

Module Guide

Global Business and Economics (B.Sc.)

table of contents

2nd semester	4
Module Title: Statistics for Business and Economics	5
Module Title: Business Ethics and Intercultural Awareness	6
Module Title: Business Research Methods & Academic Writing.....	8
Module Title: Financial Accounting.....	10
Module Title: Finance	11
Module Title: Microeconomics	13
3rd semester	15
Language/Social Competence	16
Module Title: Español económico (C1)	17
Module Title: Français économique (C1)	19
Module Title: Chinese (A1).....	21
4th semester.....	23
Module Title: Operations Management (english).....	24
Module Title: Managerial Economics/ Economics of Strategy	26
Module Title: International Business	28
Module Title: Principles of International Economics	30
specialisation modules	31
Module Title: Advanced Managerial Accounting.....	32
Module Title: Financial Markets and Financial Services	33
Module Title: Derivative Financial Instruments.....	35
Module Title: Leadership and Personality	37
International specialisation modules	39
Module Title: Change and Project Management.....	40
Module Title: International Management Training	41
Module Title: International Business Law.....	43

Module Title: International Taxation	45
Module Title: Digital Business	47
Module Title: International Strategic Problem Solving.....	48



2nd semester

Module Title: Statistics for Business and Economics		
Modul Code: 72801	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Andreas Bernecker		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 2. Semester		
Events: Statistics for Business and Economics		
Teaching and Learning Methods:		
Lecture:	2	time of presence per week (45 minutes)
Tutorial:	2	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	-	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes Students get a fundamental understanding of working with data. They can summarize and analyze population data and distributions descriptively using measures of central tendency and variability. They can analyze relationships between variables using methods such as covariance, correlation, and simple linear regression. They understand challenges around incomplete sample data and around differentiating observing statistical relationships from establishing causality.		
Description of Content <ul style="list-style-type: none"> > Basic Concepts > Empirical Distributions > Measures of Central Tendency > Measures of Variability > Covariance, Correlation, Causation > Regression and Applications 		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method Please refer to the information exhibited under "Prüfer und Prüfungsformen" which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		
Literature and Lecture Notes <ul style="list-style-type: none"> > Weigand (2009): "Statistik mit und ohne Zufall", Physica > McClave/Benson/Sincich (2018): "Statistics for Business and Economics", Global Edition, Pearson > Cortinhas/Black (2012): "Statistics for Business and Economics", First European Edition, Wiley Further literature to be announced in the course.		

Module Title: Business Ethics and Intercultural Awareness		
Modul Code: 72802	ECTS Credits: 5	
Lecturers: Prof. Dr. phil. Hans Wilhelm Mackenstein Prof. Dr. rer. pol. Markus Fredebeul-Krein		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 2. Semester		
Events: Business Ethics and Intercultural Awareness		
Teaching and Learning Methods:		
Lecture:	2	time of presence per week (45 minutes)
Tutorial:	2	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	-	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes		
<p>Business Ethics Students are able to understand the meaning of business ethics and its significance in both economic and business terms. They know the ethical issues at stake and are equipped with the tools to analyze these issues. They:</p> <ul style="list-style-type: none"> >Are conversant with subject of business ethics. >Know key ethical concepts and ideas which can be applied to the experiences of countries and corporations. >Have a deeper understanding of what business ethics is about. >Learn about current policy challenges in business ethics and the impact of various policies. >Identify and understand the ethical issues that arise in business. >Become aware that ethical behavior is the best long-term business strategy for a company. 		
<p>Intercultural Awareness Apart from a basic sensitisation for the complexity of the subject "differences and similarities between different cultures" the graduates of this module will also be in the position to handle intercultural aspects in a positive way. With other words, they learn to avoid the potential problems and to make use of the differences.</p>		

<p>Description of Content</p> <p>Business Ethics</p> <p>1. Ethics in the World of Business</p> <ul style="list-style-type: none"> >The Meaning of Business and Ethics >Moral and Ethical Reasoning >Ethics, Economics, and Law >Corporations and Social Responsibility <p>2. Ethical Principles in Economics and Business</p> <ul style="list-style-type: none"> >Ethical Aspects of the Market System >Ethics in Free Market Economies >Models of Market Competition >Ethical Conflicts in Business <p>Intercultural Awareness</p> <ul style="list-style-type: none"> >What do we mean by "culture" within the context of this module? >What is the significance of cultural and inter-cultural aspects for businesses, regardless of whether they operate mainly domestically or largely on an international level? >Practical examples
<p>Entry Requirements</p> <p>Please refer to the examination regulations with regard to the admission for examination.</p>
<p>Assessment Method</p> <p>Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.</p>
<p>Literature and Lecture Notes</p> <p>Up-to-date (Additional) recommended reading will be announced in the lecture notes.</p>

Module Title: Business Research Methods & Academic Writing		
Modul Code: 72803	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Duc Hung Tran		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 2. Semester		
Events: Business Research Methods and Academic Writing		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	4	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes		
<p>The course aims are twofold: Firstly, the course provides an understanding of the role and importance of research to organizations. Research process stages including, formulating and clarifying research questions, writing a literature review, designing research, choosing appropriate methods of sampling, data collection and analysis, and reporting of findings. Secondly, this course also helps students of business and economics with their writing assignments, by guiding them through the stages of the academic writing process.</p> <p>As a result of taking this module, the student should be able to:</p> <ul style="list-style-type: none"> • Analyse the different stages and tools of the research process. • Examine a range of different methods and techniques used in research. • Apply research knowledge and skills by conducting a business research project, including the collection of qualitative and quantitative data. • Write up their research projects 		

Description of Content

Following the first course aim, this course introduces different traditions of business and management research, one of the most fundamental of which is the distinction between quantitative and qualitative research. This distinction lies behind the structure of the course and the way in which issues and methods are approached. Contents therefore include:

- basic ideas about the nature of business research and with considerations in planning and starting a student research project
- issues as the nature of the relationship between theory and research, plagiarism and quality of research designs along the criteria of validity, reliability and replicability

As for the second course aim, students are guided through the stages of the writing process and writing conventions in chapter one. Writing skills are explained and practised in chapter two, while chapter three is designed to assist students with aspects of academic vocabulary and with methods of how to document the sources of their papers.

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

- > S. Bailey, Academic Writing for International Students of Business, ROUTLEDGE (2nd Edition 2015)
- > A. Bryman, E. Bell, Business Research Methods, OXFORD (4th Edition 2007)
- > F. Macgilchrist, Academic Writing, SCHÖNIGH UTB (2014)

Additional recommended reading will be announced in the lecture notes.

Module Title: Financial Accounting		
Modul Code: 72804	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Duc Hung Tran		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 2. Semester		
Events: Financial Accounting		
Teaching and Learning Methods:		
Lecture:	3	time of presence per week (45 minutes)
Tutorial:	1	time of presence per week (45 minutes)
Laboratory:	0	time of presence per week (45 minutes)
Seminar:	0	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	0	real hours
Workload / term:	150	real hours
Learning Outcomes		
The students can explain the purpose as well as essential concepts and principles of accounting. They know the needs of the various users of financial statements. On this basis, they can explain the fundamental differences between different accounting systems. The students have understood the double-entry bookkeeping system and can depict ongoing business transactions. In addition, they are able to make the necessary closing bookings at the end of the period and draw up financial statements with the core elements.		
Description of Content		
<ul style="list-style-type: none"> > Purpose and concepts of accounting <ul style="list-style-type: none"> > Users of financial statements > Accounting principles > Basic differences between different accounting systems, in particular between IFRS and HGB > Recording of selected business transactions within the scope of ongoing business activities > Simple closing entries > Create simple profit and loss accounts and simple balance sheets by closing all individual accounts This module is offered every summer semester.		
Entry Requirements		
Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method		
Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		
Literature and Lecture Notes		
Up-to-date (Additional) recommended reading will be announced in the lecture notes.		

Module Title: Finance		
Modul Code: 73112	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Jürgen Stephan		
Course of Studies: [DE] International Business Studies (vierjährig) (B.Sc.) / 4. Semester / englischsprachige Veranstaltungen 4. Semesters [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 6. Semester / englischsprachige Veranstaltungen des 6. Semesters [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen 3. Semesters [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen des 3. Semesters [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 2. Semester [DE] International Business Studies (dreijährig) (B.Sc.) / 3. Semester [DE] International Business Studies (dreijährig) (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen 3. Semesters		
Events: Finance		
Teaching and Learning Methods:		
Lecture:	3	time of presence per week (45 minutes)
Tutorial:	1	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	-	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes The students understand the role of financial management in value creation of a company. They know the relevant financial terms. They know how to set up a financial plan and how to analyse the financing behavior of a company using financial ratios and cash flow statements. They are able to apply the relevant methods of capital budgeting and know which method is appropriate for which decision situation. The students know the relevant basic financial instruments and are able to select the right financial instruments for given financing needs.		
Description of Content > Basics (Introduction to Financial Statement Analysis: IFRS, Financial Decision Making and the Law of One Price) > Time, Money, and Interest Rates (The Time Value of Money, Interest Rates, Valuing Bonds) > Valuing Projects and Firms (Investment Decision Rules, Fundamentals of Capital Budgeting) > Long-Term Financing (Raising Equity Capital, Debt Financing, Leasing) > Working Capital Management This module bases on the contents of the module Basics of Business Management/Accounting. The contents of the modules Accounting 1 and Cost Accounting provide useful prior knowledge for this module. This module provides essential knowledge for the major 'Financial Management'. This module is usually offered every semester.		

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

> Berk, Jonathan/DeMarzo, Peter, Corporate Finance, 4th ed., 2017
 Additional recommended reading will be announced in the lecture notes.

Module Title: Microeconomics		
Modul Code: 73113	ECTS Credits: 5	
Lecturers: Prof. Dr. sc. pol. Norbert Janz		
Course of Studies: [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 5. Semester / englischsprachige Veranstaltungen des 5. Semesters [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen 3. Semesters [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen des 3. Semesters [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 2. Semester [DE] International Business Studies (vierjährig) (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen des 3. Semesters [DE] International Business Studies (dreijährig) (B.Sc.) / 3. Semester [DE] International Business Studies (dreijährig) (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen 3. Semesters		
Events: Microeconomics		
Teaching and Learning Methods:		
Lecture:	2	time of presence per week (45 minutes)
Tutorial:	2	time of presence per week (45 minutes)
Laboratory:	0	time of presence per week (45 minutes)
Seminar:	0	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	0	real hours
Workload / term:	150	real hours
Learning Outcomes The course imparts basic knowledge of the principles of market economies and price formation on markets. These principles are fundamental prerequisites to understand recent problems of and challenges to economic policy. Students will be able to understand and to evaluate the implications of policy measures. This enables them to compare strategic business options for companies and to contribute to strategy development.		
Description of Content <ul style="list-style-type: none"> > Introduction into microeconomics: Introductory experiment and fundamental concepts > Private firms: Production, costs, profits and supply > Competitive markets and market regulation > Monopolistic markets, market power and price differentiation > Monopolistically competitive markets and product differentiation > Oligopolistic markets and market strategies > Private households: Preferences, utility and demand > Game theory: Strategies in competition <p>Lectures will be accompanied by exercises, class room experiments and videos. This module is offered every summer semester.</p>		

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination. Knowledge of Business Mathematics 2 and Introductory Economics are essential.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

> Pindyck, Rubinfeld (2018): Microeconomics, 9th global edition, Edinburgh (Pearson).
 Additional recommended reading will be announced in the lecture notes.



3rd semester



Language/Social Competence

Module Title: Español económico (C1)		
Modul Code: 71112	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Meike Utzerath		
Course of Studies: [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] International Business Studies (vierjährig) (B.Sc.) / 4. Semester / Wirtschaftssprache 2 (C1) [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] International Business Studies (vierjährig) (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] International Business Studies (vierjährig) (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 3. Semester / Language/Social Competence [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 3. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1		
Events: Español económico (C1)		
Teaching and Learning Methods:		
Lecture:	0	time of presence per week (45 minutes)
Tutorial:	2	time of presence per week (45 minutes)
Laboratory:	0	time of presence per week (45 minutes)
Seminar:	2	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	70	real hours
Thesis / term:	35	real hours
Workload / term:	150	real hours
Learning Outcomes Level C1 of the Common European Framework for the Learning of Languages: "Can understand a wide range of demanding, longer texts, and recognise implicit meaning. Can express him/herself fluently and spontaneously without much obvious searching for expressions. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices."		
Description of Content > Terminology business Spanish > Spanish economy > Participation in discussions, presentations, conversations > Writing (e.g. research papers, term papers, extended reports) > European Union This module requires a command of the Spanish language that corresponds with Level B2 (of the Common European Framework of Reference for Languages). It prepares students directly for studying at the Spanish-speaking partner universities. This module is offered every summer term.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		

Literature and Lecture Notes

Additional recommended reading will be announced in the lecture notes.

Module Title: Français économique (C1)		
Modul Code: 73114	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Meike Utzerath		
Course of Studies: [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] International Business Studies (vierjährig) (B.Sc.) / 4. Semester / Wirtschaftssprache 2 (C1) [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] International Business Studies (vierjährig) (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] International Business Studies (vierjährig) (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 3. Semester / Language/Social Competence [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 3. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] International Business Studies (dreijährig) (B.Sc.) / 2. Semester / Wirtschaftssprache 2 (C1)		
Events: Français économique (C1)		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	2	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	2	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	70	real hours
Thesis / term:	35	real hours
Workload / term:	150	real hours
Learning Outcomes Level C1 of the Common European Framework for the Learning of Languages: "Can understand a wide range of demanding, longer texts, and recognise implicit meaning. Can express him/herself fluently and spontaneously without much obvious searching for expressions. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices."		
Description of Content > Deepen terminology > Details of advanced grammar > Practicing chats, presentations and discussions > Writing longer texts, such as research papers, reports or essays This module requires a command of the French language that corresponds with Level B2 (of the Common European Framework of Reference for Languages). This module is offered every Summer Semester.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		

Literature and Lecture Notes

Additional recommended reading will be announced in the lecture notes.

Module Title: Chinese (A1)		
Modul Code: 71508	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Meike Utzerath		
Course of Studies: [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] International Business Studies (vierjährig) (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] International Business Studies (vierjährig) (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 3. Semester / Language/Social Competence [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 2. Semester / Language/Social Competence [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 3. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1		
Events: Chinese (A1)		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	4	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	-	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	105	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	45	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes The students have a knowledge of elementary language use of the Chinese language, which can serve as the basis for the simplest communication.		
Description of Content Can understand familiar words and very basic phrases concerning oneself, the family and immediate concrete surroundings when people speak slowly and clearly. Can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues. Can interact in a simple way provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help formulate what a person is trying to say. Can ask and answer simple questions in areas of immediate need or on very familiar topics. Can use simple phrases and sentences to introduce oneself and others and ask other people questions about their person – e.g. where they live, which people they know or what kind of things they possess. Can write a short, simple postcard, for example sending holiday greetings, fill in forms with personal details, for example entering name, nationality and address on a hotel registration form. The course is given in the summer term.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		

Literature and Lecture Notes

Additional recommended reading will be announced in the lecture notes.



4th semester

Module Title: Operations Management (english)		
Modul Code: 74110	ECTS Credits: 5	
Lecturers: Prof. Dr.-Ing. Tim Höhne		
Course of Studies: [DE] International Business Studies (vierjährig) (B.Sc.) / 4. Semester / englischsprachige Veranstaltungen 4. Semesters [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2020 (Studienbeginn ab WS 2020/21) / 4. Semester / ohne Studienschwerpunkt [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2018 (Studienbeginn ab WS 2018/19) / 4. Semester / ohne Studienschwerpunkt [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / englischsprachige Veranstaltungen 4. Semesters [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 4. Semester / englischsprachige Veranstaltungen 4. Semesters [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 7. Semester / englischsprachige Veranstaltungen des 7. Semesters [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / englischsprachige Veranstaltungen 4. Semesters [DE] European Business Studies (B.A.) / 4. Semester [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2016 (Studienbeginn ab WS 2016/17) / 4. Semester / ohne Studienschwerpunkt [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2016 (Studienbeginn ab WS 2016/17) / 4. Semester / Schwerpunkt "Technischer Vertrieb" [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2020 (Studienbeginn ab WS 2020/21) / 4. Semester / Schwerpunkt "Technischer Vertrieb" [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2018 (Studienbeginn ab WS 2018/19) / 4. Semester / Schwerpunkt "Technischer Vertrieb"		
Events: Operations Management (english)		
Teaching and Learning Methods:		
Lecture:	4	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	-	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours

Learning Outcomes

Manufacturing companies depend on efficient organization of their value creation by designing their own processes and structures. The lecture Operations Management presents the basic connections, approaches and tasks for producing entities. The solutions are discussed in a practice-oriented way. In particular, questions regarding the estimation of costs and benefits are taken into account while considering respective business models. It provides a fundamental, holistic-economic understanding of operations management (i.e., procurement, production, and logistics processes) in order to discuss related management issues against the background of current developments. Participants recognize the challenges of designing and optimizing the value chain of manufacturing companies and service providers. Starting from the objectives they chose and prioritize corresponding theories and models.

Description of Content

Part 1: Lecture overview Introduction and overview of the lecture series

- > OM as the core function of a company
- > OM as value management in companies
- > Goods, services and digital products as objects of OM

Part 2: Procurement Management - Ensuring the Supply of a Business

- > Why procurement
- > The value added share as a design principle of a company
- > Sourcing Strategies - Procurement Strategies
- > Operational Procurement Management: tools and tools for determining needs

Part 3: Production Management – Creation of goods and services

- > Basics Production and Lean Management
- > Time Based Competition - the time factor in production management
- > Operational production management
- > Industry 4.0 as the "future of production management?"

Part 4: Logistics Management - Process Chains in the Supply of Goods and Services

- > From T-U-L Logistics to Supply Chain Management
- > Different interpretation sovereignty: The four schools of Supply Chain Management
- > The bullwhip effect triggering cross-company consideration in the SCOR model

Part 5: Summary

This module is offered once per year, during the summer semester.

The prerequisites are the contents of the following modules, but not necessarily the completion of these modules:

- > Basics Business Administration
- > Personal / organizational theory
- > Math / Statistics
- > Cost accounting, v.a. Handling and calculating production costs, contribution margins, fixed / variable costs, machine hourly rate calculation, investment costs

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

- > Heizer, J./Render, B. (2011), Operations Management, Global Edition, 10e, Pearson
 - > David, P./Steward, R. (2010), International Logistics The Management of International Trade Operations, 3e, Cengage Learning
- Additional recommended reading will be announced in the lecture notes.

Module Title: Managerial Economics/ Economics of Strategy		
Modul Code: 74801	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Markus Fredebeul-Krein		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester		
Events: Managerial Economics/ Economics of Strategy		
Teaching and Learning Methods:		
Lecture:	40	time of presence per week (45 minutes)
Tutorial:	20	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	-	time of presence per week (45 minutes)
Total contact hours/week:	60	time of presence per week (45 minutes)
Total contact hours/term:	60	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	90	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes		
<p>The purpose of Managerial Economics / Economic Strategy is to provide economic terminology and reasoning for the improvement of managerial decisions. After this course, students shall#</p> <ul style="list-style-type: none"> > be familiar with the key concepts, terminology, and principles of managerial economics > have a richer appreciation of a firm's environment: customers, suppliers, competitors, government, regulators > be able to identify the central decision problems managers face and provide the economic analysis they need to guide these decisions > be able to apply microeconomic analysis to decision methods of businesses > know how to make strategic managerial decisions. <p>At the beginning of the course, we will review basic microeconomic aspects regarding markets followed by a discussion on how different types of market structure influence a firm's strategy. We will then exam the behavior of firms in regulated markets. At the beginning of the course, we review basic microeconomic aspects regarding how firms act/ behave in competitive markets applying demand- and supply analysis of markets. We then focus on monopolies where we discuss and analyze some managerial problems such a market faces. In chapter 4 we extend our analysis by looking at firms with market power in order to highlight different types of market power. In doing so we will focus on markets in which firms have some monopolistic power, enabling them to set prices in view of making profits. In chapter 5 we analyse strategic decision making by examining how different types of market structure (oligopoly, monopolistic competition) influence a firm's competitive strategy. In the next chapter we extend this analysis by using game theory. In doing so, it can be shown how markets evolve and operate and how managers should think about the strategic decisions they continually face. In chapter 7 we will look at competition strategies in imperfect markets, considering cartels as well as mergers and acquisitions. In the final chapter 8 we will exam firm behavior in markets with asymmetric information, a typical phenomenon particularly in-service industries such as the insurance sector. Thereby a focus will be on the implications for business and consumers.</p>		

<p>Description of Content</p> <p>The module starts with presenting and developing the foundations of microeconomics, followed by pricing considerations based on managerial economics. It will cover the following aspects:</p> <ul style="list-style-type: none"> > Introduction > Supply and Demand on Competitive Markets > Monopoly Markets > Pricing with Market Power > Oligopoly and Monopolistic Competition > Game Theory and Business Strategy > Competition strategies in imperfect markets: Cartels and M&A > Markets with Asymmetric Information
<p>Entry Requirements</p> <p>Please refer to the examination regulations with regard to the admission for examination.</p>
<p>Assessment Method</p> <p>Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.</p>
<p>Literature and Lecture Notes</p> <p>Perloff, Jeffrey M., James A. Brander (2019): Managerial Economics and Strategy, Pearson, Prentice Hall; 2nd ed. Pindyck, Robert and Daniel Rubinfeld (2017): Microeconomics“, Global Edition. Pearson, Prentice Hall; 9th ed. Keat, Paul, Philip K Young and Steve Erfle (2014): Managerial Economics, Prentice Hall; 7th ed. Additional recommended reading will be announced in the lecture notes.</p>

Module Title: International Business		
Modul Code: 75627	ECTS Credits: 5	
Lecturers: Prof. Dr. phil. Hans Wilhelm Mackenstein Prof. Dr. phil. Andreas Moosdorf		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2016 (Studienbeginn ab WS 2016/17) / Wahlpflichtmodulkataloge / Schwerpunkt "Technischer Vertrieb" / Wahlmodulkatalog FB 7 - Katalog B [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 9. Semester / Vertiefungsmodule [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2018 (Studienbeginn ab WS 2018/19) / Wahlpflichtmodulkataloge / Wahlmodulkatalog FB 7 [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 8. Semester / Vertiefungsmodule [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2016 (Studienbeginn ab WS 2016/17) / Wahlpflichtmodulkataloge / ohne Studienschwerpunkt / Wahlmodulkatalog FB 7 - Katalog A [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2020 (Studienbeginn ab WS 2020/21) / Wahlpflichtmodulkataloge / Wahlmodulkatalog FB 7 [DE] Industrial Engineering (M.Sc.) / Industrial Engineering (3-semesterig) / 1. Semester / für Abschluss Wirtschaftsingenieurwesen / Wahlfachmodul FB07 [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Industrial Engineering (M.Sc.) / Industrial Engineering 4-semesterig / 2. Semester / für Abschluss Wirtschaftsingenieurwesen / Wahlmodule FB07 [DE] International Business Studies (dreijährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodule		
Events: International Business - Group 2 International Business - Group 1		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	4	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes Students are aware of the complex environment in which international businesses operate. They are able not only to describe the various external factors, but also to analytically assess them in terms of their meaning for the international company. In this respect, they will draw upon all they have learned so far and apply this to the international context by way of adapting and/or using respective instruments and procedures.		

Description of Content

After a first general introduction of the discipline itself and the wider environment in which it is set, the attention will shift to a number of external forces an internationally operating company must face, both at home and abroad, such as legal, political or socio-cultural forces, to name but a few. Once these external aspects have been discussed, the focus will shift inside the company in order to address possible ways in which the international business may deal with such different and complex circumstances.

This module requires a good command of the English language (Business English, Level B1 of the Common European Framework of Reference for Languages) and is ideally taken, once the core business modules of the first two years of study have been successfully passed. An ideal combination would be to also choose the module "Principles of International Economics". This module is offered, regularly, every Summer Semester.

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination. Highly desirable: asolid command of the English language.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

Literature will be recommended in the material offered for this lecture.

Module Title: Principles of International Economics		
Modul Code: 75735	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Andreas Bernecker		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester		
Events: Principles of International Economics		
Teaching and Learning Methods:		
Lecture:	0	time of presence per week (45 minutes)
Tutorial:	0	time of presence per week (45 minutes)
Laboratory:	0	time of presence per week (45 minutes)
Seminar:	4	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes		
Students will get a fundamental understanding of international economics, in particular, after this course, students shall be able to		
<ul style="list-style-type: none"> > understand different reasons for trade between countries > use different models to describe patterns of trade > analyze various international trade policies and their effects on national and world welfare > discuss current trade policy challenges > understand current and financial account, different exchange rate systems and their implications > discuss the European Monetary Union and the Euro crisis 		
Description of Content		
<ul style="list-style-type: none"> > International Economics and World Trade > International Trade Theory > Instruments of Trade Policy > Political Economy of Trade Policy > Current and Financial Account > Exchange Rates > European Monetary Union The module is offered every summer semester.		
Entry Requirements		
Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method		
Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		
Literature and Lecture Notes		
<ul style="list-style-type: none"> > Krugman/Obstfeld/Melitz (2018): International Economics, Pearson, 11th edition. Additional recommended reading will be announced in the lecture notes.		



specialisation modules

Module Title: Advanced Managerial Accounting		
Modul Code: 75119	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Sebastian Gell		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / specialisation modules		
Events: Advanced Managerial Accounting		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	4	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes The overall aim of this seminar is to enable the students to understand the contribution of Controlling to help managers make better decisions. By emphasizing human behaviour aspects and focusing on concepts, analyses and procedures Controlling is recognized as an essential managerial tool for business strategy and operational implementation.		
Description of Content The controller's role in the organization will be discussed and controlling terms and tools will be introduced. Special emphasis will be laid on reporting, budgetary planning and responsibility accounting. Relevant information for decision making and incremental analysis will be discussed. Finally, the balanced scorecard will be evaluated as a tool for implementing an organisation's strategy.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		
Literature and Lecture Notes Up-to-date (Additional) recommended reading will be announced in the lecture notes.		

Module Title: Financial Markets and Financial Services	
Modul Code: 75618	ECTS Credits: 5
Lecturers: Prof. Dr. rer. pol. Philipp Schmitz	
Course of Studies: [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 9. Semester / Vertiefungsmodule [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / specialisation modules [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 8. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] International Business Studies (dreijährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodule	
Events: Financial Markets and Financial Services	
Teaching and Learning Methods:	
Lecture:	- time of presence per week (45 minutes)
Tutorial:	- time of presence per week (45 minutes)
Laboratory:	- time of presence per week (45 minutes)
Seminar:	4 time of presence per week (45 minutes)
Total contact hours/week:	4 time of presence per week (45 minutes)
Total contact hours/term:	- time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	- real hours
Thesis / term:	- real hours
Workload / term:	- real hours
Learning Outcomes The students get to know the structure of financial market and learn about the role of the financial institutions acting in this market. They learn how to evaluate risky financial instruments, such as stocks and bonds, on the basis of the capital market theory. The students realize the importance of financial intermediaries for the financial management. They understand structure and function of the essential financial branches and learn to choose the right partner for financial transactions. In addition, the students understand what influence the digital transformation has with regard to financial markets and institutions.	

Description of Content

Part 1: Introduction and Basics

- > Motivation
- > Classification
- > Definition of the Object of Investigation
- > Structure and Function of Financial Markets
- > The Role of Financial Intermediaries

Part 2: Financial Markets

- > Exchanges as Organized Capital Markets
- > Financial Instruments
- > Primary and Secondary Markets
- > Indexes as Market Indicators
- > The Relation between Risk and Return
- > Are Financial Markets efficient?

Part 3: Financial Services

- > Banks as Financial Intermediaries
- > Insurance Companies as Financial Intermediaries
- > Asset Managers as Financial Intermediaries
- > FinTech Companies -A New Kind of Financial Intermediation?

Prior knowledge of the contents of the module Finanzwirtschaft or Finance is strongly recommended.

This module is regularly offered every winter semester.

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

Literature will be recommended in the material offered for this lecture.

Module Title: Derivative Financial Instruments		
Modul Code: 75619	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Philipp Schmitz		
Course of Studies: [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 5. Semester / Vertiefungsmodul [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodul [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodul [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 9. Semester / Vertiefungsmodul [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / specialisation modules [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 8. Semester / Vertiefungsmodul [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 6. Semester / Vertiefungsmodul [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 4. Semester / Vertiefungsmodul [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodul [DE] International Business Studies (dreijährig) (B.Sc.) / 5. Semester / Vertiefungsmodul [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodul [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodul		
Events: Derivative Financial Instruments		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	1	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	3	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes The students get to know and understand the most relevant derivative financial instruments. They understand how derivative markets are operating and the necessity for standardization. Furthermore, they are able to interpret trade statistics of futures exchanges and to calculate the changing balances and margin accounts. They are able to apply standard hedging strategies to given corporate problems. Using well-established valuation methods, the students are able to calculate fair prices for derivative financial instruments.		

Description of Content

- Part 1: Introduction
- Part 2: Forwards and Futures
 - > Futures Markets
 - > Hedging with Futures
 - > Interest Rates
 - > Forward and Futures Prices
 - > Interest Rate Futures
- Part 3: Swaps
- Part 4: Options
 - > Option Markets
 - > Stock Options
 - > Trading Strategies
 - > Option Prices

Prior knowledge of the contents of the module Finanzwirtschaft or Finance is strongly recommended. This module is offered regularly in the summer semester.

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

Hull, John C. (2014), Options, Futures and Other Derivatives, 9th ed. (global edition), Pearson Education.

Module Title: Leadership and Personality		
Modul Code: 75648	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Thomas Fritz		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / specialisation modules		
Events: Leadership and Personality		
Teaching and Learning Methods:		
Lecture:	0	time of presence per week (45 minutes)
Tutorial:	2	time of presence per week (45 minutes)
Laboratory:	0	time of presence per week (45 minutes)
Seminar:	2	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	50	real hours
Thesis / term:	55	real hours
Workload / term:	150	real hours
Learning Outcomes		
<p>Participants acquire further competencies in the area of leadership with particular focus on professional decision making and the management of change processes. The lecture is organized in four parts:</p> <p>Part 1: In the first part, students are introduced to details of their own motivation, preference models, personality traits and decision-making processes using structured models of personality psychology.</p> <p>Part 2: In the second part, students acquire skills to identify and prevent unconscious biases and fallacies that occur in the context of decision-making processes.</p> <p>Part 3: The third part focuses on prescriptive and normative-ethical decision theory. In particular, students learn the basics of analytical/statistical prioritization of alternatives under certainty and uncertainty. Furthermore, fundamental models of ethical decision-making are introduced.</p> <p>Part 4: The fourth part covers the management of stakeholders and various decision makers as well as basics of change management and the practical implementation of decisions.</p> <p>Generally, the focus of the lecture Leadership & Personality lies in the practical applicability and the independent transfer of the acquired competences and knowledge to practical cases and examples.</p>		
Description of Content		
<ul style="list-style-type: none"> > Basics of prescriptive, normative and descriptive decision theory > Unconscious biases > Models of personality psychology (Big Five personality traits, MBTI) > Heuristics > Expectation theory and utility hypothesis > Basic models of ethical decision-making > Introduction to Change Management > Stakeholder Management and interaction of decision makers > Influencing techniques and activist investors 		

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

Literature will be recommended in the material offered for this lecture.



International specialisation modules

Module Title: Change and Project Management		
Modul Code: 75117	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Thomas Fritz		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / International specialisation modules		
Events: Change and Project Management		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	1	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	3	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes Participants know the basic approaches of organizational change and project management. They can assess the organizational state of development of different organizations and different organizational cultures. They know the basic instruments, and they are able to apply the appropriate tools to realize the desired outcome of the planned project management goals.		
Description of Content Along with explaining the theory and practice of change management and comprehensively covering the models, tools, and techniques of successful change management, this module includes international examples and case studies throughout the lectures. The topics on cultural change reflect the emerging new thinking and practice in this area, offering ways to help managers implement cultural change processes within their organization. It also explores cultural sensitivity and what to do when cultures collide. Additionally, the inter-relationship of IT with project management and change management is taught. It includes project success, explains how project management approaches are increasingly being used to manage transformational change, and covers complexity models, agile approaches, and stakeholder management.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		
Literature and Lecture Notes David L. Cleland, Roland Gareis, Global Project Management Handbook: Planning, Organizing and Controlling International Projects, Second Edition: Planning, Organizing and Controlling International Projects 2nd Edition Kim Heldman Project Management JumpStart, 3rd edition Ricard D. Lewis When Cultures Collide: Leading Across Cultures 4th Edition		

Module Title: International Management Training		
Modul Code: 75644	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Thomas Fritz		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / International specialisation modules		
Events: International Management Training		
Teaching and Learning Methods:		
Lecture:	0	time of presence per week (45 minutes)
Tutorial:	2	time of presence per week (45 minutes)
Laboratory:	0	time of presence per week (45 minutes)
Seminar:	2	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	50	real hours
Thesis / term:	55	real hours
Workload / term:	150	real hours
Learning Outcomes This subject develops an understanding of the nature of intrapersonal and interpersonal competencies and their relevance to management development in contemporary organisations. It explores behavioural skill learning in order to establish a platform for continued development. Students learn and take over the role as management trainers. All participants will be able to create a self-diagnosis in terms of the basic training skills. They will design a practical management training plan, checked and coached by either the lecturer as well as by a coaching partner during the semester. Participants are able to develop a practical training unit in terms of developing management skills. They know how to apply the methodology of Kolb and Fry "Experiential Learning" by realizing a practical training unit. They are able to reflect their own behaviour in different situations of international management contexts. They know how to enlarge their own behavioural range for practicing the culturally appropriate style in situations of communication, conflict, leadership, teamwork etc.		
Description of Content Theoretical approaches of International Management Training. Methodology of management training, didactical approaches, media, brain-friendly learning, experiential learning according to Kolb and Fry. Tools and instruments assessing and developing intercultural and managerial competencies. This subject is offered generally every semester.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		

Literature and Lecture Notes

- > Whetten, D. and Cameron, K.: Developing Management Skills – a comprehensive guide for leaders-.
- > Neck, C. and Manz, C.: Mastering self-leadership: empowering yourself for excellence.
- > Küstenmacher, T.: Simplify your life - Seven Practical Steps to Letting Go of Your Burdens an Living a Happier Life.
- > Covey, St.: Personal Workbook – the 7 habits of highly effective people.
- > Lewis, R. D.: When Cultures Collide – Leading across Cultures.
- > Hare, K. and Reynolds, L.: The Trainer’s Toolkit – bringing Brain-Friendly Learning to Life.
- > Hart, L.: The Leadership Training Activity Book: 50 Exercises for Building Effective Leaders.

Module Title: International Business Law		
Modul Code: 75668	ECTS Credits: 5	
Lecturers: Prof. Dr. jur. habil Kathrin Kroll-Ludwigs		
Course of Studies: [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 9. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 8. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / International specialisation modules [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] International Business Studies (dreijährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodule		
Events: International Business Law		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	4	time of presence per week (45 minutes)
Seminar:	-	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes This module intends to familiarize you with the key legal issues that market player encounter in transnational commercial practice. We discuss the basics of Private International Law (PIL), some EU-Directives, the Rome I and II Regulation and the Convention on International Sale of Goods (CISG).		
Description of Content One of the most important question in the area of international law is to define the applicable national law. This question is answered by the Private International Law (PIL), also called The Conflict of Laws. Fortunately, these rules of conflict of laws are unified within the area of the EU since some years (Rome I and Rome II Convention) what makes it easier within the EU to determine the national law which is applicable on international situations. In this way the first step will be to get the knowledge of the principles of PIL and Rome I and II. Certain aspects of substantive law has been unified in EU as well by some EU Directives , e.g. the area of consumer protection. To get a rough idea of the content of these Directives will be a second topic in this module. As far as sale contracts between entrepreneurs are concerned (b2b), there is a worldwide unification of some issues concerning sale contract rules (Convention of International Sale Contracts - CISG) with very detailed regulations on the question how to conclude an international contract. To know the basics of this CISG will be the third topic of this module.		

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination.

Assessment Method

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature and Lecture Notes

Literature will be recommended in the material offered for this lecture.

Module Title: International Taxation		
Modul Code: 75675	ECTS Credits: 5	
Lecturers: Prof. Dr. jur. Jürgen Vogt		
Course of Studies: [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 9. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 8. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / International specialisation modules [DE] Betriebswirtschaft / Business Studies (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodule		
Events: International Taxation		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	4	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes The students know the essential forms of cross-border business (direct business, permanent establishment, subsidiary) and the tax consequences international companies of various legal forms are exposed to. They can assess the economic impact of the tax consequences and know the methods for avoiding international double taxation. The students are able to analyze and critically assess specific issues, in particular aspects of the treaty shopping, CFC legislation, exit taxes and transfer pricing with regard to their tax and business implications.		
Description of Content The goal of this course is to lay the foundations for international corporate taxation and to point out and discuss the essential approaches and possibilities of tax planning for national and cross-border business activities. The students are able to apply their theoretical knowledge in cases and examples and use their knowledge to solve cases in a goal oriented way. The module is offered every summer term in English language. The corresponding lecture in German language is given during the winter term.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		

Literature and Lecture Notes

Literature will be recommended in the material offered for this lecture.

Module Title: Digital Business		
Modul Code: 75678	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Matthias Vieth		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / International specialisation modules		
Events: Digital Business		
Teaching and Learning Methods:		
Lecture:	2	time of presence per week (45 minutes)
Tutorial:	2	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	-	time of presence per week (45 minutes)
Total contact hours/week:	4	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	-	real hours
Learning Outcomes		
The students will > understand how digitalization changes the business environment > know the difference between "traditional" and "new" business models > be able to analyze and systematize digital business models > be able to apply knowledge and to help companies to develop digital business models or to transform traditional business models		
Description of Content		
The module contains lectures, exercises, case studies and practical work. This module is offered every summer semester.		
Entry Requirements		
Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method		
Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		
Literature and Lecture Notes		
Up-to-date recommended reading will be announced in the lecture notes.		

Module Title: International Strategic Problem Solving		
Modul Code: 75679	ECTS Credits: 5	
Lecturers: Prof. Dr. phil. Andreas Moosdorf		
Course of Studies: [DE] Global Business and Economics (B.Sc.) (ab WS17/18) / 4. Semester / International specialisation modules		
Events: International Strategic Problem Solving		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	-	time of presence per week (45 minutes)
Seminar:	4	time of presence per week (45 minutes)
Total contact hours/week:	-	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes		
<ul style="list-style-type: none"> > Students understand the logical, psychological and social aspects that influence problem solving (in an international context). > Students develop and apply a process that can minimize negative effects in problem solving and produce the best solutions. > Students will apply strategic problem solving on a real company case. 		
Description of Content		
<ul style="list-style-type: none"> > Introduction to problem solving > Pitfalls of problem solving > Structured problem solving > Stating problems > Structuring problems > Solving problems > Sell solutions 		
Entry Requirements		
Please refer to the examination regulations with regard to the admission for examination.		
Assessment Method		
Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.		
Literature and Lecture Notes		
Bernard Garrette, Corey Phelps, Olivier Sibony. Cracked it!. Palgrave Macmillan. 2018. Literature will be recommended in the material offered for this lecture.		