

Course Handbook International Business Bachelor

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International Business Bachelor - mandatory courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Academic Presentation and Communication	IBB-160	1	4VU	5	Prof. Dr. Thomas Tinnefeld
Academic Writing	IBB-260	1	4VU	5	Prof. Dr. Thomas Tinnefeld
Accounting Techniques	IBB-112	1	2VU	2,5	Prof. Dr. Christoph Freichel
Applied Business Mathematics	IBB-140	1	6VU	5	Prof. Dr. Teresa Melo
Bachelor Thesis	IBB-630	6	-	12	Prof. Dr. Petra Garnjost
Business Process Management	IBB-330	3	4V	5	Prof. Dr. Stefan Selle
Business Statistics	IBB-230	2	6VU	5	Prof. Dr. Teresa Melo
Colloquium	IBB-640	6	2C	3	Prof. Dr. Petra Garnjost
Contracts and Business Law	IBB-120	1	4VU	5	Prof. Dr. Holger Buck
Cost Accounting	IBB-130	1	4VU	5	Prof. Dr. Michael Zell
Data Literacy	IBB-220	2	4VU	5	Prof. Dr. Stefan Selle
Enterprise Resource Planning	IBB-450	4	4VU	5	Prof. Dr. Stefan Selle
Financial Analysis	IBB-210	2	4V	5	Prof. Dr. Mana Mojadr
Intercultural Competence	IBB-410	4	4VF	5	Prof. Dr. Petra Garnjost
International Contract and Competition Law	IBB-250	2	4VF	5	Prof. Dr. Holger Buck

International Economics	IBB-460	4	4V	5	Prof. Dr. Leonhard Firlus
International HR Management and Organization	IBB-310	3	4VU	5	Prof. Dr. Markku Klingelhöfer
Introduction to Business	IBB-111	1	2VF	2,5	Prof. Dr. Petra Garnjost
Investment and Finance	IBB-320	3	4VU	5	Prof. Dr. Mana Mojadr
Macroeconomics	IBB-350	3	4V	5	Prof. Dr. Leonhard Firlus
Marketing and Market Research	IBB-240	2	4VF	5	Prof. Dr. Tatjana König
Microeconomics	IBB-340	3	4V	5	Prof. Dr. Markus Münter
Operations Management	IBB-150	1	4VU	5	Prof. Dr. Thomas Korne
Strategic Management	IBB-360	3	4VF	5	Prof. Dr. Malte Beinhauer
Study Abroad	IBB-510	5	-	30	Prof. Dr. Petra Garnjost

(25 modules)

International Business Bachelor - optional courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Competition and Corporate Strategy	IBB-610	6	4VF	5	Prof. Dr. Markus Münter
Entrepreneurship and Business Valuation	IBB-620	6	4VF	5	Prof. Dr. Mana Mojadadr
HR Leadership and Team Management	IBB-660	6	4VF	5	Prof. Dr. Petra Garnjost
International Financial Reporting	IBB-431	4	4VF	5	Prof. Dr. Mana Mojadadr
International Logistics Seminar	IBB-453	4	4S	5	Prof. Dr. Thomas Korne
International Market Research	IBB-441	4	4VF	5	Prof. Dr. Tatjana König
International Marketing Management	IBB-442	4	4V	5	Prof. Dr. Frank Hälsig
International Marketing Seminar	IBB-443	4	4S	5	Prof. Dr. Tatjana König
International Taxation	IBB-432	4	4VF	5	Prof. Dr. Christoph Freichel
Logistics Projects	IBB-451	4	4PA	5	Prof. Dr. Thomas Bousonville
Seminar Contemporary Issues in Financial Management	IBB-433	4	4S	5	Prof. Dr. Mana Mojadadr
Sustainable Logistics Management	IBB-452	4	4VF	5	Prof. Wilhelm Hauser
Technology and Innovation Management (English)	IBB-650	6	4PA	5	Prof. Dr.-Ing. Christian Köhler

(13 modules)

International Business Bachelor - mandatory courses

Academic Presentation and Communication

Module name (EN): Academic Presentation and Communication
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-160
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Presentation
Curricular relevance: IBB-160 International Business, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Corinna Huth
<i>[updated 06.03.2020]</i>

Learning outcomes:

After successfully completing this module, students will:

- be able to make use of the most important academic soft skills (e.g. time management, reading proficiency, critical thinking, and problem-solving)
- know the vocabulary and structures used to express ideas in their respective academic fields
- be able to identify ways in which to improve their pronunciation of difficult words in the field of academic vocabulary
- be able to make good use of authentic oral texts, i.e. by listening to lectures, to improve their academic English
- be able to actively participate in a range of interactional settings, such as group discussions and question-and-answer sessions
- be able to formulate their own ideas with precision
- be able to produce clear and detailed oral descriptions of rather complex topics
- be familiar with the basic academic presentation techniques and demonstrate an understanding of the structure and development of academic presentations
- be able to prepare and deliver an academic presentation

[updated 04.02.2020]

Module content:

- Consideration of two language skills (speaking and listening)
- Orientation to students' academic reality
- Academic vocabulary, relevant grammar and formulaic expressions to be used in students' own academic English
- Relevant academic text types (e.g. lectures, debates) to be used as learning materials and models
- Academic techniques

[updated 27.01.2020]

Teaching methods/Media:

Presentations by the instructor
Group discussions
Group and partner work
Multimedia language lab activities
Presentations by students
Online resources

[updated 27.01.2020]

Recommended or required reading:

A detailed reading list will be provided at the start of the semester.

[updated 11.02.2020]

Academic Writing

Module name (EN): Academic Writing
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-260
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Academic paper
Curricular relevance: IBB-260 International Business, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Corinna Huth
<i>[updated 06.03.2020]</i>

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the essential rules of academic writing (e.g., citation techniques, the issue of plagiarism, information research,
- be able to actively use relevant academic resources,
- be able to make good use of written texts, i.e. by reading academic papers, to improve their academic English,
- be able to apply relevant content criteria for evaluating academic,
- be able to brainstorm facts and ideas, group them systematically and structure academic papers,
- be aware of and actively use the relevant rules of English academic writing,
- have improved their own academic writing skills,
- be able to write an academic paper of their own.

While doing so, students improved their ability to self-directed learning, self-reflection, and self-discipline.

[updated 06.03.2020]

Module content:

Consideration of two language skills (reading and writing)

Orientation to students' academic reality

Academic vocabulary, relevant grammar and formulaic expressions to be used in students' own academic writing

Relevant academic texts (e.g. abstracts, summaries of articles, book reviews, papers) to be used as learning materials and models

Academic techniques

[updated 27.01.2020]

Teaching methods/Media:

Presentations by the instructor

Group discussions

Group and partner work

Multimedia language lab activities

Presentations by students

Online resources

[updated 27.01.2020]

Recommended or required reading:

A detailed reading list will be provided at the start of the semester.

[updated 11.02.2020]

Accounting Techniques

Module name (EN): Accounting Techniques
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-112
Hours per semester week / Teaching method: 2VU (2 hours per week)
ECTS credits: 2,5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (45 min)
Curricular relevance: IBB-112 International Business, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christoph Freichel
Lecturer: Prof. Dr. Christoph Freichel [updated 25.11.2019]

Learning outcomes:

After successfully completing this module, students will:

- have mastered the legal foundations of the obligation to keep accounts and the principles of orderly accounting (GoB),
- understand what an account is and how it is structured,
- be able to distinguish between the terms *_draft of accounts_* and *_chart of accounts COA_*, as well as *_physical inventory_* and *_inventory_*,
- understand the accounting logic of double entry bookkeeping and be able to apply it to different business transactions,
- be able to differentiate between the terms land register, general ledger and subledger,
- be able to outline the principles of the initial and subsequent valuation of various balance sheet items, and
- explain how financial statements are prepared.

[updated 11.03.2020]

Module content:

- 1 Accounting principles
- 2 Physical inventory und inventory
- 3 Balance sheet
- 4 Posting to accounts
- 5 Chart of accounts and draft of accounts???
- 6 Accounting in trade and industrial companies
- 7 Posting the sales tax
- 8 Special postings in sales and procurement
- 9 Personnel expenses
- 10 Asset accounting
- 11 Securities and long-term liabilities
- 12 Bill of exchange
- 13 Taxes
- 14 Preparatory financial statements
- 15 Main financial statement overview
- 16 Organizing the accounting

[updated 11.03.2020]

Teaching methods/Media:

Lecture/exercises
Case studies

[updated 04.02.2020]

Recommended or required reading:

- Mindermann/Brösel: Buchführung und Jahresabschlussstellung nach HGB, Erich Schmidt Verlag, Berlin, latest edition
- Bieg: Buchführung, NWB-Verlag, Herne, latest edition
- Wöhe/Kußmaul: Grundzüge der Buchführung und Bilanztechnik, Vahlen, München, latest edition.

[updated 11.03.2020]

Applied Business Mathematics

Module name (EN): Applied Business Mathematics
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-140
Hours per semester week / Teaching method: 6VU (6 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-140 International Business, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 90 class hours (= 67.5 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 82.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-230 Business Statistics IBB-340 Microeconomics [updated 04.02.2020]
Module coordinator: Prof. Dr. Teresa Melo
Lecturer: Prof. Dr. Teresa Melo [updated 25.11.2019]

Learning outcomes:

After successfully completing this module, students will be able:

- to explain the basic principles of differential calculus, linear algebra and linear programming,
- to describe, distinguish and apply basic concepts and methods of financial mathematics,
- to judge which of the mathematical methods they have learned is suitable for solving business mathematical problems,
- to model quantitative problems from economic and business administration contexts using the language of mathematics,
- to apply suitable mathematical methods to solve specific problems,
- to interpret and communicate the results obtained,
- to further develop their analytical skills by independently solving practical tasks in the subject area.

[updated 04.02.2020]

Module content:

Calculus:

- Review of functions of one variable and differentiation rules
- Applications of derivatives
- Functions of several variables
- Partial derivatives and economic interpretation
- Maxima/Minima problems
- Optimization under side conditions
- Business applications of calculus

Elements of financial mathematics:

- Interest rate models
- Annuities
- Cash flows

Fundamentals of linear algebra:

- Matrix operations
- Development of systems of linear equations
- Solving systems of linear equations (e.g. Gaussian elimination)
- Modeling business processes with matrices (e. g. production processes)

Linear programming:

- Formulation of a linear programming model
- Assumptions of linear programming
- Graphical solution procedure
- Formulating and solving linear programming models on a spreadsheet
- Business applications of linear programming

[updated 04.02.2020]

Teaching methods/Media:

Lectures supported by slides (projector) and blackboard (theory and example calculations). The lectures will be supplemented by exercises and tutorials. In order to support independent work, multiple exercise sheets covering the whole range of topics in this module will be provided. Solutions will be discussed with the students in the tutorials. Both the lecture notes and the exercise sheets will be available to students in electronic form.

[updated 04.02.2020]

Recommended or required reading:

Anderson, Sweeney, Williams, Camm, Cochran, Fry, Ohlmann: Quantitative Methods for Business, 13th edition, Cengage Learning, 2016

Hillier, Lieberman: Introduction to Operations Research, 10th edition, McGraw Hill Higher Education, 2015

OpenStax College: Calculus (Volumes 1, 2, and 3), OpenStax CNX, <https://openstax.org/subjects/math>, 2019

OpenStax College: College Algebra, OpenStax CNX, <https://openstax.org/subjects/math>, 2019

Sydsæter, Hammond, Strøm, Carvajal: Essential Mathematics for Economic Analysis, 5th edition, Prentice Hall, 2016

Sydsæter, Hammond, Seierstad, Strøm: Further Mathematics for Economic Analysis, 2nd edition, Prentice Hall, 2008

[updated 12.12.2019]

Bachelor Thesis

Module name (EN): Bachelor Thesis
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-630
Hours per semester week / Teaching method: -
ECTS credits: 12
Semester: 6
Mandatory course: yes
Language of instruction: German
Assessment: Thesis
Curricular relevance: IBB-630 International Business, Bachelor, ASPO 01.10.2020, semester 6, mandatory course
Workload: The total student study time for this course is 360 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost
Lecturer: Dozenten des Studiengangs [updated 06.03.2020]
Learning outcomes: After successfully completing this module, students will be able to: <ul style="list-style-type: none">- demonstrate that they are able to independently work on a business problem within a limited period of time,- formulate a research question,- analyze relevant academic literature from a selected field,- evaluate their findings based on relevant theory and empirical data in the field,- apply scientific methods and present their approach, as well as their findings,- develop a practical solution for the tackled problem, in the case of a practical thesis,- demonstrate their academic writing skills They further have increased their ability to self-directed learning, self-reflection, and self-discipline. [updated 06.03.2020]

Module content:

This module is usually taken at the end of the Bachelor program due to its examination requirements. The Bachelor thesis must be written in English. It is a detailed academic paper based on a relevant research question in the field of business. The research question can be based on the business aspects of a company, an NGO, or any other public authority or a research institution. It is also possible to analyze a problem based on literature analysis. Students will be supervised by the professors of the Business Faculty. The title of the Bachelor's thesis will be determined by the supervising professor, while the ideas of the student, as well as of the participating companies and institutions, will be taken into account.

[updated 04.02.2020]

Teaching methods/Media:

Written thesis

[updated 25.11.2019]

Recommended or required reading:

Depends on the specific research question

[updated 06.03.2020]

Business Process Management

Module name (EN): Business Process Management
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-330
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Project
Curricular relevance: IBB-330 International Business, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-220 Data Literacy [updated 06.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Stefan Selle
Lecturer: Prof. Dr. Stefan Selle [updated 06.03.2020]

Learning outcomes:

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

- describe and apply the principles of data management,
- design, implement and use relational databases,
- describe and apply business process management methods,
- model companies supported by IT tools,
- analyze business processes and their weaknesses.

Furthermore, the students will be able to:

- work on case studies in self-organized teams,
- summarize, present and discuss work results,
- criticize project results and reflect on how they work.

[updated 04.02.2020]

Module content:**I. Data Management**

Data (master data, transaction data, inventory data), transactions, OLTP systems, ACID principle, database, data protection, IT security, client/server principle, data modeling, Entity Relationship Model (ERM), relational model, normalization, Structured Query Language (SQL), relational database (tables, keys, relationships, integrity, queries), OLAP, data warehouse, Big data.

II. Business Process Management

Processes, business processes, business process management, process orientation, differentiation (process, project, workflow), process map, classifying business processes, PDCA, process key figures, process modeling, enterprise architecture (views, phases), ARIS concept, modeling methods, models (organizational chart, function tree, value chain diagram, event-driven process chain, function assignment diagram), process optimization, business process reengineering, Total Quality Management, Lean Management, Kaizen, Six Sigma, vulnerability assessment

[updated 26.01.2020]

Teaching methods/Media:

Inverted/Flipped Classroom, E-learning support (e.g. Moodle): Prepared documents/media for self-studying expert knowledge and methodologies

Laboratory/hands-on training: Working on the PC to solve specific tasks with a business context by applying learned techniques using suitable tools (e.g. Visio, ARIS, MS Access, MySQL, etc.)

Project/team work: Working on case studies, presenting and discussing results

[updated 04.02.2020]

Recommended or required reading:

I. Data Management

- Kemper, A.; Eickler, A.: Datenbanksysteme. Eine Einführung, 10. Auflage, De Gruyter Verlag, Berlin, 2015.
- Schicker, E.: Datenbanken und SQL, 5. Auflage, Springer Vieweg Verlag, Wiesbaden, 2017.
- Steiner, R.: Grundkurs Relationale Datenbanken, 9. Auflage, Springer Vieweg Verlag, Wiesbaden, 2017.

eBooks:

- Fuchs, E.: SQL – Grundlagen und Datenbankdesign, 5. Ausgabe, April 2018, ISBN: 978-3-86249-818-5
- Swoboda, B.: Access 2016 – Grundlagen für Datenbankentwickler, 1. Ausgabe, September 2016, ISBN: 978-3-86249-552-8
- Spieß, S.: Access 2016 – Grundlagen für Anwender, 1. Ausgabe, September 2016, ISBN: 978-3-86249-483-5

English literature:

- Bagui, S., Earp, R.: Database Design Using Entity-Relationship Diagrams, 2nd Edition, CRC Press, Boca Raton, 2011.
- Elmasri, R., Navathe, S.B.: Database Systems, 7th Edition, Prentice Hall, Upper Saddle River, 2016.
- Meier, A., Kaufmann, M.: SQL & NoSQL Databases, Springer Vieweg, Wiesbaden, 2019.

II. Business Process Management

- Becker, J., Kugeler, M., Rosemann, M. (Hrsg.): Prozessmanagement, 7. Auflage, Springer Gabler, Berlin, 2012.
- Gadatsch, A.: Geschäftsprozesse analysieren und optimieren, Springer Vieweg, Wiesbaden, 2015.
- Gadatsch, A.: Grundkurs Geschäftsprozessmanagement, 8. Auflage, Springer Vieweg, Wiesbaden, 2017.
- Koch, S.: Einführung in das Management von Geschäftsprozessen, 2. Auflage, Springer Vieweg, 2015.
- Schmelzer, H.J., Sesselmann, W.: Geschäftsprozessmanagement in der Praxis, 8. Auflage, Hanser, München, 2013.
- Seidlmeier, H.: Prozessmodellierung mit ARIS, 4. Auflage, Springer Vieweg, Wiesbaden, 2015.

English literature:

- Hammer, M., Champy, J.: Business Reengineering, Campus, New York, 1994.
- Harrington, H.J.: Business Process Improvement, Mcgraw Hill, New York, 1991.
- Weske, M.: Business Process Management - Concepts, Languages, Architectures, 3rd Edition, Springer, Berlin, 2019.

[updated 10.12.2019]

Business Statistics

Module name (EN): Business Statistics
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-230
Hours per semester week / Teaching method: 6VU (6 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-230 International Business, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 90 class hours (= 67.5 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 82.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-140 Applied Business Mathematics [updated 04.02.2020]
Recommended as prerequisite for: IBB-340 Microeconomics [updated 04.02.2020]
Module coordinator: Prof. Dr. Teresa Melo
Lecturer: Prof. Dr. Teresa Melo [updated 25.11.2019]

Learning outcomes:

After successfully completing this module, students will be able:

- to explain basic concepts of descriptive statistics for univariate and bivariate data analysis,
- to select appropriate methods for statistical data analysis and apply them in the context of business applications,
- to create visual representations of data,
- to analyze, quantify and interpret relationships between two variables,
- to describe and model random phenomena using concepts of probability theory,
- to explain basic probability rules and apply them to exemplary business statistical problems,
- to calculate and interpret probabilities,
- to apply special discrete and continuous probability distributions to business applications (e. g. binomial and normal distributions),
- to interpret and communicate the results obtained from a statistical analysis.

[updated 04.02.2020]

Module content:

Descriptive Statistics:

- Data sources and data collection methods
- Types of variables and scales of measurement
- Tabulation of frequency distributions for grouped and non-grouped data
- Displaying categorical and quantitative data
- Description of univariate data sets using measures of location and dispersion
- Bivariate data analysis: graphical representation of data sets, cross tabulation, measures of association and correlation (contingency, correlation, rank correlation)
- Simple linear regression

Probability Theory:

- Definition of probability and basic concepts
- Fundamentals of set theory
- Empirical interpretation of probabilities (Laplace probability, statistical probability, subjective probability)
- Axioms of Kolmogorov
- Elementary calculation rules
- Conditional probabilities
- Stochastic independent events
- Total probability, Bayes' rule
- Discrete and continuous random variables
- Special probability models (e.g. Bernoulli, binomial and normal distributions)

[updated 04.02.2020]

Teaching methods/Media:

Lectures supported by slides (projector) and blackboard (theory and example calculations). The lectures will be supplemented by exercises and tutorials. In order to support independent work, multiple exercise sheets covering the whole range of topics in this module will be provided. Solutions will be discussed with the students in the tutorials. Both the lecture notes and the exercise sheets will be available to students in electronic form.

[updated 04.02.2020]

Recommended or required reading:

Bowerman, O'Connell, Murphree: Business Statistics in Practice, 6th edition (international edition), McGraw-Hill/Irvin, 2011

OpenStax College: Introductory Business Statistics, OpenStax CNX,
<https://openstax.org/details/books/introductory-business-statistics>, 2019

Sharpe, De Veaux, Velleman: Business Statistics, 3rd edition, Pearson, 2015

Sweeney, Williams, Anderson: Fundamentals of Business Statistics, 6th edition (international edition), Cengage Learning Emea, 2011

Weiers: Introductory Business Statistics, 7th edition (international edition), Cengage Learning Emea, 2011

[updated 15.12.2019]

Colloquium

Module name (EN): Colloquium
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-640
Hours per semester week / Teaching method: 2C (2 hours per week)
ECTS credits: 3
Semester: 6
Mandatory course: yes
Language of instruction: German
Assessment: Executive summary of the thesis and presentation (can be repeated semesterly)
Curricular relevance: IBB-640 International Business, Bachelor, ASPO 01.10.2020, semester 6, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost
Lecturer: Prof. Dr. Petra Garnjost Prof. Dr. Frank Hälsig Prof. Dr. Tatjana König [updated 06.03.2020]

Learning outcomes:

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

- define the research question and research design of their thesis,
- explain their methodology,
- analyze academic literature in relation to their research question,
- interpret their findings,
- critically reflect on the experiences they have made during their semester abroad,
- present their results and answer,
- conduct a professional and intercultural discussion with a critical audience.
- increase their social and personal skills such as confidence in themselves, self-directed learning, and self-reflection, as well as social skills such as communication and handling criticism.

[updated 06.03.2020]

Module content:

The colloquium is organized as a block seminar where students explain and defend the topic of their thesis. By doing so, they present their research question, the results of their literature analysis, explain their research method and illustrate their findings.

They are expected to discuss the topics of their fellow students, based on executive summaries they have been provided with.

In addition, they will be expected to give an overview of the experiences they gained during their semester abroad.

[updated 04.02.2020]

Teaching methods/Media:

Oral presentation, discussion

[updated 26.01.2020]

Recommended or required reading:

Depends on the topic of the bachelor thesis.

[updated 06.03.2020]

Contracts and Business Law

Module name (EN): Contracts and Business Law
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-120
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: written exam (90 min)
Curricular relevance: IBB-120 International Business, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-250 International Contract and Competition Law [updated 02.03.2020]
Module coordinator: Prof. Dr. Holger Buck
Lecturer: Prof. Dr. Holger Buck [updated 02.03.2020]

Learning outcomes:

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the legal systems and families of private law, as well as understand how the national private commercial law of an EU member state is embedded in the international and European framework.
- be familiar with the most important thematic areas and principles of private business law (civil law, business law, commercial law and corporate law) that exist in every national legal system for internationally active business economists, as well as the regulations in Germany.
- will be familiar with the functions and mechanisms of civil, business, commercial and corporate law.
- will understand law as one of the framework conditions for entrepreneurial activity, the relevance of legal regulations for business practice and legal compliance.
- will be able to incorporate legal considerations into the operational practice of the company.
- will be able to handle relevant legal texts independently.
- will have mastered the basic principles of legal thinking.
- will be able to develop proposals for solutions to specific cases relating to legal transactions and contracts under the law of obligations as well as purchase, commercial and corporate law, by classifying the problem, subsuming the facts under the characteristics of the relevant regulations and deriving the result therefrom
- will have developed drafting proposals for simple legal transactions and be familiar with the standards of contractual practice.
- be able to evaluate and review results based on general legal value judgements.

[updated 11.03.2020]

Module content:

Module content:

- 1) Legal systems and families of private law
 - a) International and European influences on the national legal system of an EU member state
 - b) Civil jurisdiction; ADR and legal tech; examples from the German legal system and jurisdiction
- 2) The actors in private law:
 - a) Legal entities (persons, consumers, entrepreneurs, traders); examples from German law
- 3) Contracts and the closing of contracts; examples from German law
 - a) Legal transactions (declaration of intent, general legal transactions, contracts)
 - b) Overview of contracts under the law of obligations; use of smart contracts
 - c) The inclusion of general terms and conditions in contracts
 - d) Form of contract and legal transaction, penalty for infringement of the prescribed form
 - e) Limits on the content of the contract
 - f) Misrepresentation
 - g) Agency
 - h) Limitation of claim
 - i) Provision of contractual service and fulfilment
 - j) Withdrawal from a contract and cancellation of a consumer contract
 - k) Overview of defective performance and damages
 - l) Delay in payment
 - m) Replacement of a contracting party (cession)
 - n) Involving third parties
- 4) The purchase contract, default in performance of the purchase contract (warranty for material defects); examples from German law
- 5) Commercial law; examples from German law
 - a) Meaning, task and functions,
 - b) Who is a merchant?; How does a merchant conduct legal relations (company, commercial register, protection of legal relations)?
 - c) Auxiliaries of merchants
 - d) Main features of commercial transactions
- 6) Corporate law; examples from German law
 - a) Types of enterprise for economic purposes
 - b) Selecting the most suitable type of enterprise
 - c) Distinction between partnerships and limited companies, contributions from shareholders, financing of the company, partner liability
 - d) Overview of the most important corporate forms
 - e) The limited liability company (the German GmbH)

[updated 11.03.2020]

Teaching methods/Media:

- Interactive lecture with integrated tutorial
(Solving legal questions and formulating letters)
- Visualization by means of transparencies
- Learning material from the internal eLearning management system
- Use of English translations of German laws
(BGB - Civil Code, HGB - Commercial Code, GmbHG - Limited Liability Companies Act).

[updated 11.03.2020]

Recommended or required reading:

- Ackermann H. / Rath, M. (2012). Business law in Germany. Stuttgart: German Law Publishers
- Daigneault, E. (2019). Drafting international agreements in English. München: C. H. Beck
- Fischer, H. (2016). The German legal system and legal language. 6th ed. Dublin: Clarus Press
- Gildeggen, R. u. a. (2016). Wirtschaftsprivatrecht: Kompaktwissen für Betriebswirte. 3. Aufl. Berlin / Boston: de Gruyter Oldenbourg
- Gubby, H. (2013). Practical legal English: Legal terminology. 2. Aufl. The Hague: Eleven international publisher
- Kadner Graziano, T. (2019). Comparative contract law. 2nd ed. Cheltenham et al.: Elgar
- Köbler, G. (2011). Rechtsenglisch: Deutsch-englisches und englisch-deutsches Rechtswörterbuch für jedermann [bilingual]. 8. Aufl. München: Franz Vahlen
- Linhart, K. (2017). Wörterbuch Recht: Englisch-Deutsch / Deutsch-Englisch. 2. Aufl. München: C. H. Beck
- Mann, M. (2015), Commercial contracts in Germany. München: C. H. Beck
- Robbers, G. (2017). An introduction to German law. 6. Aufl. Baden-Baden: Nomos
- Schade, L. (2017), Handels- und Gesellschaftsrecht. 4. Aufl. Heidelberg: C. F. Müller
- Twigg-Flesner, C. (ed) (2010). European Union private law. Cambridge: Cambridge University Press
- Von dem Bussche, A. / Klein, D. (2015). E-Commerce law in Germany. München: C. H. Beck
- Walz, R. (Hg). (2018). Beck_sches Formularbuch Zivil-, Wirtschafts-und Unternehmensrecht Deutsch-Englisch. 4. Aufl. München: C.H. Beck (also available as e-book, htw saar campusnetwork)
- Weiss, F. / Kaupa, C. (2017). European Union: Internal Market Law. Cambridge: Cambridge University Press
- Wirth, G. u.a. (2017). Corporate law in Germany. 3. Aufl. München: C. H. Beck
- Wörlen, R. / Steinhäuser K. (2009). Introduction to the German legal system, in: - Bugg, S. / Simon H. (2009). Langenscheidt/AlpmannFachwörterbuch Kompakt. Berlin u. a.: Langenscheidt, p. 168 ff., 174-191.

[updated 11.03.2020]

Cost Accounting

Module name (EN): Cost Accounting
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-130
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-130 International Business, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-433 Seminar Contemporary Issues in Financial Management [updated 16.03.2020]
Module coordinator: Prof. Dr. Michael Zell
Lecturer: Prof. Dr. Michael Zell [updated 25.11.2019]

Learning outcomes:

After successfully completing this module, students will:

- be able to explain the basic concepts of accounting and to distinguish cost accounting from financial accounting,
- be able to describe the basic process flow of cost accounting, as well as illustrate the connections between
 - each process step of the costs,
- be able to understand and master detailed aspects of determining cost elements, the allocation of costs to cost centers
 - and individual costing and profitability analysis procedures,
- be able to apply their knowledge to practical questions, e. g. in the form of exercises and case studies,
- be familiar with the English cost accounting terms and able to understand the differences to Anglo-American management accounting.

[updated 04.02.2020]

Module content:

- Principles of cost accounting
- Cost element accounting
- Cost center accounting
- Cost object accounting - calculation
- Cost object accounting - profit and loss accounting

[updated 26.01.2020]

Teaching methods/Media:

Lecture with exercises and case studies

[updated 25.11.2019]

Recommended or required reading:

- Horngren, C.T., Foster, G., Datar, S.M.: Cost Accounting - A Managerial Emphasis, Prentice Hall, Upper Saddle River (NJ), latest edition.
- Taschner, A., Charifzadeh, M.: Management and Cost Accounting, Wiley, Weinheim, latest edition.
- Coenenberg, A.G.: Kostenrechnung und Kostenanalyse, Schäffer Poeschel, Stuttgart, latest edition.
- Däumler, K.-D., Grabe, J.: Kostenrechnung 1, nbw Verlag, Herne, latest edition.
- Zell, M.: Kosten- und Performance Management, Gabler, Wiesbaden, latest edition.

[updated 11.02.2020]

Data Literacy

Module name (EN): Data Literacy
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-220
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment:
Curricular relevance: IBB-220 International Business, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-330 Business Process Management [updated 06.03.2020]
Module coordinator: Prof. Dr. Stefan Selle
Lecturer: Prof. Dr. Stefan Selle [updated 25.11.2019]
Learning outcomes: After successfully completing this module, students will be able to: <ul style="list-style-type: none">- understand data and its categories, types, formats,- perform data exploration, identify useful data, collect data,- organize data, clean data, convert data, curate data, preserve data,- analyze data, interpret data, visualize data, present data,- think critically when working with data,- be aware of legal and ethical issues associated with data,- share data legally,- evaluate decisions or solutions based on data. [updated 04.02.2020]

Module content:

1. Introduction to data

Data, information, and knowledge

Data categories (master data, transaction data)

Data types (numbers: integer, float; text: characters, strings; date time)

Data formats (structured, semi-structured, unstructured)

File formats (txt, csv, xml, pdf, xls, doc, ...)

Data producers and consumers

Data lifecycle

2. Data collection

Data discovery and collection

Evaluating and ensuring quality of data and sources

3. Data management

Data organization

Data manipulation

Data conversion

Metadata creation and use

Data curation, security, and re-use

Data preservation

4. Data evaluation

Data tools

Basic data analysis

Data interpretation (understanding data)

Identifying problems using data

Data visualization

Presenting data

Data-driven decision-making

5. Data application

Critical thinking

Data culture

Data ethics

Data citation

Data sharing

Evaluating decisions based on data

[updated 04.02.2020]

Teaching methods/Media:

Lectures with integrated exercises supported by e-learning platform (e.g. Moodle).

Laboratory/hands-on training: working on the PC to solve case studies by applying learned techniques using suitable tools.

[updated 04.02.2020]

Recommended or required reading:

- Bowen, M., and Bartley, A.: The Basics of Data Literacy: Helping Your Students (And You!) Make Sense of Data, NSTA Press, Arlington, 2013.
- Fontichiaro, K. et al.: Creating Data Literate Students, Michigan Publishing Services, Ann Arbor, 2017.
- Fontichiaro, K. et al.: Data Literacy in the Real World: Conversations & Case Studies, Michigan Publishing Services, Ann Arbor, 2017.
- Herzog, D.: Data Literacy, SAGE Publications, Thousand Oaks, 2015.
- Johnson, C.A.: The Information Diet: A Case for Conscious Consumption, O'Reilly, Sebastopol, 2012.
- Levitin, D.: A Field Guide to Lies and Statistics: A Neuroscientist on How to Make Sense of a Complex World, Penguin Books, London, 2016.
- Mandinach, E.B.: Data Literacy for Educators, Teachers College Press, New York, 2016.
- Smalheiser, N.: Data Literacy: How to Make Your Experiments Robust and Reproducible, Academic Press, Cambridge (MA), 2017.

[updated 17.12.2019]

Enterprise Resource Planning

Module name (EN): Enterprise Resource Planning
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-450
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: Project
Curricular relevance: IBB-450 International Business, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Stefan Selle
Lecturer: Prof. Dr. Stefan Selle [updated 06.03.2020]
Learning outcomes: After successfully completing this module, students will be able to: <ul style="list-style-type: none">- understand the fundamentals of Enterprise Resource Planning,- describe the basics of handling business processes with ERP systems,- search information in SAP S4/HANA,- maintain master data in SAP S4/HANA,- implement business processes in SAP S4/HANA. Working on a project will allow them to -increase their social skills such as empathy, compromise, and tolerance, -further develop their individual competencies towards a higher level of responsibility, and self-reflection. [updated 06.03.2020]

Module content:

1. Fundamentals
 - business processes
 - integration (data, processes, functions)
 - enterprise resource planning
 - client/server model
 - roles and privileges
2. Introduction to SAP
 - SAP S4/HANA
 - SAP Fiori
3. Materials management (MM)
 - searching for information
 - maintaining master data
 - implementation of business processes
4. Production planning (PP)
 - searching for information
 - maintaining master data
 - implementation of business processes
5. Sales and distribution (SD)
 - searching for information
 - maintaining master data
 - implementation of business processes

[updated 17.12.2019]

Teaching methods/Media:

Lectures with integrated exercises supported by e-learning platform (e.g. Moodle).

Laboratory/hands-on training: working on the PC to solve case studies by applying learned techniques using SAP S4/HANA.

[updated 04.02.2020]

Recommended or required reading:

- Akhtar, J., Murray, M.: Materials Management with SAP S/4HANA: Business Processes and Configuration, SAP Press / Rheinwerk, Bonn, 2018.
- Almeida, C.: Material Requirements Planning with SAP S/4HANA, SAP Press / Rheinwerk, Bonn, 2020.
- Chudy, M., Castedo, L., Lopez, R.: Sales and Distribution in SAP ERP: Business User Guide, SAP Press / Rheinwerk, Bonn, 2018.
- Obnermaier, G., Sell-Jander, T.: Sales and Distribution with SAP. Making SAP SD Work for Your Business, Springer, Berlin, 2012.
- Schulz, O.: Using SAP: An Introduction for Beginners and Business Users, 3rd edition, SAP Press / Rheinwerk, Bonn, 2017.
- van Kempen, D.: SAP HANA 2.0 An Introduction, SAP Press / Rheinwerk, Bonn, 2019.

[updated 17.12.2019]

Financial Analysis

Module name (EN): Financial Analysis
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-210
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-210 International Business, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-433 Seminar Contemporary Issues in Financial Management IBB-620 Entrepreneurship and Business Valuation [updated 16.03.2020]
Module coordinator: Prof. Dr. Mana Mojadadr
Lecturer: Prof. Dr. Mana Mojadadr [updated 02.03.2020]

Learning outcomes:

The most common language on the international financial markets, managed e.g. through Earnings or annual reports published by listed companies, follows the conceptual and legal guidelines of the International Financial Reporting Standards (IFRS), especially in the EU. Key investors' decisions are made of impacts of these international rules and principles, as well as how management goals internally are defined and mainly measured by the achievement of financial Key Performance Indicators (KPIs). Therefore, gaining the respective basic understanding about key IFRS rules and their impact on annual reports, as well as gaining competencies to interpret the financial health of organizations holistically in this Bachelor's degree programme in its broad outlines is the overarching goal for the students of this course.

In addition, recent scandals such as the "Diesel Scandal" or many other cases have shown that solely financial analysis-oriented valuation of organizations cannot be sufficient. Therefore, students of this course learn furthermore to analyze business models and companies' strategies in order to derive assessments and business analysis estimates either and to connect the dots.

This course enables students to evaluate real and current examples in order to form the link between the objectives of strategic (financial) management, e.g. from the perspective of the Board of Directors of a company, as well as the position of a company on the capital markets, or by investors' perception.

Overall, students of this course are able to evaluate key components of a company's business and financial analysis of an organization and, based on this, make recommendations for decision makers or investors.

[updated 16.03.2020]

Module content:

- 1 Basics
- 2 Financial Analysis & Business Analysis
- 3 Measurement of key Financial Statement Items
- 4 Case studies and project team work

[updated 16.03.2020]

Teaching methods/Media:

- Lectures
- Real case(s) (studies) (project based team work)
- Exercises, research and analysis work prepared by sub-teams

[updated 16.03.2020]

Recommended or required reading:

Current business and company information (especially annual reports; depends on planned case studies)

Most recent case studies and statistics

Most recent relevant papers

Most recent relevant International Financial Reporting Standards & HGB (German GAAP)

Handbooks:

- Alexander, J., Financial Planning & Analysis and Performance Management, most recent edition, Hoboken/New Jersey.
- Baetge, J./Kirsch, H.-J./Thiele, S.: Bilanzen, Düsseldorf, aktuelle Auflage.
- Bieg, H. u. a.: Handbuch der Rechnungslegung nach IFRS. Wiesbaden, aktuelle Auflage.
- Bieg, H./ Kußmaul, H.: Externes Rechnungswesen, München, aktuelle Auflage.
- Coenenberg, A.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart, aktuelle Auflage.
- Epstein, M./Verbeeten, F./Widener, S., Performance Management and Management Control: Contemporary Issues, most recent edition, Emerald Publishing Limited.
- Fridson, M./Alvarez, F., Financial Statement Analysis: A Practitioner´s Guide, most recent edition,
- Graham, B., The Intelligent Investor: The Definitive Book on Value Investing. A Book of Practical Counsel, most recent edition, Harper Business.
- Küting, K./Weber, C.-P., Vom Financial Accounting zum Business Reporting, most recent edition, Stuttgart.
- Küting, K./Weber, C.-P., Die Bilanzanalyse, most recent edition, Stuttgart.
- Palepu, K., Step-By-Step Business Analysis and Valuation: Using Financial Statements to Value Any Business, most recent edition, South-Western Pub.
- Parmenter, D., Key Performance Indicators: Developing, Implementing, and Using Winning KPIs, most recent edition, Hoboken/New Jersey.
- Petersen, K./Bansbach, F./Dornbach, E., IFRS-Praxishandbuch, most recent edition, München.
- Weaver, S., The Essentials of Financial Analysis, most recent edition, McGraw-Hill Education.
- Wöhe, G./Kußmaul, H., Grundzüge der Buchführung und Bilanztechnik, München 2010.

[updated 16.03.2020]

Intercultural Competence

Module name (EN): Intercultural Competence
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-410
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: Project
Curricular relevance: IBB-410 International Business, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost
Lecturer: Prof. Dr. Kerstin Heuwinkel Prof. Dr. Stefanie Jensen
[updated 06.03.2020]

Learning outcomes:

After successfully completing this module, students will be able:

- to understand the specifics of national cultures with regards to history, traditions, communication,
- to explain and apply central concepts of cultural theory,
- to provide an overview and explain typical management and leadership styles of selected cultures,
- to understand different types of organizational culture,
- to identify and analyze reasons for misunderstandings between members of different cultures,
- to organize group work in a multicultural team,
- to identify and solve conflicts in teams,
- to improve their empathy, communication skills,
- to show respect for others, compromise, and tolerance.
- to development of confidence in themselves and trust in other people.
- to write and communicate about cultural matters.

[updated 06.03.2020]

Module content:

1. Introduction
 - a) Understanding Culture
 - b) Concepts of Culture
 - c) Characteristics of Culture
 - d) Culture and Communication
2. Categorizing Cultures
 - a) Hall ´s Cultural Factors
 - b) Hofstede´s Cultural Dimensions
 - c) Lewis Model of Cross-Cultural Communication
 - d) Trompenaars ´ Model of National Cultural Differences
 - e) The Globe Survey on Culture and Leadership
3. Implications of Cultural Differences
 - a) Cultural Shock
 - b) Culture and Business
4. Managing Cultural Differences
 - a) Corporate Culture
 - b) Diversity Management
 - c) Working in Multicultural Teams

[updated 04.02.2020]

Teaching methods/Media:

Lectures, discussions, role-playing, case study work, group work, group presentations, written compositions

[updated 04.02.2020]

Recommended or required reading:

Always the latest edition:

- _ Deresky, Global Management, New Jersey
- _ Hofstede/Hofstede/Minkov, Cultures and Organizations, McGraw-Hill (USA)
- _ Lewis, When Cultures Collide, Nicholas Brealey International, (USA)
- _ Rothlauf, Interkulturelles Management, München/Wien
- _ Rodrigues, C.; International Management: A Cultural Approach, Cincinnati (Ohio)
- _ Schneider/Barsoux, Managing Across Cultures, Harlow (UK)

Additional academic publications on selected cultural topics will be provided.

[updated 04.02.2020]

International Contract and Competition Law

Module name (EN): International Contract and Competition Law
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-250
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English/French
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-250 International Business, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-120 Contracts and Business Law [updated 02.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Holger Buck
Lecturer: Prof. Dr. Holger Buck [updated 02.03.2020]

Learning outcomes:

International Contract Law:

After successfully completing this module, students will:

- be able to interpret the international and national legal frameworks and regulations that are important for the transnationally active business community.
- be able to interpret the regulations in international contract law.
- know English and French legal terminology.
- be able to explain the function and mechanisms of private international law, the harmonization of laws at the international and European level, as well as international jurisdiction.
- be able to apply legal and legislative texts independently, interpret individual provisions and relate them to one another.
- understand the relevance of regulations for business practice.
- be able to develop proposals for solutions to concrete cases and contracts based on international commercial law by classifying the problem, subsuming the facts under the characteristics of the relevant provisions and deriving the result from this.
- be able to review the results based on general legal value judgement.

International Competition Law:

After successfully completing this module, students will:

- be able to interpret the framework conditions and regulations of competition law and industrial property rights that are important for the cross-border economy.
- be able to explain the function and mechanisms of international agreements on industrial property rights, conflict of laws and the approximation and harmonization of laws at the international and EU level.
- be able to apply legal and legislative texts independently, interpret individual provisions and relate them to one another.
- understand the relevance of regulations for business practice.
- be able to manage court proceedings in competition law.
- be able to develop proposals for solutions to concrete cases based on international competition law by classifying the problem, subsuming the facts under the characteristics of the relevant provisions and deriving the result from them.
- be able to review the results based on general (legal) value judgement.

[updated 04.02.2020]

Module content:

A. International Contract Law (in English or French)

- Inhomogeneity, legal sources, legal nature and elements of private international law
- Private international law (conflict of laws), in particular, the Rome I regulation
- The UN Convention on Contracts for the International Sale of Goods (CISG)
- Judicial enforcement of claims (EU Regulation No 1215/2012 ... on jurisdiction ... of judgments in civil and commercial matters; simplified procedures), as well as dispute avoidance and dispute resolution
- Negotiating international contracts

B. International Competition Law (in English)

- A practical approach: Court proceedings following an infringement of industrial property or an act of unfair competition
- Elements and functions of international competition law
- International agreements on industrial property rights
- The world 's first supranational industrial property rights: EU trademark and EU community design
- International registration/international protection of trademarks and designs
- Private international law (conflict of laws), in particular the Rome II regulation
- Overview of the law against unfair competition

[updated 04.02.2020]

Teaching methods/Media:

- Interactive lecture with integrated case studies
- Visualizing slides
- Learning material posted in eLearning management system

[updated 16.12.2019]

Recommended or required reading:

International Contract Law:

- Bogdan, M., Concise introduction to EU private international law, Europa Law Publishing, Groningen, latest edition
- Clavel, S., Droit international privé, Dalloz, Paris, latest edition
- Ferrari, F. & Leible, S. (eds.), Rome I Regulation: The law applicable to contractual relations in Germany, Sellier, Munich, latest edition
- Gildeggen, R./Willburger, A., Internationale Handelsgeschäfte, Franz Vahlen, München, latest edition
- Gutmann, D., Droit international privé, Dalloz, Paris, latest edition
- Laborde, J.-P., Droit international privé, Dalloz, Paris, latest edition
- Mo, J., International commercial law, LexisNexis, Chatswood, latest edition
- Rauscher, Th., Internationales Privatrecht, C.F. Müller, Heidelberg, latest edition
- Schlechtriem, P. / Butler, P., UN Law on international sales, Springer, Berlin et al., latest edition
- Schwenzer, I. et al., International sales law, Hart, Oxford et al., latest edition
- Schlechtriem, P. / Witz, C., Convention de Vienne, Dalloz, Paris, latest edition

International Competition Law:

- Cook, T.: EU Intellectual Property Law, Oxford University Press, Oxford, latest edition
- Geradin, D et al.: EU Competition Law and Economics, Oxford University Press, Oxford, latest edition
- Huber, P. (ed.): Rome II Regulation, Sellier, Berlin, latest edition
- Lange, P.,(ed.), International trade mark and signs protection, C. H. Beck et al., Munich et al., latest edition
- Jones, A. & Sufrin, B.: EU Competition Law, Oxford University Press, Oxford, latest edition
- Maier, P. & Schlötelborg M.: Manual on the European Community Design, Heymanns, Köln et al., latest edition
- Yu, P.: International Intellectual Property Law and Policy, Carolina Academic Press, Durham, latest edition

[updated 04.02.2020]

International Economics

Module name (EN): International Economics
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-460
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-460 International Business, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-340 Microeconomics IBB-350 Macroeconomics [updated 02.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Leonhard Firlus
Lecturer: Prof. Dr. Leonhard Firlus [updated 02.03.2020]
Learning outcomes: After successfully completing this module, students will be able to: <ul style="list-style-type: none">- illustrate the causes and effects of trade in a global environment and apply them to current examples.- illustrate the structure of a balance of payments and carry out transactions independently.- explain how exchange rates are determined and their importance for international competitiveness.- show the possibilities and limits of an expansive demand policy at fixed and floating exchange rates.- name the central institutions of the European Union and their tasks. [updated 04.02.2020]

Module content:

1. The balance of payments
2. Exchange rates and the foreign exchange market
3. Aggregate demand in an open economy under fixed and floating exchange rates
4. Theory of international trade
5. Trade policy
6. Introduction to the European Union

[updated 25.11.2019]

Teaching methods/Media:

This module consists of lectures and group work. Students are expected to prepare and present small group projects on selected topics about foreign trade.

[updated 26.01.2020]

Recommended or required reading:

- Krugman, Paul / Obstfeld, Maurice: International Economics. Addison-Wesley, Reading Mass., latest edition.
- Maennig, Wolfgang: Außenwirtschaft, Vahlen Verlag, München, latest edition.
- Rose, Klaus und Karlhans Sauernheimer: Theorie der Außenwirtschaft, Vahlen Verlag, München, latest edition.
- Salvatore, Dominick: International Economics. John Wiley & Sons Inc., New York, latest edition.

[updated 25.11.2019]

International HR Management and Organization

Module name (EN): International HR Management and Organization
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-310
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Presentation
Curricular relevance: IBB-310 International Business, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-111 Introduction to Business IBB-240 Marketing and Market Research [updated 06.03.2020]
Recommended as prerequisite for: IBB-660 HR Leadership and Team Management [updated 02.03.2020]
Module coordinator: Prof. Dr. Markku Klingelhöfer
Lecturer: Prof. Dr. Markku Klingelhöfer [updated 06.03.2020]

Learning outcomes:

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

- list critical success factors of an effective and professional human resource management,
- apply various models of management or organizational design according to corporate needs,
- assess different methods in selecting and developing employees,
- propose solutions for corporate challenges related to human resource management,
- show personal and social competencies in presenting complex professional content,
- lead HR-related group discussions.

In addition, students have improved

- their time management, reading proficiency, critical thinking, and problem-solving,
- and are able to produce clear and detailed oral descriptions of rather complex topics,
- their communication and academic presentation skills.

[updated 06.03.2020]

Module content:

Course content:

- Fundamentals of human resource management
- Methods for selecting and developing employees
- Critical success factors for leading individuals and teams
- Basics of employer branding
- Challenges in the management of compensation and benefits
- Actual trends of modern international human resource management
- Basics of organizational design
- Professional change management

[updated 04.02.2020]

Teaching methods/Media:

Lecture; practical exercises; case studies; presentations (from students and/or lecturers). The module will be taught in weekly lectures and blocked events.

[updated 04.02.2020]

Recommended or required reading:

- Dowling, Peter e.a.: International Human Resource Management
- Dessler, Gary: Human Resource Management
- Ulrich, Dave e.a.: HR from the Outside In: Six Competencies for the Future of Human Resources.
- Becker, Brain e.a.: The HR Scorecard.

[updated 15.12.2019]

Introduction to Business

Module name (EN): Introduction to Business
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-111
Hours per semester week / Teaching method: 2VF (2 hours per week)
ECTS credits: 2,5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (45 minutes)
Curricular relevance: IBB-111 International Business, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-310 International HR Management and Organization IBB-340 Microeconomics IBB-660 HR Leadership and Team Management [updated 06.03.2020]
Module coordinator: Prof. Dr. Petra Garnjost
Lecturer: Prof. Dr. Petra Garnjost [updated 11.02.2020]

Learning outcomes:

After successfully completing this module, students will:

- know and be able to explain basic business administration terms,
- be able to describe the external and internal environment of corporations,
- be able to describe and explain the management process,
- be able to identify characteristics of the strategic management process,
- be able to describe selected models for situation analysis and the development of strategies,
- be able to identify core aspects of international corporate management,
- be able to work in teams on case studies.

[updated 04.02.2020]

Module content:

Introduction to Business

- Basic concepts of international business
- Political, economic, ecological, technical and legal environment of international businesses
- Stakeholder and shareholder value approaches
- Key indicators of corporate performance
- Principles of corporate management (planning, organization, implementation and control)
- Strategic management and strategy approaches
- Planning, decision-making and control of business processes
- Special characteristics of international management

[updated 04.02.2020]

Teaching methods/Media:

Lectures, exercises, videos, cases, quizzes

[updated 04.02.2020]

Recommended or required reading:

- Bovee, C. L., Thill, J.: Business in Action, Publisher: Prentice Hall
- Ebert, R. J.; Griffin, R. W.: Business Essentials, Publisher: Prentice Hall
- Solomon, M. R., Poatsy, M.A., Martin, K.: Better Business, Publisher: Prentice Hall
- Williams, B.K; Sawyer, S. C.; Berston, S.: Business: A Practical Introduction, Publisher: Prentice Hall

[updated 31.01.2020]

Investment and Finance

Module name (EN): Investment and Finance
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-320
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-320 International Business, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-433 Seminar Contemporary Issues in Financial Management IBB-620 Entrepreneurship and Business Valuation [updated 16.03.2020]
Module coordinator: Prof. Dr. Mana Mojadadr
Lecturer: Prof. Dr. Mana Mojadadr [updated 02.03.2020]

Learning outcomes:

After successfully completing this module, students will be able to do the following in the field of investment:

- describe the objectives of capital budgeting,
- describe and differentiate between static and dynamic investment calculation methods,
- discuss the advantages and disadvantages of investment calculation methods,
- apply the methods of static and dynamic investment calculation procedures to tasks,
- explain the solutions to selected problems in investment accounting,
- calculate the influence of income taxes, the optimum useful life, and the optimal investment program.

In the field of financing students will be able to:

- explain the importance of financing in the context of business functions,
- describe and distinguish between debt and internal financing,
- name the financing instruments of self- and debt financing,
- recall and describe the possibilities of equity capital for different legal entities,
- calculate the regular capital increase of a public stock corporation,
- illustrate the instruments of short and long-term external financing with regard to their areas of application,
- create interest and repayment plans,
- calculate the effective yield according to the mean value method for bonds and trade credits,
- recognize the importance of cash flow for corporate financing,
- understand how financing potential arises from depreciation and provisions,
- describe the capacity-increasing effect,
- understand the meaning and purpose of horizontal capital structure rules and be able to apply the resp. calculation formulas,
- determine long-term and short-term capital requirements,
- create short-term liquidity planning.

[updated 04.02.2020]

Module content:**1. Investment****1.1 Dynamic investment calculation****1.2 Selected problems regarding investment decisions****2. Financing****2.1 Internal and external financing****2.2. Capital structure and debt policy****2.3 Capital budgeting and financial planning**

[updated 16.03.2020]

Teaching methods/Media:

Lecture und exercises

[updated 25.11.2019]

Recommended or required reading:

Becker, H.P.: Investition und Finanzierung, latest edition, Gabler, Wiesbaden.

Berk, J./DeMarzo, P.; Grundlagen der Finanzwirtschaft : Analyse, Entscheidung und Umsetzung, latest edition, Pearson, München.

Bieg, H./Kußmaul, H.: Investition, latest edition, Vahlen, München.

Bieg, H./Kußmaul, H.: Finanzierung, latest edition, Vahlen, München.

Däumler, K.-D.: Betriebliche Finanzwirtschaft, latest edition, NWB, Herne.

Däumler, K.-D./Grabe, J.: Grundlagen der Investitions- und Wirtschaftlichkeits-rechnung, latest edition, NWB, Herne.

Gräfer, H. /Schiller, B. /Rösner, S.: Finanzierung, latest edition, ESV, Berlin.

Jahrman, F.-U.: Finanzierung, latest edition, NWB, Herne.

Perridon, L./Steiner, M./Rathgeber, A.W.: Finanzwirtschaft der Unternehmung, latest edition, Vahlen, München.

Wöhe, G. / Bilstein, J. / Ernst, D. / Häcker, J.: Grundzüge der Unternehmens-finanzierung, latest edition, Vahlen, München.

Zantow, R.: Finanzwirtschaft der Unternehmung, latest edition, Pearson, München.

[updated 25.11.2019]

Macroeconomics

Module name (EN): Macroeconomics
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-350
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-350 International Business, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-460 International Economics [updated 02.03.2020]
Module coordinator: Prof. Dr. Leonhard Firlus
Lecturer: Prof. Dr. Leonhard Firlus [updated 10.03.2020]

Learning outcomes:

After successfully completing this course, students will:

- be familiar with and can explain the basic principles of national accounts..
- be able to explain key macroeconomic variables such as the gross domestic product and place them in a macroeconomic context.
- be able to identify and compare the components and determinants of macroeconomic supply and demand.
- be able to explain the price formation on the labor market and classify the determinants of macroeconomic supply.
- be able to outline the principles of the European Central Bank's monetary policy.
- be able to illustrate how the Keynesian IS-LM model works to manage aggregate demand.
- be able to explain the interplay between macroeconomic demand and macroeconomic supply using the neoclassical model.

[updated 10.03.2020]

Module content:

1. Introduction
2. National Income Accounting
3. Inflation
4. The European Central Bank
5. The Keynesian Macro Model
6. Price Formation in the Labour Market and Aggregate Supply
7. The Phillips Curve
8. Medium Term Macro Model with a Flexible Price Level
9. The Neoclassical Theory
10. Alternative Consumption Functions

[updated 05.12.2019]

Teaching methods/Media:

Lecture and exercises

[updated 04.02.2020]

Recommended or required reading:

- Blanchard, Olivier: Macroeconomics. Pearson: Harlow, latest edition
- European Central Bank: The implementation of monetary policy in the euro area, Frankfurt, latest edition.
- Felderer, Bernhard/Homburg, Stefan: Macroeconomics and New Macroeconomics. Springer: Berlin, latest edition.
- Lequiller, François/ Blades, Derek: Understanding National Accounts. OECD Publishing: Paris, latest edition.
- Mankiw, Gregory N.: Macroeconomics. Worth: New York, latest edition.

[updated 02.03.2020]

Marketing and Market Research

Module name (EN): Marketing and Market Research
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-240
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-240 International Business, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-310 International HR Management and Organization IBB-442 International Marketing Management IBB-443 International Marketing Seminar IBB-610 Competition and Corporate Strategy [updated 06.03.2020]
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Tatjana König [updated 25.11.2019]

Learning outcomes:

After successfully completing this module, students will

- be able to explain basic marketing concepts and the marketing management process and critically evaluate marketing campaigns,
- be able to explain the necessity of intercultural marketing and identify, explain and reflect on fundamental orientation patterns of international marketing,
- be able to explain basic concepts and models of consumer behavior research, describe and exemplify factors influencing purchase decisions and
- be able to describe the basic idea of market segmentation, approaches, and criteria, as well as implementation examples,
- be able to illustrate the connections between the importance of information in the marketing process and the essential tasks of market research,
- be able to explain the benefits and drawbacks of various forms of information search and data gathering (Primary vs. secondary information, online, face-to-face, phone, etc.)

[updated 04.02.2020]

Module content:

- Concept of marketing, market-oriented management and the marketing management process
- Critical assessment of the impact of marketing on society
- International marketing orientations, standardisation-differentiation paradigm
- Market segmentation methods, transnational target groups

- Importance of information in the marketing decision process
- Principles/antecedents of consumer behavior
- Principles and tasks of market research
- Different forms of market research (primary/secondary, in-house/outsourced, quantitative/qualitative market research)
- Phases and conception of the market research process
- Sampling techniques
- Methods and instruments for gathering information

[updated 04.02.2020]

Teaching methods/Media:

Lecture with group work and case studies

[updated 25.11.2019]

Recommended or required reading:

Homburg, Ch./Küster, S./Krohmer, H. (latest Edition): Marketing Management, McGrawHill
Kotler, P./Keller : Marketing Management, Global edition, Pearson
Müller, S.; Gelbrich, K.: Interkulturelles Marketing, München (latest Edition)
Keegan, W.J.: Green, M.C.: Global marketing, Boston et al. (latest Edition)
Kotabe, M.; Helsen, K.: Global marketing management, Hoboken (latest Edition)
Mooij, M: Consumer behavior and culture : consequences for global marketing and advertising, Los Angeles (latest edition)

[updated 23.12.2019]

Microeconomics

Module name (EN): Microeconomics
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-340
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-340 International Business, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-111 Introduction to Business IBB-140 Applied Business Mathematics IBB-230 Business Statistics [updated 04.02.2020]
Recommended as prerequisite for: IBB-460 International Economics IBB-610 Competition and Corporate Strategy [updated 02.03.2020]
Module coordinator: Prof. Dr. Markus Münter
Lecturer: Prof. Dr. Markus Münter [updated 04.02.2020]

Learning outcomes:

After successfully completing this module, students will have a sound overview of the fundamentals of microeconomics and can analyze microeconomic problems in a differentiated way and apply theoretical and empirical models, in particular to:

- explain behavior and decision-making of humans in markets from a customer or management perspective,
- describe and justify the relationship between empirical findings and theoretical models in microeconomics,
- understand and analyze corporate strategies in different market structures and develop them qualitatively and quantitatively,
- work on case studies on customer behavior and corporate strategy in various markets and industries and transfer insights to current developments in the field of entrepreneurship and digitalization.

[updated 04.02.2020]

Module content:

Content:

- Microeconomics, competition and strategic behavior
- Consumer behavior, market delineation and network effects
- Decision-making under risk and from a behavioral perspective
- Firms, competition and innovation
- Firm size, technology and production decisions
- Costs, restructuring and M&A
- Perfect competition and monopoly as a framework for competition policy
- Pricing strategies and price discrimination of firms with market power
- Strategic decisions with game theory
- Strategic competition in oligopoly

[updated 05.12.2019]

Teaching methods/Media:

Lecture, exercises, case studies, workshop.

[updated 25.11.2019]

Recommended or required reading:

Literature:

- Münter, M.T., Mikroökonomie, Wettbewerb und strategisches Verhalten, München, 2018.
- Hirschey, M., Managerial economics, London-Boston 2015.
- Kreps, D., A course in microeconomic theory, Princeton 1990.
- McGuigan, J.R., Moyer, R.C. und Harris, F.H.B., Managerial economics: applications, strategy, and tactics, Mason 2015.

[updated 05.12.2019]

Operations Management

Module name (EN): Operations Management
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-150
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-150 International Business, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-451 Logistics Projects IBB-452 Sustainable Logistics Management IBB-453 International Logistics Seminar [updated 06.03.2020]
Module coordinator: Prof. Dr. Thomas Korne
Lecturer: Prof. Dr. Thomas Korne [updated 02.03.2020]

Learning outcomes:

After successfully completing this course, students will be able to use their knowledge about the theoretical foundations of operations management and the practical experience gained by working on cases studies to do the following:

- Explain basic strategic concepts of operations management, vertical integration decisions and facility layout decisions,
- Apply basic methods for the qualitative and quantitative selection of production and distribution locations,
- Describe the design of production and warehouse systems and major processes used to run operations,
- Define quality, illustrate the concept of quality management and choose appropriate simple methods for quality improvement,
- List typical advantages and disadvantages of different modes of external transportation and distribution,
- Explain and calculate trade-offs in inventory management based on examples, e.g. delivery services and logistic costs, Economic Order Quantity,
- Differentiate between alternative inventory policies and discuss their respective advantages and disadvantages,
- Apply simple methods of Demand Forecasting, Sales and Operations Planning, Material Replenishment and Production Scheduling and Control,
- Solve simple vehicle routing problems with the Saving Heuristics,
- Give examples for innovative trends and express their impact on operations management.

[updated 04.02.2020]

Module content:

1. Introduction
2. Market and production strategy
3. Making decisions on vertical integration and outsourcing
4. Location planning
5. Facility layout
6. Warehouse management, order picking and internal transportation
7. Quality management
8. Traffic modes and external transportation
9. Inventory management
10. Demand forecasting
11. Sales and operations planning
12. Material requirements planning
13. Production scheduling and control
14. Shipping, packaging and route planning
15. Latest trends in operations management

[updated 14.12.2019]

Teaching methods/Media:

Lecture, instructive discourse, mathematical exercises, case studies, group work

[updated 25.11.2019]

Recommended or required reading:

- Chopra, S., Meindl, P. (2016): Supply Chain Management _ Strategy, Planning, and Operation, 6th edition, Pearson Education Limited UK (English)
- Jacobs, F. R., Chase, R. B. (2014): Operations and Supply Chain Management, 14th Global Edition, McGraw-Hill, Berkshire/UK (English)
- Johnson, G. et al (2016): Strategisches Management: eine Einführung, 10. Auflage, Pearson Verlag, Hallbergmoos (German)
- Johnson, G. et al (2011): Exploring Strategy: Text & Cases, 9th edition, Prentice Hall, Harlow/UK (English)
- Kiener, S. et al. (2017): Produktionsmanagement. 11. Auflage. München u.a. (German)
- Koether, R. (2018): Taschenbuch der Logistik, 5.Auflage, Hanser Verlag, München (German)
- Krajewski, L.J., Malhotra M.K., Ritzman, L.P. (2015): Operations Management, 11th International edition, Pearson Educational Limited, Harlow/UK (English)
- Pfohl, H.C. (2018): Logistiksysteme - Betriebswirtschaftliche Grundlagen, 9. Auflage, Springer Vieweg, Berlin (German)
- Rushton, A., Croucher, P., Baker, P. (2012): The handbook of logistics & distribution management, 4th edition, Kogan Page, London/UK (English)
- Thonemann, U. (2015): Operations Management, 3.Auflage, Pearson, München (German)
- Tempelmeier, H., Günther, H.O., (2016): Produktion und Logistik: Supply Chain Management und Operations Management, 12. Auflage, Books on demand, Norderstedt, additional exercise book available (German)

[updated 14.12.2019]

Strategic Management

Module name (EN): Strategic Management
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-360
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes)
Curricular relevance: IBB-360 International Business, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: IBB-610 Competition and Corporate Strategy [updated 04.02.2020]
Module coordinator: Prof. Dr. Malte Beinhauer
Lecturer: Prof. Dr. Malte Beinhauer [updated 02.03.2020]

Learning outcomes:

In this module, strategic management is understood as the direct and indirect influence of behavior on the realization of goals derived from the superior goals of an organization, a company and the expectations of its stakeholders. After successfully completing this module, students should be able to make business decisions on the basis of corporate and environmental analyses and structured alternative derivation, to implement them successfully in the company and to control success.

After taking part in the Strategic Management module, students will be able to,

- identify and evaluate potentials and challenges with regard to the development of corporate strategies,
- understand and systematize the complexity of strategic management of companies,
- analyze and assess the relevant framework conditions of company management,
- explain management theories and transfer them to practical business examples,
- characterize and analyze corporate strategies at different levels,
- make decisions in uncertain situations in a structured and confident manner,
- develop suggestions for change and the development of a company's strategy.

[updated 04.02.2020]

Module content:

- Dynamics of global competition
- Basic concepts and theoretical framework of strategic management
- Normative corporate management
- Business environment analysis
- Market-oriented corporate management
- Resource-oriented corporate management
- Implementing strategies

[updated 16.12.2019]

Teaching methods/Media:

Lecture, cases studies and discussions

Slides, videos, book, magazines and Internet research

[updated 16.12.2019]

Recommended or required reading:

- Wheelen, Hunger: Strategic management and business policy, 15. Ed. 2017.
- Mintzberg: Managing, 2011
- Osterwalder, Pigneur: Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, 2010
- Bland, Osterwalder: Testing Business Ideas, 2019
- Kim, Mauborgne: Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth, 2017.
- Johnson, Whittington, et al.: Exploring Strategy: Text and Cases, 11. ed. 2017.
- Welge, Al-Laham: Strategic Management. Basics - Process - Implementation, 6. Aufl. 2012.
- Grant, R.M., Contemporary strategy analysis: text and cases, New York 2018.
- Johnson, G., Whittington, R., Regnér, P., Scholes, K. and Angwin, D., Exploring Strategy, London 2017.

[updated 27.01.2020]

Study Abroad

Module name (EN): Study Abroad
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-510
Hours per semester week / Teaching method: -
ECTS credits: 30
Semester: 5
Mandatory course: yes
Language of instruction: English
Assessment: Proof of achievement from the foreign university, study report. If applicable, qualified certificate of practical experience.
Curricular relevance: IBB-510 International Business, Bachelor, ASPO 01.10.2020, semester 5, mandatory course
Workload: The total student study time for this course is 900 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost
Lecturer: Prof. Dr. Petra Garnjost [updated 25.11.2019]
Learning outcomes: After successfully completing this module, students will: have increased their knowledge and understanding of the people, history, traditions, and culture of the host country, experienced a different learning environment while studying with host country professors and students, have increased their ability to adjust to a different education system, be able to reflect on their own culture and how it determines their values, behavior and attitudes, have improved their ability to adapt to diverse situations, have learned to problem solve by themselves or in teams in a different cultural environment, have increased their level of self-directed learning. [updated 04.02.2020]

Module content:

The study abroad period is an integrated part of the International Business Program and it is supervised and coordinated by the International Coordinator at the htw Business School. While studying abroad, students are enrolled in several courses at the partner university to earn an equivalent of 30 ECTS. Students are advised to choose the equivalent of 10 ECTS courses that will deepen their knowledge in their focus area at the htw, if possible. The selected courses are documented in a learning agreement that is signed by the International Coordinator before term start at the partner university. The recognition of the ECTS/equivalent of the non-European higher education institution acquired abroad is based on the transcript of records, bulletin de notes or a corresponding document.

[updated 04.02.2020]

Teaching methods/Media:

Study at a foreign partner university, including the teaching methods used there in the selected modules.

Practical work; study report on practical work

[updated 30.01.2020]

Recommended or required reading:

Literature used at the partner university

[updated 27.01.2020]

International Business Bachelor - optional courses

Competition and Corporate Strategy

Module name (EN): Competition and Corporate Strategy
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-610
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: English
Assessment:
Curricular relevance: IBB-610 International Business, Bachelor, ASPO 01.10.2020, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-240 Marketing and Market Research IBB-340 Microeconomics IBB-360 Strategic Management [updated 04.02.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Markus Münter
Lecturer: Prof. Dr. Markus Münter [updated 04.02.2020]

Learning outcomes:

After successfully completing this module, students will have a sound overview of the fundamentals of competitive analysis and can analyze corporate strategy in a differentiated way and apply theoretical and empirical models, in particular to:

- explain and analyze industries, markets and competitive dynamics from a management-perspective,
- describe and evaluate empirical findings and theoretical models of competitive advantage,
- apply tools for analysis and decision making in corporate strategy,
- understand and evaluate the impact of technology and digitalization on competition and corporate strategy,
- analyze corporate strategies of different firms within one industry qualitatively and quantitatively,
- develop a case study and apply a comprehensive framework to a specific industry from a management consulting perspective.

[updated 04.02.2020]

Module content:

Content:

- Strategy and competition
- Case studies in corporate strategy
- Industry and competitive analysis
- Analyzing resources and capabilities
- Competitive advantage
- Industry evolution and strategic change
- Technology-based industries and management of innovation
- Implementing corporate strategy
- Business case building

[updated 05.12.2019]

Teaching methods/Media:

Lectures, exercises, case studies.

[updated 05.12.2019]

Recommended or required reading:

Literature:

- Grant, R.M., Contemporary strategy analysis: text and cases, New York 2018.
- Münter, M.T., Mikroökonomie, Wettbewerb und strategisches Verhalten, München, 2018.
- Johnson, G., Whittington, R., Regnér, P., Scholes, K. and Angwin, D., Exploring Strategy, London 2017.

[updated 05.12.2019]

Entrepreneurship and Business Valuation

Module name (EN): Entrepreneurship and Business Valuation
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-620
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: English
Assessment:
Curricular relevance: IBB-620 International Business, Bachelor, ASPO 01.10.2020, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-210 Financial Analysis IBB-320 Investment and Finance [updated 16.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Mana Mojadadr
Lecturer: Prof. Dr. Mana Mojadadr [updated 02.03.2020]

Learning outcomes:

Students have an in-depth overview of the basics of entrepreneurship in the dimensions of economics, technology, psychology and sociology and can analyze entrepreneurial challenges in a differentiated way in order:

- to know the framework conditions of start-up-oriented competition and economic policy, start-up ecosystems, start-up promotion and legal classification,
- to develop and analyze case studies on the emergence and growth of new enterprises and the market and innovation dynamics based on them, as well as to develop qualitatively and quantitatively;
- to develop and evaluate business models and related organizational structure as well as financial planning.
- to develop and evaluate a business valuation.

[updated 16.03.2020]

Module content:

Entrepreneurship, start-ups, market and innovation dynamics

Motivation and responsibility of the entrepreneur

Entrepreneurial skills and personality traits of founders

Success factors and challenges of companies in the early stages of growth and development

Creativity, opportunity and uncertainty

Development and establishment of new business models and organizations

Business plan development

Business case development

Pitch and investors

Valuation of Innovation & start-ups

[updated 16.03.2020]

Teaching methods/Media:

- Lectures
- Real case(s) (studies) (project based team work and cooperation with companies)
- Exercises, research and analysis work prepared by sub-teams

[updated 16.03.2020]

Recommended or required reading:

Current business and company information (depends on current project or case studies)

Most recent case studies and statistics

Most recent relevant papers

Handbooks:

- Berens, W.: Due Diligence bei Unternehmensakquisitionen, most recent edition, Stuttgart.
- Bessant, J.R. und Tidd, J., Entrepreneurship, Boston 2017
- Brealey, R. A./Myers, S. C.: Principles of corporate finance, most recent edition, New York.
- Bruner, R. F./Eades, K. M./Schill, M. J.: Case studies in finance: managing for corporate value creation, most recent edition, Boston.
- Damodaran, A., Corporate Finance: Theory and Practice, most recent edition, Hoboken/New Jersey.
- Damodaran, A., Valuation: Security Analysis for Investment and Corporate Finance, most recent edition, Hoboken/New Jersey.
- Damodaran, A.: Applied corporate finance, most recent edition, Hoboken/New Jersey.
- Ernst, D.: Applied international corporate finance, most recent edition, München.
- Fernandez, P., Valuation Methods and Shareholder Value Creation, most recent edition, (Academic Press).
- Fueglistaller, U., Müller, C., Müller, S. und Volery, T., Entrepreneurship: Modelle – Umsetzung – Perspektiven, most recent edition, Heidelberg.
- Fritsch, M., Entrepreneurship – Theorie, Empirie, Politik, most recent edition, Heidelberg.
- Gardner, C., The Valuation of Information Technology: A Guide for Strategy Development, Valuation, and Financial Planning (Financial Management Book 2), most recent edition, Hoboken/New Jersey.
- Hommel, M./Dehmel, I.: Unternehmensbewertung case by case, most recent edition, Frankfurt.
- Müller-Stewens, G./Kunisch, S./Binder, A.: Mergers & Acquisitions: Analysen, Trends und Best Practices, most recent edition, Stuttgart.
- Parker, S.C., The economics of entrepreneurship, most recent edition, Cambridge.
- Poland, S., Founder's Pocket Guide: Startup Valuation, most recent edition.
- Pott, O. und Pott, A., Entrepreneurship: Unternehmensgründung, Businessplan und Finanzierung, Rechtsformen und gewerblicher Rechtsschutz, most recent edition, Berlin.
- Ross, S. A./Westerfield, R./Jaffe, J., Modern Financial Management, most recent edition, Boston.

[updated 16.03.2020]

HR Leadership and Team Management

Module name (EN): HR Leadership and Team Management
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-660
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: English
Assessment: Exam, 90 minutes
Curricular relevance: IBB-660 International Business, Bachelor, ASPO 01.10.2020, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-111 Introduction to Business IBB-310 International HR Management and Organization [updated 02.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost
Lecturer: Prof. Dr. Petra Garnjost [updated 02.03.2020]
Learning outcomes: After successfully completing this course students <ul style="list-style-type: none">• understand the variables of successful and effective teams,• are able to identify dysfunctions in teams and provide solutions,• have an understanding of roles and behavior in teams,• understand the role of leadership in the management process,• understand the skills, knowledge, and attributes of successful leaders,• have improved and broaden their leadership skills. [updated 11.02.2020]

Module content:

The course explores teamwork skills in work organizations and effective leadership behavior. Students will engage in the enhancement of their own skills in these areas combined with the study of empirical findings and classic and contemporary models of leadership and group dynamics.

Team Management

1. Team Analysis
2. Team Development
3. Decision Making in Teams
4. Negotiation and Conflict
5. Multicultural Teams

Leadership

1. Introduction to Leadership
2. History of Leadership
3. Emotional Intelligence
4. Transformational Leadership
5. Global Leadership

Individual leadership behavior

1. Self-Assessment
2. Personal Development Plan

[updated 11.02.2020]

Teaching methods/Media:

Material to prepare for class (videos, articles, presentations) will be available on Moodle prior to each session.

Various interactive methods are used in class (team exercises, presentations, case studies, group discussions, self-assessments)

[updated 11.02.2020]

Recommended or required reading:

Brett, J., Behfar, K., & Kern, M. C. (2009). Managing multicultural teams. *The Essential Guide to Leadership*, 85.

Collins, J. (2007). Level 5 leadership. *The Jossey-Bass reader on educational leadership*, 2, 27-50.

DuBrin, A.J., *Leadership: Research findings, practice, and skills* (8 ed.). Cengage Learning, Boston, MA 2016. ISBN 978-1-285-86636-9

Eisenhardt, K. M., Kahwajy, J. L., & Bourgeois III, L. J. (2009). How management teams can have a good fight. *Harvard Business Review Press*.

Frisch, B. (2008). When teams can't decide. *What Makes a Decisive Leadership Team*, 2.

Goleman, D., Boyatzis, R. E., & McKee, A. (2013). *Primal leadership: Unleashing the power of emotional intelligence*. Harvard Business Press.

Kotter, J. P. (2007). What leaders really do. *Harvard Business Review*, 68(3).

Goffee, R., Jones, G. (2007). Why should anyone be led by you? *Harvard Business Review*, 68(3).

[updated 11.02.2020]

International Financial Reporting

Module name (EN): International Financial Reporting
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-431
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Project
Curricular relevance: IBB-431 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Mana Mojadadr
Lecturer: Prof. Dr. Mana Mojadadr
<i>[updated 06.03.2020]</i>

Learning outcomes:

After completing this module, students will have:

- acquired deeper knowledge about the International Financial Reporting Standards (IFRS) and selected complex questions,
- deepened their specialist knowledge of German accounting standards by comparing them with the IFRS,
- the ability to understand and critically interpret a company's practical financial information from economic journals and the company's annual reports.

Working on a project in a group, they have further developed their social skills such as communication, compromise, and tolerance, as well as their individual competencies towards a higher level of resilience, responsibility, and self-reflection.

[updated 16.03.2020]

Module content:

- 1 History, supporting organizations and structure of the IFRS
- 2 Objectives and underlying assumptions of the IFRS
- 3 Comparative presentation of significant financial reports
- 4 Selected and complex accounting and valuation methods in the balance sheet
- 5 Integrated Reporting & Sustainability in Leading and Reporting

[updated 16.03.2020]

Teaching methods/Media:

The course combines lectures with exercises and case studies and requires a high degree of student participation.

[updated 25.11.2019]

Recommended or required reading:

Current business and company information (depends on current project or case studies)

Most recent case studies and statistics

Most recent relevant papers

Handbooks:

- Alexander, J., Financial Planning & Analysis and Performance Management, most recent edition, Hoboken/New Jersey.
- Baetge, J./Kirsch, H.-J./Thiele, S.: Bilanzen, Düsseldorf, aktuelle Auflage.
- Bieg, H. u. a.: Handbuch der Rechnungslegung nach IFRS. Wiesbaden, aktuelle Auflage.
- Bieg, H./ Kußmaul, H.: Externes Rechnungswesen, München, aktuelle Auflage.
- Coenenberg, A.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart, aktuelle Auflage.
- Epstein, M./Verbeeten, F./Widener, S., Performance Management and Management Control: Contemporary Issues, most recent edition, Emerald Publishing Limited.
- Fridson, M./Alvarez, F., Financial Statement Analysis: A Practitioner´s Guide, most recent edition,
- Graham, B., The Intelligent Investor: The Definitive Book on Value Investing. A Book of Practical Counsel, most recent edition, Harper Business.
- Küting, K./Weber, C.-P., Vom Financial Accounting zum Business Reporting, most recent edition, Stuttgart.
- Küting, K./Weber, C.-P., Die Bilanzanalyse, most recent edition, Stuttgart.
- Palepu, K., Step-By-Step Business Analysis and Valuation: Using Financial Statements to Value Any Business, most recent edition, South-Western Pub.
- Parmenter, D., Key Performance Indicators: Developing, Implementing, and Using Winning KPIs, most recent edition, Hoboken/New Jersey.
- Petersen, K./Bansbach, F./Dornbach, E., IFRS-Praxishandbuch, most recent edition, München.
- Weaver, S., The Essentials of Financial Analysis, most recent edition, McGraw-Hill Education.
- Wöhe, G./Kußmaul, H., Grundzüge der Buchführung und Bilanztechnik, München 2010

[updated 16.03.2020]

International Logistics Seminar

Module name (EN): International Logistics Seminar
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-453
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Seminar paper and presentation
Curricular relevance: IBB-453 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-150 Operations Management [updated 06.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Korne
Lecturer: Prof. Dr. Thomas Korne [updated 06.03.2020]
Learning outcomes: After successfully completing this module, students will: <ul style="list-style-type: none">- be able to independently research relevant literature for specific scientific problems and topics,- be able to summarize a problem from the field of logistics in the form of a well-structured term paper, address relevant topic-specific issues, discuss the problem critically and create suggestions for its solution,- be able to demonstrate their knowledge in the form of a presentation or lecture,- be able to discuss their findings and explain relevant aspects of the topic on request. [updated 11.03.2020]

Module content:

The topics will be covered by various lecturers and relate to current issues in business administration. Topics related to logistics, as well as interdisciplinary topics (where necessary) will be covered. As a rule, the topics will be dealt with in writing and the results will be presented within the framework of a presentation.

[updated 11.03.2020]

Recommended or required reading:

- Ebster, C., Stalzer, L. (2017): Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler, 4. Auflage, facultas.wuv Universitätsverlag, Wien, 2017 (German)
- Glasman-Deal, H. (2009): Science Research Writing For Non-Native Speakers Of English: A Guide for Non-Native Speakers of English, Imperial College Press, London, 2009 (English)
- Theisen, M.R., Theisen, M. (2017): Wissenschaftliches Arbeiten: Erfolgreich bei Bachelor- und Masterarbeit, 17. Auflage, Vahlen Verlag, München, 2017 (German)
- Topic-specific hand-outs

[updated 11.03.2020]

International Market Research

Module name (EN): International Market Research
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-441
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Project
Curricular relevance: IBB-441 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Tatjana König
<i>[updated 06.03.2020]</i>

Learning outcomes:

After completing this module, students will:

- have expanded their methodological and analytical skills,
- be able to differentiate between categories of information and methods,
- be able to assess the suitability of methods and sources for the questions and requirements of various company contexts,
- be able to design a basic questionnaire and list challenges for cross-country surveys,
- be capable of applying the steps and challenges within the market research process to a practical project,
- have developed skills to formulate preliminary hypotheses, evaluate and analyze data and present and critically discuss market research results,
- know how to handle data confidentially and understand the ethical principles of market research,
- have further developed their social skills such as communication, compromise, and tolerance.
- have further developed their individual competencies towards a higher level of resilience, responsibility, and self-reflection.

[updated 06.03.2020]

Module content:

- Research designs (exploratory vs. conclusive, descriptive vs. causal, etc.),
- Methods/data (primary vs. secondary, qualitative vs. quantitative, experiment vs. survey, national vs. cross-national)
- Desk research (sources, quality criteria, application),
- Questionnaire design (scale types, scale levels, hypotheses, etc.),
- Market research project (data gathering, data coding and decoding, quality checks, data analysis in SPSS (frequencies, means, t-test, ANOVA (single factor)), and presentation of results),
- Challenges of transnational market research (country-specific, response behavior, comparability of questions, scales, etc.),
- Presentation, as well as critical discussions.

In addition, have further developed their social skills such as communication, compromise, and tolerance, as well as their individual competencies towards a higher level of resilience, responsibility, and self-reflection.

[updated 06.03.2020]

Teaching methods/Media:

Interactive lecture with case studies, applications and market research project

[updated 04.02.2020]

Recommended or required reading:

- Bauer, E. (latest edition), Internationale Marketingforschung: Informationsgewinnung für das internationale Marketing, München
- Berekoven, L., Eckert, W., Ellenrieder, P. (aktuellste Auflage), Marktforschung - Methodische Grundlagen und praktische Anwendung, Wiesbaden.
- Berndt, R., Fantapie Altobelli, C., Sander, M. (aktuellste Auflage), Internationales Marketing-Management, 4. Auflage, Heidelberg u.a.
- Malhotra, N.K., Nuan, D., Birks, D.F. (latest ed.): Marketing Research - An Applied Approach, Person

[updated 23.12.2019]

International Marketing Management

Module name (EN): International Marketing Management
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-442
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: IBB-442 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-240 Marketing and Market Research [updated 04.02.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Frank Hälsig
Lecturer: Prof. Dr. Frank Hälsig [updated 04.02.2020]

Learning outcomes:

After successfully completing this module, students will:

- know and be able to explain the principle, theoretical approaches, and determinants of international marketing,
- know the decision fields of international marketing and be able to apply them to companies from different industries,
- be able to systematically analyze, critically evaluate and apply different options of market engagement and forms of activity in foreign markets,
- be familiar with the essential features of international marketing and be able to develop appropriate options for companies taking into account the company's respective international marketing strategy,
- be able to analyze, critically evaluate and apply the basic options for standardization and differentiation of the international marketing mix,
- understand the relevance of the coordination perspective and reflect upon the extent of feedback effects between country markets,
- be familiar with the theoretical principles and perspectives of international marketing.

[updated 04.02.2020]

Module content:

- Determinants of international marketing
- Basic decision-making variables in international marketing: market selection, market entry, timing and standardized or adapted marketing activities
- Decision-making options in the field of marketing instruments against the background of international market segmentation
- Decisions regarding the product or program range in international market cultivation (especially the degree of standardization against the background of the differentiation from culture-free vs. culture-bound products)
- Design and coordination of communication tools in the context of intercultural characteristics
- Special features of international sales and distribution policy: transnational distribution systems, global account management, interculturally varying incentive effects, consideration of different international distribution channels and structures
- Challenges of international price and condition management: pricing information and decisions, as well as pricing and price maintenance, the consideration of different discount and condition structures, international price differentiation, the problem of corruption

[updated 04.02.2020]

Teaching methods/Media:

Lecture with exercises and case studies

[updated 04.02.2020]

Recommended or required reading:

- Berndt, R., Fantapie Altobelli, C., Sander, M. (aktuellste Auflage), Internationales Marketing-Management, Heidelberg
u.a.
- De Mooji, M. (aktuellste Aufl.), Global Marketing and Advertising: Understanding Cultural Paradoxes, Thousand Oaks, CA
- Guenzi, P., Geiger, S. (ed.), Sales Management: A Multinational Perspective, Basingtoke UK, u.a., (latest edition)
- Hollensen, S. (latest edition), Global Marketing: A Decision-Oriented Approach, Harlow, England
- Kotabe, M., Helsen, K. (latest edition), Global Marketing Management, international student edition, Hoboken, N.J.
- Morschett, D., Schramm-Klein, H., Zentes, J. (latest edition): Strategic International Management: Text and Cases, Wiesbaden
- Morschett, D., Schramm-Klein, H., Zentes, J. (latest edition): Strategic Retail: Text and Cases, Wiesbaden
- Müller, S., Gelbrich, K. (latest edition), Interkulturelles Marketing, München
- Nalge, T. T., Hogan, J.E. (latest edition), The Strategy and Tactics of Pricing, Upper Saddle River, N.J.
- Zentes, J., Swoboda, B., Schramm-Klein, H. (latest edition), Internationales Marketing, München

[updated 29.01.2020]

International Marketing Seminar

Module name (EN): International Marketing Seminar
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-443
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: IBB-443 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-240 Marketing and Market Research [updated 06.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Hellen Gross Prof. Dr. Tatjana König [updated 06.03.2020]

Learning outcomes:

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

- formulate a research problem or question
- independently research various academic sources (library, Internet, databases)
- evaluate information sources in terms of content, quality, and contribution to the topic, etc.
- make a contribution by composing a well-structured academic term paper that discusses the problem in-depth and offers new insights (new perspectives, solutions, explanations, etc.)
- demonstrate their results in the form of a presentation in English that inspires their fellow students to learn more about the topic
- be able to deal constructively with critical comments and suggestions for improvement
- be able to realistically estimate the time required for literature search and analysis, for composing a text, as well as for revisions and be able to attribute time slots accordingly (self-management)
- be able to further develop self-reflection and self-discipline.

[updated 06.03.2020]

Module content:

- Academic writing and literature search in the field of marketing
- Autonomous elaboration and presentation of a selected topic within the broader scope of international marketing
- Application of scientific research techniques
- Formal requirements for creating and giving a presentation
- Scientific principles (literary/intellectual property, correct citations, requirements, style, structure, and layout of academic papers)

[updated 04.02.2020]

Teaching methods/Media:

- Professional and systematic advice on preparing a term paper (structure, story line, additional literature resp. practical examples, discussion of drafts)
- Presentation of the resp. topic followed by group discussion

[updated 04.02.2020]

Recommended or required reading:

Depends on the topic.

Literature on scientific work

- Bryman, A./Bell, E.: Business Research Methods, Oxford, Chapter 1, latest edition.
- Ebster, C./Stalzer, L.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. Wien, latest edition.
- Hunt, S. (2005): For Truth and Realism in Management Research, Journal of Management Inquiry, 14(2), 127–138.
- Theisen, Manuel R.: Wissenschaftliches Arbeiten. Technik, Methodik, Form. München, latest edition.

[updated 23.12.2019]

International Taxation

Module name (EN): International Taxation
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-432
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Written exam (90 minutes)
Curricular relevance: IBB-432 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christoph Freichel
Lecturer: Prof. Dr. Christoph Freichel [updated 25.11.2019]

Learning outcomes:

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

- define the term "taxes", distinguish between different types of taxes and know the most important terms of taxation,
- reproduce the seven types of income with their special features,
- carry out the personal income tax calculation and distinguish between loss carryforwards and loss carrybacks,
- show differences in the income taxation of partnerships and corporations and calculate a comparison of tax burdens,
- handle with special tariffs of §§ 34 ff EStG,
- reproduce characteristics and essence of corporate tax,
- reflect upon the characteristics and essence of the trade tax and calculate the trade tax,
- deal with the basic features of value added tax,
- apply the principles of international tax law to a variety of problems.

[updated 04.02.2020]

Module content:

- General taxation
- Income tax
- Corporate tax
- Trade tax
- VAT (Value Added Tax)
- International tax law

[updated 04.02.2020]

Teaching methods/Media:

Lecture, case studies

[updated 16.12.2019]

Recommended or required reading:

Freichel et al.: Ertragsteuern, 6. Aufl., München,
Djanani et al.: German Income Tax, Frankfurt am Main,
Brähler: Internationales Steuerrecht, 8. Aufl., Wiesbaden.

[updated 06.01.2020]

Logistics Projects

Module name (EN): Logistics Projects
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-451
Hours per semester week / Teaching method: 4PA (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Project
Curricular relevance: IBB-451 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-150 Operations Management [updated 06.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Bousonville
Lecturer: Prof. Dr. Thomas Bousonville [updated 06.03.2020]

Learning outcomes:

After successfully completing this module, students will:

- be able to independently work on a logistics-related project,
- have learned to work as a team in a project group and communicate with other project participants,
- be familiar with the relevant literature, especially in the field of materials management,

- be able to summarize the project task, the course of the project and the results in the form of a well-structured term paper,
- be able to demonstrate and discuss their knowledge in the form of a presentation,

The content of the project must address fundamental questions from the field of logistics and in particular the topics warehousing, material flow and inventory management.

[updated 11.03.2020]

Module content:

Based on a real or realistic task, students will develop a project management plan. They will divide up the tasks inherent to the project and adhere to their plan with regard to time and resources. The (intermediate) results will be presented in the form of (intermediate) presentations and subsequently documented in a project report.

[updated 11.03.2020]

Teaching methods/Media:

Supervised project work in groups; literature research on working methods in logistics; oral presentation

[updated 11.03.2020]

Recommended or required reading:

- Axsäter, S. (2015). Inventory control. 3rd ed. Heidelberg: Springer.
- Chopra, S. and Meindl, P. (2016). Supply chain management. 6th ed. Harlow (Essex): Pearson.

[updated 11.03.2020]

Seminar Contemporary Issues in Financial Management

Module name (EN): Seminar Contemporary Issues in Financial Management
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-433
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Academic paper with presentation (can be repeated annually)
Curricular relevance: IBB-433 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-130 Cost Accounting IBB-210 Financial Analysis IBB-320 Investment and Finance [updated 16.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Mana Mojadadr
Lecturer: Prof. Dr. Mana Mojadadr [updated 06.03.2020]

Learning outcomes:

After successfully completing this module, students will have acquired knowledge about the basic criteria of scientific work and will be able to:

- formulate a research problem or question,
- use different academic sources to find references,
- evaluate results based on different sources,
- write a scientific paper about the research question,
- present their theses in a presentation.

They have improved their

- communication skills, respect for others, compromise and tolerance
- self-reflection and self-discipline.

In case of real business cases with companies, the students of this course will be able to analyze and estimate status and development of organizations holistically among the defined tasks.

[updated 16.03.2020]

Module content:

- 1 Principles of scientific work
- 2 Fundamentals of composing a term paper
- 3 Definition of a topic in financial management
- 4 Independent scientific elaboration using scientific work techniques, in particular, literature research and citation
- 5 Presentation and discussion of and about a selected topic from the field of international accounting
- 6 Case studies and project team work

[updated 16.03.2020]

Teaching methods/Media:

- Professional and systematic advice on how to do research, to approach complex problem solving cases, write an academic paper and present research results
- Real case(s) (studies) (project based team work and cooperation with companies)
- Exercises, research and analysis work prepared by sub-teams

[updated 16.03.2020]

Recommended or required reading:

Current business and company information (depends on current project or case studies)

Most recent case studies and statistics

Most recent relevant papers

Handbooks:

- Academic literature depending on the topic
- Ebster, C./Stalzer, L.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. Wien, latest edition.
- Theisen, Manuel R.: Wissenschaftliches Arbeiten. Technik, Methodik, Form. München, latest edition.

[updated 16.03.2020]

Sustainable Logistics Management

Module name (EN): Sustainable Logistics Management
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-452
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Written exam (90 min)
Curricular relevance: IBB-452 International Business, Bachelor, ASPO 01.10.2020, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): IBB-150 Operations Management [updated 02.03.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Wilhelm Hauser
Lecturer: Prof. Wilhelm Hauser [updated 02.03.2020]
Learning outcomes: After successfully completing this module, students will be familiar with the specifics of the different modes of transport, especially with regard to environmental sustainability. In addition, they will be familiar with the economic and legal framework of the logistics industry in the most important countries of the European Union (especially Germany and France) and worldwide. After passing the examination, students will be able to choose the most favorable transport modes for a company, both nationally and internationally, on the basis of economic and ecological aspects. [updated 11.03.2020]

Module content:

- The logistics industry in Germany, France, the European Union and worldwide
- Functions in logistics
- Changing framework conditions in logistics, especially with regard to ecological sustainability
- The role of the state in logistics, also in terms of environmental sustainability
- Centralization vs. decentralization of logistics functions
- Selecting suitable means of transport under consideration of economic and ecological aspects (trucks, trains, planes, ships, combined transport)
- The special features as well as the advantages and disadvantages of the individual modes of transport:
 - o Trucks
 - o Airplanes
 - o Trains
 - o Ships
- Logistics as a marketing instrument

[updated 11.03.2020]

Teaching methods/Media:

Lecture with case studies

[updated 04.02.2020]

Recommended or required reading:

[still undocumented]

Technology and Innovation Management (English)

Module name (EN): Technology and Innovation Management (English)
Degree programme: International Business, Bachelor, ASPO 01.10.2020
Module code: IBB-650
Hours per semester week / Teaching method: 4PA (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: German
Assessment: Project work
Curricular relevance: IBB-650 International Business, Bachelor, ASPO 01.10.2020, semester 6, optional course, general subject WIBASc-525-625-FÜ36 Industrial Engineering, Bachelor, ASPO 01.10.2013, optional course, general subject
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr.-Ing. Christian Köhler
Lecturer: Prof. Dr.-Ing. Christian Köhler [updated 25.11.2019]

Learning outcomes:

Students who have successfully completed this module, ...

... are familiar with the theoretical basics of technology and innovation management

... can name the tasks of technology and innovation management in companies

... know phase models (Design Thinking, Cross-Industry Innovation) for the successful generation of innovations

... can apply selected systematic methods of technology and innovation management in practice

... can create an innovation-friendly atmosphere in teams

... have gathered a mindset that promotes innovation

... can translate an innovation into a business model and market it

... have experienced the ups and downs of an innovation project with Design Thinking themselves

[updated 04.02.2020]

Module content:

1. Introduction to innovation management

2. Introduction to Design Thinking

3. Disruption, structural and organizational aspects of innovation management

4. Design Thinking Phase 1: Inspiration

5. Design Thinking Phase 2: Ideation

6. Design Thinking Phase 3: Implementation

7. Basics of technology management

The course is supported by innovation labs and self-study phases in which students work on a design thinking project.

[updated 12.06.2019]

Teaching methods/Media:

Lectures with exercises

Innovation labs

Project work

Project reporting

Self-reflection

[updated 04.02.2020]

Additional information:

Disruption was voted "Economic Word of the Year" by the FAZ in 2015 and is associated with the fact that companies and business models that have been successful for decades suddenly have no more future. In the meantime, companies have realised that good ideas alone are not enough to be innovative and thus, successful in the long term. Ideas only become innovations when they turn into products or services that are successful on the market. This elective teaches how this works, which obstacles must be overcome and how innovations are created systematically.

Please register via the Moodle Learning Management System.

[updated 04.02.2020]

Recommended or required reading:

Vullings/Heleven: Not invented here - Cross-Industry-Innovation, BIS Publishers, 2015

Brown: Change by Design, HarperCollins

Bower/Christensen: Disruptive technologies - Catching the wave. in: Harvard Business Review, Jan/Feb 1995

Christensen: The Innovator´s Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change), Harvard Business Review Press, 2013

Ries: The Lean Startup: How Today´s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Currency, 2011

Dark Horse Innovation: Digital Innovation Playbook, Murmann Publishers, 2017

Lewrick/Link/Leifer: The Design Thinking Playbook, Wiley, 2018

... and additional reading material distributed during the course

[*updated 27.01.2020*]