

Module Handbook

for the International Business degree programme
in the School of Business
Examination Regulations 2021

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1. Introduction to Management

Module No.: 41985

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	1. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

- Students can translate managerial challenges into conceptual issues of management, can develop appropriate solution strategies and deliver optimal solutions for specific cases.
- Students know basic key functions of management with practical relevance for decision making in general management.
- Students can apply these concepts for the solution of examples of management.
- Students can translate issues of general management into major managerial functions, can produce adequate and well-balanced evaluations and find optimal solutions for cases.
- Students have successfully applied self-contained learning strategies and have maintained motivation to achieve results.

Content

- Principles of management
- Basic Management: Corporate social responsibility, business ethics and diversity
- Principles of functional planning
- Principles of strategic planning
- Fundamentals of organizing
- Organizing responsibility, authority and delegation
- Principles of influencing and communication
- Providing leadership
- Motivation of employees
- Managing groups, teams and corporate culture
- Managing attitudes, perception and learning
- Principles of managerial control

Applicability of Module (to Different Courses of Study)

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English		
Forms of Assessment		Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input checked="" type="checkbox"/> presentation	Results of presentation add up to 5% of maximum score in the exam. Such amplified exam score needs to be at least 50% of max exam points (45 pts) to pass the exam. Both forms of evaluation must be passed.
Professor/ Instructor		Module Coordinator
Prof. Dr. Tobias Richter		Prof. Dr. Tobias Richter

Bibliography/ Study Aids

- Certo, C. & Certo, S. (latest ed). Modern Management. Harlow: Prentice Hall.
- Hitt, M., Black, J. & Porter, M. (latest ed). Management. Harlow: Prentice Hall.
- Carpenter, M. & Sanders, W. (latest ed). Strategic Management: A Dynamic Perspective, Concepts and Cases. Harlow: Prentice Hall.

SS 2021 Version

2. Marketing

Module No.: 41986

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	1. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

- Students know basic elements of international marketing with practical relevance for decision making in international and global market environments.
- Students can apply these concepts for the solution of examples of international marketing.
- Students can translate international marketing into major conceptual building blocks (e.g. strategic versus tactical decision-making in global marketing), can come up with adequate market evaluations and find decent solutions for particular target markets and world regions.
- Students have successfully applied self-contained learning strategies and have maintained motivation to achieve results.

Content

- Decisions whether to internationalize
- Decisions which markets to enter: global marketing research
- Decisions which markets to enter: market selection process
- Decisions in terms of market entry strategies: intermediate modes
- Decisions in terms of market entry strategies: hierarchical modes
- Decisions with regard to the global marketing mix: product issues
- Decisions with regard to the global marketing mix: promotion issues
- Decisions with regard to the global marketing mix: price issues
- Decisions with regard to the global marketing mix: distribution issues
- Decisions with regard to implementing and coordinating: organization
- Decisions with regard to implementing and coordinating: negotiations
- Decisions with regard to implementing and coordinating: control

Applicability of Module (to Different Courses of Study)

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input checked="" type="checkbox"/> presentation	Results of presentation add up to 5% of maximum score in the exam. Such amplified exam score needs to be at least 50% of max exam points (45 pts) to pass the exam. Both forms of evaluation must be passed.
Professor/ Instructor	Module Coordinator
Prof. Dr. Tobias Richter	Prof. Dr. Tobias Richter

Bibliography/ Study Aids

- Hollensen, S. (latest ed). Global Marketing. Harlow: Prentice Hall.
- Richter, T. (latest ed). International Marketing Mix Management: Logos.
- Keegan, W. & Green, M. (latest ed): Global Marketing. Harlow: Prentice Hall.

SS 2021 Version

3. Fundamentals of Accounting

Module No.: 41987

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	1. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

After successful participation students

- understand the main principles of financial accounting;
- can apply these principles and rules;
- understand the mapping of economic decisions in financial accounting and are familiar with the technique of double-entry bookkeeping;
- can explain the difference between business transactions that do not affect profit or loss and those that do, and can book the corresponding business transactions; and
- understand various accounting problems.

Content

- Statutory regulations on the keeping of books and the preparation of the annual financial statements
- Principles of proper bookkeeping and accounting
- Fundamentals of accounting technique and double-entry bookkeeping
- Accounting treatment of business transactions in commercial, financial and industrial enterprises
- Accounting entries for preparing the annual financial statements (balance sheet and profit and loss account)

Applicability of Module (to Different Courses of Study)

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam
Professor/ Instructor	Module Coordinator
Prof. Dr. Michael Hahn	Prof. Dr. Michael Hahn

Bibliography/ Study Aids

Brösel, G., Freichel, C., & Mindermann, T. (2022). German Accounting: A Guide for Students and Professionals (2nd ed.). Erich Schmidt Verlag.

Nothhelfer, R. (2022). Financial accounting: introduction to German GAAP with exercises (2nd ed.). Walter de Gruyter GmbH & Co KG.

SS 2025 Version

4. Principles of Economics

Module No.: 41988

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	1. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed	5 ECTS	same as credit points

Courses/ Course Types	Contact Time	Self-Study	Total Workload of Student(s)
Lecture	4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

Students develop a basic understanding of economic principles. After a successful completion of this course, students should be able to:

- Explain the differences between macroeconomics and microeconomics.
- Apply the concepts of scarcity, choice and opportunity costs.
- Describe how buyers and sellers compete and cooperate in markets in determining prices.
- Explain the relationship between supply, demand and prices in an economy.
- Distinguish between nominal and real economic measures.
- Explain the roles of money and exchange rates in influencing economic outcomes.
- Compare and contrast monopoly, perfect competition and other market structures.
- Explain the process of globalization and its implications for trade policy.

Content

- Introduction to economics
- The market system
- Market imperfections and the role of government
- Concepts and problems in macroeconomics
- The core of macroeconomic theory
- Further macroeconomic issues

Applicability of Module [to Different Courses of Study]

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	
Professor/ Instructor	Module Coordinator
Dr. Kathrin Jaszus	Prof. Dr. Jörg Henzler

Bibliography/ Study Aids

- O'Sullivan, A., Perez, S., Sheffrin, S. (2017): Survey of Economics: Principles, Applications, and Tools, 7th Edition, Upper Saddle River.
- Case, K.E., Fair, R.C., Oster, S.E. (2020): Principles of Economics, 13th Edition, Upper Saddle River.

SS 2021 Version

5. Principles of Law

Module No.: 42001

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	1. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

Students will:

- Demonstrate understanding of basic legal concepts and principles in areas of law of significance for international business and management careers
- Have an understanding of the functioning of legal systems and legal procedure
- Have an understanding of both jurisdictional diversity and similarity with approaches to common legal issues
- Demonstrate written and spoken competence with legal English and knowledge of key legal terminology
- Demonstrate effective oral presentation skills

Content

- Sources of law
- Contract law
- Tort law
- Procedural law
- Business-focused aspects of property, criminal, administrative, European and international law

Applicability of Module (to Different Courses of Study)

B.A. International Business ☒ Required Subject ☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English

Forms of Assessment		Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Both test forms must be passed.
Professor/ Instructor		Module Coordinator
Tim Mauger		Prof. Dr. Jörg Henzler

Bibliography/ Study Aids

Hage, J., Waltermann, A. & Akkermans, B. (2017) Introduction to Law. 2nd ed. Cham, Switzerland: Springer.

SS 2021 Version

6. Quantitative Methods 1 [Applied Mathematics] Module No.: 42002

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	1. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	35 hours	125 hours	
Exercise		2 contact hours / 22,5 hours	22,5 hours		

Learning Goals (Learning Results)

- Students know basic elements of mathematical concepts with practical relevance for economic decision making.
- Students can apply these concepts for the solution of examples of mathematical problems.
- Students can translate economic questions into mathematical problems, can find adequate solution strategies and find optimal solutions for example cases.
- Students have successfully applied self-contained learning strategies and have maintained motivation to achieve results.

Content

- Differentiation (Ch. 6 EM)
- Derivatives in use (Ch. 7 and 12 EM)
- Single-variable optimization (Ch. 8 EM)
- Functions of many variables (Ch. 11 EM)
- Constrained optimization (Ch. 14 EM)
- Integration (Ch. 9 EM)
- Matrix and vector algebra (Ch. 15 EM)
- Determinants and inverse matrices (Ch. 16 EM)
- Set theory, permutations, combinations, partitions, unconditional and conditional probabilities (Ch. 1-5, 10, 12-14 LPT)
- Random variables (Ch. 15, 17, 20-22 LPT)
- Some probability distributions (Ch. 42-44, 52, 47, 67-68 LPT)

Applicability of Module (to Different Courses of Study)

B.A. International Business ☒ Required Subject ☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam 95%-100% <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input checked="" type="checkbox"/> optional "portfolio" (results from E-learning tool) 0% - 5% <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam
Voluntary E-learning tool results add up to 5% of max exam points to exam score. Such amplified exam score needs to be at least 50% of max exam points to pass the exam.	
Professor/ Instructor	Module Coordinator
Prof. Dr. Frank Altmann/Achim Görres	Prof. Dr. Frank Altmann

Bibliography/ Study Aids

- Sydsaeter, K./Hammond, P./Strom, A./Carvajal, A. (2016): Essential Mathematics for Economic Analysis, 5th Ed., Pearson ("EM")
- Taboga, M. (2017): Lectures on Probability Theory and Mathematical Statistics, 3rd Ed., Create Space Independent Publishing Platform ("LPT")

SS 2021 Version

7. Organization and HR Management

Module No.: 41989

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	2. semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed	5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Lecture		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

- Students know basic elements of human resource management with practical relevance for decision making in key areas of HRM (e.g. Recruitment and Placement or Training and Development)
- Students can apply these concepts for the solution of examples of typical organizational issues.
- Students can evaluate the crucial challenges of Human Resource Management and suggest different organisational structures to particular challenges as well as they can suggest appropriate solutions in terms of case studies.
- Students have successfully applied self-contained learning strategies and have maintained motivation to achieve results.

Content

- Principles of Human Resource Management
- Job analysis and talent management process
- Personnel planning and recruiting
- Employee testing and selection
- Interviewing candidates
- Training and developing employees
- Performance management and appraisal
- Employee retention, engagement and careers
- Establishing strategic pay plans
- Ethics and employee rights and discipline
- Managing global human resources in MNEs
- Managing human resources in SMEs

Applicability of Module (to Different Courses of Study)

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

Ideally "Introduction to Management"

Language of Instruction

English		
Forms of Assessment		Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input checked="" type="checkbox"/> presentation	Results of presentation add up to 5% of maximum score in the exam. Such amplified exam score needs to be at least 50% of max exam points (45 pts) to pass the exam. Both forms of evaluation must be passed.
Professor/ Instructor		Module Coordinator
Prof. Dr. Tobias Richter		Prof. Dr. Tobias Richter

Bibliography/ Study Aids

- Dessler, G. (latest ed). Human Resource Management, 11th ed. Harlow: Prentice Hall.
- Torrington et al, (latest ed): Human Resource Management, 7th ed. Harlow: Prentice Hall.
- Mondy, R. (latest ed): Human Resource Management, 11th ed. Harlow.

SS 2021 Version

8. Operations Management

Module No.: 41990

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	2. semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

- Students know typical managerial decision problems in key areas of the subject and are able to identify them in real-world case studies.
- Students are able to solve smaller managerial decision problems in key areas of the subject using appropriate management techniques.
- Students are able to apply basic quantitative estimation and optimization methods to key areas of the subject

Content

- Fundamentals of operations management
- Demand forecasting
- Location planning
- Business process management
- Manufacturing resources planning and master production schedule
- Inventory management
- Supply chain management

Applicability of Module (to Different Courses of Study)

International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

"Introduction to Management", "Marketing" and "Quantitative Methods 1: Applied Mathematics"

Language of Instruction

English

Forms of Assessment		Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input type="checkbox"/> presentation	
Professor/ Instructor		Module Coordinator
N.N.		Prof. Dr. Jörg Gutsche

Bibliography/ Study Aids

Heizer, J., Render, B., Munson, C. (2016): Operations Management, 12th edition, Pearson.

SS 2021 Version

9. Managerial Accounting

Module No.: 41991

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	2. semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

- Students know basic elements of managerial accounting.
- Students can apply these concepts for the solution of example cases.
- Students know different designs and tasks for cost accounting setups and frameworks.
- Students know concepts and methods of cost and revenue calculations and can apply these on example cases.
- Students know different strategies to integrate cost and revenue calculation systems into planning and decision-making processes.
- Students have successfully applied self-contained learning strategies and have maintained motivation to achieve results.

• Content

- The nature, source and purpose of management information
- Cost accounting methods and systems
- Budgeting
- Standard costing
- Performance Measurement

Applicability of Module (to Different Courses of Study)

B.A. International Business ☒ Required Subject ☐ Compulsory Optional Subject

Recommended Prerequisites

Quantitative Methods 1 (Applied Mathematics); Fundamentals of Accounting and Taxation

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam
Professor/ Instructor	Module Coordinator
Prof. Dr. Michael Hahn	Prof. Dr. Michael Hahn

Bibliography/ Study Aids

Atrill, Peter and McLaney, Eddie, Management Accounting for decision Makers, 10th ed., Pearson, 2021.
 Drury, Colin, Management accounting for business, 7th ed., Cengage Learning, 2019.
 ➔ material will be provided in class

SS 2025 Version

10. International Economics

Module No.: 41992

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	2 semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		2 contact hours / 22,5 hours	40 hours	125 hours	
Exercise		2 contact hours / 22,5 hours	40 hours		

Learning Goals (Learning Results)

The participant remembers

- facts and figures of international trade flows
- the most important insights of trade theories
- the advantages and problems of international free trade systems and globalization
- problems and inefficiencies of trade policy tools, e.g. tariffs, subsidies etc.

The participant understands

- the mechanics of most important trade theory models
- the intention of implementing and also the problems of trade policy tools like tariffs and subsidies
- the importance but also the problems of a free trade regimes

The participant can

- work through the main trade theories and apply them to real world problems with a special focus on the ongoing discussion of globalization and protectionism.

Content

- World Trade: An Overview
- Labor Productivity and Comparative Advantage: The Ricardo Model
- Specific Factors and Income Distribution
- Resources and Trade: The Heckscher-Ohlin Model
- The Standard Trade Model
- External Economies of Scale and the International Location of Production
- Firms in the Global Economy: Export Decisions, Outsourcing, and Multinational Enterprises
- The Instruments of Trade Policy

Applicability of Module (to Different Courses of Study)

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

Principles of Economics

Language of Instruction

English	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam
Professor/ Instructor	Module Coordinator
Prof. Dr. Jörg Henzler	Prof. Dr. Jörg Henzler
Bibliography/ Study Aids	
<ul style="list-style-type: none"> Krugman, P.R. and M. Obstfeld, International Economics, Addison Wesley 	

SS 2025 Version

11. Spreadsheet Applications in Business

Module No.: 42003

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	2. semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

Major corporations and small businesses alike use spreadsheet models to determine the key measures of their success as well as make informed decisions for the future. Therefore, it is essential for business students to obtain relevant skills to analyze business problems with tools (such as Microsoft Excel) they have access to and will use in their careers.

After completing the course, the students will be able to

- Explore and analyze raw data quickly, reveal succinct and persuasive insights and trends otherwise buried in the noise
- Build dynamic tools to filter, display and examine the data with ease
- Represent data graphically through formatting tools and charts
- Grasp tools and techniques used to explore their own analysis

Content

- Common and essential excel formulas and functions:
 - 1) Mathematical / statistic functions, such as SUM, AVERAGE, MAX, MIN; ROUND; SUMIF; COUNT; COUNTA; COUNTIF
 - 2) Essential text functions, such as LEFT; RIGHT; LEN; UPPER; LOWER; MID; TERM; OFFSET
 - 3) Reference functions, such as INDEX; MATCH; IF; IFERROR; VLOOKUP/HLOOKUP/XLOOKUP; AND; OR
 - 4) Data & time function, such as NOW; TODAY; YEAR; MONTH; DAY; HOUR
 - 5) Data validation and filter function
 - 6) Excel analytic tips, such as excel quick analysis tools, comparing outcomes using the scenario manager, advanced optimization with Solver
- Data analysis with excel pivot tables:
 - 1) Pivot table 101, such as structuring source data, navigating tables
 - 2) Pivot table formatting, such as conditionally formatting values, adjusting table layouts
 - 3) Sorting, filtering & grouping, such as applying label and value filters
 - 4) Creating & summarizing calculated fields and values
- Data visualization through excel charts and graphs:
 - 1) Bar & column charts
 - 2) Histograms and & pareto charts
 - 3) Line charts & trend lines
 - 4) Area charts
 - 5) Pies & donuts
 - 6) Scatter plots & bubble charts
 - 7) Radar & stock charts
 - 8) Sparklines

Applicability of Module (to Different Courses of Study)

International Business ☒ Required Subject ☐ Compulsory Optional Subject

Recommended Prerequisites

Basic familiarity with and access to Excel is required

Language of Instruction

English

Forms of Assessment		Requirement for Awarding of ECTS Points
<input type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input checked="" type="checkbox"/> practical exam	Both test forms must be passed
Professor/ Instructor		Module Coordinator
Yang Liu-Gerhards		Prof. Dr. Jörg Gutsche

Bibliography/ Study Aids

No specific textbook available, material will be provided in class, learning supplements such as short videos will be provided throughout the course

SS 2021 Version

12. Quantitative Methods 2 (Applied Statistics)

Module No.: 42004

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	2nd semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		4 contact hours / 45 hours	35 hours	125 hours	
Exercise		2 contact hours / 22,5 hours	22,5 hours		

Learning Goals (Learning Results)

- Students can handle data in R. They can create and interpret data and know how to display data graphically.
- Students know and understand basic concepts of descriptive statistics.
- Students understand basic concepts of inferential statistics. They can describe and reproduce methods of statistical testing.
- Students know basic concepts of linear regression and time series analysis.
- Students understand basic concepts of probability theory.

Content

- Basics of Applied Statistics
- Descriptive Statistics
- Inferential Statistics
- Linear Regression
- Time Series Analysis
- Probability Theory

Applicability of Module (to Different Courses of Study)

B.A. International Business	<input checked="" type="checkbox"/> Required Subject	<input type="checkbox"/> Compulsory Optional Subject
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Course of Study 2

Recommended Prerequisites

Quantitative Methods 1 - Applied Mathematics

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Pass the exam.
Professor/ Instructor	Module Coordinator
Prof. Dr. Sebastian Geissel	Prof. Dr. Sebastian Geissel

Bibliography/ Study Aids

- Diez, D.M./ Barr, C.D./ Çetinkaya-Rundel, M. (2014): Introductory Statistics with Randomization and Simulation, https://www.openintro.org/stat/textbook.php?stat_book=isrs
- Horton, N.J./Pruim, R./Kaplan, D.T. (2018): Project MOSAIC Little Books A Student's Guide to R, <https://github.com/ProjectMOSAIC/LittleBooks/raw/master/StudentGuide/MOSAIC-StudentGuide.pdf>
- Ismay, C./Kim, A.Y. (2018): ModernDive – An Introduction to Statistical and Data Sciences via R, <http://moderndive.com/>
- James, G./Witten, D./Hastie, T./Tibshirani, R. (2013): An Introduction to Statistical Learning – with Applications in R, <http://www-bcf.usc.edu/~gareth/ISL/>

SS 2022 Version

13. Strategic Management

Module No.: 41993

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	3. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed	5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Lecture		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

- Students know basic elements of corporate strategy with practical relevance for decision making in strategic management.
- Students can apply these concepts for the solution of examples of strategic management.
- Students can translate corporate strategy into major conceptual building blocks, can find adequate evaluations and find optimal solutions for cases.
- Students have successfully applied self-contained learning strategies and have maintained motivation to achieve results.

Content

- Principles of strategic management
- Principles of strategic management: strategic fit versus strategic stretch
- Principles of strategic management: strategic lenses, paradigms and context
- Strategic position: environments
- Strategic position: strategic capability
- Strategic position: purpose and expectations of stakeholders
- Strategic choices: corporate strategy
- Strategic choices: business unit level and operational strategy
- Strategic choices: development directions and methods
- Strategy into action: organizing issues
- Strategy into action: enabling issues
- Strategy into action: change issues

Applicability of Module (to Different Courses of Study)

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

Ideally "Introduction to Management", "Marketing" and "Organization and HR Management"

Language of Instruction

English		
Forms of Assessment		Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam 95%-100% <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input checked="" type="checkbox"/> presentation	Results of presentation add up to 5% of maximum score in the exam. Such amplified exam score needs to be at least 50% of max exam points (45 pts) to pass the exam. Both test forms must be passed.
Professor/ Instructor		Module Coordinator
Prof. Dr. Tobias Richter		Prof. Dr. Tobias Richter

Bibliography/ Study Aids

- Johnson, G., Scholes, K., & Whittington, R. (latest ed). Exploring Corporate Strategy. 8th ed. Harlow: Prentice Hall.
- Lynch, R. (latest ed). Corporate Strategy. (latest ed): Prentice Hall.
- Colis, D. & Montgomery, C. (latest ed). Corporate Strategy. Latest ed. Irwin: McGraw-Hill.

SS 2021 Version

14. Corporate Finance 1

Module No.: 41994

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	3rd semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed	5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Lecture		3 contact hours / 33,75 hours	60 hours	125 hours
Exercise		1 contact hours / 11,15 hours	20 hours	

Learning Goals (Learning Results)

- Students know and understand:
- Financial perspectives of a company,
- Financing alternatives in their basic characteristics,
- The concept of time value of money and methods used to make capital budgeting decisions.
- The relevance of cash flows for internal financing and alternative ways of internal financing,
- Forms and characteristics of equity financing,
- Instruments of debt financing,
- Financial risks in the company and how to use derivatives for reducing financial risks through hedging.

Students are able to:

- Apply diverse techniques to capital budgeting decisions in order to account for investment projects,
- Derive a cash flow statement from the balance sheet and income statement,
- Derive a plan of short-term capital requirements,
- Quantitatively understand equity capital instruments,
- Determine prices and yields of debt capital instruments,
- Carry out simple price calculations of financial derivatives.

Content

Introduction to corporate finance

- Role of the financial manager
- Financing in practice

Capital budgeting

- Net present value and internal rate of return
- Investment decisions

Internal financing

- Financial statements and cash flow
- Short-term finance and planning
- Other forms of internal financing

Equity financing and financial markets

- Equity capital
- IPO, capital increase, rights issue
- The stock market
- Market efficiency
- Behavioral finance

Debt financing

- Loan financing
- Bonds

Financial risk management

- Interest rate risk
- Financial derivatives
- Credit risk

- Commodity risk, FX risk, and equity risk

Applicability of Module [to Different Courses of Study]

B.A. International Business	<input checked="" type="checkbox"/> Required Subject	<input type="checkbox"/> Compulsory Optional Subject
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Course of Study 3

Recommended Prerequisites

none

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	Pass the exam.
Professor/ Instructor	Module Coordinator
Prof. Dr. Sebastian Geissel/Yang Liu-Gerhards, CFA	Prof. Dr. Sebastian Geissel

Bibliography/ Study Aids

- Brealey, R.A./Myers, S.C./Allen F. (2020): Principles of Corporate Finance – Global Edition, 13th Edition, McGraw-Hill
- Hillier, D./Ross, S./Westerfield, R./Jaffe, J./Jordan, B. (2020): Corporate Finance – European Edition, 4th Edition, McGraw-Hill
- Hull, J. C. (2018): Options Futures and Other Derivatives, 10th Edition, Pearson

WS 2023/24 Version

15. Financial Accounting

Module No.: 41995

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	3. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed	5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Lecture		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

The students understand

- The necessity and regulatory requirements of financial reporting / accounting
- The theoretical foundation of financial accounting rules
- The measurement concepts of accounting
- The presentation concepts of accounting
- Differences between German GAAP and international accounting rules

Content

- Accounting – A general overview
- Structure of financial reporting
- Objectives and principles of financial reporting
- Balance sheet – recognition criteria
- Balance sheet – measurement criteria
- Balance sheet – presentation
- Statement of profit and loss – definitions, structure and recognition criteria
- Other reporting instruments:
 - Notes
 - Cashflow Statement
 - Statement of changes in equity
 - Management Report

Applicability of Module (to Different Courses of Study)

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

Fundamentals of Accounting and Taxation & Managerial Accounting.

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation	Click here to enter text.
<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	
Professor/ Instructor	Module Coordinator
Prof. Dr. Matthias Weimann	Prof. Dr. Matthias Weimann

Bibliography/ Study Aids

Specific and current literature will be mentioned and recommended at the beginning of the course.

SS 2021 Version

16. Entrepreneurship

Module No.: 41996

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	3 semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		2 contact hours / 22,5 hours	40 hours	125 hours	
Exercise		2 contact hours / 22,5 hours	40 hours		

Learning Goals (Learning Results)

The participant remembers

- relevant terms of entrepreneurship,
- elements and structure of a business model,
- relevant scientific and practical knowledge in the field of entrepreneurship.

The participant understands

- important methods for the generation and selection of business ideas,
- the development of business models and the valuation of companies,
- Opportunities and risks of setting up a company,
- major trends in entrepreneurship.

The participant can

- put practical examples, questions and tasks into the context of the subject area,
- use methods for idea generation and selection,
- apply methods and instruments for the analysis and evaluation of business start-ups
- design a simple business model.

Content

- Finding and selecting ideas for a business model
- Development of a business model
- Financing of a new venture
- Market research and marketing approaches for new ventures
- Establishment of a new venture
- Management of a new venture
- New venture valuation
- Exit strategies
- Current topics and approaches in entrepreneurship
- Case studies and exercises

Applicability of Module (to Different Courses of Study)

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Klicken Sie hier, um Text einzugeben.
Professor/ Instructor	Module Coordinator
Prof. Dr. Udo Burchard/ Prof. Dr. Jan-Thomas Bachmann	Prof. Dr. Udo Burchard/ Prof. Dr. Jan-Thomas Bachmann

Bibliography/ Study Aids

- Chesborouh, H. [2003]: Open Innovation.
- Christensen, C. [2011]: The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business.
- Covin, J./Kuratko, D./Morris, M. [2011]: Corporate Entrepreneurship & Innovation.
- Crawford, M./Di Benedetto, A. [2011]: New Products Management.
- Fueglistaller, U./Müller, C./Müller, S./Volery, T. [2012]: Entrepreneurship – Modelle – Umsetzung – Perspektiven.
- Grichnik, D./Brettel, M./Koropp, C./Mauer, R. [2010]: Entrepreneurship – Unternehmerisches Denken, Entscheiden und Handeln in innovativen und technologieorientierten Unternehmen.
- Osterwalder, A.; Pigneur, Y. [2011]: Business Model Generation: Ein Handbuch für Visionäre, Spielveränderer und Herausforderer. Campus Verlag.
- Osterwalder, A.; Pigneur, Y. [2015]: Value Proposition Design. Campus Verlag.
- Piller, F./Reichwald, R. [2006]: Open Innovation. Kunden als Partner im Innovationsprozess.
- Schilling, M. [2008]: Strategic Management of Technology Innovation.
- Schuh, G./Klappert, S. [2011]: Technologiemanagement. Handbuch Produktion und Management 2.
- Shane, S. [2007]: A General Theory of Entrepreneurship: The Individual-opportunity Nexus.
- Ulrich, K./Eppinger, S. [2007]: Product Design and Development.
- van Aerssen, B.; Buchholz, C. [2018]: Das große Handbuch Innovation: 555 Methoden und Instrumente für mehr Kreativität und Innovation im Unternehmen. Vahlen.
- Volkmann, C./Tokarski, K. [2006]: Entrepreneurship – Gründung und Wachstum von jungen Unternehmen.

SS 2021 Version

17. Scientific Writing

Module No.: 42005

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	3. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Project		4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

After successfully completing this module, students will:

- Know the style of vocabulary and structures used to express ideas in academic writing
- Be able to convey information in a formal and unbiased way
- Be able to formulate their own ideas with precision
- Be able to select credible and appropriate sources as well as correctly cite the sources
- Be able to grasp evidence-based reasoning, thesis-driven writing style and avoid plagiarism
- Be able to apply consistently stylistic conventions, including punctuation, formal or written, not spoken, style, cautious, objective language
- Be familiar with basic academic presentation techniques

Content

- Essay structure
- Diction: the style of academic vocabulary and terminology
- Tone: language of argument and writing critically
- Paragraphs: punctuation, structure, development, cohesion and organized text
- Evidence, plagiarism and referencing /quotation
- Project presentation

Applicability of Module (to Different Courses of Study)

B.A. International Business ☒ Required Subject ☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English

Forms of Assessment		Requirement for Awarding of ECTS Points
<input type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input checked="" type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Both test forms must be passed
Professor/ Instructor		Module Coordinator
Kathrin Jaszus; Yang Liu-Gerhards; Timothy Mauger		Prof. Dr. Jörg Henzler

Bibliography/ Study Aids

Michael Alley, The Craft of Scientific Writing, 4. Ed. Springer, 2018, a detailed reading list will be provided at the start of the semester.

SS 2021 Version

18. Quantitative Methods 3 (Applied Data Science) Module No.: 42006

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	3. semester	<input type="checkbox"/> each summer semester <input checked="" type="checkbox"/> each winter semester <input type="checkbox"/> when needed	5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Lecture		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

Students will...

- understand the importance of data and data analysis for managing and evolving companies.
- know the goals, challenges, and key approaches of data science.
- understand the most important data science tasks and their relevance for specific business problems.
- be able to apply selected data science methods to given real-world data sets.
- be able to interpret selected data science models.

Content

- Problem classes of data science
- Data mining process models (such as CRISP-DM)
- Exploratory data analysis
- Supervised learning (regression and classification)
- Unsupervised learning (cluster analysis and association analysis)

Applicability of Module (to Different Courses of Study)

B.A. International Business	<input checked="" type="checkbox"/> Required Subject	<input type="checkbox"/> Compulsory Optional Subject
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Recommended Prerequisites

QM 1 (Applied Mathematics), QM 2 (Applied Statistics), Marketing

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Click here to enter text.
Professor/ Instructor	Module Coordinator
Prof. Dr. Jörg Gutsche	Prof. Dr. Jörg Gutsche

Bibliography/ Study Aids

- James, G. / Witten, D. / Hastie, T. / Tibshirani, R. (2014): An Introduction to Statistical Learning. New York, NY, Springer.
- Provost, F. / Fawcett, T. (2013): Data Science for Business. Sebastopol, CA, O'Reilly.
- Tan, P.-N. / Steinbach, M. / Kumar, V. (2014): Introduction to Data Mining. Harlow, Pearson.

SS 2023 Version

19. Intercultural Management

Module No.: 41997

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	4. semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed	5 ECTS	other calculation of final grade according to examination rules
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Lecture		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

This practice-oriented class simulates an intercultural management training and helps students who want to work internationally to devote more attention to opportunities and challenges of intercultural management and leadership.

With the participation in this class the students will:

- be able to better assess and understand communication behaviour in intercultural communication situations
- learn to recognise and avoid intercultural misunderstandings
- broaden their behavioural options for the interaction with colleagues/business partners around the globe
- develop strategies for the behaviour in (difficult) international encounters and be able to identify failure and success factors in international relationship building
- become familiar with leadership styles in international comparison and devote attention to their culture specific background

Content

- Classification and systematization of the central terms (e.g. culture, Intercultural Management)
- Parts, measurability, models and myths of intercultural competence
- Reactions of individuals about a foreign culture
- Cultural comparative models: Hall, Hofstede, Globe Study, Lewis Modell, Erin Meyer
- Intercultural training
- Multicultural teams (challenges, chances, risks and effectivity)
- Games for a better intercultural understanding
- Case Studies
- Doing Business in different countries (e.g. Vietnam, Mexico, Switzerland, Cameroon)

Applicability of Module (to Different Courses of Study)

B.A. International Business ☒ Required Subject ☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam (60%) <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation (40%)	Students have to work on and present a given topic and take part in a final exam. Both forms of evaluation must be passed.
Professor/ Instructor	Module Coordinator

Dr. Kathrin Jaszus

Prof. Dr. Udo Burchard

Bibliography/ Study Aids

No specific textbook available, material will be provided in class

SS 2023 Version

20. Corporate Finance 2

Module No.: 41998

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	4th semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		3 contact hours / 33,75 hours	60 hours	125 hours	
Exercise		1 contact hours / 11,15 hours	20 hours		

Learning Goals (Learning Results)

Students know and understand:

- Risks and returns in the capital market and the importance of the diversification effect in the context of optimal portfolio allocation,
- The relationship between the capital structure of a company and the value of the company,
- The impact of the costs of financial distress, management incentives and information asymmetries on the optimal capital structure,
- Reasons for a company valuation,
- Various forms of mergers and acquisition,
- Strategies for dividend payments and share buybacks.

Students are able to:

- Compute individual and portfolio returns and risks,
- Estimate costs of equity and debt,
- Distinguish different theories of capital structure from each other,
- Quantitatively derive optimal capital structure decisions,
- Compute company valuations with DCF methods and multipliers,
- Determine synergy potentials of acquisitions and model leveraged buyouts,
- Question the distribution strategies of companies.

Content

Capital market theory

- Risk and return
- Diversification
- Market equilibrium and CAPM

Capital structure theory

- Modigliani/Miller
- Trade-off theory and pecking order theory
- Limits to the use of debt

Company valuation

- DCF valuation: WACC approach, APV approach, Equity approach
- Company valuation with multiples

Mergers and acquisitions

- Occasions for acquisitions
- Synergies
- Coinsurance effect
- Value creation
- Going private and leverage buyouts

Dividends and other payouts

- Dividends
- Share buybacks

Applicability of Module [to Different Courses of Study]

B.A. International Business	<input checked="" type="checkbox"/> Required Subject	<input type="checkbox"/> Compulsory Optional Subject
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Recommended Prerequisites

Corporate Finance 1

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Pass the exam.
Professor/ Instructor	Module Coordinator
Prof. Dr. Sebastian Geissel/Yang Liu-Gerhards, CFA	Prof. Dr. Sebastian Geissel

Bibliography/ Study Aids

- Asquith, P./Weiss, L.A. (2019): Lessons in Corporate Finance, 2nd Edition, Wiley
- Brealey, R.A./Myers, S.C./Allen F. (2020): Principles of Corporate Finance – Global Edition, 13th Edition, McGraw-Hill
- Ernst, D./Schneider, S./Thielen, B. (2017): Unternehmensbewertungen erstellen und verstehen: Ein Praxisleitfaden, 6. Auflage, Vahlen
- Hillier, D./Ross, S./Westerfield, R./Jaffe, J./Jordan, B. (2020): Corporate Finance – European Edition, 4th Edition, McGraw-Hill

WS 2023/24 Version

Managerial Decision Making

Module No.: 41999

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	4. semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed	5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Lecture		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

Students have achieved the following technical and methodological skills:

- Understanding Decision Theory and Its Applications
- Applying Decision-Making Tools and Techniques
- Recognizing the Role of Uncertainty in Decision-Making
- Mastering Fundamental Concepts of Game Theory
- Identifying Strategic Decision-Making in Competitive Environments
- Evaluating Long-Term Strategic Interactions
- Understanding Principal-Agent Problems and Conflicts in Decision-Making
- Recognizing the Impact of Cognitive Biases on Decision-Making
- Applying Behavioral Economics Theories to Business Decisions
- Developing Strategies to Mitigate Biases and Improve Decision-Making

Content

1. Decision making / Decision Theory
 - 1.1. Introduction to decision making
 - 1.2 Decision theory
 - 1.2.1. Decision under certainty
 - 1.2.2. Tools and Techniques
 - 1.3.1. Decision under uncertainty
 - 1.3.2. Tools and Techniques
2. Game Theory
 - 2.1. Introduction
 - 2.2 Types of Games: Classification & Real-World Implications
 - 2.2.1. Cooperative vs. Non-Cooperative Games
 - 2.2.2. Zero-Sum vs. Non-Zero-Sum
 - 2.2.3. Simultaneous vs. Sequential
 - 2.3 Decision-Making in Games
 - 2.3.1. Dominant Strategies & Best Response
 - 2.3.2. Nash Equilibrium
 - 2.3.3. Subgame Perfection & Backward Induction
 - 2.4 Repeated Games & Strategy
 - 2.4.1. Tit for Tat & Strategic Repetition
 - 2.4.2. Evolutionary Game Theory
 - 2.5. Principal-Agent Theory: Conflicts in Decision-Making
3. Behavioral Decision-Making and Cognitive Biases
 - 3.1. Introduction
 - 3.2. Cognitive Biases and Their Impact on Decision-Making

3.3. Behavioral Economics in Business

3.3.1. Prospect Theory

3.3.2. Nudge Theory

3.3.3. Debiasing Strategies in Managerial Decision-Making

Applicability of Module [to Different Courses of Study]

B.A. International Business

☒ Required Subject

☐ Compulsory Optional Subject

Recommended Prerequisites

Quantitative Methods 1 (Applied Mathematics); Fundamentals of Accounting and Taxation; Managerial Accounting

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	
<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	
Professor/ Instructor	Module Coordinator
Prof. Dr. Michael Hahn	Prof. Dr. Michael Hahn

Bibliography/ Study Aids

Bazerman, M. H., & Moore, D. A. (2013). Judgment in managerial decision making (8th ed.). Wiley.

Hammond, J. S. (2002). Smart choices : a practical guide to making better life decisions. New York : Broadway Books.

Jeffrey Yi-Lin Forrest, Nicholls, J., Schimmel, K. and Liu, S., Managerial Decision Making: A Holistic Approach, 1.ed. Springer 2020.

➔ material will be provided in class

SS 2025 Version

22. Integrated Business Game

Module No.: 42000

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered		Credit Points (ECTS)	Weighting of the Grade
1 semester	4. semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input type="checkbox"/> when needed		5 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)	
Lecture		1,5 contact hours / 17 hours	20 hours	125 hours	
Laboratory Exercise		2,5 contact hours / 28 hours	60 hours		

Learning Goals (Learning Results)

- Students are able to integrate and apply key concepts from the first the semesters to a simulated realistic business situation within an international context.
- Students are able to deal with complexity and ambiguity in a competitive environment.
- Students are able to self-organize and work in (intercultural) teams.
- Students are able to critically reflect on their own decisions.

Content

- Integrated business game using "TOPSIM – Going Global" (or a similar simulation game) in small teams
- Ongoing coaching of teams by course instructors on relevant business issues and matters of working together effectively
- Presentations on own decisions in a boardroom-like fashion

Applicability of Module (to Different Courses of Study)

B.A. International Business ☒ Required Subject ☐ Compulsory Optional Subject

Recommended Prerequisites

All courses from the first three semesters

Language of Instruction

English

Forms of Assessment		Requirement for Awarding of ECTS Points
<input type="checkbox"/> written exam <input type="checkbox"/> oral exam <input checked="" type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Both test forms must be passed.
Professor/ Instructor		Module Coordinator
Dr. Kathrin Jaszus, Yang Liu-Gerhards, N.N.		N.N. (new colleague)

Bibliography/ Study Aids

Course materials for integrated business game "TOPSIM – Going Global" (or a similar simulation game)

SS 2021 Version

23. Seminar

Module No.: 42007

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester	4. semester	<input checked="" type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	10 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Seminar		4 contact hours / 45 hours	80 hours	250 hours

Learning Goals (Learning Results)

- Students know state-of-the-art techniques for scientific analysis and have applied these techniques in preparing their theses (e. g. by passing the module "Scientific Writing").
- Students know key features of presentation techniques and have applied these for presenting their results.
- Students have successfully applied self-contained learning strategies and have maintained motivation to achieve results.
- Students have potentially improved their ability to communicate and cooperate in groups and teams.
- Students have an in-depth-understanding of specific theories and approaches in the chosen field which will be covered by the chosen seminar.
- Students have applied relevant theoretical approaches to current problems in the specific field of the chosen seminar.

Content

Students choose a topic from a list of topics. They then prepare a term paper on this topic (based on scientific standards) which then will be presented to the seminar audience.

Applicability of Module (to Different Courses of Study)

B.A. International Business ☐ Required Subject ☒ Compulsory Optional Subject

Recommended and Required Prerequisites

Recommended: All courses from the first three semesters **should** be successfully completed.

Required: All modules of the first semester **must** be successfully completed. "Scientific Writing" from the third semester **must** be successfully completed.

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation	Requirement: See section "Prerequisites"
Professor/ Instructor	Module Coordinator
Various instructors	Various instructors

Bibliography/ Study Aids

To be announced, depending on topic

SS 2021 Version

24. Semester 1 and 2 abroad

Module No.: 42008 & 42009

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
2 semester	5. and 6. semester	<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	30 and 30 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Elective courses abroad		varies	varies	Equivalent of 750 hours each semester

Learning Goals (Learning Results)

- students deepen the knowledge acquired during their studies at Hochschule Trier at a foreign university by choosing appropriate elective modules
- students apply the methods learned in their studies to new elective modules at the university abroad.
- students apply the methods learned in the course of study in an intercultural context in the courses during the semester abroad.
- students are able to analyze, structure and process extensive projects independently. They are able to create the necessary time schedule. They recognize when they need to ask for support, e.g. on a professional or methodological level.
- students learn to integrate themselves into the social context of a foreign higher education institution. They are able to work in teams, present in the respective learning environment and learn to defend their opinions and results.

Content

The two semesters abroad must be completed at a foreign university which has a partnership agreement with Hochschule Trier. The foreign university should be accredited and belong to the group of universities recognized in Germany by the KMK and DAAD. The modules to be taken are selected in consultation between the student, the international business coordinator at Hochschule Trier and the foreign university. The aim is to ensure that the content of the selected modules builds on the student's studies.

Content depends on the selected topics, to be determined via a learning agreement.

Applicability of Module (to Different Courses of Study)

B.A. International Business	<input checked="" type="checkbox"/> Required Subject	<input type="checkbox"/> Compulsory Optional Subject
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Required Prerequisites

see: „Regelung für das Auslandsjahr“ / „Regulations for the year abroad“ (IB PO 2021)

Language of Instruction

English or third foreign language

Forms of Assessment	Requirement for Awarding of ECTS Points
<input type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input checked="" type="checkbox"/> various	Klicken Sie hier, um Text einzugeben.
Professor/ Instructor	Module Coordinator
International Business coordinator	Individual supervisor

Bibliography/ Study Aids

tba

SS 2021 Version

25. Practical semester

Module No.: 42044

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
14 weeks	7. semester	<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	18 ECTS	same as credit points
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Practical Project		varies	450 hours	450 hours

Learning Goals (Learning Results)

The students have (from their studies) or learn (in the company) the relevant specialist knowledge to deal with the practical project.

The students apply the methods learned in the course of study confidently in practice. They are able to adapt the methods to the respective framework conditions of the practical project and to interpret the results against the background relevant to practice.

The students learn to integrate themselves into the social context of a company. They are able to work in teams, present in the company and learn to defend their opinions and results.

Students are able to analyze, structure and process extensive projects independently. They are able to create the necessary time schedule. They recognize when they need to call for support, e.g. on a technical or methodological level.

Content

- Individually by agreement between student, company and supervisor.
- Selected contents are to be implemented and deepened in practice in the form of a project.
- Further details are regulated by the "Regelung für die praktische Studienphase"

Applicability of Module (to Different Courses of Study)

B.A. International Business ☒ Required Subject ☐ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input checked="" type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input type="checkbox"/> various
<input type="checkbox"/> portfolio <input checked="" type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input type="checkbox"/> various	Klicken Sie hier, um Text einzugeben.
Professor/ Instructor	Module Coordinator
Individual supervisor	Individual supervisor

Bibliography/ Study Aids

tba

SS 2021 Version

26. Bachelor Thesis

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
9 weeks	7. semester	<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	12 ECTS	other calculation of final grade according to examination rules

Courses/ Course Types	Contact Time	Self-Study	Total Workload of Student(s)
Project	varies	300 hours	300 hours

Learning Goals (Learning Results)

In the bachelor's thesis, students demonstrate the ability to work independently on a task whose level of difficulty corresponds to their future professional practice. They show that they are able to:

- work independently on a technical problem concerning a circumscribed object of research using scientific methods within a given period of time.
- apply previously acquired knowledge and skills to answer the question and develop them further independently.
- as far as possible independently collect information on the current state of research related to the research question, collect and evaluate data on the research subject and critically reflect and evaluate the results.
- to produce a complex, innovative, independent and subject-related paper on the object of research at a high level.

Content

-Individually according to agreement between student and supervisor

Applicability of Module (to Different Courses of Study)

B.A. International Business ☒ Required Subject ☐ Compulsory Optional Subject

Required Prerequisites

Students can register for the final thesis at the earliest after they have been notified that they have achieved 120 credit points (ECTS), which must include at least the achievements of the first 4 semesters according to Annex 2 of the subject examination regulation.

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input checked="" type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input type="checkbox"/> various
<input type="checkbox"/> portfolio <input checked="" type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam <input type="checkbox"/> various	Klicken Sie hier, um Text einzugeben.
Professor/ Instructor	Module Coordinator
Individual supervisor	Individual supervisor

Bibliography/ Study Aids

tba

SS 2021 Version

27. HSK Level I – Part A

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester		<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	5 ECTS	none
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Project, does not count as mandatory or required elective course		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

HSK stands for Hànyǔ (Chinese) Shuǐpíng (level) Kǎoshì (test), which is the most important Chinese proficiency test in use today. It assesses non-native Chinese speakers' abilities in using Chinese in their daily, academic and professional lives. HSK level I is equivalent with the A1 Level of the Common European Framework of Reference for Languages.

After successfully completing this module, students will be able to:

- master Pinyin, the Mandarin phonetic system
- exchange simple greetings
- introduce themselves and a third party
- ask and respond simple questions such as dates, age, nationality etc.
- participate in day-to-day routines
- develop a speaking and listening vocabulary of 70 words and frequently used phrases
- develop a written vocabulary of 70 characters
- understand simple Chinese etiquette and customs related to the course content

Content

- Pinyin – Mandarin phonetic system
- Chinese everyday expressions and very basic phrases
 - Greeting and numbers
 - Family and school/university
 - Time and weather
 - Work and hobbies
- Chinese basic characters
- Chinese (topic related) cultural awareness

Applicability of Module (to Different Courses of Study)

B.A. International Business ☐ Required Subject ☒ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English/Chinese	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Not applicable for the total required 210 ECTS points
Professor/ Instructor	Module Coordinator
Yang Liu-Gerhards, CFA	Yang Liu-Gerhards, CFA
Bibliography/ Study Aids	
Jiang Liping, HSK 1 Standard course, Beijing Language and Culture University Press	
SS 2021 Version	

28. HSK Level I – Part B

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester		<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	5 ECTS	none
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Project, does not count as mandatory or required elective course		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

HSK stands for Hànyǔ (Chinese) Shuǐpíng (level) Kǎoshì (test), which is the most important Chinese proficiency test in use today. It assesses non-native Chinese speakers' abilities in using Chinese in their daily, academic and professional lives. HSK level I is equivalent with the A1 Level of the Common European Framework of Reference for Languages.

After successfully completing this module, students will be able to:

- discuss preferences and interests
- ask for locations
- communicate daily conversations about weather, food, families, general life style etc.
- develop a speaking and listening vocabulary of 170 words and frequently used phrases
- develop a written vocabulary of 150 characters
- understand simple Chinese etiquette and customs related to the course content

Content

- Chinese everyday expressions and basic phrases
 - Locations
 - Shopping and food
 - Time phrases
 - Traffic and directions
 - Small talks such as weather, life style, travel etc.
- Chinese basic characters
- Key grammar points
- Chinese (topic related) cultural awareness

Applicability of Module (to Different Courses of Study)

B.A. International Business ☐ Required Subject ☒ Compulsory Optional Subject

Recommended Prerequisites

Completion of HSK level 1- Part A

Language of Instruction

English/Chinese	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Not applicable for the total required 210 ECTS points
Professor/ Instructor	Module Coordinator
Yang Liu-Gerhards, CFA	Yang Liu-Gerhards, CFA
Bibliography/ Study Aids	
Jiang Liping, HSK 1 Standard course, Beijing Language and Culture University Press	
SS 2021 Version	

29. HSK Level II – Part A

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester		<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	5 ECTS	none
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Project, does not count as mandatory or required elective course		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

HSK stands for Hànyǔ (Chinese) Shuǐpíng (level) Kǎoshì (test), which is the most important Chinese proficiency test in use today. It assesses non-native Chinese speakers' abilities in using Chinese in their daily, academic and professional lives. HSK level II is equivalent with the A2 Level of the Common European Framework of Reference for Languages.

After successfully completing this module, students will be able to:

- ask for information on locations and directions and how to respond
- ask about prices and how to bargain
- ask time-related questions
- communicate daily conversations about weather, food, families etc
- develop a speaking and listening vocabulary of 250 words and frequently used phrases
- develop a written vocabulary of 200 characters
- understand simple Chinese etiquette and customs related to the course content

Content

- Chinese expressions and phrases, related to
 - Meeting each other, activities and hobbies
 - Dining, shopping
 - Studying and asking for direction and ways of asking for help as well as expressing gratitude
- Chinese basic characters
- New/Key grammar points
- Chinese (topic related) cultural awareness

Applicability of Module (to Different Courses of Study)

B.A. International Business ☐ Required Subject ☒ Compulsory Optional Subject

Recommended Prerequisites

Completion of HSK level 1

Language of Instruction

English/Chinese

Forms of Assessment		Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Not applicable for the total required 210 ECTS points
Professor/ Instructor		Module Coordinator
Yang Liu-Gerhards, CFA		Yang Liu-Gerhards, CFA

Bibliography/ Study Aids

Jiang Liping, HSK 2 Standard course, Beijing Language and Culture University Press

SS 2021 Version

30. HSK Level II – Part B

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester		<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	5 ECTS	none
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Does not count as mandatory or required elective course		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

HSK stands for Hànyǔ (Chinese) Shuǐpíng (level) Kǎoshì (test), which is the most important Chinese proficiency test in use today. It assesses non-native Chinese speakers' abilities in using Chinese in their daily, academic and professional lives. HSK level II is equivalent with the A2 Level of the Common European Framework of Reference for Languages.

After successfully completing this module, students will be able to:

- give and respond to basic day-to-day instructions
- communicate effectively when asking and giving directions, locations, time etc.
- learn about currencies and how to bargain
- participate in a variety of situations drawn from real life
- develop a speaking and listening vocabulary of approximately 330 words and frequently used phrases
- develop a written vocabulary of 300 characters
- understand simple Chinese etiquette and customs related to the course content

Content

- Chinese expressions and phrases, related to
 - inviting and responding, acceptance or refusal
 - asking for opinions, comments and making suggestions
 - topics, such as health, eating habits, learning difficulties
 - discussions on personal life experience and thoughts, such as celebrating a birthday, travelling, etc
- Chinese basic characters
- New/Key grammar points
- Chinese (topic related) cultural awareness

Applicability of Module (to Different Courses of Study)

B.A. International Business ☐ Required Subject ☒ Compulsory Optional Subject

Recommended Prerequisites

Completion of HSK level 2- part A

Language of Instruction

English	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Not applicable for the total required 210 ECTS points
Professor/ Instructor	Module Coordinator
Yang Liu-Gerhards, CFA	Yang Liu-Gerhards, CFA
Bibliography/ Study Aids	
Jiang Liping, HSK 1 Standard course, Beijing Language and Culture University Press	
SS 2021 Version	

31. Doing Business in Asian Countries

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester		<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	5 ECTS	none
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Does not count as mandatory or required elective course		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

After successfully completing this module, students will:

- Understand cultural differences across various Asian countries: e.g. P.R. China, Hong Kong, Japan, South Korea, Taiwan etc.
- Understand the key concepts and tips for doing business in different Eastern Asian countries
- Obtain negotiation skills when doing business in Asia
- Predict culture differences and orientations, at the same time they shall appreciate and understand useful business practices of various Asian countries

Content

- Overview of cultural dimensions
- Brief historical overviews of selected Asian countries: e.g. P.R. China, Japan, South Korea, Taiwan, Hongkong and Singapore
- Countries' backgrounds including demographics, state building, economic development, languages etc.
- Business practices when dealing with different Asian countries, e.g. negotiation

Applicability of Module (to Different Courses of Study)

B.A. International Business ☐ Required Subject ☒ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation	Both test forms must be passed. Not applicable for the total required 210 ECTS points
<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	
Professor/ Instructor	Module Coordinator
Yang Liu-Gerhards, CFA	Yang Liu-Gerhards, CFA

Bibliography/ Study Aids

- Asian business and management – theory, practice and perspective, Harukiyo Hasegawa & Carlos Noronha, 3rd edition
- Asian management system, Min Chen, 2nd edition
- Asian firms- history, institutions and management, Frank B. Tipton
- Additional readings / videos will be provided on each topic

SS 2021 Version

32. China's economic transformation

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester		<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	5 ECTS	none
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Does not count as mandatory or required elective course		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

This interdisciplinary course applies tools of economics and political science to a study of the transformation of the People's Republic of China with a focus on structural and institutional changes behind China's economic success after 1978.

After successfully completing this module, students will be able to:

- understand a range of issues facing China's economy and governance, such as reform strategy and process, industrialization, privatization, the transformation of state-society relations, market economy with Chinese characteristics, the relation with the global economy, etc.
- read and analyze critically media accounts of China-related issues through the lens of economic, political economy theories and analytical tools
- be prepared to be informed common citizens in China-related issues

Content

- Historical background and general survey
- Why industrial revolution bypassed China?
- Political economy under Mao's Era
- Economic reform under Deng and post Deng's era
- Industrialization – rural industrialization, private enterprises and state-owned enterprises
- Financial development and system
- Economic and institutional analysis for understanding "China Miracle"
- International relations
- Challenges facing China – Social dilemmas and social problems

Applicability of Module (to Different Courses of Study)

B.A. International Business ☐ Required Subject ☒ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

English	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input checked="" type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Both test forms must be passed. Not applicable for the total required 210 ECTS points
Professor/ Instructor	Module Coordinator
Yang Liu-Gerhards, CFA	Yang Liu-Gerhards, CFA

Bibliography/ Study Aids

- Gregory C. Chow: China's Economic Transformation, John Wiley & Sons, Ltd.
- Justin Yifu Lin: Demystifying the Chinese Economy, Cambridge University Press
- Barry Naughton: The Chinese Economy – Transitions and Growth, The MIT Press
- Additional readings / videos will be provided on each topic

SS 2021 Version

33. Spanish A1 part 1

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester		<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	5 ECTS	none
Courses/ Course Types	Contact Time	Self-Study	Total Workload of Student(s)	
Project, does not count as mandatory or required elective course	4 contact hours / 45 hours	80 hours	125 hours	

Learning Goals (Learning Results)

After successfully completing this module, students will know basic vocabulary and grammatical structures. The students achieve the first part of the A1 level according to the Common European Framework of Reference for Languages.

The students are able to:

- introduce somebody
- agree and/or disagree
- provide personal information (name, age, origin, profession, contact details)
- count until one million
- talk about personal relationships and the marital status
- describe the character and the appearance
- express preferences
- talk about the food habits
- describe and evaluate food
- order in a restaurant and describe a restaurant
- indicate frequencies
- describe their weekly programme

Content

- Practical exercises in the following areas: university, personal relationships and food & drink
- The use of nouns (singular/plural, articles, gender)
- Ask questions, form negation
- Present tense of regular and some irregular verbs
- Subject, accusative, dative and demonstrative pronouns
- The use of adjectives (singular/plural, articles, gender)
- The use of adverbs
- Possessives
- Introduction to passive voice
- Time specification and indication of quantity

Applicability of Module (to Different Courses of Study)

B.A. International Business ☐ Required Subject ☒ Compulsory Optional Subject

Recommended Prerequisites

none

Language of Instruction

Spanish

Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation <input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam	Not applicable for the total required 210 ECTS points
Professor/ Instructor	Module Coordinator
Dr. Kathrin Jaszus	Dr. Kathrin Jaszus

Bibliography/ Study Aids

Narvajas, e. et al (2018): Estudiantes.ELE A1 – Edición internacional: Español para la universidad. Libro del alumno y de ejercicios con audios y videos, Stuttgart.

SS 2021 Version

34. Spanish A1 part 2

Module No.:

Duration	Semester, in which the Module Takes Place	Frequency of Course Offered	Credit Points (ECTS)	Weighting of the Grade
1 semester		<input type="checkbox"/> each summer semester <input type="checkbox"/> each winter semester <input checked="" type="checkbox"/> when needed	5 ECTS	none
Courses/ Course Types		Contact Time	Self-Study	Total Workload of Student(s)
Project, does not count as mandatory or required elective course		4 contact hours / 45 hours	80 hours	125 hours

Learning Goals (Learning Results)

After successfully completing this module, students will broaden their knowledge of essential vocabulary and grammatical structures. They achieve the A1 level according to the Common European Framework of Reference for Languages.

The students are able to:

- describe a city and activities within a city
- compare something
- describe a journey (using the public transport)
- recommend something
- describe order and location of something/somebody
- describe the daily routine
- identify persons
- talk about the state of mind
- describe how to do something
- talk about the leisure and make plans
- arrange a meeting
- share experiences
- discuss the use of social networks

Content

- Practical exercises in the following areas: city life, daily routine, leisure time
- New irregular verbs in present time, reflexive verbs
- The difference between *hay* and *estar*
- Equality and inequality
- Indefinite pronouns
- Ordinal numbers
- The use of perfect (regular and irregular participles)
- The use of gerund (regular and irregular forms)
- Relative and temporal clauses
- The use of *futuro próximo*
- The superlative
- The neutral article 'lo'
- Percentages

Applicability of Module (to Different Courses of Study)

B.A. International Business

☐ Required Subject

☒ Compulsory Optional Subject

Recommended Prerequisites

Spanish A1 part 1

Language of Instruction

Spanish	
Forms of Assessment	Requirement for Awarding of ECTS Points
<input checked="" type="checkbox"/> written exam <input type="checkbox"/> oral exam <input type="checkbox"/> internship or laboratory performance <input type="checkbox"/> colloquium <input type="checkbox"/> project presentation	<input type="checkbox"/> portfolio <input type="checkbox"/> term paper or essay <input type="checkbox"/> practical exam
Not applicable for the total required 210 ECTS points	
Professor/ Instructor	Module Coordinator
Dr. Kathrin Jaszus	Dr. Kathrin Jaszus

Bibliography/ Study Aids

Narvajas, E. et al (2018): Estudiantes.ELE A1 – Edición internacional: Español para la universidad. Libro del alumno y de ejercicios con audios y videos, Stuttgart.

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