

# MODUL GUIDE

**All Degree Programs**  
Faculty of Business and Management

**Exchange Degree Programs:**

<b>Certificate Marketing</b>
<b>Certificate International Management</b>
<b>Certificate International Business</b>
<b>Certificate Business Administration</b>

### **1. Certificate Marketing (30 ECTS)**

- a. International Business (10 ECTS)
- b. Marketing and Consumer Behaviour (5+5 ECTS)
- c. Brand Management and Marketing Communications (5+5 ECTS)

### **2. Certificate International Management (12 ECTS)**

- a. Finance and Investment (5 ECTS)
- b. Business English III (2 ECTS)
- c. German as a foreign language – Beginner / A1 (5 ECTS)

To achieve 30 ECTS, the yellow courses from the Master program are needed (see page: 46)

### **3. Certificate International Business (30 ECTS)**

- a. Business English II (5 ECTS)
- b. Statistics (5 ECTS)
- c. Economics I (5 ECTS)
- d. Introduction to Business Administration (5 ECTS)
- e. Intercultural Communication (5 ECTS)
- f. Intercultural Studies of Germany (5 ECTS)

### **4. Certificate Business Administration (30 ECTS)**

- a. Statistics (5 ECTS)
- b. Introduction to Business Administration (5 ECTS)
- c. Marketing Basics (5 ECTS)
- d. Business English III (5 ECTS)
- e. Intercultural Communication (5 ECTS)
- f. Operations Management (5 ECTS)

## International Business

<b>Module</b> BSINB	<b>Workload</b> 270 h	<b>Credits</b> 9	<b>Study semester</b> 4 <sup>th</sup> semester		<b>Frequency offered</b> At least 1x per academic year	<b>Duration</b> 1 semester
<b>Course components</b> Seminar, Tutorial		<b>Contact time</b> 6 semester hours / 96 h 2 semester hours / 32 h	<b>Independent study</b> 142 h		<b>Group size</b> 30 students	
<b>Teaching language</b> English						
<p><b>Module used in (degree program)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWAGraduates</li> <li><input checked="" type="checkbox"/> <b>Bachelor's degree program: Marketing and International Business (compulsory specialization module)</b></li> <li><input type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>						
<p><b>Learning outcome</b></p> <p>Upon successful completion of this module, students should have gathered deeper insights into strategic and operational key issues in marketing and international business. The course is designed to give students a chance to apply theory to a selection of real-life business scenarios. At the same time, course participants will improve their presentation skills, the ability to work in teams as well as critical investigation, and self-motivating study skills.</p>						
<p><b>Contents</b></p> <p>With the increasing importance of international exchanges and transactions, businesses of any size have to direct their attention to the international marketplace. In order to compete effectively in foreign markets and not only fulfill incoming orders from abroad every now and then, a well-focused international marketing strategy based on a thorough understanding of target markets is indispensable.</p>						

This course introduces students to a range of international marketing topics and the various challenges that international marketers are facing, i.e. the complexity of the international marketing environment, cultural diversity, newly emerging markets, the need to balance the adaptation and standardization of international marketing campaigns, the many facets of customer relationship management in international markets, consumer behavior issues including digital consumer behavior.

### **Learning approach**

The successful completion of the module requires about 300 learning hours. The workload is composed of 128 hours of class sessions, 160 - 180 hours of independent and self-directed learning activities outside of class and an exam.

The module will draw upon a mixture of activities including lectures, case studies, analysis, group work, presentations and discussions.

Learning support material will be provided in OLAT.

### **Course participants**

Students enrolled in the "BSc Marketing and International Business" program and students from international partner institutions.

### **Assessment**

The course assignment is designed as **project work**, which has to be completed in teams. Each team has the task of developing an **international marketing plan** for a project company of their choice.

Students should work in teams of 3-4 persons at most. The teams are asked to choose their **project company** during the **first course session**.

Each team is asked to deliver a total of **three presentations** on the different steps of the international marketing planning process, i.e.:

Phase 1: Marketing audit (*presentation 1*)

Phase 2: Market information (*presentation 1*)

Phase 3: Strategies and objectives (*presentation 2*)

Phase 4: Operative marketing management (*presentation 3*)

- As a first step of the strategic planning process, the management has to evaluate the firm's overall competitive position as well as the international marketing environment. In order to do so, the company has to be examined – and possibly benchmarked with a key competitor.
- Foreign target markets can be selected according to their attractiveness and the anticipated country risk. The former is mainly determined by the market and sales potential, which have to be reliably estimated. In doing so, marketing executives have to handle a bundle of market data delivered by field or desk research in order to discover the (un-) articulated customer needs.
- Business mission and corporate objectives give orientation to all stakeholders. Furthermore, a properly designed hierarchy of objectives is indispensable for both keeping the employees motivated and the company on track. After the objectives have been set, the marketing management has to decide about appropriate strategies to achieve them.

- Finally, the marketing mix has to be designed to implement the marketing plan. It should be taken into consideration that efficiency has the absolute priority for marketing decision makers in this regard.

Each team will be given an **opponent team**, which implies that those two teams will have to work together intensively by reading each other's reports and presentation materials, giving feedback and sharing ideas for improvement.

Furthermore, the teams will be asked to submit an **executive report** in order to briefly summarize the results. The reports have to be in-line with common standards of academic writing and should not exceed 8 - 10 pages. The reports have to be submitted at latest one week after the last presentation.

### **Grading**

The final score for each student will be a weighted average score composed of both a team (1 and 2) and an individual grade (3):

- presentations (60%) - (1)
- written report (20%) – (2)
- classroom based indicators, such as attendance and participation (20%) - (3)

The students' performance will be graded on a scale from 1 to 5, whereas "1" is the best possible grade and indicates an "outstanding performance" and "5" is a "fail".

In order to reward above-average performing students, the teams will be given the possibility to evaluate each team member individually (**peer-to-peer**).

### **Grading**

The final score for each student will be a weighted average score composed of both a team (1 and 2) and an individual grade (3):

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- classroom based indicators, such as attendance and participation (20%) - (3)

The students' performance will be graded on a scale from 1 to 5, whereas "1" is the best possible grade and indicates an "outstanding performance" and "5" is a "fail".

In order to reward above-average performing students, the teams will be given the possibility to evaluate each team member individually (**peer-to-peer**).

### **Course materials**

Course participants will be provided with a selection of case studies, articles and lecture notes during the course. In addition, students may use the following textbooks in order to deepen their understanding of international marketing issues.

- Czinkota, M. R. / Ronkainen, I. A. (2013): International Marketing, 10<sup>th</sup> edition, international edition, Cengage Learning.

- Grafers, H.W./ Schlich, A. W. (2006): Strategic Export Management, Helsinki: WSOY.
- Hollensen, S. / Opresnik, M. (2010): Marketing – A Relationship Perspective, Munich.
- Kotabe, M. & Helsen, K. (2014): Global Marketing Management, 6<sup>th</sup> edition New York.
- Usunier, Jean-Claude/Lee, Julie Anne (2013): Marketing Across Cultures, 6th edition, Harlow.

## Marketing and Consumer Behavior

Module	Workload	Credits	Study semester	Frequency offered	Duration
BSMCB	270 h	9	3 <sup>rd</sup> semester	At least 1x per academic year	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		6 semester hours / 96 h	142 h	30 students	
Tutorial		2 semester hours / 32 h			
<b>Teaching language</b>					
English					
Module used in (degree program)					
<input type="checkbox"/> Bachelor's degree program: Business Administration <input type="checkbox"/> Bachelor's degree program: Business Administration Dual <input type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates <input checked="" type="checkbox"/> <b>Bachelor's degree program: Marketing and International Business (compulsory specialization module)</b> <input type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					

**Learning outcome**

Upon successful completion of this module, students should have gathered deeper insights into strategic and operative key issues in marketing and consumer behavior. The course is designed to give students a chance to apply theory to a selection of real-life business scenarios. At the same time, course participants will improve their ability to work in teams as well as critical investigation, and self-motivating study skills.

**Contents**

The marketplace is not what it used to be, major societal forces have challenged marketers to develop new strategies and instruments. These major societal forces include information technology, globalization, deregulation, retail transformation, consumer information and integration, but also increasing consumer resistance and less tolerance about undesired marketing. In this course students are introduced to the principal changes in the marketing environment.

Throughout the course, participants will be provided with an introduction to the theories, strategies, and practices of marketing in different contexts. Typical strategic and operative marketing challenges dealt with include e.g.:

- How can we spot and choose the right market segments?
- How can we differentiate our offerings?
- How should we respond to customers who buy on price?
- How far can we go in customizing our offering for each customer?
- How can we differentiate our offerings?
- How can we build stronger brands?
- How can we keep our customers loyal?
- How can we establish multiple channels and yet manage channel conflict?

Furthermore, the module includes an introduction to the analysis of consumer behavior. In an increasingly complex marketing environment, marketers are continuously challenged to develop a profound understanding of how consumers or groups of consumers select, buy, and use products, services, or ideas. This module introduces students to the determinants involved in consumers' decision making.

Last but not least, the students will develop an understanding of both the methods used in market research and their role in supporting marketing decision-making. Market research is the interface between an organization and its target publics. It is used to identify marketing opportunities, improve understanding of customers, and monitor marketing performance. The module addresses all stages of the market research process from the definition of the research objectives to the choice of research design, data collection, data analysis all the way to the presentation of findings.

**Learning approach**

The module will draw upon a mixture of activities including lectures, case study analysis, group work, presentations, and discussions. Learning support material will be provided in OLAT.

**Course participants**

Students enrolled in the “BSc Marketing and International Business” program and students from international partner institutions.

**Assessment**

written exam

**Module representative:**

- Prof. Dr. Axel Schlich

**Lecturers:**

- Prof. Dr. Axel Schlich
- Prof. Dr. Andreas Hesse

**Course materials**

- Course participants will be provided with case studies, articles and lecture notes during the course. In addition, it's recommended to use the following textbooks in order to deepen the understanding of marketing theory and practice.
- Dibb, S./Simkin, L./Pride, W.M./Ferrell, O.C. (2012): Marketing concepts & strategies, 6<sup>th</sup> edition.
- Hollensen, S. / Opresnik, M. (2010): Marketing – A Relationship Perspective, Munich.
- Homburg, C./Krohmer, H./Kuester, S. (2009): Marketing management - a contemporary perspective.

## Brand Management and Marketing Communications

Module	Workload	Credits	Semester	Frequency offered	Duration
BSBMC	270 h	9	4 <sup>th</sup> semester	At least 1x per academic year	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		6 semester hours / 96 h	142 hours	30 students	
Tutorial		2 semester hours / 32 h			
<b>Teaching language</b>					
English					



**Module used in** (degree program)

- Bachelor's degree program: Business Administration
- Bachelor's degree program: Business Administration Dual
- Bachelor's degree program: Business Administration – Taxes Dual
- Bachelor's degree program: Business Administration (Part-time study) for VWAggraduates
- Bachelor's degree program: Marketing and International Business (compulsory specialization module)**
- Bachelor's degree program: SME Management and Entrepreneurship
- Bachelor's degree program: Civil and Industrial Engineering
- Bachelor's degree program: Industrial Engineering
- Bachelor's degree program: Industrial Ceramic Engineering

**Learning outcomes / Competences:**

After this module, students have the essential professional skills to fulfil qualified tasks in the field of brand management and marketing communication. This implies knowledge about the management of brands, about the effects of marketing communication as well as about the implementation of the brand and communication strategy in the communication instruments (e.g., print advertising, outdoor advertising, events, sponsoring, PR, social media). Questions of comparative advertising and ethical and legal aspects of marketing communication are also addressed.

In addition, students can assess the contribution of marketing communication to the achievement of marketing and corporate goals in a situation- and industry-related manner. Finally, they develop their personal skills in the areas of communication and presentation.

**Content**

This course provides an extensive overview of the key concepts, techniques and applications of brand management and marketing communications. In part 1, we start off with an introduction to consumer behavior before addressing different communication objectives. The basis of all further discussion is set by an intensive look at the theory of brand management. Based on those insights, in part 2, learning covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions and personal selling. Due to its growing importance, the instruments of social media marketing are discussed in part 3. The course blends inspired examples with wide ranging theories and applications to provide a complete introduction to this popular subject.

In the following, the three parts of the module are explained in more detail:

## **Part 1: Brand Management & Integrated Marketing Communications**

How can companies grow in saturated and competitive markets? Most marketing researchers and practitioners will agree that today, a strong brand is the key to market success! But brands are not only build by advertising, they emerge from peak performances and grow from inside to outside. In interactive lectures, we will have a closer look at the history and theory of branding and its application to real business cases. Looking at the implementation of branding strategies, we then focus on integrated marketing communication that combines different media in different cultures and countries to improve the results of branding campaigns. Many practical examples and case studies will be discussed.

## **Part 2: From Advertising Strategy to Implementation**

The development process of communication campaigns may vary according to budget, timings and audience. But there is hardly any doubt among marketing experts that most successful campaigns follow a step by step approach that has been intensively investigated. Target groups have to be selected, communication objectives need to be set and a message, creative and media strategy must be defined before a campaign can be implemented and evaluated. In this course, we take a deep look at all the different stages in campaign development through a combination of interactive lectures, case studies and class discussions.

Part 1 & 2 will be lectured by Prof. Dr. Holger J. Schmidt.

## **Teil 3: Social Media Marketing**

- The role of Social Media Marketing
- SMM goals and strategies
- Identifying target audiences in social media
- Rules of engagement for SMM and social media governance
- Social media platforms and social networking sites
- Paid social and influencers
- Content creation and sharing: Blogs, podcasting, and webinars
- Visual storytelling
- Content marketing: Publishing articles, white papers, and e-books
- Virtual communities
- Mobile marketing on social networks
- Social media monitoring and management tools
- Managing and staffing the organisation for social media marketing
- Social media marketing plan
- Ethical and legal issues of SMM

Part 3 will be lectured by Dr. Aida Matri.

### **Teaching formats**

Seminar-like class with interactive presentation and discussion elements as well as exercises

### **Requirements**

**Formal:** students of the Marketing and International Business program

**Content:** no requirements

**Forms of examination**

Written exam or portfolio review (one or more term papers, each related to part 1, 2, and 3)

**Requirements for the award of credits**

Passed module exam

**Weight of the grade in the final score**

Weighted according to the number of ECTS credits

**Module representative:**

- Prof. Dr. Holger J.

**Lecturers:**

- Prof. Dr. Holger J. Schmidt, Dr. Aida Matri Ben Jemaa

**Literature list: (latest editions)**

- Schmidt: Markenführung. Wiesbaden.
- De Pelsmacker / Geuens / v. d. Bergh: Marketing Communications: A European Perspective, Essex.
- Dahlem / Lange / Smith: Marketing Communications: A Brand Narrative Approach, Chichester.
- Kreuzer: Digitale Markenführung. Digital Branding im Zeitalter des digitalen Darwinismus. Wiesbaden.
- Zahay, Roberts, Parker, Barker, Barker. Social Media Marketing: A Strategic Approach. Cengage Learning.

## Financing and Investment I

<b>Module</b> BPF11	<b>Workload</b> 150	<b>Credits</b> 5	<b>Semester</b> 3 <sup>rd</sup> semester	<b>Frequency offered</b> Each semester	<b>Duration</b> 1 semester
<b>Course components</b> Seminar-like		<b>Contact time</b> 4 semester hours / 64 h	<b>Independent study</b> 86 h	<b>Planned group size</b> 60 students	
<b>Teaching language</b> German/English					
<p><b>Module used in (degree program)</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWAGraduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>					
<p><b>Learning outcome</b></p> <p>By the end of the module, students should have gained an insight into essential basics of investment and finance and into simple relationships concerning these areas. They will also know important financial market players along with their functions and goals. In addition, they will be able to place technical information into their wider contexts, follow discussions, and begin to contribute selectively to their first technical discussions.</p> <p><b>Skills</b></p> <p>They will also have laid the foundation to further develop their technical, methodological, and social skills. They should already be able to apply theory to simple situations in practice.</p>					
<p><b>Contents</b></p> <p>Basics, incl. in the following subject areas:</p> <ul style="list-style-type: none"> <li>• Financial market players</li> <li>• Investment</li> <li>• Financial instruments</li> <li>• Financial planning and controlling</li> </ul>					

**Teaching formats**

In the classroom and online: seminar-like class (depending on number of participants) with presentation, discussion, group and exercise elements; guest lectures; independent study

**Requirements**

**Formal:** No requirements

**Content:** No requirements

**Forms of examination**

Written exam, oral exam

**Requirements for the award of credits**

Passed module exam

**Weight of the grade in the final score**

Weighted according to the number of ECTS credits

**Module****representative:**

Prof. Dr. Michael Kaul

**Lecturers:**

Prof. Dr. Michael Kaul, Prof. Dr. Bellm, Prof. Dr. Moschinski, Mark Frost

**Literature list: (latest editions)**

- Blohm H.; Lüder, K.; Schäfer, C.: Investition, Munich.
- Caprano E.; Wimmer, K.: Finanzmathematik, Munich.
- Däumler K.-D.; Grabe, J.: Betriebliche Finanzwirtschaft, Herne.
- Hull J. C.: Optionen, Futures und andere Derivate, Munich .
- Peppmeier A.: Banking Management, Herne.
- Zantow R., Dinauer J., Schäffler C.: Finanzwirtschaft des Unternehmens, Hallbergmoos.

Students will be informed of additional literature in class as needed.

## Business English III

<b>Module</b> BEEN3	<b>Workload</b> 150 h	<b>Credits</b> 5	<b>Study semester</b> 3 <sup>rd</sup> or 4 <sup>th</sup> semester	<b>Frequency offered</b> Each semester
<b>Course components</b> Seminar  Tutorial		<b>Contact time</b> 2 semester hours / 32 h  2 semester hours / 32 h	<b>Independent study</b> 86 h	<b>Group size</b> 30 students
<b>Teaching language</b> English				
<p><b>Module used in</b> (degree program)</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>				
<p><b>Learning outcome</b></p> <p>On successful completion of this module, participants should:</p> <ul style="list-style-type: none"> <li>• understand how the English speaking, international recruitment process works</li> <li>• be able to successfully complete various application methods</li> <li>• be confident about presenting themselves to potential employers</li> <li>• realize the importance of interview training</li> <li>• be prepared to apply for internships and/or jobs in English-speaking companies</li> </ul> <p>Transferable skills: planning, written communication, meeting deadlines</p> <p><b>Skills</b> Communication, problem solving, group work, time management</p>				

**Contents**

1. Identifying my qualities and skills, strengths and weaknesses
2. Creating 'My Profile'
3. Understanding job adverts – specifications and descriptions
4. Filling in application forms – paper-based and online
5. An English Curriculum Vitae & Letter of Application
6. Assessment Centers – what to expect and the different tests
7. Giving presentations in the recruitment process
8. Interviews – face to face
9. Interviews – Telephone / online interviews
10. Job contracts – identifying important features

**Tutorial**

Case studies, group work and exercises

**Teaching formats**

Lectures incl. seminar-like elements with speeches, presentations, discussions, and work assignments.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam / portfolio review

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

- Mark Frost

Lecturers:

- Mark Frost, Megan Steiz, Assistant lecturer

**Additional Information Literature list**

Will be provided throughout the module

## Business English II

Module	Workload	Credits	Study semester	Frequency offered	Duration
BEEN2	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		2 semester hours / 32 h	86 h	30 students	
Tutorial					
<b>Teaching language</b>					
English					
<b>Module used in (degree program)</b>					
<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 checked="" type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship <input checked="" type="checkbox"/> <b>Bachelor's degree program: Civil and Industrial Engineering (compulsory module)</b> <input checked="" type="checkbox"/> <b>Bachelor's degree program: Industrial Engineering (compulsory module)</b> <input checked="" type="checkbox"/> <b>Bachelor's degree program: Industrial Ceramic Engineering (compulsory module)</b>					
<b>Learning outcome</b>					
<ul style="list-style-type: none"> <li>• Participants will learn how to present ideas, arguments and information with clarity and reasonable accuracy both orally and in written form using appropriate register and conventions.</li> <li>• They will learn how to discuss business related topics using appropriate register, select and organize suitable information, plan the structure, highlights and delivery of both written and oral presentations.</li> <li>• On successful completion of this module, participants should be able to: <ul style="list-style-type: none"> <li>• collect appropriate data from a range of sources</li> <li>• undertake a simple research task with guidance</li> <li>• work effectively with others as a member of a team</li> <li>• take responsibility for their own learning</li> </ul> </li> </ul>					
<b>Skills</b>					
Groupwork, negotiating, communication, problem solving.					



**Contents**

1. Presenting in English
2. Differences between written and spoken language
3. Presenting ideas – written
4. Presenting ideas – spoken
5. Oral presentations – structure, language, and register
6. Techniques to aid oral presentations
7. Software tools: SPSS, PPT, Prezi, and interactive presentations

**Tutorial**

Case studies, group work and exercises

**Teaching formats**

Lectures incl. seminar-like elements with speeches, presentations, discussions, and work assignments.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam or written assignment/report

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

- Mark Frost

Lecturers:

- Mark Frost, Megan Steiz, Assistant lecturer

**Additional Information Literature list**

Will be provided throughout the module

Statistics					
<b>Module no.</b> BPSTA	<b>Workload</b> 150h	<b>Credits</b> 5	<b>Study semester</b> 2 <sup>nd</sup> semester	<b>Frequency offered</b> Each semester	<b>Duration</b> 1 semester
<b>Course components</b> Seminar		<b>Contact time</b> 4 semester hours / 64 h	<b>Independent study</b> 86 h	<b>Group size</b> 30 students	
<b>Teaching language</b> English					
<b>Module used in (degree program)</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>					
<b>Learning outcome</b> After successfully completing the module, students will know the areas of application of statistical methodology and be able to demonstrate the ability of using descriptive statistics methods to analyze empirical facts. <b>Skills:</b> Technical expertise: oral presentation, debating and moderating/ participating in discussions on statistical issues and facts, scientific working methods, interpretation of quantitative data <b>Soft skills:</b> Teamwork					
<b>Content:</b> I. Statistical univariate analysis: frequency distributions, statistical parameters (mean, median, measures of statistical dispersion) II. Statistical multivariate analysis: multivariate distributions, regression analysis, correlation analysis					
<b>Teaching formats</b> Seminar with presentation, discussion, and exercise elements					
<b>Requirements</b> <b>Formal:</b> Admission to the Bachelor's degree program MIB <b>Content:</b> No requirements					
<b>Forms of examination</b> Written exam					

**Requirements for the award of credits**

Successful completion of the course/passed exam

**Weight of the grade in the final score**

According to the ECTS credits

**Module representative and lecturers:****Module representative:**

- Prof. Dr. Georg Schlichting **Lecturers:**
- Prof. Dr. Georg Schlichting
- Prof. Dr. Margareta Teodorescu

**Additional information****Suggested references (latest editions):**

- Agresti, A./ Franklin, C. (2009): Statistics – The Art and Science of Learning from Data
- Bley Müller, 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 Verfahren

**Economics I (Microeconomics)**

<b>Module no.</b>	<b>Workload</b>	<b>Credits</b>	<b>Study semester</b>	<b>Frequency offered</b>	<b>Duration</b>
BPVW1	150h	5	1 <sup>st</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Lecture		4 semester hours / 64 h	86 h	60 students	
<b>Teaching language</b>					
English					

**Module used in (degree program)**

- Bachelor's degree program: Business Administration
- Bachelor's degree program: Business Administration Dual
- Bachelor's degree program: Business Administration – Taxes Dual
- Bachelor's degree program: Business Administration (Part-time study) for VWA graduates
- Bachelor's degree program: Marketing and International Business
- Bachelor's degree program: SME Management and Entrepreneurship
- Bachelor's degree program: Civil and Industrial Engineering
- Bachelor's degree program: Industrial Engineering
- Bachelor's degree program: Industrial Ceramic Engineering

**Learning outcome / skills:**

By the end of the module, students should have basic knowledge of the following areas: Basic questions of economics, the object of microeconomics, and the consumer, firm, market, and price theories. They should also be able to apply the models of microeconomics to real-life cases in economics.

**Content:**

- I. The object of microeconomics
- II. Consumer theory
- III. Theory of the firm
- IV. Market and market forms
- V. Price formation in goods markets
- VI. Labor and capital markets

**Teaching formats**

Lectures with presentation, discussion, and exercise elements.

**Requirements**

**Formal:** No requirements

**Content:** No requirements

**Forms of examination**

Written exam

**Requirements for the award of credits**

Passed exam

**Weight of the grade in the final score**

According to the ECTS credits

**Module representative:**

- Prof. Dr. Georg Schlichting

**Lecturers:**

- Prof. Dr. Georg Schlichting; Prof. Dr. Mark O. Sellenthin, Prof. Dr. Margareta Teodorescu

**Literature list: (latest editions)**

- 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.

Introduction to Business Administration					
Module no.	Workload	Credits	Study semester	Frequency offered	Duration
BPBWL	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b> Seminar		<b>Contact time</b> 3 semester hours / 48 h 1 semester hour / 16 h	<b>Independent study</b> 86 h	<b>Group size</b> 30 students	
<b>Teaching language</b> English					
<b>Module used in</b> (degree program)					
<input type="checkbox"/> Bachelor's degree program: Business Administration <input type="checkbox"/> Bachelor's degree program: Business Administration Dual <input type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
<b>Technical expertise:</b>					
<ul style="list-style-type: none"> <li>- Students will be able to illustrate basic business decisions and adequate research methods.</li> <li>- Students will be able to define and describe business functions and disciplines as well as the interplay of such.</li> <li>- Students will be able to identify and analyze business problems and develop proposals for solutions.</li> <li>- Students will be aware of the challenges of theory-to-practice transfer.</li> </ul>					
<b>Methodological skills:</b>					
<ul style="list-style-type: none"> <li>- Students will be enabled to improve their abilities in problem-solving, academic transfer and analysis.</li> <li>- Students will know the specific epistemological framework and methods.</li> </ul>					
<b>Social skills:</b>					
<ul style="list-style-type: none"> <li>- Students will develop their competencies in collaboration and teamwork.</li> <li>- Students will build skills in debating and discussing about given topics.</li> </ul>					

**Self-competence:**

- The module promotes self-management skills. For instance, in regard to independent studying and time management in preparation for the exam.
- The module contributes to the development of an ethical consciousness in regard to the social responsibility of market players, in particular companies and consumers.

**Contents:**

Selection of topics:

- Business Administration as a science (theoretical and practical perspectives, theoretical foundations, history of business administration)
- Key terms, components and objectives of business administration (e.g., the 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., the planning process, strategic management)
- Introduction of business and corporate ethics
- Schools of thought and theories of business administration (e.g., production factors, institutionalization, behavioral theories)

**Teaching tools**

Blackboard/whiteboard, presentations, scripts, text-based information, tasks, case studies, discussions

**Teaching formats**

Seminar with speeches, presentations, discussions and working tasks

**Requirements**

**Formal:** Students of Bachelor program (MIB)

**Content:** No requirements

**Forms of examination**

Written exam

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module

representatives:

Prof. Dr. Sibylle Treude

Lecturers:

Prof. Dr. Andreas Hesse

Teaching staff of the faculty

## **Additional Information**

### **Literature list**

- Bryman, A. (2016). Social research methods. Oxford University Press.
- Capaul, Roman; Steingruber, Daniel: Betriebswirtschaft verstehen. Das St. Galler Management-Modell.
- Bryman, A. (1991). "The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders," Business Horizon, July-August, 39-48.
- Drucker, P., The Practice of Management, Harper, New York, 1954.
- Hesse, A. & Höhmann, K. (2019). Management Basics - Introduction to ABWL. Litello-Verlag Bonn.
- 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.
- Ries, E. (2017). The Lean Startup. How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency International Edition.
- 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.

## Intercultural Communication

Module	Workload	Credits	Study semester	Frequency offered	Duration
BEUIC	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			

### Teaching language

English

### Module used in (degree program)

- Bachelor's degree program: Business Administration
- Bachelor's degree program: Business Administration Dual
- Bachelor's degree program: Business Administration – Taxes Dual
- Bachelor's degree program: Business Administration (Part-time study) for VWAGraduates
- Bachelor's degree program: Marketing and International Business
- Bachelor's degree program: SME Management and Entrepreneurship
- Bachelor's degree program: Civil and Industrial Engineering
- Bachelor's degree program: Industrial Engineering
- Bachelor's degree program: Industrial Ceramic Engineering

By focusing on the practical aspects of cross-cultural communication in the era of globalization this course serves as an introduction to intercultural communication field. The course will cover a variety of general topics such as identity, perception, communication skills, culture, and linguistics.

### Course overview

Intercultural Communication focuses on the impact of culture on communication. This course is intended to raise student awareness of the complexities of intercultural communication skills in real-world situations. They will develop a greater acceptance and understanding of cross-cultural differences while studying intercultural communication foundations and processes as well as intercultural communication applications.

### Course objectives

- Exploring in detail key aspects of intercultural communication
- Understanding foundations of intercultural communication
- Understanding intercultural communication processes
- Intercultural communication applications



**Learning Outcomes:**

Participants should have gained knowledge and understanding of:

- their own personal culture
- how culture influences our behaviour and understanding of the world
- how the communication process works- both verbally and non-verbally
- how to minimise misunderstandings in a multicultural context
- how to find and synthesise key information from written and spoken sources
- how to engage in analytical and critical thinking
- how to present ideas and information to multicultural audiences
- how to think and work independently

**Competences**

Communication, problem solving, group work, time management.

**Content**

- **Chapter 0:** Course Introduction & requirements

**PART I: FOUNDATIONS OF INTERCULTURAL COMMUNICATION**

- **Chapter 1:** Why Study Intercultural Communication?
- **Chapter 2:** Defining Culture, Communication, and Intercultural Communication

**PART II: INTERCULTURAL COMMUNICATION PROCESSES**

- **Chapter 3:** Identity, Language, and Intercultural Communication
- **Chapter 4:** Nonverbal Codes and Cultural Space

**PART III : INTERCULTURAL COMMUNICATION APPLICATIONS**

- **Chapter 5:** Understanding Intercultural Transitions & Popular Culture
- **Chapter 6:** Intercultural Relationships and Cultural Diversity Management in the workplace
- **Chapter 7:** Global Flows and Re-Imagination of our Role in Intercultural Communication

**Tutorial**

Case studies, group work, exercises, debates, simulations and presentations.

**Teaching formats**

Classroom based teaching, student presentations, student-led discussions, activities.  
Students are expected to conduct independent reading/research/international team activities.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam or written assignment/report

**Requirements for the award of credits**

Passed examination

**Weight of the grading in the final score**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

Dr. Aida Matri Ben

Jemaa

Lecturers:

Dr. Aida Matri Ben Jemaa

**Additional Information****Literature list**

- Martin, M., Nakayama, T. (2022): "Intercultural Communication In -Contexts", ISBN 978-1-260-83745-2, McGraw Hill, 8th edition.
- Halualani, R. (2018): "Intercultural Communication: A Critical Perspective" 1st edition Cognella. ISBN: 978-1-51654526-1.
- Bowman, N., Park, J. (2015): "Not All Diversity Interactions Are Created Equal: Cross-Racial Interaction, Close Interracial Friendship, And College Student Outcomes", Research In Higher Education, 56(6), 601–621.
- Haskollar, E., Bagwe, T.K. (2022): "Do Demographics Matter? The Relationship Between Student Characteristics and Intercultural Competence", Journal of Intercultural Communication Research, <https://doi.org/10.1080/17475759.2022.2102059>.
- Additional sources will be provided throughout the semester

## Intercultural Studies of Germany

<b>Modul</b>	<b>Workload</b> 150h	<b>Credits</b> 5	<b>Study semester</b> Incoming students	<b>Frequency of supply</b> Each semester	<b>Duration</b> 1 semester
<b>Course</b> Seminar		<b>Contact time</b> 4 SWS / 64h	<b>Self-study</b> 86h	<b>Group size</b>	
<b>Teaching language</b> English					
<b>Use of module</b> (Study program) Incoming students of all study programs					
<p><b>Course overview:</b> The course “Intercultural Studies of Germany”, offered by the Center for Communication Studies (CCS), provides students with an in-depth study of the cultural, social, economic and historical aspects of Germany from an intercultural perspective. The course aims to enhance students' understanding of the diversity of German culture as well as the interactions between different cultures. Emphasis is placed on developing intercultural sensitivity and communication skills in the context of Germany.</p> <p><b>Course objectives:</b></p> <ul style="list-style-type: none"> <li>▪ Develop an understanding of Germany's cultural dimensions and historical background.</li> <li>▪ Analyse interactions between different cultures according to the study of Geert Hofstede.</li> <li>▪ Raise awareness of intercultural communication strategies and challenges.</li> <li>▪ Understanding foundations of the Germany economic system and German work ethics.</li> <li>▪ Explore the social, political, and economic implications of cultural diversity.</li> </ul> <p><b>Course content:</b></p> <ul style="list-style-type: none"> <li>▪ Introduction to the foundations of intercultural studies: concepts, theories and approaches.</li> <li>▪ Historical development of Germany and its impact on contemporary intercultural dynamics.</li> <li>▪ Intercultural communication: concepts, theories and approaches.</li> <li>▪ Business aspects of cultural diversity: The raise of the German economy and work environments.</li> </ul> <p><b>Competences</b> Communication, problem solving, critical thinking, group work, presentation skills</p>					
<p><b>Teaching formats</b> Preliminary note: Since this is an online course, the module can only be taken if students have the technical equipment and a stable internet connection. Digital classroom-based teaching, student presentations, student-led discussions, exercises and activities. Students are expected to conduct independent reading/research/international team activities and present their results in class.</p>					
<p><b>Requirements</b> <b>Formal:</b> technical equipment and stable internet connection <b>Content:</b> no requirements</p>					
<p><b>Evaluation criteria:</b> 60% written final exam* 30% readings and presentations 10% attendance and participation *Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.</p>					

**Necessary conditions for credits**

80% attendance and passed examination

**Weight of the grading**

According to the ECTS points

**Modul representative and lecturers**

Module representative:

- Dr. Fabian Altemöller (Center for Communication Studies)

Lecturer:

- M.Sc. Jessica Rock

Statistics					
<b>Module no.</b> BPSTA	<b>Workload</b> 150h	<b>Credits</b> 5	<b>Study semester</b> 2 <sup>nd</sup> semester	<b>Frequency offered</b> Each semester	<b>Duration</b> 1 semester
<b>Course components</b> Seminar		<b>Contact time</b> 4 semester hours / 64 h	<b>Independent study</b> 86 h	<b>Group size</b> 30 students	
<b>Teaching language</b> English					
<p><b>Module used in (degree program)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>					
<p><b>Learning outcome</b> After successfully completing the module, students will know the areas of application of statistical methodology and be able to demonstrate the ability of using descriptive statistics methods to analyze empirical facts.</p> <p><b>Skills:</b> Technical expertise: oral presentation, debating and moderating/ participating in discussions on statistical issues and facts, scientific working methods, interpretation of quantitative data <b>Soft skills:</b> Teamwork</p>					
<p><b>Content:</b></p> <p>III. Statistical univariate analysis: frequency distributions, statistical parameters (mean, median, measures of statistical dispersion)</p> <p>IV. Statistical multivariate analysis: multivariate distributions, regression analysis, correlation analysis</p>					
<p><b>Teaching formats</b> Seminar with presentation, discussion, and exercise elements</p>					
<p><b>Requirements</b> <b>Formal:</b> Admission to the Bachelor's degree program MIB <b>Content:</b> No requirements</p>					
<p><b>Forms of examination</b> Written exam</p>					

**Requirements for the award of credits**

Successful completion of the course/passed exam

**Weight of the grade in the final score**

According to the ECTS credits

**Module representative and lecturers:****Module representative:**

- Prof. Dr. Georg Schlichting **Lecturers:**
- Prof. Dr. Georg Schlichting
- Prof. Dr. Margareta Teodorescu

**Additional information****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 Verfahren

## Introduction to Business Administration

<b>Module no.</b> BPBWL	<b>Workload</b> 150 h	<b>Credits</b> 5	<b>Study semester</b> 1 <sup>st</sup> semester	<b>Frequency offered</b> Each semester	<b>Duration</b> 1 semester
<b>Course components</b> Seminar		<b>Contact time</b> 4 semester hours / 64 h	<b>Independent study</b> 86 h	<b>Group size</b> 30 students	
<b>Teaching language</b> English					
<p><b>Module used in</b> (degree program)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>					
<p><b>Learning outcome</b></p> <p><b>Technical expertise:</b></p> <ul style="list-style-type: none"> <li>- Students will be able to illustrate basic business decisions and adequate research methods.</li> <li>- Students will be able to define and describe business functions and disciplines as well as the interplay of such.</li> <li>- Students will be able to identify and analyze business problems and develop proposals for solutions.</li> <li>- Students will be aware of the challenges of theory-to-practice transfer.</li> </ul> <p><b>Methodological skills:</b></p> <ul style="list-style-type: none"> <li>- Students will be enabled to improve their abilities in problem-solving, academic transfer and analysis.</li> <li>- Students will know the specific epistemological framework and methods.</li> </ul> <p><b>Social skills:</b></p> <ul style="list-style-type: none"> <li>- Students will develop their competencies in collaboration and teamwork.</li> <li>- Students will build skills in debating and discussing about given topics.</li> </ul>					

**Self-competence:**

- The module promotes self-management skills. For instance, in regard to independent studying and time management in preparation for the exam.
- The module contributes to the development of an ethical consciousness in regard to the social responsibility of market players, in particular companies and consumers.

**Contents:**

Selection of topics:

- Business Administration as a science (theoretical and practical perspectives, theoretical foundations, history of business administration)
- Key terms, components and objectives of business administration (e.g., the 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., the planning process, strategic management)
- Introduction of business and corporate ethics
- Schools of thought and theories of business administration (e.g., production factors, institutionalization, behavioral theories)

**Teaching tools**

Blackboard/whiteboard, presentations, scripts, text-based information, tasks, case studies, discussions

**Teaching formats**

Seminar with speeches, presentations, discussions and working tasks

**Requirements**

**Formal:** Students of Bachelor program (MIB)

**Content:** No requirements

**Forms of examination**

Written exam

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module

representatives:

Prof. Dr. Sibylle Treude

Lecturers:

Prof. Dr. Andreas Hesse

Teaching staff of the faculty



## **Additional Information**

### **Literature list**

- Bryman, A. (2016). Social research methods. Oxford University Press.
- Capaul, Roman; Steingruber, Daniel: Betriebswirtschaft verstehen. Das St. Galler Management-Modell.
- Bryman, A. (1991). "The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders," Business Horizon, July-August, 39-48.
- Drucker, P., The Practice of Management, Harper, New York, 1954.
- Hesse, A. & Höhmann, K. (2019). Management Basics - Introduction to ABWL. Litello-Verlag Bonn.
- 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.
- Ries, E. (2017). The Lean Startup. How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency International Edition.
- 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.

<b>Marketing Basics</b>					
<b>Module no.</b> BPMAG	<b>Workload</b> 150 h	<b>Credits</b> 5	<b>Study semester</b> 2 <sup>nd</sup> semester	<b>Frequency offered</b> Each semester	<b>Duration</b> 1 semester
<b>Course components</b> Seminar		<b>Contact time</b> 4 semester hours / 64 h	<b>Independent study</b> 86 h	<b>Group size</b> 30 students	
<b>Language</b> English					
<p><b>Module used in (degree program)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>					
<p><b>Learning outcome</b></p> <p>The teaching module is a basic introduction to marketing as a business function. Students will learn how companies can use marketing strategies and marketing activities in competitive markets. Students will know important marketing decisions and challenges and be able to develop proposals with appropriate methods.</p> <p><b>Technical expertise:</b></p> <ul style="list-style-type: none"> <li>• Students will get to know various marketing strategies and be able to methodologically develop such strategies.</li> <li>• Students will acquire solid knowledge to interpret and apply marketing mix activities (e.g., price, product, promotions, placement) as well as online marketing activities.</li> <li>• Students will get to know specific challenges and implications of B2B, B2C and service marketing.</li> <li>• Students will gain first insights into market research.</li> <li>• Students will get to know topical marketing issues and trends and examine marketing-specific business decisions in consideration of the business press.</li> <li>• Students will also be enabled to present results of their studies within the group.</li> </ul>					

**Methodological skills:**

- Independent studying, teamwork, discussions, application of strategic marketing methods

**Contents:**

Selection of topics:

- Key terms of marketing: market, market players, marketing, marketing instruments, strategic marketing
- B2B, B2C, services 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 tools**

Blackboard/whiteboard, presentations, scripts, text-based information, tasks, case studies, discussions

**Teaching formats**

Lectures incl. seminar-like elements with speeches, presentations, discussions, and work assignments. Consideration of current business news magazines.

**Requirements**

**Formal:** students of the Bachelor's program (MIB)

**Content:** no requirements

**Forms of examination**

Written exam

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

Prof. Dr. Andreas Hesse

**Lecturers:**

Prof. Dr. Andreas Hesse

Teaching staff of the faculty

## **Additional information**

### **Literature list**

- Court, D.; Elzinga, D.; Mulder, S. & Vetvik, O. J. (2009). The Consumer Decision Journey. McKinsey & Company. ■ De Pelsmaker, P.; Geuend, M. & Van den Bergh, J. (2013) Marketing Communications – A European Perspective. Pearson Education
- Dibb et al. (2012). Marketing. Concepts & Strategies (6th Ed.).
- Homburg, Christian: Marketingmanagement. Strategie – Instrumente – Umsetzung – Unternehmensführung
- Hootsuite (2019). Digital Report We are Social. Hootsuite.com
- Ind, N. Horlings, S. (2017): Brands with a Conscience. Kogan Page.
- Ind., N. & Schmidt, H.J. (2019). Co-creating brands. Brand Management from a Co-Creative Perspective. Bloomsbury.
- Kahnemann, D. (2021). Thinking fast and slow. Penguin.
- Mangold, B. (2018). Learning Google AdWords and Google Analytics. LovesData.
- Meyer, C. & Schwager, A. (2007). Understanding Customer Experience, Harvard Business Review, Reprint No. R0702G.
- Porter, M. E. (1985). The Competitive Advantage: Creating and Sustaining Superior Performance. NY: Free Press, 1985
- Ries, E. (2017). The Lean Startup. How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency International Edition.
- Ries, E. (2017). The Lean Startup. How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency International Edition.
- Tuten, T. & Solomon, M. R. (2015). Social Media Marketing . 2<sup>nd</sup> Edition. Sage Publications

## Business English III

<b>Module</b> BEEN3	<b>Workload</b> 150 h	<b>Credits</b> 5 Bachelor 2 Master	<b>Study semester</b> 3 <sup>rd</sup> or 4 <sup>th</sup> semester	<b>Frequency offered</b> Each semester
<b>Course components</b> Seminar  Tutorial		<b>Contact time</b> 2 semester hours / 32 h  2 semester hours / 32 h	<b>Independent study</b> 86 h	<b>Group size</b> 30 students
<b>Teaching language</b> English				
<p><b>Module used in (degree program)</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>				
<p><b>Learning outcome</b></p> <p>On successful completion of this module, participants should:</p> <ul style="list-style-type: none"> <li>• understand how the English speaking, international recruitment process works</li> <li>• be able to successfully complete various application methods</li> <li>• be confident about presenting themselves to potential employers</li> <li>• realize the importance of interview training</li> <li>• be prepared to apply for internships and/or jobs in English-speaking companies</li> </ul> <p>Transferable skills: planning, written communication, meeting deadlines</p> <p><b>Skills</b> Communication, problem solving, group work, time management</p>				

**Contents**

11. Identifying my qualities and skills, strengths and weaknesses
12. Creating 'My Profile'
13. Understanding job adverts – specifications and descriptions
14. Filling in application forms – paper-based and online
15. An English Curriculum Vitae & Letter of Application
16. Assessment Centers – what to expect and the different tests
17. Giving presentations in the recruitment process
18. Interviews – face to face
19. Interviews – Telephone / online interviews
20. Job contracts – identifying important features

**Tutorial**

Case studies, group work and exercises

**Teaching formats**

Lectures incl. seminar-like elements with speeches, presentations, discussions, and work assignments.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam / portfolio review

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

- Mark Frost

Lecturers:

- Mark Frost, Megan Steiz, Assistant lecturer

**Additional Information Literature list**

Will be provided throughout the module

<b>Intercultural Communication</b>					
<b>Module</b>	<b>Workload</b>	<b>Credits</b>	<b>Study semester</b>	<b>Frequency offered</b>	<b>Duration</b>
BEUIC	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
English					
<b>Module used in</b> (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 study) for VWAGraduates <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<p>By focusing on the practical aspects of cross-cultural communication in the era of globalization this course serves as an introduction to intercultural communication field. The course will cover a variety of general topics such as identity, perception, communication skills, culture, and linguistics.</p> <p><b>Course overview</b>  Intercultural Communication focuses on the impact of culture on communication. This course is intended to raise student awareness of the complexities of intercultural communication skills in real-world situations. They will develop a greater acceptance and understanding of cross-cultural differences while studying intercultural communication foundations and processes as well as intercultural communication applications.</p> <p><b>Course objectives</b></p> <ul style="list-style-type: none"> <li>• Exploring in detail key aspects of intercultural communication</li> <li>• Understanding foundations of intercultural communication</li> <li>• Understanding intercultural communication processes</li> <li>• Intercultural communication applications</li> </ul>					

**Learning Outcomes:**

Participants should have gained knowledge and understanding of:

- their own personal culture
- how culture influences our behaviour and understanding of the world
- how the communication process works- both verbally and non-verbally
- how to minimise misunderstandings in a multicultural context
- how to find and synthesise key information from written and spoken sources
- how to engage in analytical and critical thinking
- how to present ideas and information to multicultural audiences
- how to think and work independently

**Competences**

Communication, problem solving, group work, time management.

**Content**

- **Chapter 0:** Course Introduction & requirements

**PART I: FOUNDATIONS OF INTERCULTURAL COMMUNICATION**

- **Chapter 1:** Why Study Intercultural Communication?
- **Chapter 2:** Defining Culture, Communication, and Intercultural Communication

**PART II: INTERCULTURAL COMMUNICATION PROCESSES**

- **Chapter 3:** Identity, Language, and Intercultural Communication
- **Chapter 4:** Nonverbal Codes and Cultural Space

**PART III : INTERCULTURAL COMMUNICATION APPLICATIONS**

- **Chapter 5:** Understanding Intercultural Transitions & Popular Culture
- **Chapter 6:** Intercultural Relationships and Cultural Diversity Management in the workplace
- **Chapter 7:** Global Flows and Re-Imagination of our Role in Intercultural Communication

**Tutorial**

Case studies, group work, exercises, debates, simulations and presentations.



**Teaching formats**

Classroom based teaching, student presentations, student-led discussions, activities.  
Students are expected to conduct independent reading/research/international team activities.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam or written assignment/report

**Requirements for the award of credits**

Passed examination

**Weight of the grading in the final score**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

Dr. Aida Matri Ben

Jemaa

Lecturers:

Dr. Aida Matri Ben Jemaa

**Additional Information****Literature list**

- Martin, M., Nakayama, T. (2022): "Intercultural Communication In -Contexts", ISBN 978-1-260-83745-2, McGraw Hill, 8th edition.
- Halualani, R. (2018): "Intercultural Communication: A Critical Perspective" 1st edition Cognella. ISBN: 978-1-51654526-1.
- Bowman, N., Park, J. (2015): "Not All Diversity Interactions Are Created Equal: Cross-Racial Interaction, Close Interracial Friendship, And College Student Outcomes", Research In Higher Education, 56(6), 601–621.
- Haskollar, E., Bagwe, T.K. (2022): "Do Demographics Matter? The Relationship Between Student Characteristics and Intercultural Competence", Journal of Intercultural Communication Research, <https://doi.org/10.1080/17475759.2022.2102059>.
- Additional sources will be provided throughout the semester

## Operations Management

<b>Module no.</b> BPOPM	<b>Workload</b> 150	<b>Credits</b> 5	<b>Semester</b> 2 <sup>nd</sup> semester	<b>Frequency offered</b> Each semester	<b>Duration</b> 1 semester
<b>Course components</b> Lecture		<b>Contact time</b> 4 semester hours / 64 h	<b>Independent study</b> 86 h	<b>Planned group size</b> 60 students	
<b>Teaching language</b> German/English					
<p><b>Module used in</b> (degree program)</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWAggraduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>					
<p><b>Learning outcome</b></p> <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> <p><b>Skills</b></p> <p>Understanding how complex procurement organizations work. The ability to apply theory to a practical task in the procurement environment.</p>					

**Contents****A. Basics of the general links between procurement / production / logistics****B. Basics of procurement, contextualization of functions in businesses**

B.1. Procurement markets: demand and market analyses

B.2. Procurement portfolio &amp; goals, overview of detailed functions

**C. Basics of production**

C.1. Production in the corporate context

C.2. Basics of production management

**D. Basics of logistics**

D.1. Strategic alignment of logistics / delivery stock strategies

D.2 Lean logistics

**Teaching formats**

Lectures with presentation, discussion, and exercise elements.

**Requirements****Formal:** No requirements**Content:** No requirements**Forms of examination:**

Written exam

**Requirements for the award of credits:**

Passed written exam

**Weight of the grade in the final score**

Weighted according to the number of ECTS credits

**Module representative:**

Prof. Dr. Bräkling

**Lecturers:**

Prof. Dr. Lux, Prof. Dr. Bräkling, Prof. Dr. Leyendecker

**Literature list:**

- 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

<b>Business English I</b>					
<b>Module</b>	<b>Workload</b>	<b>Credits</b>	<b>Study semester</b>	<b>Frequency offered</b>	<b>Duration</b>
BPEN1	150 h	5	1. semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		2 semester hours / 32 h	86 h	20 students	
Tutorial		2 semester hours / 32 h			
<b>Teaching language</b>					
English					
<p><b>Module used</b> (degree program)</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration</p> <p><input type="checkbox"/> Bachelor's degree program: Business Administration Dual</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</p> <p><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Industrial Engineering</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</p>					
<p><b>Module representative:</b></p> <p>Mark Frost</p> <p><b>Lecturers:</b></p> <p>Mark Frost; Megan Steitz, assistant lecturers</p>					
<p><b>Additional information</b></p> <p><b>Literature list</b></p> <ul style="list-style-type: none"> <li>• Murphy: Essential Grammar</li> <li>• Additional literature to be given over the course of the semester</li> </ul>					

**Learning outcome**

Students are divided into small groups based on the results of an English language placement test given at the start of the semester. The module is split into two components, business vocabulary and business communication.

On successful completion of Business English I, participants should have reached a minimum level of B2, however, this is dependent on their respective language level on entry.

Students should also have developed:

- confidence in using the English language in business situations.
- their vocabulary for working in an English-speaking environment.
- skills in reading texts related to business issues.
- speaking, listening and writing skills in business English.
- their overall ability to communicate in English in business settings.

**Self-competence:**

Communication, problem solving, group work, information retrieval, time management

**Contents:**

1. Company culture, departments and organizational structures
2. Successful businesses – examples, factors affecting them
3. Successful management
4. Number work – interpreting statistics, describing trends
5. Teamwork
6. Business reports & emails
7. Suitable register for business situations

**Teaching formats**

Case studies, group work, exercises, online study course.

**Requirements**

**Formal:** no requirements

**Content:** 7 to 9 years school English

**Forms of examination**

Written exam or written assignment/report

**Requirements for the award of credits**

Passed examination

**Weight of the grading in the final score**

According to the ECTS credits

## Economics II (Macroeconomics / Applied Economic Policy)

Module	Workload	Credits	Semester	Frequency offered	Duration
BPVW2	150	5	2 <sup>nd</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Lecture		4 semester hours / 64 h	54 h	60 students	
Tutorial		2 semester hours / 32 h			
<b>Teaching language</b>					
German					
<p><b>Module used in (degree program)</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWAGraduates</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>					
<p><b>Learning outcome</b></p> <p>By the end of the module, students should be familiar with and able to interpret the functions, information content and problem areas of national cost accounting. They will be able to examine goods, money, capital and labor markets.</p> <p><b>Skills</b></p> <p>Oral presentation of content, debating and discussions on economic issues, teamwork, scientific forms of work, exploration of application-related aspects.</p>					

**Content**

- I. Fundamentals of national accounting (NA)
- II. What is macroeconomics?
- III. The use of aggregate income: aggregate demand and income
- IV. Interest and aggregate demand
- V. The IS/LM model of macroeconomic analysis: determination of income and interest
- VI. The generation of aggregate income: production and the aggregate labor market
- VII. The AD/AS model of macroeconomic analysis: determination of income, interest, and price level
- VIII. Applied economic policy

**Tutorial**

Case studies in Economics II

**Teaching formats**

Lectures with presentation and discussion elements as well as exercises

**Requirements**

**Formal:** No requirements

**Content:** Microeconomics

**Forms of examination**

Written exam

**Requirements for the award of credits**

Passed module exam

**Weight of the grade in the final score**

Weighted according to the number of ECTS credits

**Module representative:**

Prof. Dr. Georg

Schlichting **Lecturers:**

Prof. Dr. Georg Schlichting; Prof. Dr. Mark O. Sellenthin, Prof. Dr. Margareta Teodorescu

**Literature list: (latest edition)**

- Bofinger, P., Grundzüge der Volkswirtschaftslehre
- Felderer, B./ Homburg, S., Makroökonomik und Neue Makroökonomik.
- Frenkel, M./John, K.-D., Volkswirtschaftliche Gesamtrechnung.
- Mankiw, G., Makroökonomik.
- Siebert, H./Lorz, O., Einführung in die Volkswirtschaftslehre.
- Woll, A., Volkswirtschaftslehre.

# MODUL GUIDE

## All Degree Programs

### Master of Science

1. **International Marketing and Management (12 ECTS Master / 15 ECTS Bachelor\*)**
2. **International Human Resource Management (6 ECTS Master / 8 ECTS Bachelor\*)**
3. **Business English III (2 ECTS Master / 5 ECTS Bachelor)**
4. **Brand Management in a digital world (12 ECTS Master / 15 ECTS Bachelor\*)**

\* Must obtain the professor's approval before participation in a Master Program as a Bachelor Student.

\*This certificate "International Management" for Master Degree students is only offered in summer semester\*



## International Marketing and Management

<b>Module</b> MSMI2	<b>Workload</b> 360 h	<b>Credits</b> 12	<b>Study semester</b> first or second semester	<b>Frequency offered</b> summer term	<b>Duration</b> 1 semester
<b>Course components</b> Seminar  Tutorial		<b>Contact time</b> 128 h	<b>Independent study</b> 232 h	<b>Group size</b> 20 - 30 students	
<b>Teaching language</b> English					
<b>Applicability of the module</b> Master's program "Business Management" (focus module)					
<b>Contents of the seminar and the exercise</b>  <p><b>Part A (Böffgen) 4 SWS in German and English: International Marketing</b></p> <ul style="list-style-type: none"> <li>- Motives and objectives of internationalization of companies,</li> <li>- Basics of foreign trade and foreign direct investment,</li> <li>- Instruments for international situation analysis,</li> <li>- Basic strategic options of internationalization,</li> <li>- Selection of country markets and chronological order of development,</li> <li>- Forms of operation on foreign markets,</li> <li>- International use of marketing instruments,</li> <li>- Peculiarities of international market research.</li> </ul> <p><b>Part B (Schmidt) 4 SWS in German and English: Current trends in international marketing.</b></p> <p>Guided by the lecturer, the students review and discuss on the basis of databases and journals, but also using the business press, current publications in international marketing. In groups they choose a topic for which they write a scientific paper (article). The article has to be presented in front of an international audience in a scientific conference, which the students organize and promote independently. The conference takes place hybrid - at the Koblenz University of Applied Sciences and via Zoom.</p>					
<b>Acquisition of competencies</b> 1. Subject-related competencies <ul style="list-style-type: none"> <li>• The students understand the importance, motives and goals of internationalization of the business activities of companies. They are familiar with the strategic aspects of internationalization such as market selection, choice of form of operation and market development strategies as well as with the operational aspects such as the design of international marketing instruments.</li> </ul>					

- Students will learn the current challenges and trends in international market through the analysis of scientific articles, the current business press and the international activities of selected companies as well as the international activities of selected companies.

## 2. Methodological competencies

The students know suitable analysis and planning instruments for decision support and can use these to develop and evaluate strategy options in international management.

They are also capable of evaluating trade and business press and applying their findings to issues in international marketing.

## 3. Interdisciplinary key qualifications

After participating in the course, students will have improved their skills in teamwork, scientific work, and the preparation and execution of presentations. The students have also learned to organize and market a scientific conference in an international context. Finally, they have improved their skills in writing scientifically.

### Learning objectives with regard to the overall qualification / degree to be acquired.

After completing this module, students will have in-depth knowledge in the area of international Management with a focus on "International Marketing" and "Globalization and Emerging Markets". In addition, they have practical application skills and have expanded their knowledge by studying case studies and the current business press intensified.

### Teaching/learning methods

- Seminars with lecture and exercise elements
- self-study
- group work

### Participation requirements

Content: English fluent

### Prerequisites for the award of credit points

Passed module exam

### Service to be rendered (type of service and duration)

#### Part A:

Presentation on a selected aspect of international management and oral examination (45 min.)

#### Part B:

Scientific paper and presentation (30 min.) The examination is to be conducted in English.

Alternative: Written exam (180 min.)

Weighting of the grade for the final grade

Weighting according to the number of ECTS points

### Module representative:

Prof. Dr. Holger Schmidt

### Lecturers:

Bernhard Böffgen, Prof. Dr. Holger Schmidt

### Literature List:

- Swoboda / Schramm-Klein / Halaszovich: Internationales Marketing, 4. Aufl. 2022
- Berndt / Altobelli / Sander: Internationales Marketing-Management, 5. Aufl., 2016

- Sure: Internationales Management – Grundlagen, Strategien und Konzepte, 1. Aufl., 2017

<b>International Human Resource Management</b>					
<b>Module</b>	<b>Workload</b>	<b>Credits</b>	<b>Study semester</b>	<b>Frequency offered</b>	<b>Duration</b>
MPIH	180 h	6	first or second semester	summer term	1 semester
<b>Course components</b> Seminar		<b>Contact time</b> 64 h	<b>Independent study</b> 116 h	<b>Group size</b> 25 students	
<b>Teaching language</b> English					
<b>Applicability of the module</b> Complements the basic qualification for a job in the human resources sector and thus acts as a compulsory module profile-forming in the study program "Human Resource Management".					
<b>Contents of the seminar and exercise</b> <ul style="list-style-type: none"> <li>- HR governance, institutional and socio-cultural framework of human resource management</li> <li>- Globalization and internationalization trends in HR management</li> <li>- Global recruitment and development of employees</li> <li>- Performance management in an international context</li> <li>- Compensation in a global context</li> <li>- Secondment of employees</li> </ul>					
<b>Acquisition of competencies</b> <ol style="list-style-type: none"> <li>1. Subject-related competencies Students understand the central models of international human resource management, are able to select the models for a specific corporate context and to adapt them to the given framework conditions.</li> <li>2. Methodological competencies The students are able to independently develop new subject contents and to evaluate and present them.</li> <li>3. Interdisciplinary key qualifications.</li> </ol>					

- The critical evaluation of different theories and concepts increases the ability to analyze.
- The group work enables students to analyze problems together in a team and to transfer theories and to evaluate approaches to solutions.
- Working on case studies with concrete management situations enables students to select theories appropriate to the situation and apply them to the situation.

**Learning objectives with regard to the overall qualification / degree to be acquired.**

- By questioning the underlying assumptions of each theory and concept, students will be able to select and apply concepts appropriate to their professional context.
- Students are able to develop or revise instruments of international human resource management for develop or revise them for companies.
- By examining models and theories for their applicability in specific contexts students will be able to critically analyze and select theories and models appropriate to the to the professional context.

**Teaching/learning methods**

Seminars in flipped classroom format with lecture, discussion, and exercise elements and case study processing.

**Participation requirements**

none

**Prerequisites for the award of credit points**

Passed module exam

**Performance (type of performance and duration)**

Written exam (120 min) or scientific paper

**Weighting of the grade for the final grade**

Weighting according to the number of ECTS points

**Module representative:**

Prof. Dr. Christian Lebreuz

**Lecturers:**

Prof. Dr. Christian Lebreuz

**Literature list:**

- Briscoe, D. & Schuler, R.: International Human Resource Management: Policies and Practices for Multinational Enterprises
- Dowling, P.; Festing, M.; Engle, A.: International Human Resource Management
- Harzing, A. & Piinnington, A. International Human Resource Management.
- Hayton, J.; Biron, M., Castro Christiansen, L. & Kuvaas, B. (Hrsg) Global Human Resource Management Casebook
- Stahl, G.; Mendenhall, M. & Oddou, G. (Hrsg.) Readings and Cases in International Human Resource Management and Organizational Behavior
- Case studies
- Current studies

**(latest editions)**

## Business English III

<b>Module</b> BEEN3	<b>Workload</b> 150 h	<b>Credits</b> 5 Bachelor 2 Master	<b>Study semester</b> 3 <sup>rd</sup> or 4 <sup>th</sup> semester	<b>Frequency offered</b> Each semester
<b>Course components</b> Seminar  Tutorial		<b>Contact time</b> 2 semester hours / 32 h  2 semester hours / 32 h	<b>Independent study</b> 86 h	<b>Group size</b> 30 students
<b>Teaching language</b> English				
<b>Module used in (degree program)</b> <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 checked="" type="checkbox"/> Bachelor's degree program: Business Administration (Part-time study) for VWA graduates <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management and Entrepreneurship <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering				
<b>Learning outcome</b> On successful completion of this module, participants should: <ul style="list-style-type: none"> <li>• understand how the English speaking, international recruitment process works</li> <li>• be able to successfully complete various application methods</li> <li>• be confident about presenting themselves to potential employers</li> <li>• realize the importance of interview training</li> <li>• be prepared to apply for internships and/or jobs in English-speaking companies</li> </ul> Transferable skills: planning, written communication, meeting deadlines				
<b>Skills</b> Communication, problem solving, group work, time management				

**Contents**

21. Identifying my qualities and skills, strengths and weaknesses
22. Creating 'My Profile'
23. Understanding job adverts – specifications and descriptions
24. Filling in application forms – paper-based and online
25. An English Curriculum Vitae & Letter of Application
26. Assessment Centers – what to expect and the different tests
27. Giving presentations in the recruitment process
28. Interviews – face to face
29. Interviews – Telephone / online interviews
30. Job contracts – identifying important features

**Tutorial**

Case studies, group work and exercises

**Teaching formats**

Lectures incl. seminar-like elements with speeches, presentations, discussions, and work assignments.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam / portfolio review

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

- Mark Frost

Lecturers:

- Mark Frost, Megan Steiz, Assistant lecturer

**Additional Information Literature list**

Will be provided throughout the module

<b>Brand Management in a digital world</b>					
<b>Module</b>	<b>Workload</b>	<b>Credits</b>	<b>Study semester</b>	<b>Frequency offered</b>	<b>Duration</b>
MSMI1	360 h	12	first or second semester	winter term	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		80 h	232 h	20 - 30 students	
Tutorial		48 h			
<b>Teaching language</b>					
English					
<b>Applicability of the module</b>					
Master's program "Business Management" (focus module)					
<b>Contents of the Seminar and Tutorial:</b>					
<ul style="list-style-type: none"> <li>• The history of brands and their management</li> <li>• The era of globalization, digitalization and co-creation</li> <li>• Generating and understanding brand-related insights</li> <li>• Defining and aligning brand strategy</li> <li>• Co-creating brand meaning</li> <li>• Situational challenges for brands in various industries (e.g., B2B, retail, services, non-for-profit)</li> <li>• New Challenges for brands (digital, mobile and social media business, artificial intelligence &amp; big data)</li> <li>• Brand activism, purpose, CSR &amp; ethics in the context of brand management</li> <li>• Future directions of brand management</li> <li>• Personal Branding</li> </ul>					
<b>Acquisition of competencies</b>					
1. Subject-related competences					
After participation in the module course, students are able to understand the nature of brands as well as current development trends of brand management, to analyse their current anchoring/importance in economy and importance in economy and society, to evaluate different methods, approaches and instruments of brand and to independently solve complex practical tasks in the context of brand management.					
2. Methodological competences					
After participating in the module course, students are able to understand, apply and evaluate scientific methods in order to collect and evaluate information needed for brand management. They are also able to evaluate scientific literature and apply its findings to the practice of brand management.					
3. Interdisciplinary key qualifications					

After participating in the module course, students will have significantly improved their competencies in teamwork, presentation and scientific work. The competences acquired in this course can be applied across disciplines.

**Learning objectives with regard to the overall qualification / degree to be acquired.**

After this module, students will have extensive knowledge in the field of brand management against the background of a global and digital world, in order to be able to work on complex tasks relating to the management of brands, both in theory and in practice.

In addition, they have practical application skills and have intensified their knowledge through case studies and practical exercises.

**Teaching/learning methods**

Seminar-based teaching (mostly based on the flipped-classroom principle), case studies, group discussions, presentations, self-study.

Supplemented by electronic teaching and learning opportunities.

**Participation requirements**

Content: English fluent

**Prerequisites for the award of credit points**

Passed module exam

**Performance (type of performance and duration)**

Portfolio examination consisting of at least 2 of the following 3 forms of examination:

Written exam, academic term paper, case study discussion, oral examination.

Alternatively: written exam (180 min.)

Weighting of the grade for the final grade

Weighting according to the number of ECTS points

**Module representative:**

Prof. Dr. Holger Schmidt

**Lecturers:**

Prof. Dr. Holger Schmidt

**Literature List:**

- Beverland, M. (2018). Brand Management: Co-creating Meaningful Brands. London: Sage.
- Burmann, Chr., Riley, N.-M., Halaszovich, T., Schade, M. (2017). Identity-Based Brand Management. Wiesbaden: Springer Gabler.
- Ind, N., Schmidt, H. J. (2019). Co-creating Brands. London: Bloomsbury.
- Steenkamp, J.-B. (2017). Global Brand Strategy. London: Palgrave Macmillan.