

Faculty 1
School of International Business



International Business Studies
for Incoming Students
Taylor Programme

Course Descriptions

Spring Term
(April-Juli)

Important notice:

The courses listed below may be subject to change.

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3. Centre for Teachings and Learning (ZLL)

Studium Plus:

Study in English

Interdisciplinary modules conducted in English.

Learn Germany

Our language modules from level A1 to C1 support you in developing and expanding your German skills

1. SIB Incoming Courses - Courses only for International Students (Incomings)

2110 Presentation & Communication Skills				
Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module	Contact hours (h):	56h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	124h	
<p>Learning outcomes: The Presentation Skills training course is designed to give the student confidence when delivering presentations depends on the audience. During the session, the student will learn how to overcome and use problems to their advantage to give maximum impact with presentations.</p>				
<p>Course content:</p> <ul style="list-style-type: none"> ▪ Create a presentation with an issue of interest ▪ Exercise the knowledge to develop a presentation ▪ Work as a team in a complex topic to practice their intercultural skills and how to lead a team, establish obligations and create a response scheme in case of difference of opinion ▪ Know different types and styles of giving a presentation and how to ▪ make best use of (e.g. speech, lecture, presentation, seminar, workshop-moderation) ▪ Develop a „story-line“ ▪ Analyse subject-oriented types of presentation - best fit of content and form ▪ How to make use of different performance techniques using words, tone and body language, use of relaxing techniques. ▪ Evaluate presentation of other groups (criteria) 				
Language of teaching:	English			
Prerequisites:	Basics about communication. First experiences with presentations, given lectures or talks to an audience would be useful for better understanding. A strong desire to communicate and to contribute/ work actively.			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Presentation and Communications Skills	To be announced	4	Course / Seminar	Case presentation
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

2120 Controlling

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module	Contact hours (h):	56h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	124h	
<p>Learning outcomes:</p> <p>Upon completion of the course, the students have deepened their knowledge in the area of accounting systems against the background of management control (Controlling) methods.</p> <p>The Students will be able to:</p> <ul style="list-style-type: none"> ▪ know basic controlling conceptions and the significance of Controlling for the operational process. ▪ can classify Controlling in operational accounting system and create a reference to both internal external accounting system, ▪ know about the meaning of information acquisition, -provision and -processing for Controlling. ▪ know the most important performance indicators and financial ratio systems and can calculate them these. ▪ know the problems of pricing and methods of calculation in context of indirect cost schemes. ▪ can delimit strategic, tactical and operative planning and control from each other and know in each case the most important instruments. <p>The students are able to do the following:</p> <ul style="list-style-type: none"> ▪ applying costing schemes for comparative purposes. ▪ computing and interpreting financial ratios derived from financial statements. <p>- Assessing financial income and performance with respect to economic perspectives.</p>				
<p>Course content:</p> <p>Here it is about fundamentals and application cases of Controlling.</p> <p>In the field Controlling, the implications of the overall conditions, as well as the contents and demarcation are discussed concerning other operational areas are. In the context of the lectures, different controlling concepts or methods and their application in individual corporate problem areas are outlined and discussed under the aspect of management control schemes, and the results are critically questioned. It also is about the relation between Controlling and corporate data model in an increasingly technical environment.</p> <p>To guarantee the acquisition of competence, the described content of the module will be practiced and trained. This also follows in the form of applications which are provided on the learning platform Aulis.</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Controlling	To be announced	4	Course / Seminar	Examination or presentation or homework or portfolio
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

2230 Global Marketing

Module leader:	To be announced		
ECTS points:	6 ECTS	Workload (h):	180h
Type of module and position in the course of study:	Elective module	Contact hours (h):	56h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	124h

Learning outcomes:

To receive notice of one's dismissal

- Specify competences with the help of important types and expressions of marketing strategies.
- They practice their decision-making competences, by merging the multitude of product-political decisions into a holistic performance programme of the company.
- They analyze and judge methods of branding - also in intercultural contexts.
- Furthermore, they gain competences to use existing rules of the positioning and methods of the price settings in both the national and the international context.
- They can evaluate the significance of the respective cultural background for business decisions.

Course content:

Based on history and the development of basic marketing concepts it also treats marketing as the management function. Relevant keywords are the development of marketing strategies, product positioning. Aspects of market research (data acquisition, data collection, forecast methods), brand-name politics and branding, decisions of pricing politics; means of determining prices, targets and implication of communication politics; development and evaluation of advertising strategies above-the-line / below-the-line decision areas of the distribution policy; assessment of distribution systems, the cooperation between marketing and sales. These topics are applied to the national, as well as to the international market. Here, also the question regarding options and limits of the transferability of nationally successful strategies to the global markets are explored. The modular exercise aims at conveying knowledge in a practical context. Exercises and case studies are integrated during the event relevant to the students' progress.

To guarantee the acquisition of competence, the described content of the module will be practiced and trained. The performance is via the learning units uploaded on the university internal learning platform Aulis.

Language of teaching:	English
Prerequisites:	none
Preparation/literature:	Students will receive a reading list at the beginning of the semester.
Further information:	More content information in Aulis

Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Global Marketing	To be announced	4	Course / Seminar	Examination or presentation or homework or portfolio
Bachelor programs only: Module-related tutorial		(2)	Guided self-study	

2300 International Economics				
Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module	Contact hours (h):	56h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	124h	
Learning outcomes:				
On the successful completion of the course students will be able to:				
<ul style="list-style-type: none"> ▪ Explain how competitive markets allocate scarce resources and distribute goods and services ▪ Assess the markets concerning economic welfare and analyse factors that might impact on efficiency ▪ Understand the current debates on macroeconomics on inflation, interest rates, unemployment, the financial markets and business cycles. ▪ Analyse different forms of market failure 				
Course content:				
This course provides an overview of the macro and micro debate on market failures. It does so in the form of a research project. For further details see course outline.				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Mandatory is the reading of John Kay (2004), Truth About Markets, Why some nations are rich but most remain poor, London, Penguin. For further details see course outline.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Economics	To be announced	4	Course / Seminar	Presentation case study and paper.
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

2340 Management and Business Game

Module leader:	To be announced		
ECTS points:	3 ECTS	Workload (h):	90h
Type of module and position in the course of study:	Elective module	Contact hours (h):	28h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	62h

Learning outcomes:

The business game is a case competition. The main purpose of this game is to familiarize students with the reality they will face in their professional lives. Business games are models of real enterprises. The participants compete with other participants on a virtual market. The Business Game bases on an interactive economic simulation where the participants proceed within a defined competitive environment. All decisions made by the participants will affect their level of success. The resulting success in each period depends on a combination of net earnings realized and accuracy of planning.

The goal is to reveal a true passion for business in students!

Course content:

Different challenges are organised:

- Thinking in cross-linked managerial structures
- Working in a holistic business context
- Building up business knowledge
- Realizing conditions for economic success
- Solving real-life business cases
- Developing abilities of problem structuring and problem solving
- Acting under time pressure
- Communicating und decision making in a team

Business games aspire to bridge the gap between theory in the classroom and companies' realities by confronting students with real business questions and creating a dramatized business environment around them. This intentionally makes the business challenges more real.

The best way to develop skills is through practice, i.e. trying, failing and correcting. This immerses students into complex business problems and set-ups. Students have to understand unfamiliar industries, grow expertise across-fields and build a team with people they do not know. The professor offers help to learn on the go with the right information delivered at the right moment and by providing feedback on their performance. The aim is to enable students to develop themselves as business designers.

Language of teaching:	English
Prerequisites:	Basics about communication. First experiences with presentations. A strong desire to communicate and to contribute/ work actively.
Preparation/literature:	Students will receive a reading list at the beginning of the semester.
Further information:	More content information in Aulis

Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Management and Business Game	To be announced	2	Course / Seminar	Case presentation
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

2370 Supply Chain Management

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module	Contact hours (h):	56h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	124h	
Learning outcomes:				
<p>The students should understand logistics as a process chain or network from supplier of raw material up to the shelf at the point of sale. By the help of decision theory the students should be able to explain targets, alternate ways of acting and limiting factors as well as their combined effects during the supply chain process. Especially they should become conscious that nowadays a separation in procurement logistics on one side and distribution logistics on the other side has a theoretical meaning only. A successful supply chain management integrates both within a superior ECR-system (Efficient Consumer Response). Under the consideration of this general view there will be discussed all single aspects of logistics, like the choice of suppliers, forwarders and other third parties, the problem of the optimised order and stock quantities, the location choice for a logistic centre, the steps of order processing for suppliers as well as for customers, organisational problems, that means all classical logistic facts. Enclosed it will be shown the particular meaning of an advanced IT as the data carrier and warehouse of all information which accompanies the physical movements of goods. Various examples from the garment industry will undermine in a close relation the theoretical findings. Last not least the students should be able to analyse complicated logistical problems of the real world and to work out potential practical solutions in a systematically way.</p>				
Course content:				
<ul style="list-style-type: none"> ▪ Efficient Consumer Response System ▪ Supply Chain Management ▪ Targets and limiting factors of logistics decisions ▪ Classical logistics decisions ▪ Analysis of logistics processes with help of the SCOR modell ▪ Enable technologes like barcode, RFID and EDI ▪ Service providers as partners in the logistic chain ▪ Service structure of a logistic centre for garments (including excursion) 				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Supply Chain Management	To be announced	4	Course / Seminar	Examination or combination examination
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

2. English-taught Courses in Regular Curricular Programs

BIM2 1231 Fundamentals to Economics: Microeconomics				
Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes:				
After successfully completing the module, the students have achieved the following qualifications:				
<ul style="list-style-type: none"> ▪ via guided self-study the students gain the competence to understand the nature of economic decision making and derive their own conclusions for a reasonable way of acting in market environments – on an individual as well as collective level. ▪ they have learned contemporary methods and theories of Economics and by this means achieved the methodological competence to deal with economic problems. ▪ they have achieved the professional competence to apply the in-depth knowledge of Economics in their studies ▪ the students have discussed economic questions in a group process and presented the result in class, so that they have enhanced their social competencies. 				
Course content:				
A systematic knowledge of Economics will be provided. First the basic principles are discussed, followed by a more intensive description of decision making of individuals (Microeconomics) from a theoretical as well as applied viewpoint.				
The basics of Economics cover the elementary questions of every country, the way of economic thinking and economic systems. Microeconomics analyses individual decisions of households and firms and their coactions on markets. We are going to discuss price theory, types of markets as well as the possibilities and consequences of government interventions.				
The lecture is supplemented by a module exercise where students are activated using teamwork and group presentations.				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Fundamentals to Economics: Microeconomics	To be announced	4	Course / Seminar	Portfolio
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISGM2 1221 International Economics and International Organisations

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Learning outcomes:				
<p>Following completion of the module, the students can analyse commercial relations, systematize the backgrounds of financial crises and question the role of German and international companies in the global context.</p> <p>The students can analyse the respective overall connections in economy and international relations in a target way and estimate the significance of the overall economic development, but also the international frame conditions for the economic success of economies and companies.</p> <p>They are able to name potentials for positive change, based on their analyses, and provide approaches for problem solutions.</p> <p>They can reflect their ideas and solution approaches on a scientific level.</p>				
Course content:				
<p>Against the background of methodological/theoretical observations, at the hand of case studies, insight in essential questions of world-economic relations are offered. Empirically, the basic features of world trade, the determinants of international financial transactions and migration are acquired. Here, questions regarding the currency exchange regime, joining the WTO, the role of international organisations for the national and international development targets are discussed. Trade disputes, international financial crises, development of the oil price, expansion of the EU or the globalisation debate are only some examples. In this context also the emergence, role and targets of international companies and of "Global Players" are questioned. In this context it is also about the measurability of the effects of globalisation.</p> <p>The modular exercise aims at conveying knowledge in a practical context. Exercises and case studies are integrated during the event relevant to the students' progress. To guarantee the acquisition of competence, the described content of the module will be practised and trained. This is also done via the learning units uploaded on the university internal learning platform Aulis.</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Economics and International Organisations	To be announced	4	Course / Seminar	Homework or presentation or portfolio
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISTM2 1241 International Business Law

Module leader:	To be announced		
ECTS points:	3 ECTS	Workload (h):	90h
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	28h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	62h

Learning outcomes:

After completing the course, the students should have the following skills:

- Basic specialist competence in commercial law for the code of practice for contracts and the solution of conflicts
- Methodological competence: the ability to recognize pertinent legal problems of economic practice early and include them in the planning of possible economic action;
- The ability to make decisions to answer the question as to whether simple legal problems can be solved without involving professional legal assistance or whether their assistance is required
- The ability to communicate with lawyers or legal departments and hence the social competence to be able to argue in interdisciplinary groups and contexts

By learning the techniques for handling cases, the individuals themselves will acquire skills which enable them to arrange their own work processes in a defined and considered way

Course content:

German Business Law

- Introduction to civil law and the legal approach
- General legal transactions including General Business Terms and Conditions
- Contract and property
- Default in performance in the law of obligations

Fundamentals of International Business Law

- International trade organisations and their regulations using the example of the WTO
- European law
- International private law and harmonisation of law (CISG)
- INCO terms and practice in the law on international contracts

All content is referenced to tourism and travel law. By using the example of tourism contract law the international European dimension of legal development can be easily understood

The module-related tutorial serves to transfer knowledge in an application-oriented way. Tutorials and case studies are integrated into the module to suit the progress the students have made. Students practise and train the module contents described in order to ensure they acquire the skills.

Language of teaching:	English
Prerequisites:	none
Preparation/literature:	Students will receive a reading list at the beginning of the semester.
Further information:	More content information in Aulis

Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Business Law	To be announced	2	Course / Seminar	Examination
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ESW/2 1211 European Law I and European Politics

Module leader:	To be announced		
ECTS points:	6 ECTS	Workload (h):	180h
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h
<p>Learning outcomes:</p> <p>Upon completion of the module:</p> <ul style="list-style-type: none"> ▪ The students know the historical backgrounds of the creation of the EU and the integration theories, ▪ They know the special legal nature of the EU with deviations of classic state structures on the one hand and structures of international organisations on the other hand, ▪ They possess an overview with regard to essential competences and political fields of the EU, based on the EU-contracts, and constituting the 'acquis communautaire'. ▪ They can describe and distinguish describing structures and interaction of the EU institutions, ▪ Know the process of decision making and development of law in the EU as well as the role of the member states, the regions and the representations of interests ▪ Have acquired basic knowledge with regard to the functioning of the Shared Market and know ▪ the essential legal principles of the EU-law, ▪ As well as the legal protection procedures before - the EuGH. ▪ They can solve basic court cases from the area of the basic freedom of the domestic market 			
<p>Course content:</p> <p>1. European Law I</p> <p>The event starts with an overview about the European law by means of lectures over the European Union and the operation method of the European union (Lisbon Treaty)</p> <p>The legal nature of the EU is addressed, in comparison with national state structures, the most important political fields of the EU, legal sources, legislative procedures, the legal protection with regard to the EuGH, as well as the implementation, execution and enforcement of EU law in the member states, at the hand of the German example. In the context of deepening, decisions of the EuGH with regard to the implications and effect of EU law, with regard to the implementation of EU law and regarding the relationship with the legal system of the member states (of Germany) are discussed and solved.</p> <p>A central position is taken up by addressing legal cases with regard to the expressions of basic freedom pertaining to the domestic market (free movement of goods; free movement of workers; freedom of establishment; freedom to provide services). In the context of these case studies, moreover basic principles of EU law (e.g. equal treatment/ ban on discrimination, proportionality principle, and subsidiarity principle) are imparted and applied.</p> <p>2. European Policy</p> <p>Based on the historical background and the development of the EU, the EU institutions, the organisational structure, the tasks and competences and the work methods of institutions are conveyed. The common integration theories are discussed.</p> <p>At the hand of selected political fields (budget; agricultural policy, domestic market, competition, currency union, regional policy/structural policy, environmental policy/energy policy, educational- and research policy) and against the background of current developments, the actors of the EU- policy (institutions, political groups in the EP member states, regions, experts, lobbies) and their roles are addressed.</p> <p>The significance of European networks and new methods of cooperation between European and national decision makers (multi-level governance) will be worked out.</p>			
Language of teaching:	English		
Prerequisites:	none		
Preparation/literature:	Students will receive a reading list at the beginning of the semester.		
Further information:	More content information in Aulis		

Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
European Law I + European Politics	To be announced	4	Course / Seminar	Examination or combination examination
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

AWS2 1251 Macro-/Microeconomics

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Learning outcomes:				
<p>After completing the module, the participants will be able to grasp the nature of economic and independently draw conclusions for sensible individual and collective action.</p> <p>They know current methods of economics and are able to deal with economic questions. They can use in other courses the acquired expertise for economic work. In groups, the students work out economic phenomena and present their results and reflections in class, this will help to expand their social competence.</p>				
Course content:				
<p>The course serves to impart systematic knowledge in the subject of economics. In the microeconomics part, will analyze individual economic decisions of households and companies and their interaction in markets. markets. Among other things, will be worked the price theory, market forms and the possibilities and consequences of state consequences of state intervention in market processes. In the macroeconomics section the course deals, among other things, with national accounts and with national income, money and inflation, employment, growth and business cycles. It different models of the goods, money and labour market are discussed, as well as the theory of growth.</p> <p>Base in case studies, the strengths and, in some cases, the limitations of standard economic models will be showed. In a module-related exercise, the contents of the course are further clarified as a guided self-study.</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Strategic Management	To be announced	4	Course / Seminar	Portfolio or examination
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISGM2 1241 Management and HRM / Organization

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
<p>Learning outcomes: Students are able to:</p> <ul style="list-style-type: none"> - Analyse organisational, - Name the central determinants of organisations in reference to the performance of organisations, - Understand the role of power structures, form conflicts in organisations, - Understand all steps of personnel management (planning, recruitment, remuneration, training and further education, etc.), - Comprehend the role of the strategic human resources management and - Know the tasks of personnel management in the international context. - Draw permissible generalisations from exemplary case studies and know the limits of such approaches. - Avail over various methods for solving economic problems and are able to consider advantages and disadvantages. 				
<p>Course content: Based on an overview regarding the current management-methods it is basically about recognising with which methods managers of companies react to the requirements of the national and international markets with their increasingly tough competition, where except prices customer satisfaction and public image play an increasingly important role for the corporate success. For the company success, the satisfaction of the employees is also of importance. Hence, important aspects of human resource management are explained. With regard to the strategic approach, practical implementation and corresponding management-systems, personnel behaviour, -hiring and -performance are at the core of the lecture. The students acquire and know about planning options, recruitment procedures, selection procedures, training- and advanced training systems, remuneration variants and incentive systems and group-dynamic processes in theory and at the hand of practical case studies. Moreover, organisation-theoretical aspects will be taken into account during the lectures. The interaction of personnel management and organisational structure and design is reflected in the effectiveness and in the end in the success of the organisation. The students will recognise, explain and structuredly use these influences within theoretical frames with the help of different case studies. - The modular exercise aims at conveying knowledge in a practical context. Exercises and case studies are integrated during the event relevant to the students' progress. To guarantee the acquisition of competence, the described content of the module will be practised and trained. This is also done via the learning units uploaded on the university internal learning platform Aulis.</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration

Management and HRM/ Organisation	To be announced	4	Course / Seminar	Portfolio or examination
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

BW4 1431 International Management and International Economics

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 4. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 4. semester of the study program <i>short form</i> ...			
<p>Learning outcomes: By successfully passing the module, students will be able to:</p> <ul style="list-style-type: none"> ▪ Comprehend and reflect on subject content from the fields of international management and international economics in English at the competence level C1 according to the Common European Framework of Reference (CEFR) and present it orally and in writing, ▪ Independently apply basic concepts and models from the fields of international management and international economics in the processing of case studies and economic questions in English and use them as elements of analysis in the presentation of solution strategies. ▪ Present, discuss and analyse economic contents and knowledge with extended technical language competence in the target language English at a higher level. <p>Upon completion of the module, participants will have:</p> <ul style="list-style-type: none"> ▪ International competence and extended multilingualism, strengthened intercultural competences and social competence conveyed by the character of the course: English language, international and intercultural perspective, teaching and learning approach oriented towards integration skills and teamwork, ▪ extended methods and application competence by combining acquired knowledge of economics and technical language skills and applying and developing them in a new, internationally oriented context. 				
<p>Course content: Selected subject content: Selected topics on the key functions and critical issues in the areas of international management, international marketing, corporate strategies, international HRM and organizational theory, logistics and supply chain management, financial management, cross-cultural management. Selected topics in the areas of international economics, international trade and development, international finance, exchange rates and the international financial system, macroeconomic theories and analysis, economic systems, regional economic integration and international trading blocs, macroeconomic policy, the economics of developing countries, labour markets, comparative economic policies and systems In a module-related exercise, the contents of the course are further clarified as guided self-study.</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Management and International Economics	To be announced	4	Course / Seminar	Written Exam

Bachelor programs only: Module-related tutorial		(1)	Guided self-study	
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ISGM4-EFA6 1421 International Business Finance and Accounting

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes:				
<ul style="list-style-type: none"> ▪ Following completion of the module, the students can measure and manage different relevant risk categories. ▪ They have competences to assess and select different financing potentials against the background of a concrete capital requirement. ▪ Furthermore, they can judge international investment project with regard to their risks and chances. ▪ They are able to draw permissible generalisations from exemplary case studies and know the limits of such approaches. ▪ They avail over various methods for solving economic problems and are able to consider advantages and disadvantages. ▪ They possess skills for analysing information and for structuring the same, as well as communicating the insights based on the above. 				
Course content:				
<p>This module conveys knowledge that is relevant in practical terms, complemented by theory, in the field of international financing and international invoicing. The primary focus lies here on internationally oriented topics like economic framework conditions, financing potentials and corresponding investment options. Among other things, the following topics will be covered in particular: Foundations of the international finance management, measuring and management of currency and interest-change risk, operative exchange rate risks, interest-change risk, risk management instruments as well as the potentials of international financing. Furthermore is it about financing options for equity capital and outside capital as well as cash management systems.</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			

Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Business Finance and Accounting	To be announced	4	Course / Seminar	Examination or presentation or portfolio
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISGM4 1411 Project Management				
Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes: Students are able to: <ul style="list-style-type: none"> ▪ Justifying the significance of project management for the behaviour in internationally active commercial companies. ▪ Designing a project plan for a small project. ▪ Calculating and interpreting progress indicators and trend statements for a project on the basis actual and target. ▪ Formulating and analysing factors for the project success in internationally active commercial companies. ▪ The students gain communicative and team-oriented skills enabling them to discuss questions on the current level of science and use with other professional representatives on a scientific level. ▪ They are able to develop solution approaches in a(n) (international) team and can also take on marked responsibility (leadership-skills). 				
Course content: Foundations of project managements on the basis of IPMA Competence Baseline. Topics include: Introduction to project management, significance of projects and project management, overview of international organisations and standards in project management (IPMA, PMI), project lifecycle and project phase model, project organisation, project initiation: Project business case, environment and stakeholder analysis Project planning: Project structure planning, risk management, time scheduling, critical path method, costs and manufacturing resources planning, use of project planning software Project control: Methods the monitoring of progress, Earned Value Analysis, types of reporting, control measures as well as the completion of a project including project evaluation. The modular exercise aims at conveying knowledge in a practical context. Exercises and case studies are integrated during the event relevant to the students' progress. To guarantee the acquisition of competence, the described content of the module will be practised and trained. This is also done via the learning units uploaded on the university internal learning platform Aulis.				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Project Management	To be announced	4	Course / Seminar	Project work or portfolio or presentation
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISGM4 1431 Strategic Management

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes:				
<ul style="list-style-type: none"> ▪ At the end of the course Strategic Management, the students are familiar with with the concept and with the techniques of strategic management. ▪ They can use instruments of an effective problem and company analysis. ▪ They are able to analyse case studies and to deduce and question strategies with regard to solving problems. ▪ They are able to draw permissible generalisations from exemplary case studies and know the limits of such approaches. ▪ They are able to communicate aptly in English and to present complex work results. 				
Course content:				
<p>The students become familiar with strategic management. The lecture conveys a compressed and practise-oriented representation of the process of developing and implementing business strategies. The necessity and conception of a company strategy is explained. Here, the focus is: Target, environmental analysis, company analysis, strategy selection and implementation. Moreover, students are imparted an assessment, evaluation and introduction of their own business strategies in the context of the analysis of business case studies, as well as of current business examples. The modular exercise aims at conveying knowledge in a practical context. Exercises and case studies are integrated during the event relevant to the students' progress. To guarantee the acquisition of competence, the described content of the module will be practised and trained. This is also done via the learning units uploaded on the university internal learning platform Aulis.</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Strategic Management	To be announced	4	Course / Seminar	Portfolio and examination
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISGM4 1511 Intercultural Communication (Intercultural Management)

Module leader:	To be announced		
ECTS points:	3 ECTS	Workload (h):	90h
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	45h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	60h
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...		

Learning outcomes:

Intercultural competence takes place on the level of consciousness, knowledge and the ability to act. Part of it is also solid country-specific knowledge, which is imparted during the second part of the module. The students

- can explain "culture" with a dynamic culture concept and name the diverse life of every person with regard to different cultural habits.
- they possess awareness regarding the relativity of their own cultural internalised values, the mechanisms responsible for the emergence of prejudices and stereotypes can be named and they know the procedures allowing for a more conscious way of handling prejudices
- are able to explain the different dimensions of culture and can interpret various intercultural conflicts in professional- and everyday life, with the aid of the dimensions of culture.
- know about the existence of different cultural rules and able to name verbal and non-verbal communication patterns and to classify the same with regard to different cultural norms and rules
- can use strategies for an improved treatment of misunderstandings in case studies, like meta communication and active listening.
- are prepared for the possibility of a culture shock and are able to name solutions for coping with culture shock.
- can distinguish different steps of intercultural competence, know options for action to overcome intercultural conflicts and and apply them by means of case studies.

The students

- possess a basic understanding regarding the economic, political and historical development of their country of destination
- can name current political and economic events of the target country
- can name cultural particularities of the target country
- are prepared for the current circumstances and problems of the host country
- know possible behaviour regulations known in the host country (do's and taboos)

Course content:

- In the submodule Intercultural Communication, the following is treated:
- Culture and cultural identity
- World models for explaining intercultural conflicts – various approaches for interpreting cultural differences (from Hall, Hofstede, Trompenaars, Lewis, Globe)
- Pitfalls of the own perception and communicative misunderstandings
- Analyses of prejudices and stereotypes
- Emergence and course of a cultural shock
- Phases of the intercultural competence
- Practising of skills for intercultural competence In the submodule Intercultural Communication, country-specific knowledge with regard to topics like
- Culture (art, literature, music, kitchen etc.)
- Economic development
- Political development
- History
- Current particularities
- Practical everyday knowledge
- Codes of practice and rules

Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Intercultural Communication	To be announced	2	Course / Seminar	Written examination, presentation or portfolio
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISTM4 1331 Introduction in International and Intercultural Management in Tourism

Module leader:	To be announced		
ECTS points:	6 ECTS	Workload (h):	180h
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...		
Learning outcomes:			
Intercultural communication			
<ul style="list-style-type: none"> ▪ Learn to understand "culture" as something open and dynamic, and are able to term the multi-facetted nature of everyone resulting from different cultural influences ▪ Recognise that their own cultural character is relative, are able to state the mechanisms whereby prejudices and stereotypes arise and are more aware when dealing with prejudices ▪ Are able to explain the different cultural dimensions and to appropriately interpret different intercultural conflicts in business and every-day life with the aid of the cultural dimensions ▪ Are able to name different cultural rules, are able to name verbal and non-verbal communication patterns and match them to different cultural norms and rules ▪ Are able to apply strategies to improve how they deal with misunderstandings - such as meta-communication and active listening ▪ They are prepared for the possibility of culture shock and can list possible solutions to overcome culture shock ▪ They are able to differentiate between different stages of intercultural competence; are familiar with ways of overcoming intercultural conflicts 			
Intercultural management			
<ul style="list-style-type: none"> ▪ Are able to describe the cultural context of their home country and that of their destination country and the different demands these therefore place on management, and position themselves in it 			
International tourism management			
<ul style="list-style-type: none"> ▪ Knowledge and understanding of the theoretical foundations and dimensions of international tourism management ▪ Skill to analyse and evaluate aspects of company management 			
Further learning outcomes			
Furthermore, the students shall have ...			

- further improved their presentation and discussion skills
- further developed their analytical, critical, creative and innovative abilities

Course content:

Intercultural communication

- Culture and cultural identity
- World models to explain intercultural conflicts, different approaches to the interpretation of cultural differences (e.g. Hall, Hofstede, Trompenaars, Lewis, Globe, Alexander Thomas, Sylvia Schroll-Machl)
- Pitfalls of one’s own perception and communicative misunderstandings
- Critical analysis of prejudice and stereotypes
- Origin and course of culture shock
- Phases of intercultural competence
- Training of skills and strategies to overcome conflict

Intercultural management

Methods of avoiding intercultural conflict in day-to-day business

Dimensions of international tourism management

- International tourism management as a complex, open and adaptive system
- Influence and role of international tourism organisations
- Influence and role of the state
- Aspects of economic policy
- International tourism strategies
- International tourism trends
- Crises, global trends and changes
- International tourist patterns and tourism markets
- Transport sector
- Market segmentation
- Marketing strategies
- Visitor management
- Socio-cultural effects
- Aspects of business management
- Concepts of strategic orientation
- Strategies for the development of the international company
- Forms of market entry strategies
- Cooperation and ownership strategies
- Competition strategies
- Functional area strategies
- Strategies for managing the political environment
- Measures to coordinate international activities

Language of teaching:	English
Prerequisites:	none
Preparation/literature:	Students will receive a reading list at the beginning of the semester.
Further information:	More content information in Aulis

Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Introduction in International and Intercultural Management in Tourism	To be announced	4	Course / Seminar	paper or oral examination or portfolio or presentation or report/paper
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISTM4 1412 Operations Management				
Module leader:	To be announced			
ECTS points:	3 ECTS	Workload (h):	90h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	45h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	60h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes:				
<p>The students have gained wider knowledge of the most important tools of operations management and know their significance in company-wide strategic planning related to the company overall and the overall system which links it together.</p> <p>They have understood the differences in the tools and are able to assess and evaluate operational management decisions. They are able to discuss alternatives in the choice of strategy.</p>				
Course content:				
<p>The module introduces the most important spheres of activity and systemic networked process cycles of operations management in tourism wherein especially the dynamics and interactions of the classical elements within the tourism value chain are treated and discussed.</p> <p>Exemplary particularly sales and customer loyalty processes at tour operators and travel agencies, travel implementing processes as well as customer loyalty processes and other supporting processes are taken into account. Examples from the transport sector and destination management are also used.</p> <p>Particular emphasis is put on the management requirements for the overall system which connects the spheres of activity; these are presented by name with reference to transverse topics.</p> <p>The module deals specifically with the application of management tools on the operational level such as product, price, quality, procurement, sales, yield and process management in the context of the basic strategic objectives of the organisation.</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Operations Management	To be announced	2	Course / Seminar	Report or case study or term/seminar paper or oral examination or portfolio or presentation or project work or report/paper
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ESWV4 1512 Intercultural Communication (Diversity)				
Module leader:	To be announced			
ECTS points:	3 ECTS	Workload (h):	90h	
Type of module and position in the course of study:	Mandatory module taught in the 4. semester	Contact hours (h):	45h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	60h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 4. semester of the study program <i>short form</i> ...			
Learning outcomes:				
The students				
<ul style="list-style-type: none"> ▪ learn to understand "culture" as a dynamic concept and can name the diverse life of every person with regard to different cultural habits. ▪ recognise the relativity of their own cultural imprint, are able to name the mechanisms regarding the emergence of prejudices and stereotypes and deal with prejudices in a more conscious manner. ▪ they are able to explain the different dimensions of culture and can interpret various intercultural conflicts in professional- and everyday life, with the aid of the dimensions of culture. ▪ can name different cultural rules, recognise different verbal and non-verbal communication patterns and assign them to different cultural norms. ▪ can use strategies for an improved treatment of misunderstandings in case studies, like meta communication and active listening. ▪ are prepared for the possibility of a culture shock and are able to name solutions for coping with culture shock. ▪ can distinguish different steps of intercultural competence; know options for action to overcome intercultural conflicts. 				
Course content:				
In the submodule Intercultural Communication, the following topics area treated:				
<ul style="list-style-type: none"> ▪ Culture and cultural identity ▪ World models for explaining intercultural conflicts, various approaches for interpreting cultural differences (e.g. Hall, Hofstede, Trompenaars, Lewis, Globe, Alexander Thomas, Sylvia Schroll-Machl) ▪ Pitfalls of the own perception and communicative misunderstandings ▪ Analyses of prejudices and stereotypes 				
-Emergence and course of a cultural shock				
-Phases of the intercultural competence				
-Practising of skills and strategies for the settling of conflicts				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Intercultural Communication	To be announced	2	Course / Seminar	Unit 1: Presentation
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	Unit 2: Oral examination,

				examination or homework
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2221 European Administrativ Law

Module leader:	To be announced		
ECTS points:	6 ECTS	Workload (h):	180h
Type of module and position in the course of study:	Elective module	Contact hours (h):	56h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	124h
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 1. semester of the study program <i>short form</i> ...		
Learning outcomes:			
<p>Knowledge and understanding (broadening knowledge, deepening knowledge, understanding knowledge)</p> <ul style="list-style-type: none"> • Scientific and application-related purpose and principles of the structure of legal case solutions in social law and in environmental and climate protection law, including scientific debate with several opinions • Historical roots of German and European/international social law • Systemic understanding of German social law in the context of constitutional and EU law • Interaction of climate protection and environmental law in the context of international, EU and German law <p>Use, application and generation of knowledge (use and transfer, scientific innovation)</p> <ul style="list-style-type: none"> • Working with legal literature and case law • Scientific examination of legal issues in expert opinions • Case-by-case application of the legal norms of the individual books of the German Social Code (SGB) • Case-related application of the legal norms of selected areas of environmental and climate protection law • Methodical solution of case studies <p>Communication and cooperation</p> <ul style="list-style-type: none"> • Solving practice-related legal cases in social law and in environmental and climate protection law of medium and high difficulty and coherent presentation in expert opinion form • Writing legal opinions in public law, ability to communicate the results of the application of the law <p>Scientific self-image or professionalism</p> <ul style="list-style-type: none"> • Awareness of the administration's legal obligations • Awareness of the implementation of legal principles of social and ecological sustainability in business and administration 			
Course content:			
<p>European Administrative Law:</p> <ul style="list-style-type: none"> • In-depth study of the principles of EU law with reference to administrative law • EU administrative procedural law • Selected areas of EU administrative law, in particular procedural principles with international references, antitrust law, state aid law, public procurement law • Comparative law of the fundamentals, administrative procedural law and exemplary individual areas of administrative law of selected EU member states • Exemplary legal case studies in EU administrative law and Member State administrative law 			

European Administration / Excursion:				
<ul style="list-style-type: none"> • Comparison of European administrative work in the EU and/or in selected Member States on the basis of selected areas of administrative law • Practical comparative study in an international student workshop, international study conference or visit to selected administrative authorities in another EU member state 				
Language of teaching:	English			
Prerequisites:	None			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
European Administrative Law:	To be announced	2	Course / Seminar	Written exam, Oral exam and /or Presentation
European Administration / Excursion:		2	Course / Seminar	
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ESWV4 2211 European Policy Analysis / Political Culture in the EU and European Countries

Module leader:	To be announced		
ECTS points:	6 ECTS	Workload (h):	180h
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	124h
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...		
Learning outcomes:			
1. European Policy Analysis Students should be able to: <ul style="list-style-type: none"> ▪ know and understand (broadening knowledge, deepening knowledge, understanding knowledge) ▪ differentiate between the various EU institutions and the phases and theories of integration of the European unification process and explain policy formulation in the multi-level system of the EU using concrete examples ▪ compare actors and processes in policy areas of the EU and its member states (policy arena analysis) ▪ contrast and evaluate national and supranational approaches to policy formulation in the EU 			
Use, application and generation of knowledge (utilisation and transfer, scientific innovation) <ul style="list-style-type: none"> ▪ to assess the relationship of the EU to its citizens in a differentiated way and to present democratic deficits ▪ to make a rough analysis of the influence of interest groups on policy formulation in selected thematic fields in the EU 			
Communication and cooperation <ul style="list-style-type: none"> ▪ present the main features and advantages of negotiated democratic systems and also defend them against critical objections 			

- reduce a complex subject area to a core of actors and procedures and present it in their own words in a simplified but accurate manner

Scientific self-understanding or professionalism

- have developed a basic understanding of a political science analysis and are able to develop a topic-related political analysis beyond the (newspaper-reading) everyday understanding and school education

2. Political Culture in the EU and European Countries

Students should be able to:

Knowledge and understanding (broadening knowledge, deepening knowledge, understanding knowledge).

- to break down the construct "political culture" into indicators and to describe their effect on the development of politics; both in relation to the EU as a whole and in individual, selected countries
- describe the main features of political systems in the EU and outline their functioning mechanisms
- to name, describe and comparatively analyze differences between the various types of democracy in the European Union on the basis of categories.

Use, apply and generate knowledge (use and transfer, scientific innovation)

- identify political systems and cultures at the national level as determinants in the pan-European policy process and demonstrate their effect on EU policy by way of example
- Identify, analyze and critically reflect on phenomena of EU disenchantment and populist countercurrents.

Communication and cooperation

- abstract the complexity of the political processes in the EU depending on the policy field, taking into account the respective actors, institutions and procedures, and present them in a simplified way using their own words

Scientific self-image or professionalism

- The value of the EU's peace goal, which is designed as a "neighbourhood project", is affirmed as a value for one's own life.

Course content:

1. European Policy Analysis

- Policy in the multi-level system; policy between national and supranational level.
- Theories and concepts of the integration process and its speed
- Models of integration: functionalism, federalism, confederalism; from economic unification to political unity
- Instruments of European cohesion policy
- Policy arena analyses and typical policy areas of the European Union
- The European Union and its citizens; democracy in the EU and democratic deficits
- The implementation of EU policies at the national level
- Interest groups and lobbying at the EU

2 Political Culture in the EU and European Countries

- Political Culture of the Union
- Political culture in selected member states
- Outlines of political systems in Europe (competitive and consociational democracies; parliamentary and presidential systems)
- EU Parliament and Parliamentarism in the Member States
- European party families and their family members
- Influence of member states in EU institutions
- Euroscepticism and populism as a threat to the EU

Language of teaching:

English

Prerequisites:

Module 2.1

Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
European Policy Analysis Political Culture in the EU and the European Countries	To be announced	4	Course / Seminar	Presentation (R) or project work (PA)
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISWI4 1441 Project Management

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes: Students are able to:				
<ul style="list-style-type: none"> ▪ Justify the significance of project management with regard to action within industrial companies. ▪ Design a project plan for a small project in teamwork. ▪ Calculate and interpret progress indicators and trend statements for a project based on actual and planning data. ▪ Formulate and recognise factors for the success of a project in industrial companies. 				
Course content: Principles of project management based on the IPMA Competence Baseline. Topics:				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Project Management	To be announced	4	Course / Seminar	Presentation (R) or project work (PA)
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISWI4 1451 International Management I and International External Auditing

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes:				
Following completion of the module, the students have a professional overview about the essential particularities of international business management in different functional areas and the ability to apply selected management methods and systems in the international context. With a view to international management tasks, you have practised exemplary problem solution- and action competence, at the hand of case studies, and gained team competence, intercultural and social competence as well in group work in intercultural teams. The following educational targets of the course of study are taught: Knowledge: 2, 4 skills: 5, 6 competences: 12, 14, 16, 17, 18				
Course content:				
During the course, the essential particularities of international business management are elaborated. Part of it are the stages and strategies of internationalisation, international environmental analysis, international market segmentation, country risk analyses and country portfolios, market entry strategies, as well as the particularities of selected management functions in an international context, such as marketing, leadership, communication, organisation. The balance sheets of international companies form a special main emphasis (international external auditing).				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Management + International external auditing	To be announced	4	Course / Seminar	Presentation (R) or project work (PA)
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

ISWI4 1511 Intercultural Communication

Module leader:	To be announced		
ECTS points:	6 ECTS	Workload (h):	180h
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...		

Learning outcomes:

Educational targets of this module are:

- Knowledge about typical challenges in the intercultural action environment as well as typical theoretical approaches and methods
- Knowledge about the phenomenon referred to as culture shock
- Knowledge about different role expectations in individual countries as well as dealing with gender-specific conflicts
- The ability to classify and analyse conflicts, as well as adequately applying various strategies for conflict solution
- Getting to know communication techniques facilitating intercultural communication as well as the ability to apply mediation techniques with regard to case studies
- Competence in dealing with a personal culture shock

The course addresses the essential particularities of intercultural communication and interaction and serves as a preparation for the two semesters abroad. The lecture is offered as a block seminar, prior to the official start of lectures, in order to guarantee an adequate introduction to the communicative challenges abroad. Besides introducing theoretical concepts for analysing and explaining intercultural differences and their consequences for personal interaction and communication, with the aid of intercultural action training, dealing with foreign cultures is practised and personally experienced in role plays and case studies. Here, also multi-media forms of learning are integrated and video-recordings are deployed for personal learning situations. Additional topics include the practical handling of intercultural malfunctions, culture shock, strategies for conflict solution, meta-communication and active listening, feedback rules, dealing with possible gender conflicts abroad, techniques of mediation and negotiation. The clarification of questions with regard to the upcoming year abroad is integrated herein. The students are more or less left to their own devices during their year abroad. Possible questions regarding courses of study to be selected, search for an internship placement and accommodation, as well as other questions of everyday life are addressed. Knowledge based on the experience of returnee students plays an essential role herein. The students will also have the opportunity to exchange thoughts during discussions with the returned co-students. Possible topics: university selection, subject selection, search for an internship placement, accommodation, immigration regulations. In the module-related exercise the gained insights are deployed with regard to practical questions and with suitable didactical means (e.g. video recordings, role plays).

Language of teaching:	English
Prerequisites:	none
Preparation/literature:	Students will receive a reading list at the beginning of the semester.
Further information:	More content information in Aulis

Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
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Intercultural Communication	To be announced	4	Course / Seminar	Case Presentation, paper or portfolio
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

BIM6 1611 International Management I

Module leader:	To be announced		
ECTS points:	6 ECTS	Workload (h):	180h
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...		
Learning outcomes:			
After completing the module the participants have:			
<ul style="list-style-type: none"> ▪ A deeper understanding of management theories; ▪ Knowledge of the global macro-environment of companies; an understanding of organisational structures and leadership behaviour; ▪ Decision-making skills with regard to the use of alternative strategies in the internationalisation process and the basic strategy orientation in international/global business. ▪ Application competence in terms of the suitable selection and the specific use of promising strategies and taking into account the interrelationships with structure and culture. ▪ Assessment competence for the feasibility and the benefit of selected strategies in view of the objectives pursued. ▪ Strategic competence for the development of fundamental, promising, sustainable social competence which takes the situation into account in order to learn and work in multinational groups. 			
Course content:			
The module teaches a solid understanding of different management approaches, the effects of internationalisation on company decisions and strategic planning. The course content includes theories of international management, management in a global environment, design of organisations and decision processes. The students are provided with an insight into international business relationships and the general conditions of international/global competition. The so-called sub-strategies in the internationalisation process and the fundamental types of strategies of international organisations are dealt with against this background. The discussion of scenario techniques and decision making enables the students to record decision-making processes in a comprehensible way. Finally, the interdependencies between strategy and (organisational) structure and strategy and culture (shown using the example of international staffing strategies) are discussed.			
Language of teaching:	English		
Prerequisites:	none		
Preparation/literature:	Students will receive a reading list at the beginning of the semester.		
Further information:	More content information in Aulis		

Courses of the module

Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Management I	To be announced	4	Course / Seminar	written exam o. oral exam o.
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	presentation o. essay

AWS8 1822 International Business Law				
Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	120h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes:				
<p>After completing the module, the participants are able to correctly assess market situations and market potential in international markets in a business game or with the aid of selected case studies, taking into account regional differences, and make specific decisions based on this. In particular, they can develop expansion strategies, further develop products in terms of technology and environmental friendliness, form the marketing mix in line with the market, take decisions on technical and staffing capacities, on purchasing of raw materials and financing, draw up plans, specify them in target values and continuously monitor that the plans are being adhered to. They can also use PC and planning software as a working tool or as decision-making support. They have thus gained an insight into the complex relationships of international business activity.</p> <p>They have achieved a basic specialist competence in international business law for contracts and for solving conflicts in international business and are able to recognise pertinent legal problems of economic practice early and include them in the planning of possible business activities. They are able to decide whether legal problems can be solved without involving professional legal assistance and have further enhanced their ability to communicate with lawyers or legal departments.</p>				
Course content:				
<p>Selected case studies and a business simulation game are used to consolidate the content of the “International Management I” module and to process this content with an analytical focus and with reference to its integrative application.</p> <p>Contents International Business Law:</p> <ul style="list-style-type: none"> ▪ Globalisation and law ▪ International trade organisations and their regulations using the example of the WTO ▪ Introduction to comparative law ▪ International private law ▪ International uniform law using the example of the UN Sales Convention ▪ INCO terms and practice in the law on international contracts <p>Basic principles of international civil procedural law and arbitration proceedings</p>				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
International Management I	To be announced	4	Course / Seminar	Written exam (60 min) or oral exam (Int. Business Law) and presentation (International Management II)
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

AWS8 1721 International Business Ethics & Corporate Social Responsibility

Module leader:	To be announced			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Elective module taught in the 2. semester	Contact hours (h):	75h	
Scope und frequency of teaching:	14 classes in summer term	Self-study (h):	124h	
Type of module and position in other study programs or continuing education offers:	Mandatory module in the 2. semester of the study program <i>short form</i> ...			
Learning outcomes: After concluding the module, the participants know the main business ethics concepts and ethical dimensions of business activities. They can ethically justify decisions and apply ethics management tools in actual fields and activities of management. The students understand ethics management as the practice of good business management and are able to reflect critically on the benefit of different ethics tools.				
Course content: The module teaches the fundamentals of business ethics. The students are introduced to strategic, business culture, human resource and financial dimensions of business ethics and deal with the demands on integrative management from the perspective of the organisation. Further topics include: ethics management systems and tools, specific aspects of business ethics (directors' salaries, child labour, forced labour, corruption etc.), Corporate Social Responsibility (CSR) and Corporate Citizenship (CC), Responsible Change and moral learning, ethical decision making and developing ethical skills. In a module-related tutorial, course content is illustrated further through guided self-study.				
Language of teaching:	English			
Prerequisites:	none			
Preparation/literature:	Students will receive a reading list at the beginning of the semester.			
Further information:	More content information in Aulis			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Business Ethics	To be announced	4	Course / Seminar	Essay
Bachelor programs only: Module-related tutorial		(1)	Guided self-study	

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