

Faculty of Business and Management Module Guide

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Business and Management Modules

Introduction to Business Administration					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Lecture/Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: Professional skills: - Students are able to illustrate basic business decisions. - Students are able to define and describe business functions and their interdisciplinary interplay. - Students are able to identify and analyze business problems and develop proposals for solutions. - Students are aware of the challenges of theory-to-practice transfer. - Students are aware of market-relevant trends (especially about AI, digitalization and sustainability) Methodological skills: - Students are enabled to improve their abilities in problem-solving, academic transfer and analysis. Social skills: - Students understand links of business and sustainability challenges and are enabled to conceptualize solutions. - Students build skills in arguing and discussing about given topics. Self-competence: - The module encourages students in their capabilities of self-management. For instance, in regard to self-studying and time-management of the exam preparation process. - The module contributes to the development of ethical consciousness in regard to the social responsibility of market players, in particular the sustainability of companies and consumers.					

Course Content:

- Key terms, components and objectives of business administration (e.g., economic principle, sustainability, competition, market forms)
- Interdisciplinarity of basic business functions (in particular, finance, investment, organization, HR, marketing, procurement, production, logistics, accounting, controlling).
- Initial business decision (e.g., location decisions, objectives, legal forms of organizations)
- Management basics (e.g., planning process, strategic management)
- Sustainability and ethics in business
- Business administration as a science (research methods in business administration)
- Megatrends (globalization, digitalization, artificial intelligence, augmented/virtual reality and more)

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

Course Formats (Type of Interaction / Teaching Methods):

Lectures and seminaristic sessions with speeches, presentations, discussions and working tasks

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Written exam (90 minutes)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Faculty teaching staff, external lecturers

Recommended Reading:

- Bryman, A. (2016). Social research methods. Oxford University Press.
- Drucker, P. (1954). The Practice of Management, Harper, New York.
- Hesse, A. & Höhmann, K. (2019). Management Basics – Einführung in die ABWL. Litello-Verlag Bonn.
- Jenkins, M.; Ambrosini, V.; & Collier, N. (2015): Advanced Strategic Management – A Multi-Perspective Approach. 2nd Edition, Palgrave MacMillan Verlag.
- Porter, M. E. (1985). The Competitive Advantage: Creating and Sustaining Superior Performance. NY: Free Press.
- Ries, E. (2017). The Lean Startup. How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency International Edition.
- Westerman, G.; Bonnet, D. & McAfee, A. (2014). Leading Digital. Turning Technology into Business Transformation. Harvard Business Review Press.

Business Math						
	Workload 150 h	Credits 5	Planned Semester 1st semester		Frequency each semester	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h	Self-study 86 h		Planned Class Size 50 students	
Language of Instruction English						
Applicable Bachelor Programs:						
☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen						
Learning Outcomes and Competencies						
Expertise/ professional skills:						
– After successfully completing this module, students have acquired fundamental mathematical knowledge relevant to marketing and international business. This includes the understanding and application of concepts such as exchange rates, invoicing with terms of payment and discounts, pricing strategies, cost–revenue–net income relationships, break-even analysis, and net present value. – Furthermore, they are able to apply mathematical concepts and Excel-based tools to analyze and interpret marketing and business data, assess performance metrics and key performance indicators (KPIs), and make informed business decisions. – They recognize the importance and complexity of bridging the gap between theory and practice. – The module aids students in developing both a better understanding of mathematical methods and the ability to reflect critically on data-driven insights.						
Methodological skills:						
– Students proficiently grasp the scientific methodology of mathematical analysis and its applications to address specific, real-world business and marketing issues and scenarios. In doing so, they develop their ability to think abstractly and in an interconnected way. – They enhance and broaden their analytical, quantitative, and critical thinking abilities as well as their data literacy, along with refining their skills in knowledge transfer and problem-solving. – They develop their academic skills, including constructing and structuring mathematical arguments related to marketing and international business issues, and presenting their findings in a concise and scholarly manner.						
Social skills:						
– After successfully participating in this module, students will enhance their ability to work in teams, present their mathematical results to their fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork and cooperation skills. – Furthermore, they enhance their ability to discuss, present, and argue about given mathematical concepts and business issues.						
Self-competences:						
– Participation in this module fosters self-management skills, including effective self-study techniques and competences, and the ability to better organize and manage time when preparing for examinations.						
Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected, and globalized world.						

Business Math: Course Content: - Percentages and percent change - Exchange rates and currency exchange - Invoicing: terms of payment and discounts - Distribution and merchandising - Setting the regular and sale price - Cost-revenue-net income analysis - Break-even analysis - Net present value - Basics of Excel in marketing analysis - Metrics and key performance indicators
Course Formats (Type of Interaction / Teaching Methods): Seminar with presentations, discussions, working tasks, and exercise elements
Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: No specific requirements
Type of Examination: Portfolio examination or written exam (90 minutes)
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: Faculty teaching staff, external lecturers
Recommended Literature (latest editions): - Dancy, Margaret (2023), Introduction to Business Math. Fanshawe College Pressbooks, London Ontario. - Haeussler, Ernest, Paul, Richard & Wood, Richard (2018), Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 14th edition, Addison-Wesley/ Pearson. - Kaurav, Rahul Pratap Singh, & Thomas, Asha (2025), Marketing Analytics Using Excel: A Beginner' s Guide. SAGE Publications Limited. - Lis, Piotr & Rosser, Mike (2025), Basic Mathematics for Economists, 4th edition, Routledge. May, Mike (2024), Business Calculus with Excel. University of Minnesota's College of Education and Human Development. - Olivier, Jean-Paul (2023), Business Math: A Step-by-Step Handbook. Lyryx Learning Inc. - Pemberton, Malcolm & Rau, Nicholas (2023), Mathematics for economists: An introductory textbook, 5th edition, Manchester University Press. - Pena-Levano, L. Moises (2021), Mathematical Methods for Business, Economics, and Finance (Schaum's Outlines), 2nd edition, McGraw-Hill Education. - Peren, Franz W. (2025), Math for Business and Economics Compendium of Essential Formulas (4th ed. 2025). Springer Berlin Heidelberg.

Economics I (Microeconomics)					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: Expertise/ professional skills: - After successfully completing this module, students have basic knowledge of the following areas: fundamentals in microeconomics and the subject matter of microeconomics, and consumer, firm, market, and price theories. - Furthermore, they are able to apply microeconomic models to economic issues and in real-world economic scenarios in order to present, explain, and interpret economic relationships and phenomena. - They gain first-hand experience in analyzing microeconomic issues in an international context by applying theoretical knowledge to different economic contexts. They recognize the importance and complexity of bridging the gap between theory and practice. - The module aids students in developing and cultivating an economic awareness of ethical considerations within economic decision-making and actions. Methodological skills: - Students proficiently grasp the scientific methodology of microeconomic analysis and its applications to address specific, real-world economic issues and scenarios. In doing so, they develop their ability to think abstractly and in an interconnected way. - They enhance and broaden their analytical and critical thinking abilities, along with refining their skills in knowledge transfer and problem-solving in an international context. - They develop their academic writing skills, including constructing and structuring evidence-based economic arguments, properly citing relevant literature, and presenting their findings in a concise and scholarly manner. Social skills: - After successfully participating in this module, students will enhance their ability to work in international teams, present their microeconomic findings to their international fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork, cross-cultural communication and cooperation skills. - Furthermore, they enhance their ability to discuss, present, moderate, debate on and argue about given microeconomic concepts and issues, improving their capacity to engage in meaningful economic discourse. Self-competence: - Participation in this module fosters self-management skills, including effective self-study techniques and competencies, and the ability to better organize and manage time when preparing for examinations. - Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected, and globalized world.					

Economics I:

Course Content:

Selected topics in Introduction to Economics/ Microeconomics:

- Introduction to Microeconomics
- Consumer Theory
- Theory of the Firm
- Market Theory
- Firm Behavior and the Organization of Industry
- Markets and Welfare
- Market Inefficiency and Market Failure
- Topics for Further Study

Course Formats (Type of Interaction / Teaching Methods):

Seminar with presentations, discussions, working tasks and quizzes, and exercise elements

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: No specific requirements

Type of Examination:

Portfolio examination or written exam (90 minutes)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Prof. Dr. Margareta Teodorescu

Lecturers:

Prof. Dr. Margareta Teodorescu, faculty teaching staff, external lecturers

Recommended Literature (latest editions):

- Jehle, A. Geoffrey & Reny, J. Philip (2011), Advanced Microeconomic Theory, 3rd edition, Pearson.
- Krugman, Paul & Wells, Robin (2024), Economics, 7th edition, Macmillan Learning.
- Mankiw, N. Gregory (2017), Principles of Economics, 8th edition, Cengage.
- Nicholson, Walter & Snyder, Christopher (2021), Intermediate Microeconomics and Its Application, Cengage.
- Perloff, Jeffrey M. (2023), Microeconomics, 9th edition, Pearson.
- Pindyck, Robert & Rubinfeld, Daniel (2017), Microeconomics, 9th edition, Pearson.
- Samuelson, P. Anthony & Nordhaus, D. William (2009), Economics, international edition, 19th edition, McGraw-Hill Higher Education.
- Smith, Adam (2018), An Inquiry into the Nature and Causes of the Wealth of Nations, Classic Reprint.
- Varian, R. Hal (2021), Intermediate Microeconomics: A Modern Approach, international edition, 9th edition, Norton.

Marketing Basics					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies:					
Learning outcomes The teaching module is a basic introduction of marketing as a business function. Students learn how organizations may use marketing strategies and marketing activities in competitive markets. Students know important marketing decision making challenges and are able to develop proposals with interdisciplinary methods.					
Professional skills: - Students get to know various marketing strategies and are methodologically enabled to develop such strategies - Students get a solid knowledge to interpret and apply marketing vehicles (e.g. price, product, promotions, placement) as well as digital marketing vehicles (e.g., website marketing, search engine marketing, social media marketing, e-commerce, retail media marketing) - Students get to know specific challenges and implications of B2B, B2C and international marketing - Students get to know topical marketing trends and examine marketing-specific business decisions, for instance in regard to sustainability marketing, social marketing and AI marketing - Students get to know an overview of data-driven marketing					
Methodological skills: Self-studying, teamwork, discussions, application of strategic marketing methods					

Marketing Basics:

Course Content:

- Key terms of marketing (market, market players, marketing, marketing instruments, strategic marketing, B2B, B2C, international marketing)
- Introduction to consumer behavior
- Marketing strategies (incl. situational analysis, competitive landscape analysis, SWOT analysis, market segmentation, marketing metrics (e.g., net promoter score))
- Product marketing (incl., innovation management and brand management)
- Pricing (e.g., dynamic pricing)
- Promotion (i.e., marketing communication, digital marketing)
- Placement, sales channel management
- Overview of data-driven marketing
- Examination of marketing trends (i.e., social media, AI marketing etc.)

Knowledge transfer

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

Course Formats (Type of Interaction / Teaching Methods):

Lecturing incl. seminaristic elements with speeches, presentations, discussions and working tasks

Admission Requirements:

Formal: Admission to the Bachelor's degree program MIB

Content-specific: no specific requirements

Type of Examination:

Written exam (90 minutes)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Faculty teaching staff, external lecturers

Recommended Reading:

Course participants will be provided with articles and lecture notes during the course. In addition, it's recommended to use the following sources in order to deepen the understanding of marketing

- Ansoff, H. I. (1957). Strategies for diversification. Harvard Business Review, 35(5), 113-124.
- Charter, M.; Peattle, K.; Ottman, J. & Polonsky, M. (2002). Marketing and Sustainability, BRASS
- Dibb et al. (2012). Marketing. Concepts & Strategies (6th Ed.).
- Meffert, M.; P. Kenning; M. Kirchgeorg (Hrsg.) (2014). Sustainable Marketing Management. Wiesbaden.
- Porter, M. E. (1985). The Competitive Advantage: Creating and Sustaining Superior Performance. NY: Free Press.
- Sorger, S. (2013). Marketing Analytics. Strategic Models and Metrics. AdmiralPress.
- Roger, E.M. (1995). Diffusion of innovations, Free Press, New York.
- Tuten, T. (2020). Social Media Marketing. 4th Edition. Sage Publications.
- Westerman, G.; Bonnet, D. & McAfee, A. (2014). Leading Digital. Turning Technology into Business Transformation. Harvard Business Review Press

Digital Transformation					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: By the end of this module, students will be able to: - Understand and apply key concepts and terminology from information systems to solve business-related problems. - Analyze the drivers, challenges, and opportunities of digital transformation in business and society. - Explain how selected digital technologies—such as cloud computing, big data and artificial intelligence (AI)—function and can be used strategically. - Identify and assess digital business models and develop original approaches to creating digital value. - Understand how digitalization and AI transform the marketing discipline - Critically reflect on the ethical, legal, and societal implications of digital transformation.					
Competencies: - Digital Literacy & Technical Skills • Understanding of core digital technologies (e.g., AI, cloud computing, data analytics) • Ability to use digital tools and platforms relevant to business and innovation (e.g., identify use cases) • Basic skills in data interpretation and digital process mapping - Analytical & Critical Thinking • Ability to analyze the impact of digital trends on organizations and industries • Critical evaluation of digital business models and transformation strategies • Reflection on opportunities and risks of digital innovation - Strategic & Entrepreneurial Thinking • Capability to design and propose digital strategies and solutions • Understanding of how digitalization enables new value propositions • Awareness of digital disruption and how to respond to it from a business perspective - Ethical & Societal Awareness • Sensitivity to ethical challenges related to AI, automation, and data use • Consideration of digital inclusion and sustainability					

Digital Transformation: Course Content: - Introduction to information systems: systems, data, and processes - Digitalization of business processes and models (platform economy, networks, sharing economy, crowd strategies and others) - New forms of value creation - Fundamentals of artificial intelligence and machine learning - Digital transformation and change management - Ethical, legal, and societal aspects of digital transformation
Course Formats (Type of Interaction / Teaching Methods): Lecturing with presentation and interactions
Admission Requirements: Formal: Admission to the Bachelor's degree program MIB Content-specific: no requirements
Type of Examination: Written exam
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: Faculty teaching staff, external lecturers
Recommended Reading: ▪ Westerman, G., Bonnet, D., & McAfee, A. (2014). <i>Leading digital: Turning technology into business transformation</i>. Harvard Business Press. ▪ Rogers, D. L. (2016). <i>The digital transformation playbook: Rethink your business for the digital age</i>. Columbia University Press. Temporary literature sources will be provided within the lectures.

International Business Law					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: - At the end of the course, students should have developed a basic understanding of law. - Students are familiar with legal issues that arise in the context of internationalization (e.g., CSDDD). - Students are familiar with important marketing-relevant legislation (e.g. GDPR, Digital Markets Act, Digital Service Act, AI Act, competition law). - Students know basic German legislation in the context of business life (e.g. BGB incl. contract law, damages, liability; HGB incl. regulations for merchants, commercial transactions, company law).					
Competencies: - Students can develop an awareness of business law issues.					

International Business Law:
Course Content: - Overview of international business law. Key legal systems, civil vs common law. International treaties - Legal frameworks of international trade and trade law, international transportation and international billing and foreign currencies - Export and import laws, restrictions, customs, tariffs, and taxes - International free trade agreements and organizations - Contracts, dispute resolutions, intellectual property - International corporate law, employment law, and competition law - Ethics, social responsibility, and codes of conduct. - European business legislation (competition, advertising, permission marketing (outbound call, email, retargeting, cookies) - Marketing specific EU laws (Digital Markets Act, Digital Services Act, AI Act) - Internationalization specific laws (CSDDD)
Course Formats (Type of Interaction / Teaching Methods): In the classroom and online: seminar-like class (depending on number of participants) with presentation, discussion, group and exercise elements; guest lectures; independent study
Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no requirements
Type of Examination: Portfolio examination
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: Mark Frost, faculty teaching staff
Recommended Reading: Carr, I; Stone, P: International Trade Law: London Folsom, R; Van Alstine, M; Ramsey, M: Principles of International Business Transactions: St. Paul Schaffer, R; Agusti, F; Dhooge, L; Berger-Walliser: International Business Law and Its Environment: Boston Students will be informed of additional literature in class as needed.

Operations Management					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: Teaching skills for designing and managing operational organizations in industry and trade, including their connection to procurement logistics. Students should learn about and understand the importance, tasks and goals of the operational functions in a company.					
Competencies: Understanding how complex procurement, production and logistics functions work. Being able to apply what you have learned to a practical task in the operations environment. The transfer of skills takes place via a targeted mix of lecture, group work and reflection tasks. The exam includes elements of transfer and skills reflection.					

Operations Management: Course Content: - A. Fundamentals: overall context Procurement/Production/Logistic - B. Fundamentals of procurement, functional integration in the company - B.1. Procurement markets: demand and market analyses - B.2. Procurement portfolio and goals - C. Fundamentals of production - C.1. Production in the corporate context - C.2. Fundamentals of production management - D. Fundamentals of logistics - D.1 Strategic leadership of logistics. Push/pull & supply-inventory strategies - D.2 Lean logistics
Course Formats (Type of Interaction / Teaching Methods): Lecturing with presentations, discussions and exercise element
Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no requirements
Type of Examination: Written exam (90 minutes)
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Elmar Bräkling Lecturers: Elmar Bräkling, Bert Leyendecker
Recommended Reading: - Keith Wright (2024). The Power of Professional Procurement: How to Unlock the Hidden Profit Potential of Your Business - Wolfgang M. Schäfer (2020): Procurement 4.0: The Digitalization of Procurement" - Robert M. Monczka, Robert B. Handfield und Larry C. Giunipero (2019): Strategic Procurement: Organizing Suppliers and Supply Chains for Competitive Advantage" - Martin Christopher (2020). Logistics and Supply Chain Management" - John J. Coyle, C. John Langley Jr. und Robert A. Novack (2019). Transportation and Logistics: A Practical Approach - Paul Schönsleben (2023). Handbook Integral Logistics Management: Operations and Supply Chain Management Within and Across Companies - Slack, Nigel; Brandon-Jones, Alistair, Operations management, Pearson, 2019 - Heizer, Jay H.; Render, Barry; Operations management sustainability and supply chain management, Pearson, 2014 - Starr, Martin K.; Managing production and operations, Prentice-Hall, 1989 Journal of Purchasing and Supply Management (JPSM)

Finance, Investing, Accounting, Taxation					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: - Knowledge in Finance, Investing, Accounting, and Taxation forms the foundation for the successful financial management and development of a company. - By the end of the module, students should have gained an insight of the essential basics and relationships concerning these areas. They will also know important financial market participants along with their functions and goals. - In addition, they will be able to place subject information into wider contexts, follow discussions, and begin to contribute selectively to their first subject-area discussions.					
Competencies: - Students should have the ability to apply what they have learned and follow discussions with the CFO of a company. - Social competence: Students' teamwork and cooperation skills are improved through groupwork. Additionally, their discussion and argumentation skills are expanded through participation in discussion sessions and group work. - Self-competence: Module participation promotes personal time management and self-learning skills. These are a prerequisite for active participation during lecture times and successfully completing exam preparation. - Subject competence: Attainment of knowledge regarding the integration of financing and investing, accounting and taxation into business management functions. Knowledge of important financial management objectives. Acquisition of knowledge of key concepts and methods in both financing and investing, accounting and taxation theory and calculations.					

Finance, Investing, Accounting, Taxation:

Course Content:

- Investing-Time value of money, risk vs return, the basics of portfolio theory, internal rate of return. Project evaluation methods
- Finance-Corporate finance basics. Liquidity, capital structure, raising capital, understanding different types of equity and debt. Financial markets and intermediaries, Stocks, bonds, and real estate financing
- Cryptocurrencies and decentralized finance.
- Taxation-types of taxes, tax systems and basic tax planning strategies. International taxation and transfer pricing
- Accounting-Overview of the financial statements. Understanding key accounting principles, understanding the role of accounting in decision making. Budgeting

Course Formats (Type of Interaction / Teaching Methods):

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

Admission Requirements:

Formal: Admission to the Bachelor's degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Mark Frost

Lecturers:

Mark Frost, faculty teaching staff

Recommended Reading:

Brealey, R.; Myers, S.; Allen, F.; Edmans, A.: Principles of Corporate Finance, London
Graham, B.: The Intelligent Investor; New York
Graham, B; Dodd, D; Security Analysis; Berkshire
Hillier, D.; Ross, S.; Westerfield, R.; Jaffe, J.; Jordan, B.: Corporate Finance, Berkshire
Helbaek et. al: Corporate Finance; Berkshire
Hull, J: Options, Futures, and Other Derivatives: New Jersey
Oats, L. Principles of International Taxation: London
Smith, B: Introductory Financial Accounting and Reporting; Berkshire
Weygandt, J; Kimmel, D; and Kieso, D: Financial Accounting: New Jersey

Students will be informed of additional literature in class as needed

Economics II (Macroeconomics)					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: Expertise/ professional skills: - After successfully completing this module, students know the areas of application of macroeconomic theories and are able to apply macroeconomic methods and concepts to analyze economic issues and facts. - They are able to holistically analyze markets (goods, money, and labor markets) in the short, medium, and in the long run, and understand how these markets interact. - Furthermore, they understand the effects of economic policy measures such as monetary and fiscal policy on the individual markets and are able to apply macroeconomic models to economic issues and in real-world economic scenarios in order to present, explain, and interpret macroeconomic relationships and phenomena. - They gain first-hand experience in analyzing macroeconomic issues in an international context by applying theoretical knowledge to different economic contexts and comparing policy implications across various economic environments. They recognize the importance and complexity of bridging the gap between theory and practice. Methodological skills: - Students proficiently grasp the scientific methodology of macroeconomic analysis and its applications to address specific, real-world economic issues and scenarios. In doing so, they develop their ability to think abstractly and in an interconnected way. - They enhance and broaden their analytical and critical thinking abilities, along with refining their skills in knowledge transfer and problem-solving in an international context. - They develop their academic writing skills, including constructing and structuring evidence-based economic arguments, properly citing relevant literature, and presenting their findings in a concise and scholarly manner. Social skills: - After successfully participating in this module, students will enhance their ability to work in international teams, present their macroeconomic findings to their international fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork, cross-cultural communication and cooperation skills. - Furthermore, they enhance their ability to discuss, present, moderate, debate on and argue about given macroeconomic concepts and issues, improving their capacity to engage in meaningful economic discourse. Self-competences: - Participation in this module fosters self-management skills, including effective self-study techniques and competencies, and the ability to better organize and manage time when preparing for examinations. - Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected and globalized world.					

Economics II:

Course Content:

Selected topics in Introduction to Macroeconomics/ Economic Policy:

- Introduction to Macroeconomics
- Macroeconomics in the Short Run
 - Keynesian Goods and Financial Markets
 - The IS-LM Model
- Macroeconomics in the Medium Run
 - Keynesian and Neoclassical Labor Economics
 - Business Cycle Models
- Macroeconomics of the Long Run
 - Stylized Facts
 - Neoclassical Growth Theory

Course Formats (Type of Interaction / Teaching Methods):

Seminar with presentations, discussions, working tasks and quizzes, and exercise elements

Admission Requirements:

Formal: Admission to the Bachelor's degree program MIB

Content-specific: Successfully completed module: Economics I (Microeconomics)

Type of Examination:

Portfolio examination or written exam (90 minutes)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Prof. Dr. Margareta Teodorescu

Lecturers:

Prof. Dr. Margareta Teodorescu

Recommended Literature (latest editions):

- Aghion, Philippe & Howitt, W. Peter (2008), The Economics of Growth, MIT Press.
- Bade, Robin & Parkin, Michael (2018), Foundations of Macroeconomics, global edition, 8th edition, Pearson.
- Blanchard, Olivier, Macroeconomics (2016), 7th edition, Pearson.
- Krugman, Paul & Wells, Robin (2024), Economics, 7th edition, Macmillan Learning.
- Krugman, Paul & Wells, Robin (2024), Macroeconomics, 7th edition, Macmillan Learning.
- Mankiw, N. Gregory (2017), Principles of Economics, 8th edition, Cengage.
- Mankiw, N. Gregory (2022), Macroeconomics, 11th edition, Macmillan Learning.
- Obstfeld, Maurice & Rogoff, Kenneth (1996), Foundations of International Macroeconomics, MIT Press.
- Romer, David (2018), Advanced Macroeconomics, 5th edition, McGraw-Hill Higher Education.
- Samuelson, P. Anthony & Nordhaus, D. William (2009), Economics, 19th edition, McGraw-Hill Higher Education.

Organisation & HR Management					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: By completion of this module students will: - know the basics of human resources management and, in particular, have internalized the holistic overall human resources management process in a company. - be able to apply and critically reflect on individual human resources management instruments. - be able to classify and evaluate the role and tasks of personnel management in the interaction of the functional areas of business management. - know the basics of organizational theory. - be able to question the impact of ecological and social sustainability on organizational design. - have a sound understanding of the behaviour of individuals and teams in organizations and can draw conclusions from this for their self-management. - understand and critically reflect on leadership techniques.					

Course Content:

HR Management

- Strategic and operational personnel management: between theory and practice
- Personnel requirements planning as the ultimate starting point for modern HR work
- From employer branding to personnel marketing and e-recruiting
- Working time models today and the future of work
- From remuneration design to payroll accounting
- Personnel development: qualifications, skills and tools
- Laying off staff: Group-related / individual cases and the legal framework

Organization

- Definition, importance and development of organizations
- Sustainability in organizations - from the goal of profit maximization to social, ecological and financial balance
- Behaviour of individuals and teams in organizations
- Motivation and leadership
- Organizational design
- Change and corporate culture

Course Formats (Type of Interaction / Teaching Methods):

Lecturing incl. seminaristic elements with speeches, presentations, discussions and working tasks

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no specific requirements

Type of Examination:

Written exam (90 min.)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Faculty teaching staff, external lecturers

Recommended Reading:

- Daft, Richard L.; Murphy, Jonathan; Willmoth, Hugh (2020): Organization Theory & Design, 4. Auflage, Cengage Learning.
- Neubert, Mitchell J.; Dyck, Bruno (2021): Organizational Behavior: for a better tomorrow, 2. Auflage, John Wiley & Sons.
- Slocum, John W.; Hellriegel, Don (2011): Principles of Organizational Behavior, 13. Auflage, Cengage Learning.

Applied AI & New Technologies					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Practice Class		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: - Students know basic terms, elements, mechanisms of artificial intelligence in business. - Students know how AI tools are implemented in marketing practices (e.g., personalizing offerings, generating content, conducting data analysis). - Students know how to make decisions about AI implementation in business. - Students know basics of prompting AI tools. - Students know technological trends beyond generative AI - Students know ethical issues and limitations of AI incl. how to set up AI projects in a compliant way. Methodological skills: - Students can present, discuss (e.g., in online forums) and argue in the context of AI. - Students see and reflect on ethical limits. Competencies: - Students make first practical experiences in solving issues with AI tools					

Course Content:

- Elements of AI in business
- How-to: Prompt engineering
- Bias, misuse and in compliant implementation
- Legal framework (AI act) adapted in business
- Setting up AI projects
- Students work on practical challenges and draft AI-oriented solutions

Course Formats (Type of Interaction / Teaching Methods):

Seminaristic input sessions, e-learning, group work, presentations, guest speakers, practical classes

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

PORTFOLIO EXAMINATION

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Andreas Hesse, teaching staff

Recommended Reading:

- Aline F.S. Borges, Fernando J.B. Laurindo, Mauro M. Spínola, Rodrigo F. Gonçalves, Claudia A. Mattos (2021). The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions, in: International Journal of Information Management, Vol. 57, <https://doi.org/10.1016/j.ijinfomgt.2020.102225>.
- McAfee, A.; Rock, D.; Brynjolfsson, E. (2023). How to Capitalize on Generative AI. Harvard Business Review, November-December, p. 43-48
- Szedlak, C., Leyendecker, B., Reinemann, H., Kschischo, M., & Pötters, P. (2021). Risks and benefits of artificial intelligence in small-and-medium sized enterprises. In Proceedings of the International Conference on Industrial Engineering and Operations Management (pp. 195-205).
- Venkatesan, R.; Lecinski, J. (2021). The AI Marketing Canvas. Stanford Business Books

Statistics					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: Expertise/ professional skills: - After successfully completing this module, students know the areas of application of statistical methodology and are able to demonstrate the ability of using methods of descriptive statistics to analyze empirical facts. - Furthermore, they are able to carry out statistical data analyses, interpret quantitative data and apply statistical concepts and methods to international business and economic issues and in real-world economic scenarios in order to present, explain, and interpret economic relationships and phenomena. - They gain first-hand experience in analyzing statistical issues in an international context by applying theoretical knowledge to different economic issues across various economic environments. They recognize the importance and complexity of bridging the gap between theory and practice. - The module aids students in developing a better understanding of statistical methods in connection with ethical considerations within economic decision-making and actions. Methodological skills: - Students proficiently grasp the scientific methodology of statistical analysis and its applications to address specific, real-world business and economic issues and scenarios. In doing so, they develop their ability to think abstractly and in an interconnected way. - They enhance and broaden their analytical, quantitative, and critical thinking abilities as well as their data literacy, along with refining their skills in knowledge transfer and problem-solving. - They develop their academic skills, including constructing and structuring evidence-based statistical arguments related to marketing and international business issues, and presenting their findings in a concise and scholarly manner. Social skills: - After successfully participating in this module, students will enhance their ability to work in international teams, present their statistical findings to their international fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork, cross-cultural communication and cooperation skills. - Furthermore, they enhance their ability to discuss, present, moderate, debate on and argue about given statistical concepts and issues, improving their capacity to engage in meaningful economic discourse. Self-competences: - Participation in this module fosters self-management skills, including effective self-study techniques and competencies, and the ability to better organize and manage time when preparing for examinations. - Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected and globalized world.					

Statistics: Course Content: Selected topics in Introduction to Statistics: - Statistical univariate analysis: frequency distributions, statistical parameters (mean, median, measures of statistical dispersion) - Statistical multivariate analysis: multivariate distributions, regression analysis, correlation analysis
Course Formats (Type of Interaction / Teaching Methods): Seminar with presentations, discussions, working tasks and quizzes, and exercise elements
Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no specific requirements
Type of Examination: Portfolio examination or written exam (90 minutes)
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: Teaching staff of the faculty, external lecturers
Recommended Reading: - Agresti, Alan, Franklin, Christine & Klingenberg, Bernhard (2022), Statistics – The Art and Science of Learning from Data, 5th edition, Pearson. - Anderson, R. David et al. (2023), Statistics for Business and Economics, 15th edition, Cengage. - Mann, S. Prem (2024), Introductory Statistics, 10th edition, international adaptation, Wiley & Sons. - McClave, T. James, Benson, P. George & Sincich, L. Terry (2021), Statistics for Business and Economics, 14th edition, international edition, Pearson. - Newbold, Paul, Carlson, William & Thorne, Betty (2023), Statistics for Business and Economics, 10th edition, global edition, Pearson. - Rice, A. John (2013), Mathematical Statistics and Data Analysis, 3rd edition, international edition, Cengage. - Sharpe, D. Norean, de Veaux, D. Richard & Velleman, F. Paul (2021), Business Statistics, 4th edition, global edition, Pearson. - Witte, S. Robert & Witte, S. John (2021), Statistics, 11th edition, Wiley & Sons. - Wood, N. Simon (2015), Core Statistics, Cambridge University Press.

Consumer Research					
	Workload 150 h	Credits 5	Planned Semester 3rd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64h		Self-study 86h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: By the end of the module, students will have learned to - Analyze consumer behavior theories and apply them to real-world marketing challenges - Design and implement qualitative and quantitative consumer research studies - Apply consumer insights to develop targeted and effective marketing strategies					
Methodological skills: - Students are expected to acquire methodological skills that enable them to effectively analyze, interpret, and apply insights into consumer behavior. Furthermore, students will have to present their findings through clear, impactful visualizations and reports.					
Professional skills: - Students will develop methodological expertise that equips them for success in professional environments, i.e. critical thinking, working effectively in teams and articulating ideas clearly and effectively in presentations.					

Course Content:

- This module provides an in-depth understanding of consumer behaviour and its significance within marketing and international business. It analyses the psychological, social, cultural, and economic determinants of consumer decision-making, with a focus on applying these insights to the development of effective marketing strategies. Attention is given to contemporary issues, including the circular economy and consumer responses to circular business models. In addition, the module equips students with methodological competencies in data collection and analysis, enabling them to translate empirical findings into evidence-based marketing strategies.

Course Formats (Type of Interaction / Teaching Methods):

A range of methods including interactive lectures, group work and discussions will be used to achieve the learning outcomes. Individual tutoring and feedback sessions are an important element of this course.

Admission Requirements:

Formal: Admission to the Bachelor's degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Axel Schlich

Lecturers:

Axel Schlich, teaching staff of the faculty

Recommended Reading:

- Hackett, P. M. W., Schwarzenbach, J. B., & Jürgens, U. M. (2016). Consumer Psychology: A Study Guide to Qualitative Research Methods. Opladen: Barbara Budrich Publishers
- Karunia, E. (2024). Consumer Trends: Exploring Shifts and Patterns in Contemporary Consumer Behavior. The Journal of Business and Management Research. <https://doi.org/10.55098/tjbmr.v6i2.662>
- Malter, M. S., Holbrook, M. B., Kahn, B. E., Parker, J. R., & Lehmann, D. R. (2020). The past, present, and future of consumer research. Marketing letters, 31(2-3), 137–149. <https://doi.org/10.1007/s11002-020-09526-8>
- Solomon, M. R., Bamossy, G.J., Askegaard, S. & Hogg, M. K. (2016). Consumer Behaviour. A European Perspective. 6th ed. Pearson.

Depending on the main topic, students receive an additional literature review featuring specialist articles from professional journals.

Digital Marketing					
	Workload 150 h	Credits 5	Planned Semester 3rd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: - Upon successful completion of this module, students should have gathered first insights into digital marketing. The course has been designed to give students an introduction to means of digital marketing and online marketing focussing on website marketing, search engine marketing, retail media marketing, e-commerce and web analytics. - Hence, students grow in their abilities to understand and apply digital marketing. - Students are able to develop a digital marketing concept based on a situational analysis.					
Methodological skills: - Students will work on real-life single cases throughout the semester. Doing so, they build methodological expertise in the application of theory. - Since the course builds on online learning management platforms, students further develop their digital literacy. - Since students have to write academic reports, they further develop their ability of academic writing. - Students are encouraged to apply AI tools in the module so that they further develop their digital literacy.					
Professional skills: - At the same time, course participants will improve their ability to work in teams as well as critical investigation, and self-motivating study skills.					

Course Content:

- Introduction to strategic and operative challenges of digital marketing
- Microanalysis of competitors' and customers' digital activities and behavior
- Channels of digital marketing (e.g., websites, retail media, search engines, apps)
- Performance marketing (including web analytics, digital marketing metrics)
- Formats of digital marketing (e.g., video marketing, mobile marketing, UGC, viral marketing)
- Omnichannel marketing and e-commerce
- Artificial intelligence in marketing (e.g., content generation, enhanced data analysis, conversational customer experience, hyper-personalized offerings)

Course Formats (Type of Interaction / Teaching Methods):

A range of methods including interactive lectures, task work and discussions, will be used to achieve the learning outcomes. Individual tutoring and feedback sessions will also play a role.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Andreas Hesse, NN, teaching staff of the faculty

Recommended Reading:

Course participants will be provided with case studies, articles and lecture notes during the course. In addition, it's recommended to use the following sources in order to deepen the understanding of digital marketing.

- Dibb, S./Simkin, L./Pride, W.M./Ferrell, O.C. (2012): Marketing concepts & strategies, 6th edition.
- Mangold, B. (2018). Learning Google AdWords and Google Analytics. Loves Data.
- Meffert, M.; P. Kenning; M. Kirchgeorg (Hrsg.) (2014). Sustainable Marketing Management. Wiesbaden.
- Quesenberry, K.A. (2019). Social Media Strategy. Marketing, Advertising, and Public Relations in the Consumer Revolution. 2nd Edition. Rowman & Littlefield.
- Roger, E.M. (1995). Diffusion of innovations, Free Press, New York.
- Sorger, S. (2013). Marketing Analytics. Strategic Models and Metrics. AdmiralPress.
- Tuten, T. (2020). Social Media Marketing. 4th Edition. Sage Publications.

International Business I					
	Workload 150 h	Credits 5	Planned Semester 4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: - Upon completion of this module students should have made first experiences of developing an internationalization concept based on a market assessment.					
Methodological skills: - Application of situational analysis and concept development. - Presentation skills - Group working, collaboration.					
Professional skills: - In addition, students will improve their problem-solving skills, presentation skills and communication skills, as well as the ability to work in a team					

Course Content:

- Which region should the company target for internationalization?
- Which country should the company enter as part of its internationalization strategy?
- What decision criteria does the company use to determine its choice?
- With which products or services should the company internationalize?
- Which market entry strategy seems appropriate?
- What communication objectives must the company prioritize to ensure a successful market entry?
- What marketing measures can the company implement to facilitate a successful market entry?

Students develop a concept for a single case and present their concept in class.

Course Formats (Type of Interaction / Teaching Methods):

Seminar with input sessions, group work, group presentations.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific:

Type of Examination:

Portfolio Examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

- Kotabe, M. & Helsen, K. (2022): Global Marketing Management, 9th edition, New York.
- Usunier, Jean-Claud & Lee, Julie Anne (2013): Marketing Across Cultures, 6th edition, Harlow.
- Philip R. Cateora, Mary C. Gilly and John L. Graham (2020). International Sales and Marketing: A Global Perspective
- David A. Aaker and V. Kumar (2019). Global Sales and Marketing: A Guide to Success
- Donald J. Bowersox, David J. Closs and M. Bixby Cooper (2018). International Logistics and Supply Chain Management
- S. K. Singh and A. K. Singh (2019). International Sales Organization: A Review of the Literature"
- J. M. C. Silva and A. M. R. Sousa (2018). The Role of Sales Enablement in International Sales Organizations"
- Martin Christopher (2020). Logistics and Supply Chain Management"
- John J. Coyle, C. John Langley Jr. and Robert A. Novack (2019). Transportation and Logistics: A Practical Approach
- Paul Schönsleben (2023). Handbook Integral Logistics Management: Operations and Supply Chain Management Within and Across Companies

Integrated Marketing Communication					
	Workload 150 h	Credits 5	Planned Semester 4th semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: - After this module, students will have the essential professional competencies to perform qualified tasks in the field of brand management and marketing communication. They are also aware of the opportunities and challenges of the integration of marketing communication instruments. This implies knowledge about the management of brands, about operating principles of marketing communication as well as about strategies and instruments in the fields of brand management, media advertising, outdoor advertising, public relations, sales promotion, direct marketing, social media marketing, event and trade fair marketing and sponsoring. Issues of budgeting, media planning, comparative advertising and as well as ethical and legal aspects of marketing communication are also covered. - In addition, students will be able to assess the contribution of marketing communications to the achievement of marketing and business objectives in relation to specific situations and industries. Finally, they build their personal skills in the areas of communication and presentation.					
Methodological skills: - The module has been designed to introduce students to theory, but also to give them a chance to apply theory in marketing communications on a selection of real-life scenarios. Students will have to interact constructively in working groups in order to develop an integrated marketing communication concept for a business case					
Professional skills: - In addition, students will improve their capability for critical investigation, problem-solving skills, presentation and communication skills, as well as the ability to work in a team					

Course Content:

- Integrated marketing communications
- Branding
- How marketing communications work (marketing communications and the consumer)
- Marketing communication planning (campaign objectives, segmenting, targeting, positioning)
- Media and outdoor advertising
- Media planning
- Public relations
- Brand activation
- Direct marketing
- Social media marketing
- Event management, exhibitions and trade fairs
- Sponsorship
- Measuring campaign effectiveness
- Ethical and legal issues
- Outlook

Knowledge transfer

- Learning materials include textbooks, articles, lecture notes, and videos

Course Formats (Type of Interaction / Teaching Methods):

A range of methods including interactive lectures, problem-based learning, group work and discussions, will be used to achieve the learning outcomes. Individual tutoring and feedback sessions will also play an important role.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination or written exam

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

De Pelsmacker / Geuens / v. d. Bergh (2007): Marketing Communications: A European Perspective, Essex (always the current edition).

Smith, P. R., Zook, Z. (2024). Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies. Kogan Page (latest edition).

Fill, Chr., Sarah Turnbull, S. (2022). Marketing Communications. Pearson (latest edition)

International Business II					
	Workload 150 h	Credits 5	Planned Semester 3rd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: ☐ Bachelor-Studiengang: Business Administration ☐ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ☐ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ☐ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ☒ Bachelor Program: Marketing and International Business ☐ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ☐ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: Teaching of skills for designing and managing international sales organizations in industry and trade, including their connection to delivery / logistics functions. Students should learn about and understand the importance, tasks and goals of the sales organization in international business approaches.					
Competencies: Understanding how complex sales and delivery organizations work. Being able to apply what you have learned to a practical task in the sales and delivery environment. The transfer of skills takes place via a targeted mix of lecture, group work and reflection tasks. The exam includes elements of transfer and skills reflection.					

Course Content:

- A. Foundation of International Sales and Delivery
- B Sales in International Business Concepts
- B1. Set-up of a sales strategy (markets, customers, products, pricing, points of sales)
- B2. Design and implementation of an effective Sales Organization (centralized / decentralized / hybrid)
- B3. Leadership KPI in Sales / Sales Planning and Reporting
- B4. Sales Forecasting and Implementation
- B5. Special aspects in B2B and B2C Concepts
- C. Delivery
- C1. Delivery strategy of goods and services
- C2. Delivery and warehousing concepts
- C3. Set-up Delivery Network / last mile management
- C4. Push/Pull Delivery implementation
- D. Customer Service and Feedback concept. Management of complains.
- E. After Sales Management and growth initiatives
- F. Internal conflict management with procurement, production and logistics

Course Formats (Type of Interaction / Teaching Methods):

Lectures, discussions, case studies, group sessions

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: Successful completion of International Business I

Type of Examination:

Written examen or portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

- Philip R. Cateora, Mary C. Gilly und John L. Graham (2020). International Sales and Marketing: A Global Perspective
- David A. Aaker und V. Kumar (2019). Global Sales and Marketing: A Guide to Success
- Donald J. Bowersox, David J. Closs und M. Bixby Cooper (2018). International Logistics and Supply Chain Management
- S. K. Singh und A. K. Singh (2019). International Sales Organization: A Review of the Literature"
- J. M. C. Silva und A. M. R. Sousa (2018). The Role of Sales Enablement in International Sales Organizations"
- Martin Christopher (2020). Logistics and Supply Chain Management"
- John J. Coyle, C. John Langley Jr. und Robert A. Novack (2019). Transportation and Logistics: A Practical Approach
- Paul Schönsleben (2023). Handbook Integral Logistics Management: Operations and Supply Chain Management Within and Across Companies

Business English					
	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar Tutorial		Contact Hours 2 hours per week/32h 2 hours per week/32h		Self-study 86h	Planned Class Size 25 students
Language of Instruction English					
Applicable Bachelor Programs: ✓ Bachelor-Studiengang: Business Administration ✓ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ✓ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ✓ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ✓ Bachelor Program: Marketing and International Business ✓ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ✓ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: - 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 the course, participants should have reached a minimum level of CEFR B2, however, this is dependent on their respective language level on entry. - Students should also have developed: • confidence in using the English language while speaking in business situations. Including asking for information and comprehending the answer. • their vocabulary for working in an English-speaking environment. Including vocabulary related to the different legal forms a business can take, the departments within a business, and to a limited extent common and current issues facing these businesses. Students should be able to express their opinions and take part in a discussion in a business context. • skills in reading related to business issues. This includes understanding the general meaning of reports, emails, letters and other commonly found business texts. • writing standard forms of business correspondence. Including emails, reports, letters, and other commonly found business texts. • their overall ability to communicate in English in business settings.					

Course Content:

- Legal entities
- Company culture, departments and organisational structures
- Factors affecting successful businesses- examples of,
- Successful management and teamwork
- Number work - Interpreting statistics, describing trends
- Business writing-reports & emails
- Suitable register for business situations

Course Formats (Type of Interaction / Teaching Methods):

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

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Exam or written assignment

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Mark Frost

Lecturers:

Mark Frost, teaching staff of the faculty

Recommended Reading:

Ashford, Stephanie (2010). Business Proficiency, Klett, ISBN: 3128000212

Murphy, Raymond (1985) English Grammar in Use, ISBN: 978-1-108-45765-1 (5th Ed)

Additional literature to be given over the course of the semester

Intercultural Communication					
	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar Tutorial		Contact Hours 3 hours per week / 48 h 1 hours per week / 16 h		Self-study 86h	Planned Class Size 25 students
Language of Instruction English					
Applicable Bachelor Programs: ✓ Bachelor-Studiengang: Business Administration ✓ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) ✓ Bachelor-Studiengang: Business Administration - dual (praxisintegriert) ✓ Bachelor-Studiengang: Business Administration Steuern dual ☐ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) ✓ Bachelor Program: Marketing and International Business ✓ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen ✓ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: 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 - Exercising academic writing skills					
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					
Competencies Communication, problem solving, group work, time management					

Intercultural Communication Course Content: - foundations of intercultural communication - intercultural communication processes - intercultural communication applications Tutorial Case studies, group work, exercises, debates, simulations and presentations – academic writing
Course Formats (Type of Interaction / Teaching Methods): Lecturing and classroom based teaching, student presentations, student-led discussions, activities. Students are expected to conduct independent reading/research/international team activities.
Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no requirements
Type of Examination: Portfolio examination
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: NN, teaching staff of the faculty
Recommended Reading: - 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: 978-1-5165-4526-1. - 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

Communication Studies Modules

Intercultural Studies of Germany						
Modul CCS-ISG	Workload 125 h	Credits 5	Study semester		Frequency of supply Depends on demand	Duration 1 semester
Course Seminar		Contact time 120 min / week	Self-study 100 h		Group size	
Teaching language English						
Use of module (Study program) International students of all study programs						
Course overview: 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.						
Course objectives: ▪ Develop an understanding of Germany's cultural dimensions and historical background. ▪ Analyse interactions between different cultures according to the study of Geert Hofstede. ▪ Raise awareness of intercultural communication strategies and challenges. ▪ Understanding foundations of the Germany economic system and German work ethics. ▪ Explore the social, political, and economic implications of cultural diversity.						
Course content: ▪ Introduction to the foundations of intercultural studies: concepts, theories and approaches. ▪ Historical development of Germany and its impact on contemporary intercultural dynamics. ▪ Intercultural communication: concepts, theories and approaches. ▪ Business aspects of cultural diversity: The raise of the German economy and work environments.						
Competences Communication, problem solving, critical thinking, group work, presentation skills						
Teaching formats 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.						
Requirements Formal: technical equipment and stable internet connection Content: no requirements						
Evaluation criteria: 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.						

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

Lecturer:

- Jessica Rock

German as a foreign language A1					
Modul CCS-DaFA1	Workload 125 h	Credits 5	Study semester	Frequency of supply Each semester	Duration 1 semester
Course Seminar		Contact time 4h / week	Self-study 81 h	Group size	
Teaching language English / German					
Use of module (Study program) International students of all study programs					
Course overview: In this course, students acquire basic knowledge of the German language, including intercultural and regional aspects, that will enable them to express themselves in everyday situations, such as shopping, going to a restaurant, public transport etc. Course objectives: Upon completion of this course, students are able to express themselves using everyday expressions and simple sentences. They are able to introduce themselves and other people, they can ask and answer simple questions about personal details, describe daily routines in a simple manner and provide information about themselves in writing in simple sentences. Furthermore, students are able to communicate their wishes, if dialog partners are willing to help and to speak slowly and clearly. Course content: Students learn and practice basic vocabulary on topics such as family, occupation, leisure time, food and living, plural noun forms, personal and demonstrative pronouns and simple forms of negation. They become familiar with numbers, prices and time, learn how to ask and answer simple questions about a person or family, as well as talk about matters of everyday life in simply structured sentences in the simple present. Competences Communication, problem solving, critical thinking, group work, presentation skills					
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.					
Requirements Formal: student at HS Koblenz Content: no requirements					
Evaluation criteria: Written final exam or presentation + oral exam *Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.					

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

Lecturer:

- Tbd.

German as a foreign language A1.1					
Modul CCS-DaFA1.1	Workload 125 h	Credits 5	Study semester	Frequency of supply Each semester	Duration 1 semester
Course Seminar		Contact time 4h / week	Self-study 81 h	Group size	
Teaching language English / German					
Use of module (Study program) International students of all study programs					
Course overview: In this course, students acquire basic knowledge of the German language, including intercultural and regional aspects, that will enable them to express themselves in everyday situations, such as shopping, going to a restaurant, public transport etc.					
Course objectives: The student... • can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. • can introduce him-/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. • can interact in a simple way provided the other person talks slowly and clearly and is prepared to help..					
Course content: Students learn and practice basic vocabulary on topics such as family, occupation, leisure time, food and living, plural noun forms, personal and demonstrative pronouns and simple forms of negation. They become familiar with numbers, prices and time, learn how to ask and answer simple questions about a person or family, as well as talk about matters of everyday life in simply structured sentences in the simple present.					
Competences Communication, problem solving, critical thinking, group work, presentation skills					
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.					
Requirements Formal: student at HS Koblenz Content: no requirements					
Evaluation criteria: Written final exam or presentation + oral exam					

*Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.

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

Lecturer:

- Tbd.

German as a foreign language A1.2					
Modul CCS- DaFA1.2	Workload 125 h	Credits 5	Study semester	Frequency of supply Depends on demand	Duration 1 semester
Course Seminar		Contact time 4 SWS	Self-study	Group size	
Teaching language English / German					
Use of module (Study program) International students of all study programs					
Course overview: In this course, students acquire basic knowledge of the German language, including intercultural and regional aspects, that will enable them to express themselves in everyday situations, such as shopping, going to a restaurant, public transport etc.					
Course objectives: The student... • can understand and use familiar, everyday expressions and very simple sentences, which relate to the satisfying of concrete needs. • can introduce him/herself and others as well as ask others about themselves – e.g. where they live, who they know and what they own – and can respond to questions of this nature. • can communicate in a simple manner if the person they are speaking to speaks slowly and clearly and is willing to help.					
Course content: Students learn and practice basic vocabulary on topics such as family, occupation, leisure time, food and living, plural noun forms, personal and demonstrative pronouns and simple forms of negation. They become familiar with numbers, prices and time, learn how to ask and answer simple questions about a person or family, as well as talk about matters of everyday life in simply structured sentences in the simple present.					
Competences Communication, problem solving, critical thinking, group work, presentation skills					
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.					
Requirements Formal: Incoming student at HS Koblenz Content: no requirements					
Evaluation criteria: Written final exam or presentation + oral exam					

*Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.

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

Lecturer:

- Tbd.

German as a foreign language A2.1						
Modul CCS- DaFA2.1	Workload 125 h	Credits 5	Study semester		Frequency of supply Depends on demand	Duration 1 semester
Course Seminar		Contact time 4 SWS	Self-study		Group size	
Teaching language German						
Use of module (Study program) International students of all study programs						
Course overview: In this lecture, students acquire basic knowledge of the German language, including intercultural and regional aspects, that will enable them to express themselves in everyday situations, such as traveling, at the doctor's office, searching for an apartment, in a department store, among colleagues, friends or neighbors. Course objectives: Upon completion of this course, students are able to understand and use simple sentences and expressions in conversations on a broad spectrum of familiar topics. These conversations are based on basic information concerning everyday life and subjects relevant to studying or working, including sociocultural aspects of German-speaking countries. For example, students are able to describe themselves and other people, their living situation, state of health, leisure time activities and job situation. Students are able to understand longer texts and letters about familiar topics that include foreseeable information and are written in simple language about everyday life or job related topics. Students are able to compose short, informative texts or notifications about basic situations in everyday life or situations related to studying. Course content: Students learn and practice basic vocabulary and expressions on topics such as education, profession, health and traveling. Students learn and practice using simply structured main and subordinate clauses (that, because, and, than, etc.), employing the preterit (modal verbs) and perfect, as well as the comparative, the superlative and the declination of the adjective. They reinforce and expand the usage of the prepositions in the accusative and dative case. Students learn strategies for successful verbal and written communication despite minimal language skills. Opportunities will be made available for effective, self-motivated, independent learning. Students acquire teamwork skills through collaborative work in multinational mixed groups. Competences Communication, problem solving, critical thinking, group work, presentation skills						
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.						
Requirements Formal: Incoming student at HS Koblenz						

Content: Placement test or certificate of German as a foreign language A1
Evaluation criteria: Written final exam or presentation + oral exam *Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.
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 Lecturer: ▪ Tbd.

German as a foreign language A2.2					
Modul CCS- DaFA2.2	Workload 125 h	Credits 5	Study semester	Frequency of supply Depends on demand	Duration 1 semester
Course Seminar		Contact time 4 SWS	Self-study	Group size	
Teaching language English / German					
Use of module (Study program) International students of all study programs					
Course overview: In this course, students acquire basic knowledge of the German language, including intercultural and regional aspects, that will enable them to express themselves in everyday situations, such as shopping, going to a restaurant, public transport etc.					
Course objectives: Upon completion of this course, students are able to express themselves using everyday expressions and simple sentences. They are able to introduce themselves and other people, they can ask and answer simple questions about personal details, describe daily routines in a simple manner and provide information about themselves in writing in simple sentences. Furthermore, students are able to communicate their wishes, if dialog partners are willing to help and to speak slowly and clearly.					
Course content: Students learn and practice basic vocabulary on topics such as family, occupation, leisure time, food and living, plural noun forms, personal and demonstrative pronouns and simple forms of negation. They become familiar with numbers, prices and time, learn how to ask and answer simple questions about a person or family, as well as talk about matters of everyday life in simply structured sentences in the simple present.					
Competences Communication, problem solving, critical thinking, group work, presentation skills					
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.					
Requirements Formal: International student at HS Koblenz Content: no requirements					
Evaluation criteria: Written final exam or presentation + oral exam *Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.					

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

Lecturer:

- Tbd.

German as a foreign language B1.1						
Modul CCS- DaFB1.1	Workload 125 h	Credits 5	Study semester		Frequency of supply Depends on demand	Duration 1 semester
Course Seminar		Contact time 4 SWS	Self-study		Group size	
Teaching language German						
Use of module (Study program) International students of all study programs						
Course overview: In this module, knowledge of German as a foreign language is developed, taking into account intercultural, regional and study-related aspects, enabling students to communicate independently and confidently in the target language in familiar situations, e.g. in study, work, leisure and family, and on topics of general interest such as film, music, sport, etc., when standard language is used.						
Course objectives: The lecture refers to level B1 of the CEFR. On completion of the module, students will be able to communicate confidently in most situations encountered in their studies, work and leisure time in the language area. They can discuss aspects of his/her personal development, express plans, wishes and hopes, make, accept or decline invitations, give advice and instructions, express opinions and argue. They can understand and reproduce essential content in simple, authentic texts from everyday areas and participate spontaneously in conversations on familiar topics. They can write longer personal letters and texts about his/her own experiences.						
Course content: Students develop a basic repertoire of sentence structures (causal sentence, temporal sentence, infinitive clause, final clause, consecutive clause, relative clause, etc.). They learn/practice grammatical concepts, such as the functions and uses of the subjunctive II and the passive voice. They review and complete elementary aspects of grammar such as the use of tenses and prepositions. They develop and use vocabulary and expressions on topics of general interest and familiar situations (e.g., study, leisure, work, family). Opportunities are identified to make the learning process more effective on their own initiative and thus improve their own ability to learn. Students practice team skills by acting cooperatively in multinationally mixed groups.						
Competences Communication, problem solving, critical thinking, group work, presentation skills						
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.						
Requirements						

Formal: International student at HS Koblenz Content: Placement test or certificate of German as a foreign language A2
Evaluation criteria: Written final exam or presentation + oral exam *Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.
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 Lecturer: ▪ Tbd.

German as a foreign language B2.2					
Modul CCS- DaFB2.2	Workload 125 h	Credits 5	Study semester	Frequency of supply Depends on demand	Duration 1 semester
Course Seminar		Contact time 4 SWS	Self-study	Group size	
Teaching language German					
Use of module (Study program) International students of all study programs					
Course overview: In this module, knowledge of German as a foreign language is developed, taking into account intercultural, regional and study-related aspects, enabling students to communicate independently and confidently in the target language in familiar situations, e.g. in study, work, leisure and family, and on topics of general interest such as film, music, sport, etc., when standard language is used. Course objectives: The module is based on level B2 of the CEFR. In this module, students acquire knowledge of German as a foreign language that enables them to participate in oral discourse on current and academic topics. After participating in the module events, the student can independently understand and reproduce the main content of authentic articles and reports from his/her own field of specialisation and interest. He/she is able to present his/her points of view in a discussion or presentation, using complex sentence structures and subject-specific vocabulary. He/she can give reasons for his/her opinions and comment on the opinions of others. Course content: Students deal with topics relating to sentence structure and deepen their knowledge of the passive voice as well as structures that are relevant for comparison. They will expand their repertoire of nouns, verbs and prepositions, as well as fixed compounds. A comprehensive and differentiated vocabulary on intercultural, linguistic and study-related topics is developed. Students learn how to use specific means of expression for expressing opinions, comparative argumentation and personal experience reports. Competences Communication, problem solving, critical thinking, group work, presentation skills					
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.					
Requirements Formal: International student at HS Koblenz Content: Placement test or certificate of German as a foreign language B1					

Evaluation criteria:

Written final exam or
presentation + oral exam

*Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.

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

Lecturer:

- Tbd.

Speaking german & discovering Germany						
Modul CCS-DaFC1	Workload 44 h	Credits 5	Study semester		Frequency of supply Each semester	Duration 1 semester
Course Seminar		Contact time 2 SWS	Self-study 2 SWS		Group size	
Teaching language German						
Use of module (Study program) International students of all study programs						
Course overview: This seminar focusses on oral communication. Students develop complex and university-relevant discourse patterns and practise suitable discourse tools in simulated conversational situations.						
Course objectives: In this interactive course, the focus is on speaking freely. Together we discover cultural, historical and social aspects of Germany while improving our oral German skills in a relaxed atmosphere.						
Course content: They expand their vocabulary in connection with selected topics appropriate to the target group and deepen their grammatical knowledge of discourse-specific structures. Short oral presentations on cultural, social or scientific topics, which are then discussed, can be developed.						
Competences Communication, problem solving, critical thinking, group work, presentation skills						
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.						
Requirements Formal: International student at HS Koblenz Content: Placement test or certificate of German as a foreign language B2						
Evaluation criteria: Oral exam / presentation *Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.						
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 Lecturer: ▪ Dr. Jihee Hong

German C1 Grammar					
Modul CCS- DaFC1G	Workload 44 h	Credits 5	Study semester	Frequency of supply Each semester	Duration 1 semester
Course Seminar		Contact time 2 SWS	Self-study 2 SWS	Group size	
Teaching language German					
Use of module (Study program) International students of all study programs					
Course overview: Our grammar training - C1 German course is designed to help advanced German learners consolidate and deepen their grammatical knowledge at C1 level. In this course, participants will work intensively with challenging grammatical concepts and structures to improve their language skills at an advanced level. The course covers various aspects of German grammar, including complex sentence structures, subjunctive clauses, participial constructions, indirect speech, subordinate clause structures and much more. Through targeted exercises, examples and practical tasks, participants will learn to apply grammatical rules correctly and avoid grammatical errors. The aim of the course is to help participants develop a deeper understanding of German grammar and improve their language skills to a challenging level. Aspects such as sentence structure, word order, declension and conjugation are also covered in depth. Course content: • Deepening and consolidating German grammar at level C1 • Working with complex grammatical concepts and structures • Applying grammatical rules in different contexts • Avoiding common grammatical errors • Developing a deeper understanding of German grammar • Exercises to improve sentence structure, word order, declension and conjugation					
Teaching formats The lecture consists of a seminar covering material appropriate to desired learning outcomes and encompassing relevant listening, reading, writing and speaking exercises. These exercises may take the form of individual, partner or group work, implementing a communicative and activity-oriented approach. Students have the opportunity to deepen basic knowledge conveyed in the seminar through independent study and work, using specified (online) materials covering fundamental grammar and communication patterns of the foreign language.					
Requirements Formal: International student at HS Koblenz Content: Placement test or certificate of German as a foreign language B2					
Evaluation criteria: Oral exam / presentation *Kindly note, that admission to the final written exam is only possible if 80% of the classes are attended.					
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 Lecturer: ▪ Dr. Jihee Hong

Fit for Career Entry						
Modul CCS- DaFC1G	Workload 44 h	Credits 5	Study semester		Frequency of supply Each semester	Duration 1 semester
Course Seminar		Contact time 2 SWS	Self-study 2 SWS		Group size	
Teaching language German						
Use of module (Study program) International students of all study programs						
Course overview: Our 'Fit for Career Entry' C1 German course is aimed at advanced German learners who want to improve their language skills specifically for entering the German job market. In this course, participants are prepared for their professional future by deepening and expanding their German language skills to level C1 in a professional context. The course covers various aspects of professional communication, including writing applications, conducting interviews, writing CVs, negotiating contracts and more. Through practical exercises, role-plays and simulation exercises, participants will learn how to present themselves and communicate successfully in a German work environment. The aim of the course is to prepare participants to express themselves confidently and effectively in German in a professional environment and to interact professionally. Specific aspects such as business vocabulary, job-specific terminology and cultural nuances are also covered in depth. Course content: • Creating application documents (cover letter, CV, references) • Preparing for job interviews and assessment centres • Negotiating and concluding contracts • Presenting professional qualifications and experience • Dealing with professional challenges and conflicts • Working with business vocabulary and job-specific terminology • Cultural aspects						
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