Course Handbook International Management Master

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Head of Studies	Prof. Dr. Andy Junker
Deputy Head of Studies	Prof. Dr. Petra Garnjost
Chairman of Examination	Prof. Dr. Ralf Rockenbauch
Deputy Chairman of Examination	Prof. Dr. Christian Liebig

International Management Master - mandatory courses (overview)

Module name (EN)	Code	SAP-P	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Financial Management	MAIM-231	P420-0264	2	4V	6	Prof. Dr. Matthias Gröhl
International Accounting und Reporting	MAIM-121	P420-0272	1	4V	6	Prof. Dr. Jochen Pilhofer
International Economics	MAIM-141		1	4V	6	Prof. Dr. Leonhard Firlus
International Economics	MAIM-332	P420-0277	3	-	6	Prof. Dr. Leonhard Firlus
International Human Resource Management and Cultural Diversity	MAIM-131	P420-0279, P420-0436	1	4V	6	Prof. Dr. Stefanie Jensen
International Law	MAIM-221	P420-0451	2	4V	6	Prof. Dr. Holger Buck
International Marketing	MAIM-211	P420-0291	2	4V	6	Prof. Dr. Frank Hälsig
International Strategic Management	MAIM-111	P420-0296	1	4V	6	Prof. Dr. Stefanie Jensen

Module name (EN)	Code	SAP-P	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
International Taxation and Financial Analysis	MAIM-142	P420-0300	1	4V	6	Prof. Dr. Matthias Gröhl
International Taxation and Financial Analysis	MAIM-331		3	4V	6	Prof. Dr. Matthias Gröhl
Internationaler Management Workshop	MAIM-321	P420-0289	3	4V	6	Prof. Dr. Stefanie Jensen
Master-Colloquium	MAIM-421	P420-0509, P420-0510	4	2S	3	Prof. Dr. Stefanie Jensen
Master-Thesis (Abschlussarbeit)	MAIM-431	T420-0297	4	-	22	Prof. Dr. Matthias Gröhl
Practical Training I (8 weeks)	MAIM-341	S420-0300	3	-	10	Prof. Dr. Matthias Gröhl
Practical Training II (4 weeks)	MAIM-411	S420-0308	4	-	5	Prof. Dr. Matthias Gröhl
Quantitative Methods	MAIM-151	P420-0309	1	4V	6	Prof. Dr. Teresa Melo
Seminar International Management	MAIM-311	P420-0288	3	6S	8	Prof. Dr. Stefanie Jensen

(17 modules)

International Management Master - optional courses (overview)

Module name (EN)	Code	SAP-P	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Business English	MAIM-251	P420-0003	2	4V	6	Prof. Dr. Thomas Tinnefeld
International Operations Management	MAIM-243	P420-0294	2	4V	6	Prof. Dr. Thomas Korne

(2 modules)

International Management Master - mandatory courses

Financial Management

Module name (EN): Financial Management
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-231
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (120 minutes / can be repeated semesterly) [*updated 30.01.2020*]
Applicability / Curricular relevance: DFMM-MAIM-231 Management Sciences, Master, regulation 01.10.2019 , semester 1, optional course MAIM-231 (P420-0264) International Management, Master, regulation 01.10.2012 , semester 2, mandatory course MAIM-231 (P420-0264) International Management, Master, regulation 01.10.2016 , semester 2, mandatory course MAIM-231 (P420-0264) International Management, Master, regulation 01.10.2020 , semester 2, mandatory course WIMAScWPF-W10 (P450-0223) Industrial Engineering, Master, regulation 01.10.2014 , semester 3, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Matthias Gröhl

Lecturer:
Prof. Dr. Matthias Gröhl
Prof. Dr. Andy Junker
Prof. Dr. Timo Defren

[*updated 07.01.2016*]

Learning outcomes:
Corporate Finance:
Sustainable and value-oriented corporate management and business valuation achieves a special level of importance, especially in the age of digitalization and globally exposed competition. Gaining the respective competences in this Master´s degree programme in its broad outlines is the overarching goal for the students of this course.
Prices traded on the financial markets, young companies valued by investors up to global corporations must withstand holistically approached valuations in order to forecast future developments and business values in a sustainable way or to assess entire strategies in a meaningful way. Traditional valuation measures, however, are now subject to a half-life in this respect. Handbooks and manuals can only help to a limited extent in the valuation of rapidly developing technologies and new conditions on the markets, as risks and opportunities have to be determined in a new way.
Students therefore learn to analyze (digital) business models and strategies holistically in order to derive assessments and business analysis estimates based on them. This goes beyond getting to know and implementing key well-known concepts of company valuation. Relevant keywords of this teaching unit: e.g. Financial and Business Analysis, Capital Market Theories, CAPM, FCF, Beta Factor, Startup Evaluations and Evaluation of New Technologies and Innovations.
Building on the knowledge of corporate finance and investment, 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.
In addition, students are able to develop key components of a company´s business plan (including financial and liquidity planning) and, based on this, make recommendations for decision makers, and corporate value preservation or increase.

Financial Risk Management:
After successfully completing this module, students will be able to interpret the general concept of risk and distinguish it from the concept of financial risk. In addition, they will be able to map the risk management process.
Students will be able to:
- present and evaluate the different types of stock options and assess their applicability,
- describe and evaluate interest rate futures (long and short) and assess their applicability,
- describe FX forwards with regard to the essential influencing factors and calculate them in real cases,
- explain interest rate swaps and currency swaps with regard to their structure and areas of application, and calculate them in specific cases,
- explain interest rate limit contracts with regard to their structure and areas of application, and calculate them specific cases.

[*updated 09.03.2020*]

Module content:
Corporate Finance:
1 Basics of Corporate Finance
2 Digitalization and new business models

3 Price versus business valuation
4 Basics of business valuation methods
5 Case studies and project team work

Financial Risk Management
1 Fundamentals of Financial Risk Management
2 Options
3 Futures
4 Currency Exchange Hedging
5 Swap Agreements
6 Interest Rate Agreements

[*updated 09.03.2020*]

Teaching methods/Media:
Corporate Finance:
Real case(s) (studies) (project based team work and cooperation with companies)
Exercises, research and analysis work prepared by sub-teams

Financial Risk Management:
Lecture with case studies, exercises and research work.

[*updated 09.03.2020*]

Recommended or required reading:
Corporate Finance:
- 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, akt. Aufl., Stuttgart.
Brealey, R. A./Myers, S. C.: Principles of corporate finance, akt. Aufl., New York.
Bruner, R. F./Eades, K. M./Schill, M. J.: Case studies in finance: managing for corporate value creation, akt. Aufl., Boston.
Damodaran, A.,Corporate Finance: Theory and Practice, akt. Aufl., Hoboken/New Jersey.
Damodaran, A., Valuation: Security Analysis for Investment and Corporate Finance, akt. Aufl., Hoboken/New Jersey.
Damodaran, A.: Applied corporate finance, akt. Aufl., Hoboken/New Jersey.
Ernst, D.: Applied international corporate finance, akt. Aufl., München.
Fernandez, P., Valuation Methods and Shareholder Value Creation, akt. Aufl., (Academic Press).
Gardner, C., The Valuation of Information Technology: A Guide for Strategy Development, Valuation, and Financial Planning (Financial Management Book 2), akt. Aufl., Hoboken/New Jersey.
Hommel, M./Dehmel, I.: Unternehmensbewertung case by case, akt. Aufl., Frankfurt.
Müller-Stewens, G./Kunisch, S./Binder, A.: Mergers & Acquisitions: Analysen, Trends und Best Practices, Stuttgart 2010.
Poland, S., Founder s Pocket Guide: Startup Valuation, akt. Aufl.
Ross, S. A./Westerfield, R./Jaffe, J., Modern Financial Management, akt. Aufl., Boston.

Financial Risk Management:
Albrecht, P. / Maurer, R.: Investment- und Risikomanagement, latest edition, Schaeffer-Poeschel, Stuttgart.
Allen, S: Financial Risk Management, John Wiley & Sons, latest edition, New Jersey.
Bloss, M. / Ernst, D.: Derivate, latest edition, München und Wien.
Bösch, M.: Derivate, München 2011.
Eilenberger, G.: Währungsrisiken, Währungsmanagement und Devisenkurssicherung von Unternehmungen,

latest edition, Frankfurt a.M..
Eller, R.(Hrsg.): Handbuch derivativer Instrumente, latest edition, Stuttgart.
Geyer, C. / Uttner, V.: Praxishandbuch Börsentermingeschäfte, latest edition, Wiesbaden.
Heidorn, T.: Finanzmathematik in der Bankpraxis, latest edition, Wiesbaden.
Hull, J. C.: Options, Futures and other Derivatives, latest edition, New Jersey.
Kruse, S.: Aktien-, Zins- und Währungsderivate, latest edition, Springer Gabler, Wiesbaden.
Staroßom, H.: Corporate Finance Teil 1: Grundlagen, Zins- und Währungsmanagement, latest edition, Springer Gabler, Wiesbaden.
Uszczapowski, I. / Müller, H.G.: Optionen und Futures verstehen, latest edition, München.

[*updated 09.03.2020*]

International Accounting und Reporting

Module name (EN): International Accounting und Reporting
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-121
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-121 (P420-0272) International Management, Master, regulation 01.10.2012 , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Jochen Pilhofer
Lecturer: Prof. Dr. Jochen Pilhofer Prof. Dr. Michael Zell [*updated 05.01.2016*]

Learning outcomes:
Sub-module Management Information Systems :
The students

can explain the problems related to information management for controlling and management;

are capable of describing and developing a management reporting resp. management information system;

are familiar with different IT solutions for management information systems and can apply them to a specific software system.

Sub-module: IFRS
The students

are familiar with the conceptual and institutional principals of the International Financial Reporting Standards (IFRS);

are capable of describing the differences between national and international accounting standards based on selected complex accounting topics (for example, intangible assets, deferred taxes, accruals, leasing, revenue and gain recognition, impairment testing etc.) and can analyze their effect on the assets, financial and profit situation of a financial statement;

are familiar with different creative freedoms und discretionary powers in accounting and can apply them in practice-related issues depending on specific management goals.

[*updated 05.01.2016*]

Module content:
Sub-module Management Information Systems :

Management and information systems

Conceptual development of management information systems (information model, process model)

Technological implementation and current applications of management information systems

Implementation of a case study

Sub-module IFRS :

Conceptual and institutional principles of the International Financial Reporting Standards (IFRS)

Reflection on accounting according to the regulations of the International Financial Reporting Standards (IFRS) based on selected complex accounting topics (for example, intangible assets, deferred taxes, accruals, leasing, revenue and gain recognition, impairment testing etc.) and the analysis of the differences in national accounting law

Reflection on accounting possibilities based on practical case studies

[*updated 05.01.2016*]

Teaching methods/Media:
The course combines lectures, case studies, group and individual work and requires a large amount of student participation.

[*updated 05.01.2016*]

Recommended or required reading:
Sub-module Management Information Systems :
Chamoni, P., Gluchowski, P. (Hrsg.): Analytische Informationssysteme, Berlin u. a., current edition.
Turban, E., Sharda, R., Aronson, J.E., King, D.: Business Intelligence A Managerial Approach, Upper Saddle River, current edition.
Zell, M.: Kosten- und Performance Management, Wiesbaden 2008.
Zell, M.: Reporting und Analyse Informationssysteme für Management und Mitarbeiter, Saarbrücken 2011.

Sub-module IFRS :

Coenenberg et al.: Jahresabschluss und Jahresabschlussanalyse, Landsberg/Lech, current edition.
Pellens et al.: Internationale Rechnungslegung, Stuttgart, current edition.
Zülch/Hendler: Bilanzierung nach International Financial Reporting Standards, Weinheim, current edition.
Bragg: IFRS Made Easy. Weinheim et al., current edition.

[*updated 05.01.2016*]

International Economics

Module name (EN): International Economics
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-141
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-141 International Management, Master, regulation 01.10.2012 , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-311 Seminar International Management [*updated 07.01.2016*]
Module coordinator: Prof. Dr. Leonhard Firlus
Lecturer: Prof. Dr. Leonhard Firlus [*updated 04.09.2012*]

Learning outcomes: [*still undocumented*]
Module content: [*still undocumented*]
Recommended or required reading: [*still undocumented*]

International Economics

Module name (EN): International Economics
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-332
Hours per semester week / Teaching method: -
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Written examination or written examination + term paper with presentation
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-332 (P420-0277) International Management, Master, regulation 01.10.2012 , semester 3, mandatory course
Workload: The total student study time for this course is 180 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Leonhard Firlus
Lecturer: Prof. Dr. Leonhard Firlus [*updated 07.01.2016*]

Learning outcomes:
- The students are able to explain the creation of a simultaneous equilibrium on money and foreign exchange markets and analyze the effects of data changes.
- They can explain in detail and evaluate the possibilities and limits of an expansionary demand policy under flexible and fixed exchange rates.
- They can explain the positive welfare effects (gains from trade and gains from specialization) of international trade.
- They can explain the effects of customs duties and regional free trade agreements.
- They are able to name and evaluate the central economic problems in developing countries.

[*updated 07.01.2016*]

Module content:
- International trade theory and policy
- International monetary theory
- The macroeconomics of open economies
- Economics of the European Union
- Economics of developing countries

[*updated 07.01.2016*]

Teaching methods/Media:
The module consists of a lecture and group work and requires a large amount of student participation. The students must write and present papers on selected international economics topics. Term papers may be required depending on the size of the groups.

[*updated 07.01.2016*]

Recommended or required reading:
- Feenstra, Robert C. and Alan M. Taylor: International Economics. Worth Publishers, New York, newest edition.
- Jones, Robert A. The Politics and Economics of the European Union. Edward Elgar Publishing, Cheltenham, newest edition.
- Krugman, Paul / Obstfeld, Maurice: International Economics. Addison-Wesley, Reading Mass., newest edition.
- Meier, Gerald M. / Rauch, James E.: Leading Issues in Economic Development. Oxford University Press, Oxford, newest edition.
- Salvatore, Dominick: International Economics. John Wiley & Sons Inc., New York, newest edition.

[*updated 07.01.2016*]

International Human Resource Management and Cultural Diversity

Module name (EN): International Human Resource Management and Cultural Diversity
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-131
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Written examination and presentation (Weighting: 9:1)
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-131 (P420-0279, P420-0436) International Management, Master, regulation 01.10.2012 , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-311 Seminar International Management MAIM-321 Internationaler Management Workshop [*updated 07.01.2016*]
Module coordinator:

Prof. Dr. Stefanie Jensen

Lecturer:
Prof. Dr. Stefanie Jensen

[*updated 05.01.2016*]

Learning outcomes:
After successfully completing this module the student should be able to
explain the content and purpose of international human resource management
explain and reflect on compensation models, employee selection and employee deployment in a global environment
explain the specifics of international human resources management in practice.
name and evaluate cultural influences on human resources management.
explain the principles and fields of application of cultural diversity.
identify the tools used for personnel development and assess their application and potential.
form and justify an opinion about selected topics from the field of international human resource management.
(successfully work within a work group towards a specific goal within a specific timeframe. This comprises literature research, the independent distribution of work packages within the group, their respective completion by the individual group members and the combination of these to form a group effort. This also includes solving possible conflicts within the group resp. escalating them to the lecturer.)

[*updated 05.01.2016*]

Module content:
Background, purpose and organization of human resource strategies in multinational companies
Compensation, planning and implementation of personnel deployment
Human resources development in multinational companies
Cultural behavioral patterns and their effect on international human resource work
Intercultural cooperation in mixed teams
Diversity management

[*updated 05.01.2016*]

Teaching methods/Media:
Lecture, group work, case studies and structured discussions

[*updated 05.01.2016*]

Recommended or required reading:
in the newest edition:
Briscoe/Schuler, International Human Resource Management, London.
Dowling/Festing/Engle, International Human Resource Management: managing people in a multinational context, Andover.
Mendenhall/Oddou, Readings and Cases in IHRM, Cincinnati.
Hall/Hall, Understanding cultural differences, Boston.
Hofstede, Culture´s consequences, comparing values, behaviors, institutions, and organizations across nations, Thousand Oaks.
Scholz/Böhm, Human Resource Management in Europe Comparative analysis and contextual understanding, Routledge.

Current expert articles in English-language business magazines such as the Harvard Business Review

[*updated 05.01.2016*]

International Law

Module name (EN): International Law
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-221
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Written examination + term paper with presentation
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-221 (P420-0451) International Management, Master, regulation 01.10.2012 , semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Holger Buck
Lecturer: Prof. Dr. Holger Buck Prof. Dr. Barbara Weitz

[*updated 06.01.2016*]

Learning outcomes:
The students
are familiar with the important legal framework for international business
understand the function and mechanisms of contract, competition and corporate law in international legal relations
can work with the regulations in international agreements, EU law and various national laws independently and link them in compliance with the norm hierarchy
understand the importance of the norms for the day-to-day life of an international corporation
develop solutions for concrete cases and contracts from international business law by classifying the problem, subsuming the situation using the relevant provisions and then deriving a result
create design proposals for international contractual und corporate practices
acknowledge the result based on general legal value assessments.

[*updated 06.01.2016*]

Module content:
1. International Competition Law:
International competition law and territoriality principle; European and international industrial property rights; international conventions; market freedoms; EU cartel law with its references to national cartel law

2. International Contracts and Companies:
Contractual design and safeguards for international sales contracts; special features when working with especially important contracts; conflict resolution;
Company statutes and structures; corporate governance and compliance in globally active corporations; mergers; insolvency

[*updated 06.01.2016*]

Teaching methods/Media:
Interactive lecture based on practical examples and exercises
Visualization of keywords on a presentation board, transparencies
Learning material via Internet (graphs, diagrams, exercises)
Online exercises for researching international/European legal sources

[*updated 06.01.2016*]

Recommended or required reading:
-Annand, R.: Blackstone s Guide to the Community Trade Mark, Blackstone, London, current edition
-Cook, T.: EU Intellectual Property Law, Oxford University Press, Oxford, current edition
-Dabbah, M.: International and Comparative Competition Law, Cambridge University Press, Cambridge, current edition
Fairhurst, J., Law of the European Union, Pearson, Harlow, current edition
-Gildeggen, R. & Willburger A.: Internationale Handelsgeschäfte, Vahlen, Munich, current edition
-Herdegen, M.: Internationales Wirtschaftsrecht, Beck, Munich, current edition
-Huber, P. (ed.): Rome II Regulation Pocket Commentary, Sellier, Munich, current edition
- Jones A. & Sufrin, B.: EU Competition Law, Oxford University Press, Oxford, current edition
- Kilian, W.: Europäisches Wirtschaftsrecht, Beck, Munich, current edition
-Mo, J.: International commercial law. Butterworths, Sydney, current edition
Twigg-Flesner, C. (ed.), European Union Private Law, Cambridge University Press, Cambridge, current edition

-Van Hulle, K. & Gesell, H. (eds.). European Corporate Law, Nomos, Baden-Baden, current edition
-Walz, R. (Hrsg.). Beck sches Formularbuch Zivil-, Wirtschafts- und Unternehmensrecht Deutsch English. Beck, Munich, current edition
- Yu, P.: International Intellectual Property Law and Policy, Carolina Academic Press, Durham, current edition

[*updated 06.01.2016*]

International Marketing

Module name (EN): International Marketing
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-211
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Written examination or term paper with presentation
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-211 (P420-0291) International Management, Master, regulation 01.10.2012 , semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAIM-111 International Strategic Management MAIM-151 Quantitative Methods [*updated 06.01.2016*]
Recommended as prerequisite for: MAIM-311 Seminar International Management MAIM-321 Internationaler Management Workshop [*updated 07.01.2016*]

Module coordinator:
Prof. Dr. Frank Hälsig

Lecturer:
Prof. Dr. Frank Hälsig

[*updated 06.01.2016*]

Learning outcomes:
After successfully completing the course the students should be able to:

Handle and discuss the scientific, as well as practice-oriented specialist literature on current international marketing topics
Develop guidelines from selected marketing theories for practical use in a company
Analyze marketing challenges in international organizations and present solutions to these in a structured manner under consideration of a data base
Appreciate and evaluate the discussions and presentations of the other participants

[*updated 06.01.2016*]

Module content:
Intensify knowledge about current marketing topics from, for example, the following areas:
Intercultural buyer behavior
Global marketing strategies (for example: international brand management, international marketing alliances)
Approaches and methods of international market segmentation
Country-/culture-specific differences in the fields of customer satisfaction management, customer retention management and complaint management
Potentials of marketing tools under consideration of cultural and economic differences

[*updated 06.01.2016*]

Teaching methods/Media:
Lecture and group work with presentation of the results by the students, when appropriate case studies

[*updated 06.01.2016*]

Recommended or required reading:
Homburg, Ch., Fürst, A. (2005), How Organizational Complaint Handling Drives Customer Loyalty: An Analysis of the Mechanistic and the Organic Approach, in: Journal of Marketing, 69, 95-114
Johnson, M.D., Gustafsson, A. (2006), Improving Customer Satisfaction, Loyalty, and Profit, Michigan
Penaloza, L. N. (1989): Immigrant Consumer Acculturation, in: Advances in Consumer Research, 16, 110-118.
Salomon, M., Bamossy, G., Askegaard, S., Hogg, M.K. (latest ed.), Consumer Behavior: A European Perspective, Harlow u.a.
Stauss, B., Seidel, W. (2005), Complaint Management The Heart of CRM, Ohio

One of the tasks within the framework of the course will be to research and work with further topic-specific literature.

[*updated 06.01.2016*]

International Strategic Management

Module name (EN): International Strategic Management
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-111
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Written examination + term paper with presentation
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-111 (P420-0296) International Management, Master, regulation 01.10.2012 , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-211 International Marketing MAIM-311 Seminar International Management MAIM-321 Internationaler Management Workshop [*updated 07.01.2016*]
Module coordinator: Prof. Dr. Stefanie Jensen

Lecturer:
Prof. Dr. Malte Beinhauer
Prof. Dr. Stefanie Jensen

[*updated 05.01.2016*]

Learning outcomes:
After successfully completing this module the student should be able to
Critically discuss the reasons and catalysts for international business activities and their consequences, as well as reflect upon this from an ethical-moral standpoint,
Discuss selected internationalization theories and evaluate their usefulness,
Discuss and explain the steps of the strategic international management process,
Discuss the dimensions of internationalization strategies, use and evaluate them,
Understand and reflect on the implementation of strategies as a methodological challenge and apply the most important methods of strategy implementation,
Apply the methods learned to their own business idea in a transdisciplinary manner and create a business plan as an instrument of their own independently developed business idea,
Present the developed business plan in a structured manner,
In teams, intensify their knowledge about interaction, communication, motivation and moderation in team work and strengthen their empathy, communication, negotiation and argumentation skills.

[*updated 05.01.2016*]

Module content:
Understanding of corporate activities within an international framework
Internationalization theories
Dimensions and the process of strategic management in international resp. globalized companies
Strategy building (considerations), implementation and control techniques
Business planning/ business models
Project marketing and sales
Main features and content of a business plan
Risk management
Change management
Decision making
Project management as an enabler for strategy implementation

[*updated 05.01.2016*]

Teaching methods/Media:
Lecture with integrated tutorial, term paper, group work and case studies

[*updated 05.01.2016*]

Recommended or required reading:
Glowik, M: Market Entry Strategies : Internationalization Theories, Network Concepts and Cases of Asian Firms, Munich
Wheelen/Hunger (current edition), Strategic Management and Business Policy
Kutschker/Schmid (current edition), Internationales Management
Morschett/Schramm-Klein/Zentes (current edition), Strategic International Management
Osterwalder/Pigneur (current edition), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.

Mintzberg/Quinn/Lampel/Goshal (current edition), The Strategy Process
DeThomas, Derammelaere (current edition): Writing a Convincing Business Plan,
Current expert articles in English-language business magazines, such as the Harvard Business Review

[*updated 05.01.2016*]

International Taxation and Financial Analysis

Module name (EN): International Taxation and Financial Analysis
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-142
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Written examination
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-142 (P420-0300) International Management, Master, regulation 01.10.2012 , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Matthias Gröhl
Lecturer: Prof. Dr. Matthias Gröhl (lecture) Prof. Dr. Andy Junker (lecture)

[*updated 25.02.2016*]

Learning outcomes:
International Taxation:
The course provides in-depth knowledge about the international fiscal framework important for international economic operations.
The students will first be introduced to the fundamental problems of possible double taxation at home and abroad. It is important here to distinguish whether it is a case of a resident tax payer (outbound case) or a non-resident tax payer (inbound case). In this context the unlimited or restricted tax liability will be discussed and the resulting consequences covered.
The participants acquire fundamental knowledge with regard to the various methods of avoiding and mitigating double taxation and apply these to concrete cases.
Within the framework of so-called outbound cases a distinction is made between resident tax payers with relationships to non-double taxation agreement countries and those with relationships to double taxation agreement countries. In the first case, the most important types of foreign income and the unilateral measures for the avoidance of double taxation connected with them are discussed. In the second case, the students acquire extensive knowledge about the workings and structure of the Double Taxation Avoidance Agreement and understand the bilateral measures for the avoidance of double taxation behind it. This theoretical knowledge will be applied to a large number of practical cases.
With regard to the so-called inbound cases the participants will learn about the taxation of persons subject to limited taxation in Germany. The course ends with a brief introduction into the Foreign Tax Act.

Financial analysis:
The students can explain and discuss the goals and course of the annual account analysis. In doing so, they can derive the difficulties of the analysis from observing the annual account politics.
The participants are made familiar with central aspects within the framework of the analysis of the profit, financial and liquidity situation. The analyses will be seen predominantly from the investor s perspective who is debating a company takeover or participation in a company.
In order to understand a company s profitability, the students will learn about the central analyses within the framework of the profit and loss statement. In addition, they will learn about the importance of profitability figures and profit adjustments.
The analysis of the financial standing targets fundamental assets and liabilities. In addition participants become familiar with the terms working capital and net financial liabilities and understand their relevancy within the framework of determining the purchase price for a company takeover. They will also learn about the important key figures of the assets, liabilities and shareholder s equity.
The students will become familiar with cash flow calculation in the analysis of the liquidity situation. Based on this, they will learn about the main cash flow drivers and investment analyses. Finally, they will learn about the most important key figures when evaluating a company s liquidity.
The students can apply their theoretical knowledge to a range of practice-related exercises.

[*updated 05.01.2016*]

Module content:
International Taxation:
I Introduction to international tax law
1. Problem areas and terminology
2. Unlimited and restricted tax liability
II Methods for avoiding and mitigating double taxation
III Resident taxpayers with relationships in non-Double Tax Avoidance Agreement-countries (outbound)
1. Foreign income according to §34d EStG (Income Tax Act)
2. Unilateral measures for avoiding double taxation

IV Resident taxpayers with relationships in Double Tax Avoidance Agreement-countries (outbound)
1. Workings and structure of the Double Tax Avoidance Agreement

2. Bilateral measures for the avoidance of double taxation
3. Selected classification principles of the Double Tax Avoidance Agreement

V Non-resident tax payers (inbound)
VI The regulations of the Foreign Transaction Tax Act

Financial Analysis:

I. Introduction to financial analysis
II. Analysis of earnings
   1. P&L analysis
   2. Profitability ratios and earnings adjustments
III. Analysis of balance sheet
   1. Analysis of assets and liabilities
   2. Working capital and net debt
   3. Asset and capital structure ratios
IV. Analysis of cash flow and liquidity
   1. Cash flow calculation
   2. Cash flow and capex analysis
   3. Asset cover and liquidity ratios

[*updated 05.01.2016*]

Teaching methods/Media:
Lecture with case studies, exercises and research tasks

[*updated 05.01.2016*]

Recommended or required reading:
International Taxation:
Brähler, G.: Internationales Steuerrecht, 6 th edition, Wiesbaden 2010.
Breithecker, K.: Einführung in die internationale betriebswirtschaftliche Steuerlehre, 3rd edition, Berlin 2011.
Grotherr, S./Herfort, C./Strunk, G.: Internationales Steuerrecht, 3rd edition, 2010.
Grotherr, S. /Abele, S.: Handbuch der internationalen Steuerplanung, 3rd edition, Herne 2011.
Raupach, A.: Praxis des Internationalen Steuerrechts, Herne 2011.
Ruhlmann, M.: Internationales Steuerrecht, 1st edition, Berlin 2012.
Schaumburg, H.: Internationales Steuerrecht : Außensteuerrecht, Doppelbesteuerungsrecht, 3rd edition, Cologne 2011.
Wilke, K.-M.: Lehrbuch Internationales Steuerrecht, NWB-Verlag, 11th edition, Herne 2009.
Wilke, K.-M.: Fallsammlung internationales Steuerrecht, NWB-Verlag, 9th edition, Herne 2009.

Financial Analysis:
Behringer, S.: Cash Flow und Unternehmensbeurteilung, 9 th edition, Berlin 2007.
Brealey, R. A. / Myers, S. C.: Principles of Corporate Finance, 9 th edition, Boston 2008.
Coenenberg, A. G. et al.: Jahresabschluss und Jahresabschlussanalyse, 21st edition, Landsberg am Lech 2009.
Gräfer, H.: Bilanzanalyse, 10 th edition, Herne 2008.
Higgins, R. C.: Analysis for Financial Management, 9th edition, Boston 2009.
Hillier, D. et al: Corporate Finance, European edition, London 2010.
Kimmel, P.D. et al.: Financial Accounting, 5th edition, Hoboken 2009.
Küting, K. / Weber, C.-P.: Die Bilanzanalyse, 9 th edition, Stuttgart 2009.
Schult, E. / Brösel, G.: Bilanzanalyse, 12 th edition, Berlin 2008.
Wild, J. J. et al..: Financial Statement Analysis, 9th edition, Boston 2007.

[*updated 05.01.2016*]

International Taxation and Financial Analysis

Module name (EN): International Taxation and Financial Analysis
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-331
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: English/German
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-331 International Management, Master, regulation 01.10.2012 , semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Matthias Gröhl
Lecturer: Prof. Dr. Matthias Gröhl [*updated 15.02.2016*]
Learning outcomes:

[*still undocumented*]
Module content: [*still undocumented*]
Recommended or required reading: [*still undocumented*]

Internationaler Management Workshop

Module name (EN): Internationaler Management Workshop
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-321
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation [*updated 18.08.2016*]
Applicability / Curricular relevance: MAIM-321 (P420-0289) International Management, Master, regulation 01.10.2012 , semester 3, mandatory course MAIM-321 (P420-0289) International Management, Master, regulation 01.10.2016 , semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAIM-111 International Strategic Management MAIM-131 International Human Resource Management and Cultural Diversity MAIM-211 International Marketing [*updated 07.01.2016*]
Recommended as prerequisite for: MAIM-431 Master-Thesis (Abschlussarbeit) [*updated 07.01.2016*]

Module coordinator:
Prof. Dr. Stefanie Jensen

Lecturer:
Dr. Otto Schmidt

[*updated 07.01.2016*]

Learning outcomes:
After successfully completing this module, students will...
- be able to develop and present practical problem solving strategies for a fictitious, yet realistic case,
- be able to discuss and implement strategic project management methods,
- be able to describe management tools such as PEST analyses, Balanced Scorecard and Management Cockpit and apply them to specific cases,
- be able to take the perspective of an internationally active manager and independently develop solutions for selected entrepreneurial subareas (e.g. in marketing / sales / branch management / international project manager activities / international consultant) with regard to given objectives,
- be able to work successfully and independently in a project group towards a given goal and deadline. This includes assigning work packages to the individual members of the group, the preparation and successful completion of the respective work packages and a final group presentation. This also includes resolving any conflicts that might arise within the group or escalating them to the lecturers, where necessary.
- be able to prepare a written composition in English, taking into account scientific principles, and give English presentations within a specified time frame.

[*updated 05.11.2018*]

Module content:
"Going Global business simulation with additional exercises, written assignments and presentations.

[*updated 05.11.2018*]

Teaching methods/Media:
Going Global business simulation game, evaluation and discussion of results, group work, presentations, reflection paper.

[*updated 05.11.2018*]

Additional information:
Attendance is compulsory during the workshop.

[*updated 05.11.2018*]

Recommended or required reading:
Going Global handbook
Additional literature as required

[*updated 05.11.2018*]

Master-Colloquium

Module name (EN): Master-Colloquium
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-421
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits: 3
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: According to General Study and Examination Regulations of htw saar (ASPO); can be repeated semesterly [*updated 30.01.2020*]
Applicability / Curricular relevance: MAIM-421 (P420-0509, P420-0510) International Management, Master, regulation 01.10.2012 , semester 4, mandatory course MAIM-421 (P420-0509, P420-0510) International Management, Master, regulation 01.10.2016 , semester 4, mandatory course MAIM-421 (P420-0509, P420-0510) International Management, Master, regulation 01.10.2020 , semester 4, 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. Stefanie Jensen
Lecturer: Prof. Dr. Stefanie Jensen

[*updated 07.01.2016*]

Learning outcomes:
After successfully completing this module the student should be able to
- present the core content of their master thesis and their practical study phase in a clear and comprehensible manner within a given time frame,
- position their own scientific work in the existing knowledge environment,
- link and present their theoretical and practical findings,
- carry out a scientific discussion with a critical audience,
- critically examine their approaches and outline the limits of their own scientific work,
- associate with the group in the sense of a constructive dialogue
- immerse into the Thesis Topics of the peer students incl. asking relevant questions to peers

[*updated 17.12.2019*]

Module content:
The colloquium accompanies the student while he/she is writing their master thesis in the 3rd semester. It will take place in the form of block seminars in which the problems, approaches, solutions and limits of the master theses will be presented and discussed with fellow students and the lecturer.
In addition, an overview of the experiences made during the practical study phase will be provided. The exchange of experience between the students will be emphasized here, as well as feedback from the students.

[*updated 10.12.2019*]

Teaching methods/Media:
Oral presentation, expert discussions

[*updated 07.01.2016*]

Recommended or required reading:
Dependent on the topic of the master thesis

[*updated 07.01.2016*]

Master-Thesis (Abschlussarbeit)

Module name (EN): Master-Thesis (Abschlussarbeit)
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-431
Hours per semester week / Teaching method: -
ECTS credits: 22
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: According to General Study and Examination Regulations of htw saar (ASPO; can be repeated semesterly [*updated 30.01.2020*]
Applicability / Curricular relevance: MAIM-431 (T420-0297) International Management, Master, regulation 01.10.2012 , semester 4, mandatory course MAIM-431 (T420-0297) International Management, Master, regulation 01.10.2016 , semester 4, mandatory course MAIM-431 (T420-0297) International Management, Master, regulation 01.10.2020 , semester 4, mandatory course
Workload: The total student study time for this course is 660 hours.
Recommended prerequisites (modules): MAIM-311 Seminar International Management MAIM-321 Internationaler Management Workshop [*updated 07.01.2016*]
Recommended knowledge: Prerequisite for registration is proof of participation in the modules from the first three semesters with a scope of 60 ECTS points. [*updated 03.06.2016*]
Recommended as prerequisite for:

Module coordinator: Prof. Dr. Matthias Gröhl
Lecturer: Dozierende des Studiengangs   [*updated 07.01.2016*]
Learning outcomes: The students are able to - develop their own research approaches, - create their own working hypotheses, - test these hypotheses independently, - apply the theoretical, methodological and argumentative competence from their studies - analyze complex issues and describe and evaluate correct economics terminology.   [*updated 02.06.2016*]
Module content: The master thesis is a special academic performance. It is based on the selected course contents or areas of concentration agreed upon by the student and the supervisor. The student is given 20 weeks to complete the master thesis. It must be written in English, French or Spanish. [*updated 29.11.2019*]
Teaching methods/Media: Supervised independent research work. [*updated 07.01.2016*]
Recommended or required reading: Dependent on topic [*updated 07.01.2016*]

Practical Training I (8 weeks)

Module name (EN): Practical Training I (8 weeks)
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-341
Hours per semester week / Teaching method: -
ECTS credits: 10
Semester: 3
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Modules of the first two semesters
Assessment: Recognition in accordance with the general study and examination regulations (ASPO - Allgemeine Studien- und Prüfungsordnung); can be repeated semesterly [*updated 30.01.2020*]
Applicability / Curricular relevance: MAIM-341 (S420-0300) International Management, Master, regulation 01.10.2012 , semester 3, mandatory course MAIM-341 (S420-0300) International Management, Master, regulation 01.10.2016 , semester 3, mandatory course MAIM-341 (S420-0300) International Management, Master, regulation 01.10.2020 , semester 3, mandatory course
Workload: The total student study time for this course is 300 hours.
Recommended prerequisites (modules): None.
Recommended knowledge: Modules of the first two semesters [*updated 02.06.2016*]
Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Matthias Gröhl

Lecturer:
Dozierende des Studiengangs

[*updated 07.01.2016*]

Learning outcomes:
After completing the module the students will be able to put their theoretical knowledge into practice by working in a firm and contributing to the solution of concrete problems.
The students
- test their practical skills in operational projects and work groups,
- gain experience in a potential occupational field,
- use the knowledge gained in their studies to make creative decisions,
- have the possibility to gather ideas in practice for their master thesis.

[*updated 02.06.2016*]

Module content:
The practical study phase is a supervised training period that corresponds with the content of the student s studies and that is integrated into the course of study. It is usually done in a firm or other institution that corresponds with the field of study.

The student should undertake tasks in the firm which correspond to the occupational profile of the business economist and if possible, also correspond with the content of the course of study.
The practical study phase must be done in a foreign non-German-speaking country. Foreign students whose native language is not German may do their practical study in Germany. The practical phase comprises a block period of at least 12 weeks, of which according to the curriculum 8 weeks are completed in the 3rd semester (Practical Training I) and 4 weeks in the 4th semester (Practical Training II). On request, an interruption can be authorized by the examination board upon reasonable grounds. Continuous periods of practical training are not obligatory for students studying according to the cooperative study model.
The student will enter into a contract with the company before the practical phase begins; the department for practical training must approve before the contact is closed.
The student must prepare a report about their experiences during the practical study phase. It must be turned in to the department for practical training 4 weeks after completing the practical study phase.

[*updated 23.12.2019*]

Teaching methods/Media:
Practical work; study report about the practical work

[*updated 29.11.2019*]

Recommended or required reading:

[*updated 29.11.2019*]

Practical Training II (4 weeks)

Module name (EN): Practical Training II (4 weeks)
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-411
Hours per semester week / Teaching method: -
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Modules of the first two semesters
Assessment: Recognition in accordance with the general study and examination regulations (ASPO - Allgemeine Studien- und Prüfungsordnung); can be repeated semesterly [*updated 30.01.2020*]
Applicability / Curricular relevance: MAIM-411 (S420-0308) International Management, Master, regulation 01.10.2012 , semester 4, mandatory course MAIM-411 (S420-0308) International Management, Master, regulation 01.10.2016 , semester 4, mandatory course MAIM-411 (S420-0308) International Management, Master, regulation 01.10.2020 , semester 4, mandatory course
Workload: The total student study time for this course is 150 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Matthias Gröhl
Lecturer: Dozierende des Studiengangs

[*updated 07.01.2016*]

Learning outcomes:
After completing the module the students will be able to put their theoretical knowledge into practice by working in a firm and contributing to the solution of concrete problems.
The students
- test their practical skills in operational projects and work groups,
- gain experience in a potential occupational field,
- use the knowledge gained in their studies to make creative decisions,
- have the possibility to gather ideas in practice for their master thesis.

[*updated 02.06.2016*]

Module content:
The practical study phase is a supervised training period that corresponds with the content of the student s studies and that is integrated into the course of study. It is usually done in a firm or other institution that corresponds with the field of study.

The student should undertake tasks in the firm which correspond to the occupational profile of the business economist and if possible, also correspond with the content of the course of study.
The practical study phase must be done in a foreign non-German-speaking country. Foreign students whose native language is not German may do their practical study in Germany. The practical phase comprises a block period of at least 12 weeks, of which according to the curriculum 8 weeks are completed in the 3rd semester (Practical Training I) and 4 weeks in the 4th semester (Practical Training II). On request, an interruption can be authorized by the examination board upon reasonable grounds. Continuous periods of practical training are not obligatory for students studying according to the cooperative study model.
The student will enter into a contract with the company before the practical phase begins; the department for practical training must approve before the contact is closed.
The student must prepare a report about their experiences during the practical study phase. It must be turned in to the department for practical training 4 weeks after completing the practical study phase.

[*updated 23.12.2019*]

Teaching methods/Media:
Practical work; study report about the practical work

[*updated 07.01.2016*]

Recommended or required reading:

[*updated 29.11.2019*]

Quantitative Methods

Module name (EN): Quantitative Methods
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-151
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written examination [*updated 18.08.2016*]
Applicability / Curricular relevance: MAIM-151 (P420-0309) International Management, Master, regulation 01.10.2012 , semester 1, mandatory course MAIM-151 (P420-0309) International Management, Master, regulation 01.10.2016 , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-211 International Marketing   [*updated 06.01.2016*]
Module coordinator: Prof. Dr. Teresa Melo
Lecturer: Prof. Dr. Tatjana König

Prof. Dr. Teresa Melo
Lehrbeauftragte

[*updated 06.01.2016*]

Learning outcomes:
Sub-topic International Market Research and Analysis:
At the end of the course the students should be able to:
- Analyze a company s information requirements for a defined transnational problem and conceive a data collection design based upon this.
- Transfer questions from the field of market research to different cultures
- Take a critical look at transnational data and attribute an appropriately high value to the ethical requirements of international market research

Sub-topic - Quantitative Methods:
At the end of the course the students should be able to:
use different methods to conduct statistical estimation and hypothesis testing,
prepare and carry out a computer-aided data analysis for problems with an international background and interpret the results,
explain and discuss the structure and procedure of non-parametric methods and use these for the analysis of empirical data,
identify and critically discuss the limits of the statistical methods used.

[*updated 02.06.2016*]

Module content:
Sub-topic - International Market Research and Analysis:
Design international market research studies (questions, survey design, types of scale and culture-specific response behavior)
Challenges in executing and evaluating international market research studies (data comparability, room for interpretation, data compression and loss of information)
Problems and error sources in international data acquisition and evaluations
Traditional vs. innovative survey techniques (trends from the USA)

Sub-topic - Quantitative Methods:
Sampling distributions (basic terms, sampling statistics, central limit theorem)
Parameter estimation (point and interval estimation)
Hypothesis testing (for example, sample mean and sample variance)
Non-parametric methods: goodness-of-fit tests, independence tests and homogeneity tests, distribution-free methods
Selected methods of multivariate data analysis (for example: analysis of variance, factor analysis and cluster analysis)
Statistical software (for example: SPSS, Excel Data Analysis)

[*updated 02.06.2016*]

Teaching methods/Media:
Lecture and discussion, supported by overhead transparencies (beamer) and presentation board (theory and examples).

The sub-topic   Quantitative Methods   will also include exercises. In order to support independent work, exercise sheets will be made available. These will cover the wide application spectrum of the methods taught. The solutions will be discussed with the students subsequently (in part with statistics software). The lecture, as well as the exercises will be available to the students in electronic form.

[*updated 06.01.2016*]

Recommended or required reading:
Sub-topic - International Market Research and Analysis:
Birn, R.J.: The Handbook of International Market Research Techniques, 2nd ed., Kogan Page, 2002
Craig, S.C., Douglas, S.P.: International Market Research, John Wiley & Sons, latest ed.
Kumar, V.: International Marketing Research, Prentice Hall, latest ed.

Sub-topic - Quantitative Methods:
Bowerman, B.L., O´Connell, R.T., Murphree, E.S.: Business Statistics in Practice, 6th edition, McGraw-Hill/Irvin, 2011
Dretzke, B.: Statistics with Microsoft Excel, 5th edition, Pearson, 2012
Downing, D., Clark, J.: Business Statistics: Application of statistical methods to business situations, 5th edition, Barron s Educational Series, 2010
Field, A.: Discovering Statistics using IBM SPSS Statistics, 4th edition, SAGE Publications, 2013
Groebner, D.F., Shannon, P.W., Fry, P.C., Smith, K.D.: Business Statistics: A decision-making approach, 9th edition, Prentice Hall, 2013
Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E.: Multivariate Data Analysis, 7th edition, Prentice Hall, 2010
Sweeney, D.J., Williams, T.A., Anderson, D.R.: Fundamentals of Business Statistics, 6th edition, Cengage Learning Emea, 2011

[*updated 06.01.2016*]

Seminar International Management

Module name (EN): Seminar International Management
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-311
Hours per semester week / Teaching method: 6S (6 hours per week)
ECTS credits: 8
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually) [*updated 30.01.2020*]
Applicability / Curricular relevance: MAIM-311 (P420-0288) International Management, Master, regulation 01.10.2012 , semester 3, mandatory course MAIM-311 (P420-0288) International Management, Master, regulation 01.10.2016 , semester 3, mandatory course MAIM-311 (P420-0288) International Management, Master, regulation 01.10.2020 , semester 3, mandatory course
Workload: 90 class hours (= 67.5 clock hours) over a 15-week period. The total student study time is 240 hours (equivalent to 8 ECTS credits). There are therefore 172.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAIM-111 International Strategic Management MAIM-131 International Human Resource Management and Cultural Diversity MAIM-141 International Economics MAIM-211 International Marketing [*updated 07.01.2016*]
Recommended as prerequisite for: MAIM-431 Master-Thesis (Abschlussarbeit)

[*updated 07.01.2016*]

Module coordinator:
Prof. Dr. Stefanie Jensen

Lecturer:
Prof. Dr. Stefanie Jensen

[*updated 07.01.2016*]

Learning outcomes:
After successfully completing this module the student should be able to

- independently deal with a topic from a selected problem field in international management,
- structure the contents of a problem logically, search for suitable theoretical and practical sources and conduct a corresponding analysis by using scientific standards,
- link theoretical principles and concepts with practical examples and examine them critically resp. find solutions,
- present the findings in the form of presentations within a given time frame,
- lead a discussion with fellow students about the findings.
- prepare a paper about the topic by using scientific standards

[*updated 11.10.2024*]

Module content:
Portfolio of presentations and paper about
- culturally related management and the influence of national particularities in Management and/or
- selected topics about management disciplines in the context of international operations and/or
- different international market scenarios for different industries

[*updated 11.10.2024*]

Teaching methods/Media:
Term paper; presentations and group discussion. Lectures, Team consultations (coaching sessions, input sessions with company representatives.

[*updated 11.10.2024*]

Recommended or required reading:
Use of international management literature depending on topic. The students will select their literature.

Intensive offline and online research required

[*updated 11.10.2024*]

International Management Master - optional courses

Business English

Module name (EN): Business English
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-251
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: English
Required academic prerequisites (ASPO): Written examination
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-251 (P420-0003) International Management, Master, regulation 01.10.2012 , semester 2, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 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: Dozierende des Studiengangs

[*updated 07.01.2016*]

Learning outcomes:
An authentic English learning atmosphere will be provided in which the student will:
- acquire in-depth knowledge about the politics and economy of English-language countries
- perfect their English speaking abilities and grammar with a
specialized approach
- learn to understand moderate to difficult newspaper articles from the British and American press
- learn to understand technically relevant texts when read aloud
- perfect their ability to discuss and write in English

[*updated 07.01.2016*]

Module content:
(Inter)culturally interesting and current topics oriented towards English-language countries
Orientation on the student s day-to-day reality
Current topics from the fields of marketing and market research, logistics, finances, stock market, etc in connection with lectures from the same semester
Newspaper and magazine articles with technical and / or (inter)cultural orientation
Technical vocabulary in the context of the relevant topics
Consideration of all four language skills (speaking, writing, listening, reading)
Specialized grammar

[*updated 07.01.2016*]

Teaching methods/Media:
Lecturer presentations
Panel und group discussions
Group and partner work
Multimedia language lab work
Presentation and short lectures by the students

[*updated 07.01.2016*]

Recommended or required reading:
Texts and exercises relating to international management put together by the lecturer.
Power Point presentations from the lecturer or equivalent forms of visualization.
Books recommended during the course related to student requirements.
Internet resources.

[*updated 07.01.2016*]

International Operations Management

Module name (EN): International Operations Management
Degree programme: International Management, Master, regulation 01.10.2012
Module code: MAIM-243
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: English
Required academic prerequisites (ASPO): Written examination + term paper with presentation
Assessment: [*still undocumented*]
Applicability / Curricular relevance: MAIM-243 (P420-0294) International Management, Master, regulation 01.10.2012 , semester 2, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 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 Korne
Lecturer: Prof. Dr. Thomas Bousonville Prof. Dr. Steffen H. Hütter

[*updated 06.01.2016*]

Learning outcomes:
At the end of the module the students should be able to,
1a) explain what a supply chain is and which objectives supply chain management pursues
1b) describe approaches and advantages of organizational and information technological company cooperation
1c) describe the concepts of SCM in business and the consumer goods industry with its advantages and disadvantages
1d) apply qualitative and quantitative methods for planning international production and distribution networks in a target-oriented manner and modify them with relation to the context
2a) discuss the reasons for the increase in importance of "supply management" for a company s success
2b) drovide an overview of the methods of strategic procurement management, in particular
2c) carry out procurement market research
2d) carry out a supplier evaluation
2e) describe the applications of e-procurement
3a) analyze and evaluate sourcing strategies in case studies.

[*updated 06.01.2016*]

Module content:
International Logistics and Supply Chain Management
- Definition, significance and goals of supply chain management
- Bullwhip effect (beer game)
- Integration possibilities in a supply chain
- Supply chain management in trade
- Planning international production networks
- Structure of advanced planning systems

International Procurement and Supply Management
- Tasks of strategic supply management
- Material group analysis
- procurement market analysis
- Supplier evaluation und supplier selection strategy
- E-procurement

[*updated 06.01.2016*]

Teaching methods/Media:
Lecture, instructive discourse, case studies, presentations

[*updated 06.01.2016*]

Recommended or required reading:
- Large, R.: Strategisches Beschaffungsmanagement. Eine praxisorientierte Einführung mit Fallstudien. 3rd ed., Wiesbaden: Gabler 2006.
- Heß, G.: Supply-Strategien in Einkauf und Beschaffung. Wiesbaden: Gabler 2008.
- van Weele, A. J.: Purchasing and Supply Chain Management, 4th ed., London 2005.
- Chopra, S, Meindl, P. Supply Chain Management, 4th ed. Upper Saddle NJ: Pearson 2010.
- Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E.: Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, 3rd ed., Boston 2008.
- Stadtler, H, Kilger, C.: Supply Chain Management and Advanced Planning, 4th ed. Berlin Heidelberg: Springer; 2008.

- Schieck, Arno: Internationale Logistik, Oldenbourg Verlag, Munich 2008.

[*updated 06.01.2016*]