

Course descriptions

Certificate International Business

Finance and Investment I	5 ECTS
Introduction to Business Administration	5 ECTS
Marketing Basics	5 ECTS
Microeconomics	5 ECTS
Operations Management	5 ECTS
Statistics	5 ECTS

Finance and Investment I					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPF11	150	5	3 rd Semester	Each Semester	1 Semester
Course type		Contact time	Self-Study	Group size	
Lecture		4 SWS / 64 h	86 h	unlimited	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<input checked="" type="checkbox"/> Business Administration/Mandatory module <input checked="" type="checkbox"/> Business Administration dual/Mandatory module <input checked="" type="checkbox"/> Business Administration Steuern dual/Mandatory module <input checked="" type="checkbox"/> Business Administration (part-time study program) „VWA“/Mandatory module <input checked="" type="checkbox"/> Marketing and International Business/Mandatory module <input checked="" type="checkbox"/> Mittelstandsmanagement/Mandatory module <input checked="" type="checkbox"/> Bau-Wirtschaftsingenieurwesen/Mandatory module <input checked="" type="checkbox"/> Industrial Engineering Management/Mandatory module					
Learning outcomes					
<p>Students should have a basic understanding of the basics of financial calculations and financial economics used in business. In addition, students should be able to follow and discuss conversations on the subject matter, at least partially.</p>					
Skills					
<p>Students should have formed the foundation to further develop self-confidence in the subject matter, methods, and social competencies. The contents of the module should be able to be applied in easy practical situations.</p>					
Content					
<p>The basics of:</p> <ul style="list-style-type: none"> • Methods of financial investment calculations • Corporate Finance and Financial instruments • Financial planning and accounting • Bank Management 					
Teaching methods					
<p>Lectures / seminars (depending on group size), Presentations-, Discussion-, practice elements.</p>					
Key competencies:					
<p>Working independently, group work, discussions, individual understanding of financial subject matter and discussions in groups.</p>					
Knowledge transfer via:					
<p>Lectures, Practical exercises, presentations, group work, discussions, self-study.</p>					
Preliminary Requirements					
<p>Formal: access to the bachelor programme</p> <p>By content: none</p>					
Form of assesment					
<p>Exam</p>					
Necessary conditions for ECTS credits					
<p>Successful completion of the course/passed exam</p>					
Weight of the grading					
<p>According to the ECTS credits</p>					

Module representative

Prof. Dr. Michael Kaul

Lecturers

Marc Frost; Prof. Dr. Michael Kaul, lecturers, research associates, guest lecturers

Additional Information Literature (current edition)

- Blohm H.; Lüder, K.; Schäfer, C.: Investition, München.
- Brealey, M.; Meyers, S; Allen, F: Principles of Corporate Finance, McGraw-Hill
- Caprano E.; Wimmer, K.: Finanzmathematik, München.
- Däumler K.-D.; Grabe, J.: Betriebliche Finanzwirtschaft, Herne.
- Helbaek, M; Lindset, L; Mclellan, B: Corporate Finance, McGraw-Hill
- Hillier, D.; et al: Corporate Finance; McGraw-Hill
- Hull J. C.: Options, Futures, and Other Derivatives
- Peppmeier A.: Bankbetriebslehre, Herne.
- Zantow R., Dinauer J., Schäffler C.: Finanzwirtschaft des Unternehmens, Hallbergmoos.

Additional Literature will be given as needed during the lecture

Introduction to Business Administration					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPBWL	150 h	5	1 st semester	Each semester	1 Semester
Course type		Contact time	Self-study	Group size	
Lecture		4 SWS/64 h	86 h	unlimited	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
Learning Outcomes					
Professional skills:					
<ul style="list-style-type: none"> - Students are able to illustrate basic business decisions and adequate research methods. - Students are able to define and describe business functions and disciplines as well as the interplay of such. - Students are able to identify and analyze business problems and develop proposals for solutions. - Students are aware of the challenges of theory-to-practice transfer. 					
Methodological skills:					
<ul style="list-style-type: none"> - Students are enabled to improve their abilities in problem-solving, academic transfer and analysis. - Student know the specific epistemological framework and methods. 					
Social skills:					
<ul style="list-style-type: none"> - Students develop their competencies in collaboration and teamwork. - Students build skills in arguing and discussing about given topics. 					
Self-competence:					
<ul style="list-style-type: none"> - The module encourages students in their capabilities of self-management. For instance, in regard to self-studying and time-management of the exam preparation process. - The module contributes to the development of ethical consciousness in regard to the social responsibility of market players, in particular companies and consumers. 					
Content:					
Selection of topics:					
<ul style="list-style-type: none"> ▪ Business Administration as a science (theoretical and practical perspectives, theoretical foundations, history of BWL) ▪ Key terms, components and objectives of business administration (e.g., economic principle, competition, market forms) ▪ Overview of basic business functions (in particular, finance, investment, organization, HR, marketing, procurement, production, logistics, accounting, controlling). ▪ Initial management decision (e.g., location decisions, objectives, legal forms of organizations) ▪ Management basics (e.g., planning process, strategic management) ▪ Introduction of business and corporate ethics ▪ Schools of thought and theories of BWL (e.g., production factors, institutionalization, behavioral theories) 					
Teaching methods					
Lecturing incl. seminaristic elements (according to the number of participants) with speeches, presentations, discussions and working tasks					
Knowledge transfer					
by wall board, presentations, scripts, text-based information, tasks, case studies, discussions					

Preliminary requirements

Formal: Students of Bachelor programme (MIB)

By content: No requirements

Form of assesment

Written exam or written assignment/report

Necessary conditions for ECTS credits

Successful completion of the course/passed exam

Weight of the grading

According to the ECTS credits

Module coordinator

Prof. Dr. Sibylle Treude

Lecturers:

Prof. Dr. Andreas Hesse

Teaching staff of the faculty

Literature (current edition)

- Capaul, Roman; Steingruber, Daniel: Betriebswirtschaft verstehen. Das St. Galler Management-Modell.
- Hutzschenreuter, Thomas: Allgemeine Betriebswirtschaftslehre. Grundlagen mit zahlreichen Praxisbeispielen.
- Kornmeier, Martin: Wissenschaftliches Schreiben leicht gemacht für Bachelor, Master und Dissertation.
- Kornmeier, Martin: Wissenschaftstheorie und wissenschaftliches Arbeiten. Eine Einführung für Wirtschaftswissenschaftler.
- Schierenbeck, Henner; Wöhle, Claudia B.: Grundzüge der Betriebswirtschaftslehre.
- Thommen, Jean-Paul; Achleitner, Ann-Kristin: Allgemeine Betriebswirtschaftslehre. Umfassende Einführung aus managementorientierter Sicht.
- Wöhe, Günter; Döring, Ulrich: Einführung in die Allgemeine Betriebswirtschaftslehre.

Marketing Basics					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPMAG	150 h	5	2 nd Semester	Each semester	1 Semester
Course type		Contact time	Self-study	Group size	
Lecture		4 SWS/64 h	86 h	unlimited	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
Learning outcomes					
<p>The teaching module is a basic introduction of marketing as a business function. Students learn how companies may use marketing strategies and marketing activities in competitive markets. Students know important marketing decision making challenges and are able to develop proposals with appropriate methods.</p>					
Professional skills:					
<ul style="list-style-type: none"> - Students get to know various marketing strategies and are methodologically enabled to develop such strategies - Students get a solid knowledge to interpret and apply marketing mix activities (e.g. price, product, promotions, placement) as well as online marketing activities - Students get to know specific challenges and implications of B2B, B2C and service marketing - At a first glance, students get an insight to market research - Students get to know topical marketing issues and trends and examine marketing-specific business decisions in consideration of the business press - In addition, to that, students are enabled to present results of their studies within the group. 					
Methodological skills:					
<ul style="list-style-type: none"> - Self-studying, team work, discussions, application of strategic marketing methods 					
Content:					
<p>Selection of topics:</p> <ul style="list-style-type: none"> - Key terms of marketing: market, market players, marketing, marketing instruments, strategic marketing - B2B, B2C, service marketing - Introduction to consumer behavior - Marketing strategies and tools to develop marketing strategies - Product policies, product marketing focused on innovation and brand management - Pricing - Promotion, marketing communication - Placement, sales channel management - Introduction to online-marketing and e-commerce - Examination of marketing trends - Introduction to market research (objectives, methods to gather data, methods of data analysis) 					

Teaching methods

Lecturing incl. seminaristic elements (according to the number of participants) with speeches, presentations, discussions and working tasks. Consideration of topical business news magazines.

Knowledge transfer

by wall board, presentations, scripts, text-based information, tasks, case studies, discussions

Requirements

Formal: Students of Bachelor programme (MIB)

By content: No requirements

Form of assesment

Written exam

Necessary conditions for ECTS credits

Passed examination

Weight of grading

According to the ECTS credits

Module coordinator

Bernhard Boeffgen

Lecturers

Prof. Dr. Andreas Hesse

Teaching staff of the faculty

Additional information / Literature (current edition)

- Scharf, A./Schubert, B./Hehn, P.: Marketing. Einführung in Theorie und Praxis
- Homburg, Christian: Marketingmanagement. Strategie – Instrumente – Umsetzung – Unternehmensführung
- Becker, Jochen: Marketing-Konzeption
- Internetauftritt des Handelsblattes (Premium-Account der Hochschule)

Microeconomics					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPVW1	150 h	5	1 st semester	Every semester	1 semester
Course type		Contact time 4	Self-study time	Group size	
Lecture		SWS / 64 h	86 h	60 students	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<input checked="" type="checkbox"/> Business Administration <input checked="" type="checkbox"/> Business Administration dual <input checked="" type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input checked="" type="checkbox"/> Mittelstandsmanagement <input checked="" type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input checked="" type="checkbox"/> Wirtschaftsingenieurwesen					
Learning outcomes					
At the end of the module, students should have basic knowledge in the following areas: Basic questions of economics and the subject of microeconomics, household, enterprise, market and price theory. Furthermore, they should be able to apply the models of microeconomics to cases of economic practice.					
Contents					
I. Subject of microeconomics II. The Economic Theory of the Household III. The Theory of Business Enterprise IV. Market and market forms V. Price formation in goods markets VI. Labour and capital markets					
Methodological skills:					
Lecture with presentation, discussion and exercise elements					
Requirements					
Formal: No requirements By content: No requirements					
Form of assesment					
Written exam					
Necessary conditions for ECTS credits					
Passed examination					
Weight of grading					
According to the ECTS credits					

Module coordinator

Prof. Dr. Georg Schlichting

Lecturers

Prof. Dr. Georg Schlichting

Prof. Dr. Mark O. Sellenthin,

Prof. Dr. Margareta Teodorescu

Additional information / Literature (current edition)

- Bartling, H. / Luzius, F., Grundzüge der Volkswirtschaftslehre.
- Bofinger, P., Grundzüge der Volkswirtschaftslehre
- Mankiw, Taylor; Grundzüge der Volkswirtschaftslehre.
- Schumann, J./ Meyer, U./ Ströbele, W., Grundzüge der mikroökonomischen Theorie.
- Varian, H. R., Grundzüge der Mikroökonomik.
- Woll, A., Volkswirtschaftslehre.

Operations Management					
Module no.	Workload	ECTS credits	Semester	Frequency offered	Duration
BPOPM	150	5	2 nd semester	Each semester	1 semester
Course components		Contact time	Independent study	Planned group size	
Lecture		4 semester hours / 64 h	86 h	60 students	
Teaching language					
German/English					
Module used in (degree program)					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input checked="" type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input checked="" type="checkbox"/> Bachelor's degree program: Industrial Engineering <input checked="" type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
Learning outcome					
<p>Students will become competent in the design and management of operations organizations in industry and commerce, including their links to procurement logistics. Students will learn and understand the significance, functions, and goals of the operations modules in businesses.</p>					
Skills					
<p>Understanding how complex procurement organizations work. The ability to apply theory to a practical task in the procurement environment.</p>					
Contents					
<p><i>A. Basics of the general links between procurement/production/logistics</i> <i>B. Basics of procurement, contextualization of functions in businesses</i> B.1. Procurement markets: demand and market analyses B.2. Procurement portfolio & goals, overview of detailed functions <i>C. Basics of production</i> C.1. Production in the corporate context C.2. Basics of production management <i>D. Basics of logistics</i> D.1. Strategic alignment of logistics / delivery stock strategies D.2. Lean logistics</p>					

<p>Teaching formats Lectures with presentation, discussion, and exercise elements.</p>
<p>Requirements Formal: No requirements Content: No requirements</p>
<p>Forms of examination: Written exam</p>
<p>Requirements for the award of credits: Passed written exam</p>
<p>Weight of the grade in the final score Weighted according to the number of ECTS credits</p>
<p>Module representative: ▪ Prof. Dr. Bräkling</p> <p>Lecturers: ▪ Prof. Dr. Lux, Prof. Dr. Bräkling, Prof. Dr. Leyendecker</p>
<p>Literature list:</p> <ul style="list-style-type: none"> ▪ Bräkling, E.; Oidtmann, K.: Power in Procurement, SpringerGabler Verlag, Wiesbaden ▪ Bräkling, E. Lux, J.; Oidtmann, K.: Logistikmanagement, SpringerGabler Verlag, Wiesbaden ▪ Large, R.: Strategisches Beschaffungsmanagement, SpringerGabler Verlag, Wiesbaden. ▪ Arnold, U.: Beschaffungsmanagement, Schäffer-Poeschel Verlag, Stuttgart. ▪ Büsch, M.: Praxishandbuch Strategischer Einkauf, SpringerGabler Verlag ▪ Ury, W.: Nein sagen und trotzdem erfolgreich verhandeln, Campus Verlag ▪ Schneeweiß, C.: Einführung in die Produktionswirtschaft, Springer verlag ▪ Hoitsch, H.-J.: Produktionswirtschaft, Vahlen Verlag

Statistics					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPSTA	150	5	2 nd term	Every semester	1 Semester
Course type		Contact time	Self-study time		Group size
Lecture		4 SWS / 64 h	86 h		No restriction
Teaching language					
English					
Use of course/module in Bachelor's study programme					
Marketing and International Business					
Learning outcomes					
After successfully completing the module, students know the areas of application of statistical methodology and are able to demonstrate the ability of using methods of descriptive statistics to analyze empirical facts.					
Skills					
Specialized skills: oral presentation, arguing and moderating/ participating in discussions on statistical issues and facts, scientific working methods, interpretation of quantitative data Soft skills: team work					
Course content					
I. Statistical univariate analysis: frequency distributions, statistical parameters (mean, median, measures of statistical dispersion) II. Statistical multivariate analysis: multivariate distributions, regression analysis, correlation analysis					
Teaching method					
Lecture/seminar (depending on the number of participants) with presentation, discussion and exercise elements					
Preliminary requirements					
Formal: Admission to the Bachelor's programme By content: None					
Form of assesment					
Exam					
Necessary conditions for ECTS credits					
Passed exam					

Weight of grading

According to the ECTS credits

Module coordinator

Prof. Dr. Georg Schlichting

Lecturers

Prof. Dr. Georg Schlichting

Prof. Dr. Margareta Teodorescu

Suggested references (latest editions)

- Agresti, A./ Franklin, C. (2009): Statistics – The Art and Science of Learning from Data
- Bleymüller, J./ Gehlert, G./ Gülicher, H.: Statistik für Wirtschaftswissenschaftler
- Bourier, G.: Beschreibende Statistik
- Hippmann, H.-D.: Statistik für Wirtschafts- und Sozialwissenschaftler
- Schwarze, J.: Grundlagen der Statistik I. Beschreibende Statistik