropriately in a job interview (specialist and methodological skills, level 3: 'apply'); • understand and recall complex information from a business conversation (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); • understand and summarise moderately difficult Spanish business texts (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); • reflect on their own language acquisition process (monitoring) and apply different learning strategies (specialist and methodological skills, levels 3: 'apply', 4: 'analyse' and 5: 'evaluate').						
3	Contents						

	• Expanding Spanish grammar knowledge (B1 level according to the CEFR) while considering different communicative functions (action-oriented approach) • Core areas of current business Spanish: work-related vocabulary, business correspondence, fundamentals of Spanish business terminology • Cultural and socio-economic background information: professional life, business world, the economy in Spain and in selected countries in Latin America • Systematic training of listening and reading comprehension, oral skills and text production • Job offers, job interviews, trade fairs, economic sectors and activities, work and jobs of the future, technology and trade, employment law • Present the own (future) business and the own (future) job • Understanding moderately difficult business texts • Guided and unassisted transfer exercise to practice speaking without notes
4	Teaching and learning formats • Activating seminar sessions • Interactive exercises • Partner and group work • Role play, discussions and debates • Simulations • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: skills acquired in the module business Spanish A2
6	Types of examination: 120-minute written examination
7	Requirements for award of credits Passed module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Intermediate competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 6 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR i.H. Conchi Rico Albert (person responsible for the module and lecturer)

11	Further information Literature: • Alonso, Geni/González, Marta/Ortiz, Susana: Emprendedores, nivel A1-A2, Madrid 2019. • Alonso, Geni/González, Marta/Ortiz, Susana: Emprendedores, nivel B1, Madrid 2020. • Coello Arias, Manuel: Español para economistas. Spanisch für Wirtschaftswissenschaftler, Weinheim 2002. • Moncho Brunengo, Andrés: Wirtschaftsspanisch für Berufseinsteiger kompakt, München 2015. • Prada, Marisa/Marcé, Pilar/Bovet, Montserrat: Entorno laboral, nivel A1-B1, Madrid 2022. • Suárez Lasierra, María/Dirscherl, Klaus: Einführung in die spanische Wirtschaftssprache, München 2001. • VV. AA: Gramática básica del estudiante de español, neue überarb. deutsche Ausgabe, Stuttgart 2021. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading. See Moodle and/or MS Teams for interactive materials in digital form on the grammar and vocabulary topics as well as intercultural content covered during the semester.
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M11b / M12a: Business French B1 (communication skills module)					
Module number M11b / M12a	Workload	Credits	Semester	Number of offers	Duration
	150 h	6	Generally once per academic year Semester 1	Generally every semester	1 semester
1	Course(s) Business French B1	Attendance 4 SWS / 60 h Self-study 90 h	Language(s) of instruction The language of instruction and examination is French. The languages of instruction are French (main language) and German (meta language).	Planned group size 15 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to • deepen and be proficient in further subjects of French grammar (specialist and methodological skills, levels 1: 'remember' and 2: 'understand'); • apply their communication skills (reading, writing, listening and speaking) in a professional environment in French at B1 level according to the CEFR and apply important linguistic and work-related skills in practice (specialist and methodological skills, level 3: 'apply'); • communicate with French business partners at the workplace, on the phone and at business lunches as well as understand and write business e-mails (specialist and methodological skills, levels 1: 'remember', 2: 'understand' and 3: 'apply'); • write a job application, talk about their own education and work experience and express themselves appropriately in a job interview in French (specialist and methodological skills, level 3: 'apply'); • understand and appropriately recall complex information from a business conversation and understand and summarise moderately difficult French business texts (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); • reflect on their own language acquisition process (monitoring) and apply different learning strategies (specialist and methodological skills, levels 3: 'apply', 4: 'analyse' and 5: 'evaluate').				
3	Contents • Expanding French grammar knowledge (B1 level according to the CEFR) while considering different communicative functions (action-oriented approach) • Core areas of business French: work-related vocabulary, business correspondence, specialist business terminology				

	• Cultural and socio-economic background information: professional life, business world, the economy in France • Systematic training of listening and reading comprehension, oral skills and text production • Job offers, job interviews, trade fairs, economic sectors and activities, work and jobs of the future, technology and trade, employment law • Understanding moderately difficult business texts • Guided and unassisted transfer exercise to practice speaking without notes
4	Teaching and learning formats • Activating seminar sessions • Interactive exercises • Partner and group work • Role play, discussions and debates • Simulations • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: knowledge and skills acquired in the module Business French A2
6	Types of examination: 120-minute written examination
7	Requirements for award of credits Passed module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Intermediate competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 6 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR. i. H. Anne-Sophie Jansen-Lasnier (person responsible for the module and lecturer)
11	Further information Literature: • Boeckel, Jürgen/Straub, Bernard/Thiele, Paul: Dictionnaire de l'allemand économique commercial et financier, allemand-français / français-allemand, Paris 2010. • Penfornis, Jean-Luc: Français.com - niveau intermédiaire (B1), Paris 2020. • Penfornis, Jean-Luc: Grammaire progressive du français des affaires - niveau intermédiaire (A2, B1), Paris 2019. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M12b / M13a: Business Spanish B1/B2 (communication skills module)						
Module number M12b / M13a		Workload 175 h	Credits 7	Semester Generally from semester 2 onwards	Number of offers Generally every semester	Duration 1 semester
1	Course(s) Business Spanish B1/B2		Attendance 4 SWS / 60 h Self-study 115 h	Language(s) of instruction The language of instruction and examination is Spanish.	Planned group size 15 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to • apply their communication skills in a professional environment in Spanish, their interdisciplinary language skills and their action strategies (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • communicate with business partners from Spanish-speaking countries, write business texts independently and give presentations in Spanish (specialist and methodological skills, level 3: ‘apply’); • present on successful entrepreneurs from Spanish-speaking countries in the countries of their respective businesses (specialist and methodological skills, level 2: ‘understand’); • present a business idea (specialist and methodological skills, level 2: ‘understand’); • understand and appropriately recall complex information from a business conversation (specialist and methodological skills, levels 1: ‘remember’ and 2: ‘understand’); • understand, analyse and comment on sophisticated texts on economic, political and socially relevant topics (specialist and methodological skills, levels 1: ‘remember’, 4: ‘analyse’ and 5: ‘evaluate’); • reflect on their own language acquisition process (monitoring) and apply different learning strategies (specialist and methodological skills, levels 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’).					

3	Contents • Deepening the basics of Spanish grammar (B1/B2 level according to the CEFR) while considering different communicative functions (action-oriented approach) • Work on vocabulary for meetings and negotiations • Systematic work on business vocabulary with the following specialisations: legal forms, company departments, characteristics of job advertisements with different candidate requirements, sustainable businesses, forms of work, forms of payment, international organisations, fair trade etc. • Selected entrepreneurs from Spanish-speaking regions and their businesses • Presentation and analysis of numbers, tables, statistics and graphs • Training audiovisual comprehension • Written production of essays based on topics relevant to the professional context • Translation of current business articles
4	Teaching and learning formats • Activating seminar sessions • Interactive exercises • Partner and group work • Role play, discussions and debates • Simulations • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: skills acquired in the module business Spanish B1
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Intermediate competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR i.H. Conchi Rico Albert (person responsible for the module and lecturer)

11	Further information Literature: • Alonso, Geni/González, Marta/Ortiz, Susana: Emprendedores, nivel B1, Madrid 2020. • Coello Arias, Manuel: Español para economistas. Spanisch für Wirtschaftswissenschaftler, Weinheim 2002. • Moncho Brunengo, Andrés: Wirtschaftsspanisch für Berufseinsteiger kompakt, München 2015. • Prada, Marisa/Marcé, Pilar/Bovet, Montserrat: Entorno laboral, nivel fusión A1-B1, Madrid 2022. • Suárez Lasierra, María/Dirscherl, Klaus: Einführung in die spanische Wirtschaftssprache, München 2001. • VV.AA: Gramática básica del estudiante de español, neue überarb. deutsche Ausgabe, Stuttgart: 2021. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading. See Moodle and/or MS Teams for interactive materials in digital form on the grammar and vocabulary topics as well as intercultural content covered during the semester.
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M12b / M13a: Business French B1/B2 (communication skills module)						
Module number M12b / M13a		Workload 175 h	Credits 7	Semester Generally from semester 2 onwards	Number of offers Generally every semester	Duration 1 semester
1	Course(s) Business French B1/B2		Attendance 4 SWS / 60 h Self-study 115 h		Language(s) of instruction The language of instruction and examination is French.	Planned group size 15 students
2	Learning outcomes/competences Having successfully completed the module, students are able to • apply their communication skills in a professional environment in French, their interdisciplinary language skills and their action strategies (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • communicate with business partners from French-speaking countries, write business texts independently and give presentations in French (specialist and methodological skills, level 3: ‘apply’); • present on successful entrepreneurs from French-speaking countries in the countries of their respective businesses (specialist and methodological skills, level 2: ‘understand’); • present a business idea (specialist and methodological skills, level 2: ‘understand’); • understand and appropriately recall complex information from a business conversation (specialist and methodological skills, levels 1: ‘remember’ and 2: ‘understand’); • understand, analyse and comment on sophisticated texts on economic, political and socially relevant topics (specialist and methodological skills, levels 1: ‘remember’, 4: ‘analyse’ and 5: ‘evaluate’); • reflect on their own language acquisition process (monitoring) and apply different learning strategies (specialist and methodological skills, levels 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’).					
3	Contents • Deepening the basics of French grammar (B1/B2 level according to the CEFR) while considering different communicative functions (action-oriented approach) • Work on vocabulary for meetings and negotiations • Systematic work on business vocabulary with the following specialisations: legal forms, company departments, characteristics of job advertisements with different candidate requirements, sustainable businesses, forms of work, forms of payment, international organisations, fair trade etc.					

	• Presentation and analysis of numbers, tables, statistics and graphs • Training audiovisual comprehension • Understanding business texts, writing business letters and reports independently, negotiating • Guided and unassisted transfer exercise to practice speaking without notes
4	Teaching and learning formats • Activating seminar sessions • Interactive exercises • Partner and group work • Role play, discussions and debates • Simulations • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: knowledge and skills acquired in the module Business French B1
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Intermediate competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR. i. H. Anne-Sophie Jansen-Lasnier (person responsible for the module and lecturer)
11	Further information Literature: • Boeckel, Jürgen/Straub, Bernard/Thiele, Paul: Dictionnaire de l'allemand économique commercial et financier, allemand-français / français-allemand, Paris 2010. • Penfornis, Jean-Luc: Affaires.com (niveau avancé) B2-C1, Paris 2017. • Schwarz-Frömel, Gabriele/Schmidthaler, Dorothea: Französische Grammatik für die Wirtschaftskommunikation, Wien 2016. • Wagner, Horst: Wörterbuch Wirtschaftsfranzösisch, Französisch-Deutsch, Berlin 2011. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M13b / M14a: Business Spanish B2 (communication skills module)						
Module number M13b / M14a		Workload 150 h	Credits 6	Semester Generally from semester 3 onwards	Number of offers Generally every semester	Duration 1 semester
1	Course(s) Business Spanish B2		Attendance 4 SWS / 60 h Self-study 90 h		Language(s) of instruction The language of instruction and examination is Spanish.	Planned group size 15 students
2	Learning outcomes/competences Having successfully completed the module, students are able to - verbally explain and analyse the current economic, political and social situation in Spain and Europe in Spanish (specialist and methodological skills, levels 2: ‘understand’ and 4: ‘analyse’); - apply relevant knowledge on the Spanish economy, Spanish business conventions and the latest economic trends and developments (specialist and methodological skills, level 3: ‘apply’); - 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 (specialist and methodological skills, levels 1: ‘remember’ and 2: ‘understand’); - pass the test for the <i>Diploma de Español de los Negocios</i> of the chamber of industry and commerce in Madrid (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); - follow business administration and economics courses at a Spanish-speaking university and pass required subject-specific examinations (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); - understand intercultural differences between German-speaking and Spanish-speaking regions (specialist and methodological skills, level 2: ‘understand’);					
3	Contents - Deepening selected topics in advanced Spanish Grammar (B2 level according to the CEFR) while considering different communicative functions (action-oriented approach) - Systematic work on specialised business vocabulary - Sustainable businesses and careers - Environmental certificates, business values and socially responsible businesses - Commerce: procurement, distribution, payment terms - Marketing and advertising					

	• Banking in Spain, stock exchange, taxes (introduction) • The EU: European integration process; historical overview; economic and monetary union; political union; enlargements, reforms, advantages and disadvantages of the EU • Preparations for the semester in a Spanish-speaking country
4	Teaching and learning formats • Activating seminar sessions • Interactive exercises • Partner and group work • Role play, discussions and debates • Simulations • Case studies • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: knowledge and skills acquired in the module Business Spanish B1/B2
6	Types of examination 120-minute written examination (= 70%), project documentation (= 30 %) Students are required to document their respective projects in the form of a presentation including a handout and a glossary.
7	Requirements for award of credits Award of credits once all partial examinations have been passed
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Intermediate competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 6 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR i.H. Conchi Rico Albert (person responsible for the module and lecturer)
11	Further information Literature: • Alonso, Geni/González, Marta/Ortiz, Susana: Emprendedores, nivel B1, Madrid 2020. • Coello Arias, Manuel: Español para economistas. Spanisch für Wirtschaftswissenschaftler, Weinheim 2002. • Díaz, Eva u.a.: Atentamente. Handelskorrespondenz Spanisch, Stuttgart 2013. • Felices, Ángel u.a.: Cultura y negocios. El español de la economía española y latinoamericana, neue überarb. Aufl., Madrid 2021. • Larrañaga, Aihnoa/Arroyo, Margarita: El léxico de los negocios, deutsche Ausgabe, Madrid 2014. • Moncho Brunengo, Andrés: Wirtschaftsspanisch für Berufseinsteiger kompakt, München 2015.

	• Pareja, María José: Temas de empresa. Manual para la preparación del Certificado Superior del Español de los Negocios de la Cámara de Comercio de Madrid, 6. Aufl., Madrid 2019. • Prada, Marisa/Marcé, Pilar/Bovet, Montserrat: Entorno empresarial, nivel fusión B1-B2, Madrid 2022. • Suárez Lasierra, María/Dirscherl, Klaus: Einführung in die spanische Wirtschaftssprache, München 2001. • VV. AA: Gramática básica del estudiante de español, neue überarb. deutsche Ausgabe, Stuttgart 2021. • Current and authentic business press articles in Spanish All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading. See Moodle and/or MS Teams for interactive materials in digital form on the grammar and vocabulary topics as well as intercultural content covered during the semester.
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M13b / M14a: Business French B2 (communication skills module)						
Module number M13b / M14a		Workload 150 h	Credits 6	Semester Generally from semester 3 onwards	Number of offers Generally every semester	Duration 1 semester
1	Course(s) Business French B2		Attendance 4 SWS / 60 h Self-study 90 h		Language(s) of instruction The language of instruction and examination is French.	Planned group size 15 students
2	Learning outcomes/competences Having successfully completed the module, students are able to • apply for an internship in France. They are able to study in France (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); • communicate with business partners from French-speaking countries — at work, — over the phone, — at a business dinner, — in business letters and — presentations (specialist and methodological skills, level 3: ‘apply’); • understand information from business texts or conversations on France, its geography, education system and the political system in detail. They can recall and discuss this information using specialist terminology and correct grammar (specialist and methodological skills, levels 1: ‘remember’ and 2: ‘understand’); • understand and summarise French business texts independently (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); • reflect on their own language acquisition processes and apply learning strategies (specialist and methodological skills, levels 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’).					
3	Contents • Deepening the basics of French grammar (B2/C1 level according to the CEFR) while considering different communicative functions (action-oriented approach) • Systematic work on business vocabulary with the following specialisations: trade and commerce, economy and environment, controlling, stock exchange, corporations • Preparation for business administration studies in France, using authentic videos and business texts • Explaining French structures within the perspective of intercultural communication • Understanding, discussing and translating sophisticated texts on economic, political and socially relevant topics. • Guided and unassisted transfer exercises to practice speaking without notes					

4	Teaching and learning formats • Activating seminar sessions • Interactive exercises • Partner and group work • Role play, discussions and debates • Simulations • Case studies • Presentation • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: knowledge and skills acquired in the module Business French B1/B2
6	Types of examination 120-minute written examination (= 70%), project documentation (= 30 %) Students are required to document their respective projects in the form of a presentation including a handout and a glossary.
7	Requirements for award of credits Award of credits once all partial examinations have been passed
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Intermediate competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 6 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR. i. H. . Anne-Sophie Jansen-Lasnier (person responsible for the module and lecturer)
11	Further information Literature: • Boelcke, Jürgen/Straub, Bernard/Thiele, Paul: Dictionnaire de l'allemand économique, commercial et financier, allemand -français/français - allemand, Paris 2010. • Parpette, Chantal/Stauber, Julie: Réussir ses études d'économie-gestion en français, Grenoble 2014. • Penfornis, Jean-Luc: Affaires.com (niveau avancé) B2-C1, Paris 2017. • Schwarz-Frömel, Gabriele/Schmidthaler, Dorothea: Französische Grammatik für die Wirtschaftskommunikation, Wien 2016. • Wagner, Horst: Wörterbuch Wirtschaftsfranzösisch, Französisch-Deutsch, Berlin 2011. • Business press articles and authentic videos in French • Business news online: http://information.tv5monde.com/les-jt/eco All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M14b: Business Spanish C1 (communication skills module)						
Module number M14b		Workload 175 h	Credits 7	Semester Semester 4	Number of offers generally once per academic year (summer semester)	Duration 1 semester
1	Course(s) Business Spanish C1		Attendance 4 SWS / 60 h Self-study 115 h		Language(s) of instruction The language of instruction and examination is Spanish.	Planned group size 15 students
2	Learning outcomes/competences Having successfully completed the module, students are able to - verbally explain, discuss and analyse the current economic, political and social situation in Spain and Latin America in Spanish (specialist and methodological skills, levels 2: 'understand', 3: 'apply' and 4: 'analyse'); - communicate with Spanish-speaking business partners and colleagues and confidently navigate intercultural situations (specialist and methodological skills, levels 1: 'remember', 2: 'understand' and 3: 'apply'); - identify the idiomatic and lexical differences between the different varieties of Spanish of Latin America (specialist and methodological skills, level 4: 'analyse'); - understand information from business and political texts or conversations on select Spanish-speaking regions in detail. They can recall and discuss this information using correct grammar (specialist and methodological skills, levels 1: 'remember' and 2: 'understand'); - compile country reports, present them and comment on them in correct Spanish (specialist and methodological skills, levels 2: 'understand' and 5: 'evaluate').					
3	Contents - Perfection of Spanish grammar and characteristics of Latin American Spanish - Perfection of business vocabulary - Banking in Spain, stock exchange, taxes - Latin America: discussion of the current economic, political and social situation in selected countries - Compiling, presenting and analysing country reports - Deciding factors for the disparities between the levels of development of select Latin American (LA) countries: relations between LA and Europe, LA and Spain - Intercultural communication issues between German- and Spanish-speaking countries, their origins and their effects on professional relationships between German- and Spanish-speaking workers - Business conventions and typical faux pas					

	• Analysis of sophisticated texts on economic, political and socially relevant topics. • Preparations for the semester in a Spanish-speaking country
4	Teaching and learning formats • Activating seminar sessions • Interactive exercises • Partner and group work • Role play, discussions and debates • Simulations • Case studies • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: skills acquired in the module business Spanish B2
6	Types of examination 120-minute written examination (= 70%), project documentation (= 30%) Students are required to document their respective projects in the form of a presentation including a handout and a glossary.
7	Requirements for award of credits Award of credits once all partial examinations have been passed
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Advanced competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR i.H. Conchi Rico Albert (person responsible for the module and lecturer)
11	Further information Literature: • Coello Arias, Manuel: Español para economistas. Spanisch für Wirtschaftswissenschaftler, Weinheim 2002. • Díaz, Eva u.a.: Atentamente. Handelskorrespondenz Spanisch, Stuttgart 2013. • Felices, Ángel u.a.: Cultura y negocios. El español de la economía española y latinoamericana, neue überarb. Aufl., Madrid 2021. • Felices, Ángel u.a.: Español para el comercio mundial del siglo XXI. Términos y expresiones esenciales en el mundo de los negocios, Madrid 2015. • Furió Blasco, Elies u.a.: El español en entornos profesionales. Empresas, mercados, cultura, Madrid 2016. • Iriarte, Emilio/Núñez, Emilia: Empresa siglo XXI. El español en el ámbito profesional, 2. Aufl., Madrid 2015.

	• Moncho Brunengo, Andrés: Wirtschaftsspanisch für Berufseinsteiger kompakt, München 2015. • Pareja, María José: Temas de empresa. Manual para la preparación del Certificado Superior del Español de los Negocios de la Cámara de Comercio de Madrid, 6. Aufl., Madrid 2019. • Suárez Lasierra, María/Dirscherl, Klaus: Einführung in die spanische Wirtschaftssprache, München 2001. • VV. AA: Gramática básica del estudiante de español, neue überarb. deutsche Ausgabe, Stuttgart 2021. • In-house scripts, worksheets • Current and authentic business press articles in Spanish All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading. See Moodle and/or MS Teams for interactive materials in digital form on the grammar and vocabulary topics as well as intercultural content covered during the semester.
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M14b: Business French C1 (communication skills module)							
Module number M14b		Workload 175 h	Credits 7	Semester Semester 4	Number of offers generally once per academic year (summer semester)	Duration 1 semester	
1	Course(s) Business French C1		Attendance 4 SWS / 60 h Self-study 115 h		Language(s) of instruction The language of instruction and examination is French.		Planned group size 15 students
2	Learning outcomes/competences Having successfully completed the module, students are able to - verbally explain, discuss and analyse the current economic, political and social situation in France and Europe in French (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’ and 4: ‘analyse’); - communicate with French-speaking business partners and colleagues and confidently navigate intercultural situations (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’); - present a French group and comment on it in French in written and oral form (specialist and methodological skills, levels 2: ‘understand’ and 5: ‘evaluate’); - follow business administration and economics courses at a French-speaking university and pass required subject-specific examinations (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’ and 3: ‘apply’).						
3	Contents - Perfection of French grammar - Perfection of business vocabulary - France: discussion of the current economic, political and social situation - Intercultural communication issues between German- and French-speaking countries, their origins and their effects on professional relationships between German- and French-speaking workers The French as business partners, colleagues in France, intercultural communication issues, synergies between Germany and France - Analysis of sophisticated texts on economic, political and socially relevant topics. - Preparations for the semester in a French-speaking country						
4	Teaching and learning formats - Activating seminar sessions - Interactive exercises - Partner and group work - Role play, discussions and debates						

	• Simulations • Case studies • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: knowledge and skills acquired in the module Business French B2
6	Types of examination 120-minute written examination (= 70%), project documentation (= 30 %) Students are required to document their respective projects in the form of a presentation including a handout and a glossary.
7	Requirements for award of credits Award of credits once all partial examinations have been passed
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty Advanced competence in a second international business language / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 7 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) StR. i. H. Anne-Sophie Jansen-Lasnier (person responsible for the module and lecturer)
11	Further information Literature: • Boelcke, Jürgen/Straub, Bernard/Thiele, Paul: Dictionnaire de l'allemand économique, commercial et financier, allemand -français/ français - allemand, Paris 2010. • Nelli, Martina/Sullivans, Michael/Schuhmacher, Julia: Wirtschaftsfranzösisch Paralleltex Kurzeschichten, Polyglot PlanetPublishing 2015. • Parpette, Chantal/Stauber, Julie: Réussir ses études d'économie-gestion en français, Grenoble 2014. • Schwarz-Frömel, Gabriele/Schmidthaler, Dorothea: Französische Grammatik für die Wirtschaftskommunikation, Wien 2016. • Wagner, Horst: Wörterbuch Wirtschaftsfranzösisch, Französisch-Deutsch, Berlin 2011. • French business press articles • Business news online: http://information.tv5monde.com/les-je/eco • Current, authentic business press articles • Authentic videos All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.

M15–17a: Marketing and Brand Management in an Intercultural Context (specialisation module)					
Module number	Workload	Credits	Semester	Number of offers	Duration
M15–17a	250 h	10	Generally from semester 4 onwards	Generally once per academic year	1 semester
1	Course(s) 1) Marketing Management 2) Buyer Behaviour and Brand Management	Attendance 1) 3 SWS / 45 h 2) 3 SWS / 45 h Self-study 160 h	Language(s) of instruction The language of instruction and examination is German (with some English parts and applications).	Planned group size 20 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to - describe marketing as market-orientated corporate or business management, explain basic attitudes and tasks of marketing management and derive special features of marketing in different sectors and contexts (specialist and methodological skills, levels 2: 'understand' and 4: 'analyse'); - explain, transfer and apply strategic marketing planning and the individual planning steps for developing a marketing concept in practice (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); - determine and use suitable methods and techniques to understand customer needs, analyse the initial situation of markets and stakeholders, deduce marketing problems and derive objectives (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 6: 'create'); - differentiate and explain marketing strategies and marketing instruments, analyse them methodically and evaluate and argue alternative strategy and instrument options of the marketing concept in a differentiated manner (specialist and methodological skills, levels 2: 'understand', 3: 'analyse' and 5: 'evaluate'); - contextualise the relevance of buyer behaviour for targeted marketing, interpret, justify and investigate or measure buyer behaviour on the basis of explanatory models, theoretical constructs and processes (specialist and methodological skills, levels 2: 'understand', 4: 'analyse' and 5: 'evaluate'); - derive relevant consequences for marketing based on the explanation of relevant purchase decision processes and apply findings from buyer behaviour research to marketing practice in a targeted manner (specialist and methodological skills, levels 3: 'apply', 5: 'evaluate' and 6: 'create'); - discuss the importance and the process of identity-based brand management and the positioning of brands and explain this using case studies				

	(specialist and methodological skills, levels 2: 'understand', 4: 'analyse' and 5: 'evaluate'); - differentiate and argue the objectives, brand strategy options and success factors in brand management and evaluate and derive them on the basis of specific examples as well as describe and evaluate the process, components and functions of brand design in terms of holistic branding (specialist and methodological skills, levels 2: 'understand', 4: 'analyse', 5: 'evaluate' and 6: 'create'); - transfer the theoretical knowledge to specific practical examples and marketing problems, apply it in a solution-oriented manner and argue it appropriately, as well as recognise and analyse ethical issues and current developments and trends and work on them cooperatively and responsibly in groups (specialist and methodological skills, levels 3: 'apply', 4: 'analyse', 5: 'evaluate', 6: 'create', social skills and self-competence); - determine the basic intercultural marketing characteristics of cross-border business activities and derive starting points for the professional self-image of a marketing manager in an international context (specialist and methodological skills, level 2: 'understand' and self-competence).
3	Contents Marketing Management - Marketing as market-oriented business management - Characteristics of and attitudes towards marketing in different sectors - Strategic marketing planning and planning steps marketing conception - Analysis of the marketing situation and setting marketing goals - Systematisation and evaluation of marketing strategy options - Operational marketing planning and marketing mix: product and assortment policy, communication policy, pricing policies, distribution policy - Marketing in an international context - Practical cases from various industry contexts - Societal and ethical aspects of marketing in an intercultural context - Latest developments and current trends Buyer Behaviour and Brand Management - Fundamentals of buyer behaviour and consumer research - Psychological explanations in buyer behaviour: activating and cognitive processes (activation, emotion, motivation, attitude, perception, learning, memory) - Influences of personal, social and (country-specific) cultural behavioural determinants - Fundamentals of brands and objectives of brand management - Identity-based branding and brand positioning - Systematisation and evaluation of marketing strategy options - Brand design, branding and instruments of brand management - Practical cases from various industry contexts - Intercultural aspects of buyer behaviour and brand management - Societal and ethical aspects of buyer behaviour and brand management in an intercultural context - Latest developments and current trends
4	Teaching and learning formats Activating seminar sessions including practical cases, tasks, project work and presentations. Exercises and short cases allow concrete practical application and

	continuous assessment of the knowledge acquired. The courses are accompanied by business cases, guest lectures by experts with practical experience and field trips in the industry. Presentation documents and/or learning content on learning platforms serve as didactic tools. • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus. Especially module 1 (Business and Management) provides relevant input for this module.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module sets the foundation for specialised professional occupations. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Anne Christin Kemper (person responsible for the module and lecturer)

11	Further information Literature: • Baumgarth, Carsten: Markenpolitik: Markentheorien, Markenwirkungen, Markenführung, Markencontrolling, Markenkontexte, 4. Aufl., Wiesbaden 2014. • Burmann, Christoph/Halaszovich, Tilo/Schade, Michael/Klein, Kristina/Piehler, Rico: Identitätsbasierte Markenführung. Grundlagen, Strategie, Umsetzung, Controlling, 4. Aufl., Wiesbaden 2021. • Czinkota, Michael R./Kotabe, Maasaki/Vrontis, Demetris/Shams, S.M. Riad: Marketing Management. Past, Present and Future, 4. Aufl., Cham 2021. • Esch, Franz-Rudolf: Strategie und Technik der Markenführung, 10. Aufl., München 2024. • Homburg, Christian: Marketingmanagement. Strategie - Instrumente - Umsetzung - Unternehmensführung, 7. Aufl., Wiesbaden 2020. • Kotler, Philip/Keller, Kevin Lane/Chernev, Alexander: Marketing Management. 16. Aufl. (Global Edition), Harlow Essex 2021. • Kroeber-Riel, Werner/Gröppel-Klein, Andrea: Konsumentenverhalten, 11. Aufl., München 2019. • Meffert, Heribert/Burmann, Christoph/Kirchgeorg, Manfred/Eisenbeiß, Maik: Marketing: Grundlagen marktorientierter Unternehmensführung. Konzepte, Instrumente, Praxisbeispiele, 14. Aufl., Wiesbaden 2023. • Müller, Stefan/Gelbrich, Katja: Interkulturelles Konsumentenverhalten, München 2021. • Scharf, Andreas/Schubert, Bernd/Hehn, Patrick: Marketing. Einführung in Theorie und Praxis, 7. Aufl., Stuttgart 2022. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M15–17b: International and Digital Marketing (specialisation module)					
Module number	Workload	Credits	Semester	Number of offers	Duration
M15–17b	250 h	10	Generally from semester 4 onwards	Generally once per academic year	1 semester
1	Course(s) 1) International Marketing Management 2) Digital Marketing and Digital Communication	Attendance 1) 4 SWS / 60 h 2) 2 SWS / 30 h Self-study 160 h	Language(s) of instruction The language of instruction and examination is German (with some English parts and applications).	Planned group size 20 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to - describe and explain the meaning, motives and objectives of international marketing based on international market-oriented management of businesses (specialist and methodological skills, level 2: 'understand'); - analyse the specific requirements of international marketing, differentiate and evaluate supporting and inhibiting factors of national markets, analyse problems of international marketing with specific information needs as well as to choose methods to meet that need, and explain their choices (specialist and methodological skills, levels 4: 'analyse', and 5: 'evaluate'); - explain the different phases of the planning process of international marketing and differentiate and evaluate the different decision areas and alternatives of strategic international marketing as well as the application of marketing instruments in the field of tension between standardisation and differentiation (specialist and methodological skills, levels 2: 'understand', 4: 'analyse' and 5: 'evaluate'); - apply suitable analysis and planning methods to help with decision-making according to the situation at hand, to consider alternative solution approaches for international marketing problems and to devise solutions independently as well as to critically examine and evaluate the background of market entry and market development decisions (going and being international) (specialist and methodological skills, levels 3: 'apply', 5: 'evaluate' and 6: 'create'); - name and explain central terms, methods and tools of digital marketing and digital communication (specialist and methodological skills, levels 1: 'remember' and 2: 'understand'); - categorise the application of different online, social media and mobile marketing tools, explain, apply and evaluate the application of such tools using examples as well as interpret key performance indicators (KPIs) of web analytics (specialist and methodological skills, levels 2: 'understand', 3: 'apply' and 5: 'evaluate'); - identify and analyse ethical concerns and current trends in the topics covered, investigate intercultural marketing specifics in detail, cooperatively and responsibly				

	prepare relevant issues in groups as well as communicate the results professionally and appropriate to the target group (specialist and methodological skills, levels 2: ‘understand’ and 4: ‘analyse’, social skills and self-competence); • apply the theoretical knowledge to concrete use cases of international business practice in (non-)digital business contexts, argue it in a nuanced way in teamwork and connect the knowledge in a solution-oriented manner (specialist and methodological skills, levels 3: ‘apply’, 5: ‘evaluate’ and 6: ‘create’, social skills and self-competence); • argue and organise use cases of international marketing and digital marketing as well as to devise a professional self-image of an international marketing manager and an online marketing manager (social skills and self-competence).
3	Contents International Marketing Management • Fundamentals, specifics and framework of international marketing • Planning process of international marketing management • International environment analyses and specifics of international market research • Motives and objectives of international marketing • Strategic basic options in international marketing • International marketing strategies: country market selection, market segmentation, market entry and market development • International application of marketing instruments: product, pricing, distribution, communication and branding policy • Methods and tools for supporting decision-making in international marketing • Digital and analogue business cases from different industry contexts • Intercultural and ethical aspects in international marketing • New developments and trends in international marketing, digital marketing and digital communication Digital Marketing and Digital Communication • Fundamentals of digital marketing and digital communication • Instruments of online marketing (e.g. corporate website, e-mail-marketing, display advertising, affiliate marketing, search engine marketing (SEM), voice marketing) • Instruments of social media marketing (e.g. blogs, communities, microblogging, social networks, content sharing and rating platforms, influencer marketing) • Instruments of mobile marketing (e.g. SMS, MMS, Bluetooth and QR code marketing, mobile apps, app store advertising and optimisation, mobile display advertising) • Key performance indicators (KPIs) and tools in digital marketing • Examples and practical cases from different industry contexts • Current developments and trends (e.g. metaverse, (generative) AI, virtual influencers)
4	Teaching and learning formats • Activating seminar sessions including practical cases, tasks, research or project work and presentations. Exercises and short cases allow concrete practical application and continuous assessment of the knowledge acquired. The courses are accompanied by business cases, guest lectures from and/or field trips in the industry, e.g. to digital

	marketing trade fairs. Presentation documents, learning content on learning platforms or software tools serve as didactic tools. • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus. Students learn the knowledge required in Core Modules 1 (Business Administration) and 4 (International Business Economics) as well as Modules 15–17a (Marketing and Brand Management in an Intercultural Context). Modules 15–17b can be taken independently of modules 15–17a.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds advanced competences for specialised professional activities in internationally oriented businesses. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Anne Christin Kemper (person responsible for the module and lecturer)

11	Further information Literature: • Backhaus, Klaus/Voeth, Markus: Internationales Marketing, 6. Aufl., Stuttgart 2010. • Beilharz, Felix/Alby, Tom/Dahnke, Niels/Kamps, Ingo/Kattau, Nils et al.: Der Online Marketing Manager. Handbuch für die Praxis, 2. Aufl., Heidelberg 2020. • Berndt, Ralph/Fantapie-Altobelli, Claudia/Sander, Matthias: Internationales Marketingmanagement, 6. Aufl., Berlin, Heidelberg 2020. • Cateora, Philip R./Money, R. Bruce/Gilly, Mary C./Graham, John: International Marketing, 19. Aufl. (International Edition), New York 2023. • Czinkota, Michael/Ronkainen, Ilkka A./Cui, Annie: International Marketing, 11. Aufl., Andover/Hampshire 2022. • Doole, Isobel/Lowe, Robin/Kenyon, Alexandra: International Marketing Strategy. Analysis, Development and Implementation, 9. Aufl., Andover/Hampshire 2022. • Hassler, Marco: Digital und Web Analytics. Metriken auswerten, Besucherverhalten verstehen, Website optimieren, 5. Aufl., Frechen 2019. • Hill, Charles W.L.: International business: Competing in the Global Marketplace, 14. Aufl. (Global Edition), Maidenhead 2023. • Kreutzer, Ralf T.: Online-Marketing, 3. Aufl., Wiesbaden 2021. • Lammenett, Erwin: Praxiswissen Online-Marketing. Affiliate-, Influencer-, Content-, Social-Media-, Amazon-, Voice-, B2B-, Sprachassistenten- und E-Mail-Marketing, Google Ads, SEO, 8. Aufl., Wiesbaden 2021. • Müller, Stefan/Gelbrich, Katja: Interkulturelles Marketing, 2. Aufl., München 2015. • Swoboda, Bernhard/Schramma-Klein, Hanna/Halaszovich, Tilo: Internationales Marketing. Going und Being International, 4. Aufl., München 2021. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M15–17c: International Economic Policy for Managers (specialisation module)						
Module number M15–17c		Workload 250 h	Credits 10	Semester Generally from semester 4 onwards	Number of offers Generally once per academic year	Duration 1 semester
1	Course(s) 1) Institutional Economics in an International Context 2) Economics of Strategy and Management		Attendance 1) 2 SWS / 30 h 2) 4 SWS / 60 h Self-study 160 h		Language(s) of instruction The language of instruction and examination is English.	Planned group size 20 students
2	Learning outcomes/competences Having successfully completed the module, students are able to - adequately understand and contextualise sophisticated academic literature on comparative economics and economic policy (specialist literature and essays in English and other languages) that reflect the current state of research, critically contextualise and comment on the findings and apply them to the related issues (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’); - repeat, critically evaluate and independently apply the central reference approach to economic analyses of countries (endogenous growth theory, Washington Consensus, institutional economics, constitutional economics etc.) (specialist and methodological skills, levels 1: ‘remember’, 2: ‘understand’, 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’); - repeat the relevant aspects of economic analyses of countries and the key figures required for this. Based on this knowledge, students can competently evaluate economic analyses of countries from other sources and independently create a secondary analysis of countries (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’, 4: ‘analyse’, 5: ‘evaluate’ and 6: ‘create’); - repeat the basic aspects of economic theories and apply them to the most important issues of internationally operating businesses while considering market structures, market behaviour and market results in a solution-oriented manner (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’); - interpret current and future trends and independently put them into the overall economic context. Students can systematically understand issues and the interface between business administration and economics, identify suitable solution concepts					

	and independently develop them considering ethical aspects of business administration and the overall economy (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse', 5: 'evaluate' and 6: 'create'); - find central key figures in relevant sources, understand how they were calculated and carry out such calculations themselves Students can critically evaluate their meaning and point out possible deficits. (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - contextualise objectives and instruments of (supra-)national and international economic policy adequately (with knowledge of their institutions). They can evaluate economic issues while considering aspects of allocation, distribution, stabilisation and stability from different points of view and independently create analyses with practical applications on these issues (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - apply strategic concepts (e.g. game theory) to corporate and economic challenges in a solution-oriented manner (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); Additionally, students strengthen their social skills by training their competences in connection to communication, cooperation and conflicts in intercultural contexts while devising and presenting case studies together with international students.
3	Contents Institutional Economics in an International Context - Basic institutional issues and comparative perspectives in economics - Foundations of long-run economic growth and differences among nations - Economic systems, governance structures and economic outcomes: the important role of institutions - Government failure, lobbying and rent seeking - Necessary ingredients of an environment for growth and prosperity - Analysis of different regions in the world and their economic features: methods of comparisons - Economic systems in practice: comparative regional analyses of the European Union, North/Latin America and Asia Economics of Strategy and Management - Economic thinking for managers and the importance of institutional background - Fundamentals of the theory of (international) economic policy - Optimal decision-making based on economic tools - Economic theory of the firm from a business perspective - Behavioural aspects of economics and business analysis - Efficiency of markets and causes of net-welfare losses - More advanced good market structures and strategic games

	• Special features of production factor markets: labour and capital • Economics of information and social economics • Short-run macroeconomic analysis for management decision-makers
4	Teaching and learning formats • Activating face-to-face seminar sessions Working on numerous use cases, case studies and exercises in this course allows continuous assessment of the knowledge acquired. This module is also taken by international/degree-seeking students. The course may include guest lectures on select topics. • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: none Subject-related: recommended: The relevant knowledge required is taught especially in the modules M2 (Economics) and M4 (International Business Economics).
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds the competences required for specialised professional roles in internationally oriented businesses. This module can be taken by English-speaking incoming/exchange students. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Funk (person responsible for the module and lecturer)

11	Further information Literature (compulsory): • Acemoglu, Daron/Laibson, David/List, John: Economics, 3. Aufl., Boston u. a.2022. • Daniels, Joseph P./Van Hoose, David D.: Global Economic Issues and Policies, 4. Aufl., London/New York 2018. • Gerber, James: International Economics, 8. Aufl., Harlow u. a.2023. • Heather, Ken/Stefanova, Simka: Maths for Economics. A Companion to Mankiw and Taylor Economics, London u. a. 2017. • Mankiw, N. Gregory/Taylor, Mark P./Ashwin, Andrew: Business Economics, 4. Aufl., London u. a.2024. • Münter, Markus Thomas: Wettbewerb und Unternehmensstrategie, Konstanz 2022. • Sawyer, W. Charles/Sprinkle, Richard L.: Applied International Economics. 5. Aufl., London/New York 2020. • Sloman, John/Garratt, Dean/Guest, Jon/Jones, Elizabeth: Economics for Business, 9. Aufl., Harlow u. a.2023. • Wentzel, Arnold: A Guide to Argumentative Research Writing and Thinking, London 2018. Additional materials and specific literature references, such as specialised articles, are provided in the courses. All literature must be read in its latest edition. See the course materials for an up-to-date list.
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M15–17d: International Distribution Management (specialisation module)						
Module number M15–17d		Workload 250 h	Credits 10	Semester Generally from semester 4 onwards	Number of offers Generally once per academic year	Duration 1 semester
1	Course(s) 1) Sales Management 2) E-Distribution and E-Commerce 3) Distribution Logistics		Attendance 1) 2 SWS / 30 h 2) 2 SWS / 30 h 3) 2 SWS / 30 h Self-study 160 h		Language(s) of instruction The language of instruction and examination is English.	Planned group size 20 students
2	Learning outcomes/competences Having successfully completed the module, students are able to explain, apply, evaluate and compile the facts of a case of international distribution management, as they - understand the basic models, methods, theories, terminology and interdependencies in the area of distribution (specialist and methodological skills, level 2: ‘understand’); - have the ability to critically reflect on and apply the skills, models and methods (specialist and methodological skills, levels 3: ‘apply’ and 5: ‘evaluate’); - develop an understanding of the impacts of decisions while considering ecological, economic and social criteria (specialist and methodological skills, level 6: ‘create’); - learn to discuss distribution problems in teams and solve them together (social, specialist and media skills, level 3: ‘apply’) - apply simple theories in pre-structured case studies in a solution-oriented way (specialist and media skills, level 3: ‘apply’).					
3	Contents Sales management - Fundamentals of sales management - Distribution channel management: distribution systems, ways and channels of distribution, multichannel systems, cooperation strategies - Design and management of sales organisation: analysis methods, distribution organisation, planning and monitoring of sales staff, remuneration systems, customer relationship management E-Distribution and E-Commerce - Technical and economic fundamentals of e-commerce - Mobile commerce, voice commerce, social commerce - E-shop, e-marketplace					

	• E-distribution, e-fulfilment, e-payment • Returns management Distribution Logistics • Systems of transport, handling and warehouse logistics • Distribution logistics in industrial businesses • Trade logistics • Disposal and recycling • Logistics service providers • City logistics / last mile logistics
4	Teaching and learning formats • Seminar-like lecture including practical elements (exercises, projects, simulations) As a rule, innovative teaching/learning formats are used for the self-study process, such as problem- and project-based learning and e-learning technology. • The course sessions are generally face-to-face.
5	Prerequisites Formal: very good command of English (this module is held in English) Subject-related: We recommend following the syllabus.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds advanced competences for specialised professional activities in internationally oriented businesses. This module can be taken by English-speaking incoming/exchange students. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade Credits 10
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Scheideler (person responsible for the module and lecturer)

11	Further information Literature: • Heinemann, Gerrit: Der neue Online-Handel, 13. Aufl., Wiesbaden 2022. • Homburg, Christian/Schäfer, Heiko/Schneider, Janna: Sales Excellence: Vertriebsmanagement mit System, 8. Aufl., Wiesbaden 2016. • Koether, Reinhard: Distributionslogistik: Effiziente Absicherung der Lieferfähigkeit, 3. Aufl., Wiesbaden 2018. • Kollmann, Tobias: E-Business: Grundlagen elektronischer Geschäftsprozesse in der Digitalen Wirtschaft, 7. Aufl., Wiesbaden 2019. • Krampe, Horst/Lucke, Hans-Joachim/Schenk, Michael: Grundlagen der Logistik – Theorie und Praxis logistischer Systeme, 4. Aufl., München 2012. • Muchna, Claus/Brandenburg, Hans/Fottner, Johannes/Gutermuth, Jens: Grundlagen der Logistik – Begriffe, Strukturen und Prozesse, 2. Aufl., Wiesbaden 2021. • Schögel, Marcus: Distributionsmanagement, München 2012. • Specht, Günter/Fritz, Wolfgang: Distributionsmanagement, 4. Aufl., Stuttgart u. a. 2005. • Wirtz, Bernd W.: Electronic Business, 7. Aufl., Wiesbaden 2020. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M15–17e: International Human Resources Management (IHRM) (specialisation module)						
Module number		Workload	Credits	Semester	Number of offers	Duration
M16–17e		250 h	10	Generally from semester 4 onwards	Generally once per academic year	1 semester
1	Course(s)		Attendance	Language(s) of instruction	Planned group size	
	1) Domestic Human Resources Management		1) 1 SWS / 15 h	The language of instruction and examination is English (with some German parts and applications).	20 students	
	2) International Human Resources Management		2) 5 SWS / 75 h			
			Self-study 160 h			
2	Learning outcomes/competences Having successfully completed the module, students are able to - outline the main fields of activity of modern human resources management in a local context (specialist and methodological skills, level 1: ‘remember’); - name theoretical backgrounds, research strategies and application concepts of international human resources management (IHRM) (specialist and methodological skills, level 1: ‘remember’); - interpret the three main research paradigms of IHRM in relation to concrete tasks of IHMR (specialist and methodological skills, level 2: ‘understand’); - analyse the concepts learned and apply them to case studies (specialist and methodological skills, level 3: ‘apply’ and 4: ‘analyse’); - discuss and devise solutions in groups, which are then presented (specialist and methodological skills, level 2: ‘understand’).					
3	Contents Domestic Human Resources Management - Fundamentals of human resources management - Personnel planning including planning personnel requirements, recruiting, deployment, development and reduction - Leadership - Motivation International Human Resources Management - Introduction (trends, figures, differences between HRM and IHRM, IHRM in small and medium-sized enterprises (SME)) - Posting as an important instrument in IHRM (immigration law, employment law, social security law, tax law, workers’ protection rights)					

	• Intercultural HRM (culture, organisation, corporate culture, culture models, leadership and culture, Hofstede's cultural dimensions theory, GLOBE programme) • Comparative HRM (convergence/divergence, comparative studies such as CRANET and Creating People Advantage by the Boston Consulting Group, differentiated HR practices) • Strategies of IHRM in multinational groups (requirements for management in international groups, standardisation/localisation, effects between headquarters and subsidiaries, (the contribution of IHRM to) internationalisation strategies, EPRG framework and other concepts of classification, Bartlett's and Ghoshal's model or the Uppsala model of ideal internationalisation strategies)
4	Teaching and learning formats • Lecture and activating seminar sessions • Group work on assignments and case studies • Guest lectures and workshops • The course sessions are generally face-to-face.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds the skills for specialised professional activities in internationally oriented businesses and can be taken by English-speaking exchange/incoming students. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Michael Bugge (person responsible for the module and lecturer)
11	Further information Literature: • Berthel, Jürgen/Becker Fred G.: Personal-Management, Grundzüge für Konzeptionen betrieblicher Personalarbeit, 12. Aufl., Stuttgart 2022 • Bröckermann, Reiner: Personalwirtschaft – Ein Lehr- und Übungsbuch für Human Resource Management, 8. Aufl., Stuttgart 2021 • Crawley, Eileen/Swales, Stephen/Walsh, David: Introduction to International Human Resource Management Bachelor, New Dehli 2015. • Dowling, Peter J./Festing, Marion /Engle, Allen D.: International Human Resource Management, 8. Aufl., Hampshire 2023.

	• Festing, Marion/Dowling, Peter/Weber, Wolfgang/Engle, Allen D.: Internationales Personalmanagement, 3. Aufl., Wiesbaden 2011. • Reiche, Sebastian B./Tenzer, Helene/Harzing, Anne-Wil: International Human Resource Management, 6. Aufl., London 2023. • Schneider, Susan C./Barsoux, Jean-Louis/Stahl, Günter K.: Managing across cultures, 3. Aufl., Harlow 2014. • Wöhe, Günter /Döring, Ulrich/Brösel Gerrit: Einführung in die Allgemeine Betriebswirtschaftslehre, 27. Aufl., München 2020 • Human Resource Management Journal, Wiley • The International Journal of Human Resource Management, Taylor and Francis (https://www.tandfonline.com/journals/rijh20) • Personal quarterly, Haufe-Lexware All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M15–17f: Current Trends in International Controlling (specialisation module)						
Module number		Workload	Credits	Semester	Number of offers	Duration
M15–17f		250 h	10	Generally from semester 4 onwards	Generally once per academic year	1 semester
1	Course(s) 1) Value-Based Controlling 2) Controlling in Multinationals 3) Case Studies in International Controlling		Attendance 1) 2 SWS / 30 h 2) 2 SWS / 30 h 3) 2 SWS / 30 h Self-study 160 h		Language(s) of instruction The language of instruction and examination is German (with some English parts and applications). Planned group size 20 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to: • discuss driving forces of value-based business management in an international context, discriminate between the intrinsic and extrinsic value of a business as well as differentiate methods of business valuation in an academically sound manner (specialist and methodological skills, levels 1: ‘remember’ and 2: ‘understand’); • apply internationally prevalent value-based concepts of key figures to their calculations, analyse the results, derive recommendations for action as well as critically evaluate the way in which the concepts can be shaped and used as management tools (specialist and methodological skills, levels 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’); • identify where sustainability management can be integrated into value-based controlling and suggest optimisation for fictitious/real practical cases: from value-based parameters to strategies, programmes and management systems as well as capital market communication (specialist and methodological skills, levels 4: ‘analyse’, 5: ‘evaluate’ and 6: ‘create’); • outline and explain the main challenges/disruptive factors as well as adjustment and extension requirements of controlling based on the current global environment and the characteristics of international groups (specialist and methodological skills, levels 1: ‘remember’ and 2: ‘understand’); • illustrate and assess the effects of important international financial reporting standards (IFRS) on parameters of controlling and to critically appreciate the harmonised accounting and its realisation in practice (specialist and methodological skills, levels 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’); • illustrate issues specific to investment controlling and continuous performance controlling in international businesses in a differentiated way, recommend methodical solution approaches, apply them to their calculations and critically evaluate them (specialist and methodological skills, levels 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’);					

	- weigh up basic decision parameters for the organisation of international controlling and discuss the latest development trends of a digitally optimised, efficient and agile financial organisation (specialist and methodological skills, levels 1: 'remember' and 2: 'understand'); - analyse practical case studies on developments in international controlling, work on solution proposals and present them in a team (specialist and methodological skills, levels 4: 'analyse', 5: 'evaluate' and 6: 'create'). Through this work, students train their communication, cooperation and conflict skills (social skills).
3	Contents Value-Based Controlling - Academic concepts and status quo in practice - Measuring business value: value-based key figure concepts (multiples, DCF methods, esp. free cash flow, WACC and shareholder value, residual profit methods, esp. EVA® and MVA®, comparison and interrelations) - Managing business value: value driver model, implementing value-increasing strategies and programmes sustainably (financial and non-financial drivers, shareholder value added, value levers and frameworks at corporate and business level) Controlling in Multinationals - Current context of international controlling, main problems specific to international controlling - Ratio systems: international accounting/implications of IFRS for controlling, harmonisation of accounting, concept of functional currency conversion - Tasks and instruments: Valuation of foreign investments from the perspective of the parent company and subsidiary, methodological solutions for additional risks, currency conversion and continuous performance monitoring, international transfer pricing - Organisation of controlling in the field of tension between standardisation and differentiation as well as efficiency and stability, shared services and the financial organisation of the future Case Studies in International Controlling - Interactive practical case studies in group and partner work: accompanying, deepening and supplementing international controlling developments - Diverse range of topics, adapted to current developments: mix of strategic and operational, newer and traditional instruments of controlling

4	Teaching and learning formats • Activating seminar sessions, numerous exercises and use cases from industry practice allow continuous applicability, assessment of students' learning progress and systematic examination preparation, case studies teach students transfer skills and social skills in group work. • Presentation documents, drawing tools (e.g. visualizers and tablets), digital quizzes and learning content on learning platforms serve as didactic tools. • The course sessions of this module are generally face to face. Optionally, the course sessions may be held in hybrid form (meaning face-to-face and in a virtual meeting at the same time) upon individual decision by the respective professor.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds the skills for specialised professional activities in internationally oriented businesses / Module also allocated to the bachelor's programme in Business Administration
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Lachmann (person responsible for the module and lecturer)

11	Further information Literature: • Bösch, Martin: Globalisierung und Internationales Finanzmanagement, Stuttgart 2019. • Coenenberg, Alfred G./Salfeld, Rainer/Schultze, Wolfgang: Wertorientierte Unternehmensführung, 3. Aufl., Stuttgart 2015. • Friedl, Gunther/Hofmann, Christian/Pedell, Burkardt: Kostenrechnung, 4. Aufl., München 2022. • Funk, Wilfried/Rossmanith, Jonas: Internationale Rechnungslegung und Internationales Controlling, 3. Aufl., Wiesbaden 2017. • Gleich, Ronald: Organisation des Controllings, Freiburg/München/Stuttgart 2021. • Hoffjan, Andreas: Internationales Controlling, Stuttgart 2009. • Koller, Tim/Goedhart, Marc/Wessels, David: Valuation, 7. Aufl., New Jersey 2020. • Rappaport, Alfred: Creating Shareholder Value, 2. Aufl., New York 1998. • Rieg, Robert: Internationales Controlling, München 2020. • Sailer, Ulrich: Nachhaltigkeitscontrolling, 4. Aufl., München 2022. • Weber, Jürgen/Bramseman, Urs/Heineke, Carsten/Hirsch, Bernhard: Wertorientierte Unternehmenssteuerung, 2. Aufl., Wiesbaden 2017. • Weber, Jürgen/Schäffer, Utz/Binder, Christoph: Einführung in das Controlling, Übungen und Fallstudien, 5. Aufl., Stuttgart 2022. All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M15–17g: International Accounting (specialisation module)					
Module number	Workload	Credits	Semester	Number of offers	Duration
M15–17g	250 h	10	Generally from semester 4 onwards	Generally every semester	1 semester
1	Course(s) 1) International Financial Reporting Standards (IFRS) 2) Consolidated Financial Statements 3) Financial Statements Analysis and Accounting Policy	Attendance 1) 2 SWS / 30 h 2) 2 SWS / 30 h 3) 2 SWS / 30 h Self-study 160 h	Language(s) of instruction The language of instruction and examination is German (with some English parts and applications).	Planned group size 20 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to - explain recognition and measurement rules for key balance sheet items in accordance with IFRS and apply them to practical cases (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); - analyse the advantages and disadvantages of the different options in recognition and measurement rules and evaluate their effects (specialist and methodological skills, levels 4: ‘analyse’, and 5: ‘evaluate’); - justify the necessity of consolidated financial statements and to check if a business is obligated to prepare a consolidated financial statement (specialist and methodological skills, levels 4: ‘analyse’, and 5: ‘evaluate’); - explain the regulations defining the scope of consolidation as well as the further steps to prepare a consolidated financial statement and to apply them to practical cases (specialist and methodological skills, levels 2: ‘understand’ and 3: ‘apply’); - analyse the advantages and disadvantages of the different options in consolidation rules and evaluate their effects (specialist and methodological skills, levels 4: ‘analyse’, and 5: ‘evaluate’); - determine the key figures for analysing net assets, finances and results of operations of a business and use them to suitably analyse financial statements (specialist and methodological skills, levels 3: ‘apply’ and 4: ‘analyse’); - evaluate the limitations of such analysis options (specialist and methodological skills, level 5: ‘evaluate’); - identify and show the scope for structuring the balance sheet and to evaluate its effect on the business analysis (specialist and methodological skills, levels 5: ‘evaluate’ and 6: ‘create’).				

3	Contents International Financial Reporting Standards (IFRS) • Institutional framework of the International Financial Reporting Standards (IFRS) and differences compared to German GAAP • Principles of recognition, measurement and disclosure for material items, such as: ○ Intangible assets ○ Tangible assets (property, plant and equipment) ○ Inventories ○ Lease accounting ○ Profit recognition ○ Financial instruments accounting ○ Provisions ○ Deferred taxes Consolidated Financial Statements • Fundamental principles of consolidated financial statements • Legal requirement to prepare and file consolidated financial statements • Consolidation scopes • Principle of consistent accounting • Currency translation within groups • Methods of full consolidation • Goodwill and impairment tests • Proportional consolidation and the equity method Financial Statements Analysis and Accounting Policy • Objectives of financial statement policy and analysis • Potential and limitations of financial statements analysis • Analysis of the state of assets, finances and profit or loss • Further analysis options from the perspectives of equity and debt capital investors • Selected accounting policy approaches
4	Teaching and learning formats • Seminar-like lecture • The sessions of the module are generally face-to-face. • Regular exercises and practical cases allow continuous assessment of the knowledge acquired. • Topical guest lectures (speakers from different industries and organisations), if possible
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus. Especially modules 1 (Accounting) and 3 (Financial Reporting) provide relevant input for this module.
6	Types of examination 120-minute written examination
7	Requirements for award of credits

	Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds the skills for specialised professional activities in internationally oriented businesses / Module also allocated to the bachelor's programmes in Business Administration and Taxation 3in1
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Dirk Grathwohl (person responsible for the module and lecturer)
11	Further information Literature: Updated course documents provided in the courses • Current versions of relevant IFRS texts • Baetge, Jörg/Kirsch, Hans-Jürgen/Thiele, Stefan: Konzernbilanzen, 14. Aufl., Düsseldorf 2021. • Baetge, Jörg/Kirsch, Hans-Jürgen/Thiele, Stefan: Übungsbuch Konzernbilanzen, 7. Aufl., Düsseldorf 2022. • Buchholz, Rainer: Internationale Rechnungslegung, 16. Aufl., Berlin 2023. • Coenenberg, Adolf/Haller, Axel/Schultze, Wolfgang: Jahresabschluss und Jahresabschlussanalyse – Aufgaben und Lösungen, 18. Aufl., Stuttgart 2021. • Dusemond, Michael/Küting, Peter/Wirth, Johannes: Der Konzernabschluss – Praxis der Konzernrechnungslegung nach HGB und IFRS, 18. Aufl., Stuttgart 2018. • Grathwohl, Dirk: Übungsbuch Internationale Rechnungslegung, 2. Aufl., Düsseldorf 2022. • Hommel, Michael/Rammert, Stefan: IFRS - Bilanzanalyse case by case, 3. Aufl., Frankfurt am Main 2012. • Pellens, Bernhard/Fülbier, Rolf-Uwe/Gassen, Joachim/Sellhorn, Thorsten: Internationale Rechnungslegung, 11. Aufl., Stuttgart 2021. All literature must be read in its latest edition. See the course materials for an up-to-date list.

M15–17h: Data Science and Artificial Intelligence in an International Context (specialisation module)					
Module number	Workload	Credits	Semester	Number of offers	Duration
M15–17h	250 h	10	Generally from semester 4 onwards	Generally once per academic year	1 semester
1	Course(s) 1) Data Analytics and AI in an International Context: Methods, Metrics, Tools 2) Data Analytics and AI Applications in an International Context 3) Data Analytics and AI Project	Attendance 1) 2 SWS / 30 h 2) 2 SWS / 30 h 3) 2 SWS / 30 h Self-study 160 h	Language(s) of instruction The language of instruction and examination is German (with some English parts and applications).	Planned group size 20 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to: - characterise the growing importance of data analysis for the solution of business management assignments in an increasingly digital world and illustrate them using example cases (specialist and methodological skills, levels 4: ‘analyse’, and 5: ‘evaluate’); - clean raw data in a process of data preparation as well as evaluate, visualise and interpret the data (specialist and methodological skills, level 4: ‘analyse’); - evaluate the strengths and weaknesses of a variety of data management tools (specialist and methodological skills, level 5: ‘evaluate’); - formulate relevant key performance indicators (KPIs) in data science and interpret if they have been achieved using the data sets at hand (specialist and methodological skills, levels 5: ‘evaluate’ and 6: ‘create’); - apply advanced data analysis tools (e.g. R, SPSS) to derive data-driven insights and to support business decisions (specialist and methodological skills, level 6: ‘create’); - formulate requirements for data science specialists based on the existing competences and interpret results (social competence) Students’ social skills are also honed during the work in small groups/teams.				

3	Contents Data Analytics and AI in an International Context: Methods, Metrics and Tools • Fundamental terms, concepts and delimitations of big data, data analytics, AI and business intelligence • Fundamentals of data analytics and artificial intelligence (methods, concepts, tools) • Exercises with common tools of data analysis, e.g. MS Excel, R • Outlook on the efficiency and the application of machine learning methods • Opportunities and challenges of data analytics and AI in an international context Data Analytics and AI Applications in an International Context • Internet of Things • Game theory • Prognosis models • Recommendation systems and the methodology at Netflix, Amazon and others • Digital marketing (e.g. attribution, A/B testing, social media analytics) • Dynamic pricing in the industry Data Analytics and AI Project • Development, planning and review of effectiveness of data-based models in the industry
4	Teaching and learning formats • Activating seminar sessions, numerous exercises and use cases allow continuous practical application, assessment and systematic examination preparations; integrated exercises with the following elements: software tools, case studies, project-oriented work in small groups with coaching by the teaching staff • The course sessions of this module are generally face to face. Optionally, the course sessions may be held in hybrid form (meaning face-to-face and in a virtual meeting at the same time) upon individual decision by the respective professor.
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds the competences required for specialised professional roles in internationally oriented businesses. / Not allocated to any other study programmes of the faculty

9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Bastian Martschink (person responsible for the module and lecturer)
11	Further information Literature: The compulsory and recommended reading will be announced at the start of the semester. • Fader, Peter: The Customer Centricity Playbook – Implement a Winning Strategy driven by Customer Lifetime Value, Philadelphia 2018. • Frick, Detlev/Gadatsch, Andreas/Kaufmann, Jens/Lankes, Birgit/Quix, Christoph/Schmidt, Andreas/Schmitz, Uwe (Hrsg.): Data Science - Konzepte, Erfahrungen, Fallstudien und Praxis, Wiesbaden 2021. • Halfmann, Marion/Schüller, Katharina: Marketing Analytics - Perspektiven, Technologien, Anwendungsfelder, Wiesbaden 2022. • Kreutzer, Ralf T.: Toolbox für Marketing und Management - Kreativkonzepte - Analysewerkzeuge - Prognoseinstrumente, Wiesbaden 2018. • Provost, Foster/Fawcett, Tom: Data science for business. What you need to know about data mining and data-analytic thinking, Sebastopol, CA 2013. • Wickham, Hadley/Grolemund, Garrett: R für Data Science. Daten importieren, bereinigen, umformen, modellieren und visualisieren, Heidelberg 2018. All literature must be read in its latest edition. See the course materials for an up-to-date list.

M15-17i: Foreign Business, Ethics, Sustainability and International Taxation (specialisation module)						
Module number		Workload	Credits	Semester	Number of offers	Duration
M15–17i		250 h	10	Generally from semester 4 onwards	Generally once per academic year	1 semester
1	Course(s) 1) International Trading, Global Production and Ethics 2) Sustainability Management in an International Environment 3) International Taxation		Attendance 1) 3 SWS / 45 h 2) 2 SWS / 30 h 3) 1 SWS / 15 h Self-study 160 h		Language(s) of instruction The language of instruction and examination is English.	Planned group size 20 students
2	Learning outcomes/competences Having successfully completed the module, students are able to • apply basic aspects of foreign trade such as procurement, purchasing, conditions of delivery and payment, customs clearance, risk management and international production to concrete issues (specialist and methodological skills, level 3: ‘apply’); • use arguments and counter-arguments on economic and business ethics aspects, in particular with practical cases from the field of international taxation (specialist and methodological skills, level 3: ‘apply’); • analyse practical cases from foreign trade economics, international production and international taxation as well as evaluate them in terms of allocation and economic ethics (specialist and methodological skills, levels 4: ‘analyse’, and 5: ‘evaluate’); • explain the challenges that come with sustainable development, illustrate different approaches to and definitions of sustainability and to show the meaning of sustainability as a mega trend for businesses (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’ and 4: ‘analyse’); • demonstrate international standards of corporate responsibility, illustrate the perspectives of different stakeholder groups regarding sustainable management and to evaluate the challenges of implementing sustainable management (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’ and 5: ‘evaluate’); • explain strategic approaches to sustainable management in businesses as well as illustrate practical options of sustainability management in businesses and evaluate their suitability (specialist and methodological skills, levels 2: ‘understand’, 3: ‘apply’, 4: ‘analyse’ and 5: ‘evaluate’);					

	- understand, apply and critically evaluate basic aspects of tax law in Germany, the European Union and in an international context (specialist and methodological skills, levels 2: 'understand', 3: 'apply' and 5: 'evaluate'); - understand the nature and main aspects of German income taxes, and put and evaluate them in an international context (specialist and methodological skills, levels 2: 'understand', 3: 'apply' and 5: 'evaluate'); - understand, apply and critically evaluate the taxation of inbound and outbound investments as well as relevant aspects of international tax planning (specialist and methodological skills, levels 2: 'understand', 3: 'apply' and 5: 'evaluate'). Additionally, students strengthen their social skills by training their competences in connection to communication, cooperation and conflicts in intercultural contexts while devising and presenting case studies together with international students.
3	Contents International Trading, Global Production and Ethics - Guide to international trading - Engaging in international production - Business and economic ethics with a focus on order ethics - Applications to the 'borderless company' and the economics of international taxation Sustainability Management in an International Environment - Current challenges of sustainable development and the role of business - Perspectives of different stakeholder groups on sustainability - Implementing economic and business models for sustainability - Applications of sustainability management in different domains and business processes International Taxation - Objectives and principles of taxation - German taxation and the principle of sovereignty - Principles of taxation and an overview of taxes in Germany - International and supranational aspects of taxation - Entrepreneurial alternatives for inbound and outbound investments - Basics of taxation of internationally active companies - Tax compliance management and international tax controlling - Taxes of foreign countries at a glance and methods for international tax burden comparisons - Overview of selected instruments of international tax planning - International tax reforms illustrated by past or current projects
4	Teaching and learning formats - Seminar-like course Working on numerous use cases, case studies and exercises in this course allows continuous assessment of the knowledge acquired. The module is also taken by international/degree-seeking students, which facilitates diverse module-based links to aspects of international foreign trade. - The sessions of the module are generally face-to-face.

5	Prerequisites Formal: none Subject-related: We recommend following the syllabus. Especially modules M1: Business Administration, M2: Economics and M3: Functions of Business Administration in an International Context provide relevant input for this module.
6	Types of examination 120-minute written examination
7	Requirements for award of credits Passed final module examination (written examination)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds the competences required for specialised professional roles in internationally oriented businesses. This module can be taken by English-speaking incoming/exchange students. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 10 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Funk (person responsible for the module and lecturer) Prof. Dr. Mutafoğlu (lecturer) Prof. Dr. Voos (lecturer)

11	Further information Literature: • Combe, Colin: Introduction to Global Sustainable Management, London 2022. • Conrad, Christian A.: Economic Systems, Markets and Politics, Cham 2022. • Crane, Andrew/Matten, Dirk/Glozer, Sarah/Spence, Laura: Business Ethics, 5. Aufl., Oxford 2019. • Hahn, Rüdiger: Sustainability Management, Fellbach 2022. • Jacobs, Otto H.: Internationale Unternehmensbesteuerung, Deutsche Investitionen im Ausland. Ausländische Investitionen im Inland, 9. Aufl., München 2023. • Lee, Eun Sup: A Guide to International Trading, Cham 2023. • Luetge, Christoph/Mukerji, Nikil: Order Ethics: An Ethical Framework for the Social Market Economy, Cham 2016. • Reinert, Kenneth A.: An Introduction to International Economics, 2. Aufl., Cambridge 2021. • Sarmento, Joaquim Miranda, Taxation in Finance and Accounting: An Introduction to Theory and Practice, Cham 2023. • Van Brederode, Robert F. (ed.): Ethics and Taxation, Cham 2020. Additional materials and specific literature references, such as specialised articles, are provided in the courses. All literature must be read in its latest edition. See the course materials for an up-to-date list.
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M19: Financial Global Business Simulation (transferable skills module)					
Module number M19	Workload 225 h	Credits 9	Semester Semester 6	Number of offers generally once per academic year (summer semester)	Duration 1 semester
1	Course(s) Financial Global Business Simulation	Attendance 6 SWS / 90 h Self-study 135 h	Language(s) of instruction The language of instruction and examination is English.	Planned group size 60 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to - describe decision parameters of the simulation and discuss the corresponding theoretical fundamentals in an application-based manner (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - recognise interdependencies of decision parameters, especially relating to market, finance and value development (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply' and 4: 'analyse'); - identify special aspects of international business management and integrate them into the decision-making process (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - analyse, illustrate and evaluate the development of earnings as a result of the interaction of measures on a sound economic basis using their own spreadsheet models (specialist and methodological skills, levels 4: 'analyse', 5: 'evaluate' and 6: 'create'); - experience uncertainty and imperfect communication as an environment for business decisions and cope with it using planning calculations (specialist and methodological skills, levels 4: 'analyse', 5: 'evaluate' and 6: 'create', self-competence); - handle and shape processes of group dynamics. Students need to take intercultural aspects into account, as the working groups include exchange students (social skills).				
3	Contents - Introduction to economics and organisation - Team building and group dynamics - Decision areas and parameters - Decision-making process and market response test (test rounds) - Specifics of international business decisions - Reporting instruments and their application				

	Comparative evaluation of the company results
4	Teaching and learning formats - Seminars on the introduction, interim and final analysis of business simulations - Workshop for team building, continuous coaching during the ongoing simulation - Competitive business simulation - Computer-aided, web-based simulation procedure - Theoretical fundamentals are imparted through seminar-like exercises, practical cases and self-study - Intensive practical exercises of spreadsheet applications in individual and group work
5	Prerequisites Formal: none Subject-related: We recommend following the syllabus.
6	Types of examination Final project documentation of the simulations Students' grades are improved or worsened depending on the business simulation results they have achieved.
7	Requirements for award of credits Passed module examination
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module is based on previously acquired skills and applies them together; it deepens competences for specialised occupations in internationally oriented businesses and organisations in practice. This module can be taken by English-speaking incoming/exchange students. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 9 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Bleuel (person responsible for the module and examiner)

11	Further information Literature: • Baker, Kenneth R.: Optimization modeling with spreadsheets, 3. Aufl., London 2016. • Bleuel, Hans-Hubertus: Internationales Management - Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017. • Cesim: Global Challenge - Decision Making Instructions; Cesim 2020 (online) • Peng, Mike/Meyer, Klaus: International Business, 4. Aufl., Andover 2023. • Wöhe, Günter/Döring, Ulrich/Brösel, Gerrit: Einführung in die allgemeine Betriebswirtschaftslehre, 28. Aufl., München 2023. All literature must be read in its latest edition. Refer to the course materials and Moodle for an up-to-date list and further reading. An Excel crash course with a focus on reporting applications can also be found on Moodle.
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M20a: Project Specialisation: Internationalisation of Companies and Country Analysis (thesis preparation) (transferable skills module)					
Module number M20a	Workload 225 h	Credits 9	Semester Semester 6	Number of offers generally once per academic year (summer semester)	Duration 1 semester
1	Course(s) 1) Internationalisation of Businesses 2) Economics of International Business and Country Competitiveness	Attendance 1) 4 SWS / 60 h 2) 2 SWS / 30 h Self-study 135 h	Language(s) of instruction The language of instruction in course 1 (4 credit hours per week) is German, and English in course 2 (2 credit hours per week). The language of examination is generally German. English as examination language is possible upon request.	Planned group size 30 students	
2	Learning outcomes/competences Having successfully completed the module, students are able to - adequately contextualise the role of corporate competitiveness on a global scale, competently evaluate the use of strategic tools by businesses and are also able to adequately apply them in analyses they carry out independently (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - competently devise complex problem tasks related to a country analysis or internationalisation of businesses that includes interdisciplinary problems, applying suitable methods from business administration and economics they have suggested themselves, and to appropriately communicate the results in written and oral form (specialist and methodological skills, levels 1: 'remember', 2: 'understand', 3: 'apply', 4: 'analyse', 5: 'evaluate' and 6: 'create'); - appropriately and interdisciplinarily evaluate the mutual interdependency between the framework of a country, political interventions, regulations, ethical demands, economic demands of effectivity, efficiency and proportionality as well as to independently come up with economically rational suggestions on how such challenges can be met with an improvement of conditions regarding location (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - independently find research literature on their topic and are proficient in compressing information and working out connections while respecting the usual scientific standards in written assignments and presentations				

	(specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - critically evaluate findings from academic literature on the subject and to comment on queries, apply the literature's findings to known problems as well as to devise practical implementation options and uncover existing gaps in research (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - independently plan their workflows, take personal responsibility for implementing them and to handle and shape processes of group dynamics They take intercultural aspects into account, as foreign exchange and incoming students can also participate in the working groups (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - take responsibility as a group for ensuring that the final result of the group meets the required content and the usual scientific standards – by reflecting on the group process from a performance perspective (specialist and methodological skills, levels 4: 'analyse', 5: 'evaluate' and 6: 'create'). In particular, the teamwork required to work on a complex topic, in which students have to connect business administration and economic methods and theories in a problem-solving manner, considerably improves their social skills by practising communication, cooperation and conflict resolution skills.
3	Contents Internationalisation of Businesses - Quality criteria of academic methodology and academic ethics for theses - Scientific-theoretical reference of economic research strategies - Concept and determinants of competitiveness: competing perspectives of business administration and economics in international management on the competitiveness of internationally operating businesses - Methods to analyse internal business resources and external market forces - Key strategy methods and instruments in comparison: strengths and weaknesses - Site analysis and determinants of economic competitiveness Economics of International Business and Country Competitiveness - The business environment and business economics in the (fragmented) global economy - Management of international business and socio-ethical issues - Endowment and environments of globally acting companies - Business strategy and competitive advantages - Strategic analysis of the cultural, political and legal environment - Country competitiveness and attractiveness of business locations - Strategies of internationally acting companies in selected regions The learning objective of this module is to enable students to work academically. Initially, this takes the form of independently working on a topic on scientific methods or instruments of international management (with individual consultations). Teams of students also work on a more complex topic on international corporate management or economic country analysis which they have chosen themselves. With this second topic to be worked on, students further

	practise the scientific procedure for the later thesis: This topic on international business management or country location analysis is to be worked on independently (with consultations) in groups using the methods previously taught, whereby the students professionally practise teamwork as it is common in the working world. Economic fundamentals that build the foundation of the business administration topics are introduced in the English part of the lectures.
4	Teaching and learning formats • Imparting theoretical and empirical fundamentals through lectures and seminar-like exercises, practical cases and self-study • Practical case workshop: solution-oriented collaboration in teams to reach the stipulated goals – lessons from theory and practice • Coaching during the assignment of topics, preparation of paper structures and ongoing questions while working on the topics (attendance includes advisory topic introductions by the teaching staff, group consultations for thematic supervision and presentations by students on their topic work). Further information: • Generally, the course includes a guest lecture in the project on a relevant topic.
5	Prerequisites Formal: none Subject-related: We recommend following 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.
6	Types of examination Written assignment (= 33.33%) and project work including final documentation and a group presentation (= 66.66%)
7	Requirements for award of credits Award of credits once all partial examinations have been passed
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds on previously taught methodological skills for empirical research and academic work and deepens these competences for the professional preparation of academic papers. This module prepares students for writing the bachelor's thesis. This module can be taken by incoming/exchange students. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 9 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) Prof. Dr. Funk (person responsible for the module and examiner)
11	Further information Literature:

	• Asum, Heiko/Kerth, Klaus/Klein, Jürgen/Wohlhert, Maarten J.: Die besten Strategietools in der Praxis, 7. Aufl., München 2023. • Collinson, Simon/Rajneesh, Narula/Rugman, Alan M.: International Business. 8. Aufl., Harlow u. a. 2020. • Currie, David M.: Country Analysis: Understanding Economic and Political Performance, Farnham/Burlington 2011. • Goldenstein, Jan/Hunoldt, Michael/Walgenbach, Peter: Wissenschaftliche(s) Arbeiten in den Wirtschaftswissenschaften: Themenfindung - Recherche - Konzeption - Methodik - Argumentation, Wiesbaden 2018. • Hoppen, Dieter: Internationale Wirtschaft, Stuttgart 2014. • Hullemann, Wim/Marjjs, Ad: Economics and Business environment, 5. Aufl., Groningen/Houten 2021. • Picot, Arnold/Reichwald, Ralf/Wigand, Rolf, R./Möslein, Kathrin M./Neuburger, Rahild/Neyer, Anne-Kathrin: The Boundaryless Enterprise. Information, Organization Leadership, Cham 2023. • Shenkar, Oded/Yadong, Luo/Chi, Tailan: International Business. 4. Aufl., London/New York 2021. • Sternard, Dietmar/Schwarz-Musch, Alexander/Krenn, Melanie Luise: Wachstumsstrategien international planen und umsetzen. Das Workbook zu Ihrer Growth-Roadmap, Stuttgart 2023. Additional materials and specific literature references, such as specialised articles, are provided in the courses. All literature must be read in its latest edition. See the course materials for an up-to-date list.
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M20b: Project Specialisation: Academic Writing and Intercultural Leadership (thesis preparation) (transferable skills module)					
Module number M20b	Workload 225 h	Credits 9	Semester Semester 6	Number of offers generally once per academic year (summer semester)	Duration 1 semester
1	Course(s) 1) Intercultural Leadership and Organisation 2) Academic Writing	Attendance 1) 2 SWS / 30 h 2) 4 SWS / 60 h Self-study 135 h	Language(s) of instruction The language of instruction and examination is English.	Planned group size 30 students	
2	Learning outcomes/competences Having successfully completed the module, students 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 (specialist and methodological skills, levels 1: 'remember' and 2: 'understand'); • explain the fundamentals of intercultural management as well as identify and describe their practical fields of action (specialist and methodological skills, level 2: 'understand'); • illustrate the fundamental theories and models of personnel management in a cross-cultural context and discuss approaches and indicators for evaluating effective leadership (specialist and methodological skills, level 2: 'understand'); • show concrete measures of identifying and promoting intercultural leadership skills (specialist and methodological skills, level 1: 'remember'); • understand and apply basic fundamentals of academic writing (specialist and methodological skills, levels 2: 'understand' and 3: 'apply'); • understand complex texts from their specialism and extract subject-specific information (specialist and methodological skills, levels 2: 'understand' and 4: 'analyse'); • summarise academic texts and paraphrase them correctly (specialist and methodological skills, levels 2: 'understand' and 4: 'analyse'); • contextualise sources correctly and cite and quote correctly according to different citation styles (specialist and methodological skills, level 4: 'analyse'); • write academic texts that correspond to the academic level of a bachelor's degree at undergraduate level (specialist and methodological skills, level 6: 'create'); • create coherence and cohesion at paragraph and text level (specialist and methodological skills, level 6: 'create'); • effectively revise texts (specialist and methodological skills, level 3: 'apply').				
3	Contents Intercultural Leadership and Organisation				

	• Part 1: Culture theories and studies • Part 2: Organisation in multinational enterprises • Part 3: Intercultural leadership ○ Leadership styles and theories ○ Theories of motivation ○ International human resources management ○ Intercultural competences Academic Writing • Analysis of differences between formal and informal writing • Development of academic vocabulary and a clear and informative writing style • Clear sentence and paragraph structure • Paraphrasing and summarising • Correct use of citations, quotations and references • Guidelines for formatting a bachelor's thesis
4	Teaching and learning formats • Activating seminar sessions • The sessions of the module are generally face-to-face.
5	Prerequisites Formal: English language proficiency (business English) of at least C1 level (according to the CEFR) Subject-related: We recommend following the syllabus. Especially modules 9 and 10 and the semester abroad provide relevant input for this module.
6	Types of examination Written assignment including presentation (= 33.33%) and project work in groups including final documentation (= 66.66%)
7	Requirements for award of credits Award of credits once all partial examinations have been passed
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty In the module, students practise writing professional English-language texts in business and academic contexts as preparation for the bachelor's thesis (possibly written in English) using the scientific analysis of intercultural leadership as an example. The module builds on previously taught methodological skills for research and academic work and deepens these competences for the professional preparation of an English-language bachelor's thesis. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 9 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) David Albutt (person responsible for the module and examiner)

11	Further information Literature: • Bailey, Stephen: Academic Writing: A Handbook for International Students, London and New York 2015. • Brodbeck, Felix C.: Internationale Führung, Berlin – Heidelberg 2016. • Gasteiger, Rosina M/Kaschube, Jürgen/Rathjen, Philipp: Interkulturelle Führung in Organisationen, Wiesbaden 2016. • Haller, Peter M/Nägele, Ulrich: Praxishandbuch Interkulturelles Management, Wiesbaden 2013. • Kaudela-Baum, Stephanie/Meldau, Sandrina/Brasser, Martin: Leadership & People Management, Wiesbaden 2022. • Moore, Julie: Oxford Academic Vocabulary Practice: Upper-Intermediate B2-C1, Oxford 2017. • Oechsler, Walter A./Paul, Christopher: Personal & Arbeit, 11. Aufl., Berlin / Boston 2019 • Rogers, Louis: Skills for Business Studies: Upper-intermediate: Level B2/C1 (Business Result), Oxford 2012. • Rothlauf, Jürgen: Interkulturelles Management, 4. Aufl., München 2012. • Lecture notes / worksheets / handouts / presentations All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M21: Bachelor's Thesis (transferable skills module)						
Module number M21		Workload 300 h	Credits 12	Semester Semester 7	Number of offers Possible any semester	Duration 10 weeks
1	Course(s) None Planned group size 1 student		Attendance Varies, is limited to thematic supervision (paper structure) by supervising examiner	Self-study Extensive, as the thesis is to be written independently: Counselling primarily by the lead supervisor	Language(s) of instruction Subject to the approval of the examiners, the thesis may be written in German or in English. The chairperson of the examination board decides on the application of admission to the bachelor's thesis.	
2	Learning outcomes/competences Having successfully completed the module, students are able to - independently work on scientific or practice-related issues and appropriately apply the professional competences and skills acquired during their studies to draw well-founded conclusions from this within the specified period (specialist and methodological skills, levels 2: 'understand', 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - work academically on their own and compact the current state of research on the assignment appropriately, based on academic standards and in a target-group oriented manner, as demonstrated by independent work on a specific assignment in international management (specialist and methodological skills, level 6: 'create'); - solve a concrete practical problem through applying current academic findings or significantly contribute to solving the problem when working on a highly practical thesis (specialist and methodological skills, level 6: 'create'); - contextualise their research questions in the current state of research, establish the current state of research and present it in an academically transparent way as well as potentially discover new facts and argue them based on an academic-methodical approach (specialist and methodological skills, levels 2: 'understand' and 6: 'create').					

3	Contents • Application of academic working practices • Independent work on a specific subject and an academic assignment within the area of international management • Mostly independent practice of thesis-related management and appropriate project time management
4	Teaching and learning formats • Self-study and subject-related supervision (mostly on choosing a topic and paper structure) • Further advice on unresolved questions during the work in progress if needed
5	Prerequisites Formal: proof of at least 150 awarded credits (this and all further details are specified in the respective framework examination regulations for theses at the Faculty of Business Studies) Subject-related: We recommend following the syllabus.
6	Types of examination Independent written academic assignment (Standard scope excluding list of contents, index and appendix: 45 to 55 pages)
7	Requirements for award of credits Minimum passing grade for the bachelor's thesis: <i>ausreichend</i> (sufficient)
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty The module builds on all previous modules of the study programme, as it requires general academic skills and students apply the specialist, methodological and practical knowledge acquired in previous modules appropriately. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 12 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) The respective lead supervisor
11	Further information Literature: • Bänsch, Alex/Alewell, Dorothea: Wissenschaftliches Arbeiten, 12. Aufl., München 2020. • Döring, Nicola: Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 6. Aufl., Heidelberg 2022. • Heesen, Bernd: Wissenschaftliches Arbeiten: Methodenwissen für Wirtschafts-, Ingenieur- und Sozialwissenschaftler, 4. Aufl., Wiesbaden 2021. • Oehlrich, Marcus: Wissenschaftliches Arbeiten und Schreiben: Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften, 3. Aufl., Wiesbaden 2022. • Theisen, Manuel René/Theisen, Martin: Wissenschaftliches Arbeiten: Erfolgreich bei Bachelor- und Masterarbeit, 18. Aufl., München 2021.

	• Timinger, Holger: Modernes Projektmanagement: [die Grundlagen auf einen Blick; von der Projektinitialisierung bis zum Projektabschluss; Schnelltest: mit Übungsaufgaben und Lösungen], Weinheim 2015. • Academic literature on the specific topic to be worked on All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.
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M22: Colloquium (transferable skills module)						
Module number M22		Workload 75 h	Credits 3	Semester Semester 7	Number of offers Possible any semester	Duration 1 semester
1	Course(s) None		Attendance Duration of the colloquium (30 minutes) Self-study Independent preparation for the colloquium		The language of examination corresponds to the language in which the thesis was written.	Planned group size Writer of the thesis
2	Learning outcomes/competences Having successfully completed the module, students are able to - show that they are able to verbally present the most important aspects of their bachelor's theses, argue them in a critical expert discussion and relate their bachelor's theses to other contents of their studies (specialist and methodological skills, levels 3: 'apply', 4: 'analyse' and 5: 'evaluate'); - show that they are able to verbally present their research aims, methods and findings concisely and communicate them using adequate terminology as well as answer questions in an expert discussion on topics connected to their theses on the basis of their studies (specialist and methodological skills, levels 3: 'apply', 4: 'analyse' and 5: 'evaluate').					
3	Contents - Application of academic working practices to the chosen topic - Different contents depending on the chosen topic of the bachelor's thesis					
4	Teaching and learning formats - Self-study by the bachelor's candidate as preparation - Colloquium with two examiners (lead and secondary supervisor)					
5	Prerequisites Only students who have passed the bachelor's thesis with a grade of at least <i>ausreichend</i> (sufficient) are admitted to the colloquium.					
6	Types of examination Oral examination (duration: 30 min.)					

	Passed bachelor's thesis
7	Requirements for award of credits The colloquium is considered as passed, if the student has achieved at least the grade <i>ausreichend</i> (sufficient).
8	Allocation of the module within the study programme and allocation to other study programmes of the faculty This module is based on the passed bachelor's thesis. A passed bachelor's thesis module is prerequisite for registration to the oral examination. / Not allocated to any other study programmes of the faculty
9	Weighting for overall grade 3 / 210 Credit Points
10	Person(s) responsible for the module and examiner(s) The respective lead supervisor
11	Further information Literature: • Bänsch, Alex/Alewell, Dorothea: Wissenschaftliches Arbeiten, 12. Aufl., München 2020. • Döring, Nicola: Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, 6. Aufl., Heidelberg 2022. • Heesen, Bernd: Wissenschaftliches Arbeiten: Methodenwissen für Wirtschafts-, Ingenieur- und Sozialwissenschaftler, 4. Aufl., Wiesbaden 2021. • Oehlrich, Marcus: Wissenschaftliches Arbeiten und Schreiben: Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften, 3. Aufl., Wiesbaden 2022. • Theisen, Manuel René/Theisen, Martin: Wissenschaftliches Arbeiten: Erfolgreich bei Bachelor- und Masterarbeit, 18. Aufl., München 2021. • Timinger, Holger: Modernes Projektmanagement: [die Grundlagen auf einen Blick; von der Projektinitialisierung bis zum Projektabschluss; Schnelltest: mit Übungsaufgaben und Lösungen], Weinheim 2015. • Academic literature on the specific topic to be worked on All literature must be read in its latest edition. Refer to the course materials for an up-to-date list and further reading.