

Module Guide

Wintersemester 2021/22

Global Business and Economics (B.Sc.)

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1st semester

Module Title: Business English (C1)		
Modul Code: 71520	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Meike Utzerath		
Course of Studies: [DE] Sprachenzentrum / Semesterbegleitende Sprachkurse / Standort Aachen / FB Wirtschaftswissenschaften [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 3. Semester / Sprache/Sozialkompetenz 2 [DE] Global Business and Economics (B.Sc.) / 1. Semester [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 2. Semester / Sprache/Sozialkompetenz 2		
Events: Business English (C1) - Group 1		
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 English language that corresponds with Level B2 (of the Common European Framework of Reference for Languages). It is itself the prerequisite for the module "English Writing Workshop". The module is offered regularly, ie every semester -provided enough students sign up.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination. It is strongly recommended that candidates have passed Level B2.		
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 Business and Economics		
Modul Code: 71801	ECTS Credits: 5	
Lecturers: Prof. Dr. jur. Jürgen Vogt Prof. Dr. rer. pol. Markus Fredebeul-Krein		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 1. Semester		
Events: Principles of 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		
<p>The students understand Business Studies as a science in its own right and are able to explain the basic ideas behind it. They know of the main functional areas of a business, the principal legal forms for businesses, and the reasons for and forms of co-operation between companies - and they can competently discuss respective issues. The students are able to collect information independently and scientifically prepare the material so they can respond to concrete question in an informed way without having to conduct their own primary research. EconomicsThe students learn elementary knowledge of microeconomics and macroeconomics, both of which are in general the base of economic-political discussions. Based on a certain acquaintance of macroeconomic facts (like GDP) students are able analyse central microeconomic and macroeconomic issues (like market equilibrium and unemployment). This makes them capable to follow daily economic reports as well as to classify and analyse economic-political positions of parties and organisations. They can derivate micro- and macroeconomic implications of economic-political measures and discuss the consequences for the economic environment of a company.</p>		
Description of Content		
<p>As part of Principles of Business Management, the following topics are being taught:</p> <ul style="list-style-type: none"> > Business Studies as a science; > The various business functions; > The business as a closed system; > The company life cycle, from being set up till its closure; > The most important legal forms of companies; > Co-operation between companies <p>As part of Principles of Economics, the following topics are being taught:</p> <ul style="list-style-type: none"> > Principles of Economics > Foundations of Microeconomics > Foundations of Macroeconomics > Social Economics 		
This module is offered once a year, during the winter semester.		
Entry Requirements		
See examination regulations		

Assessment Method

Written Exam (90 minutes)

Literature and Lecture Notes

Business

Pride, W.M. et al., Principles of Business, Cengage

Economics Acemoglu, Daron, D. Laibson, J.A. List (2016): Economics. Pearson, Global Edition

Additional recommended reading will be announced in the lecture notes.

Module Title: Human Resources and Organisation		
Modul Code: 71802	ECTS Credits: 5	
Lecturers: Prof. Dr. Matthias Karl Weßling Prof. Dr. rer. pol. Thomas Fritz		
Course of Studies: [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 1. Semester / englischsprachige Veranstaltungen des 1. Semesters [DE] International Business Studies (vierjährig) (B.Sc.) / 1. Semester / englischsprachige Veranstaltungen des 1. Semesters [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 2. Semester / englischsprachige Veranstaltungen des 2. Semesters [DE] Global Business and Economics (B.Sc.) / 1. Semester [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 1. Semester / englischsprachige Veranstaltungen des 1. Semesters [DE] International Business Studies (dreijährig) (B.Sc.) / 1. Semester - englischsprachige Ausrichtung / englischsprachige Veranstaltungen des 1. Semesters		
Events: Human Resources and Organisation		
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:	55	real hours
Thesis / term:	50	real hours
Workload / term:	150	real hours
Learning Outcomes This module provides the students with progressive thinking about organizations today. It is about creating organizations and managing people. It helps future managers thoroughly prepare for the challenges of today's business world. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concept.		
Description of Content This module provides students with the daily tools and skills they need to function as successful managers - in both human resources and organizational business. With a practical approach, the module explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms. This module focuses on emerging industry trends, it prepares students with everything they need to be successful managers of organizations and HR personnel in the 21st century. This module is generally offered in Winter Semester.		
Entry Requirements Please refer to the examination regulations.		
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

Snell/Morris/Bohlander: Managing Human Resources, Cengage 2016

Crawshaw/Budhwar/Davis: Human Resource Management: strategic and international perspectives, SAGE, 2017

Daft/Murphy/Willmott: Organization Theory and Design, Cengage 2017

Kotter: Why transformation efforts fail, in: HBR 2/1995, S. 59-67

Additional recommended reading will be announced in the lecture notes.

Module Title: Principles of Business Law		
Modul Code: 71803	ECTS Credits: 5	
Lecturers: Prof. Dr. jur. habil Kathrin Kroll-Ludwigs		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 1. Semester		
Events: Principles of Business Law		
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		
Students will acquire knowledge of various fundamental areas of civil law and domestic and international business law with a focus on contracts, companies, cartel law and international sales contracts. The students will be able to identify important legal issues in these areas and relate them to various typical real-life situations. The students will be enabled to argue simple cases regarding frequently recurring situations. The students will also be able to act as an intermediary for the legal profession.		
Description of Content		
Main topics to be covered include: > Basic terms and concepts of civil law, such as persons and things. > Contracts, in particular conclusion, termination, remedies, and special types of contracts, e.g. purchase contract, rental contract, building/repair contract and legal remedies of the buyer/lessee/customer under the statutory > German law relating to these types of agreements		
Property, in particular transfer of title to movable and immovable property encumbrances, pledges and transfers serving as collateral		
Entry Requirements		
See examination regulations		
Assessment Method		
Written exam (90 minutes)		
Literature and Lecture Notes		
> Reimann/Zekoll, Introduction to German Law, 2nd edition, 2006 > Robbers, An Introduction to German Law, 6th edition, 2016 > Macintyre Ewan, Business Law, 7th edition, 2014		
Additional recommended reading will be announced in the lecture notes.		

Module Title: Mathematics for Business and Economics		
Modul Code: 71804	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Sebastian Gell		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 1. Semester		
Events: Mathematics 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		
Learning Outcomes The students are familiar with the basic techniques and methods of mathematics such as (one-dimensional) functions and their derivations, equations, equation systems, etc. and are able to use these methods to transform verbally formulated quantitative economic facts and relationships into mathematical models and solve them thereafter. The module serves as the basis for most subjects of the course "Global Business and Economics" and mainly imparts methodological competence.		
Description of Content		
Description of Content Content Overview		
Chapter 1: Functions of one independent variable		
Chapter 2: Differentiation of one-dimensional functions		
Chapter 3: Limits and continuity		
Chapter 4: Introduction to matrix calculation		
Chapter 5: Single-variable optimization		
Chapter 6: Functions of many variables		
Content Details		
Chapter 1: Functions of one independent variable 1.1 Introduction 1.2 Basic function types 1.3 Inverse and compound functions		
Chapter 2: Differentiation of one-dimensional functions 2.1 The derivative 2.2 Differentiation rules 2.3 Derivatives of higher order, monotony and curvature		
Chapter 3: Elasticity, limits and continuity 3.1 Elasticity 3.2 Limits 3.3 Continuity		
Chapter 4: Introduction to matrix calculation 4.1 Matrices and matrix operations 4.2 Matrix multiplication 4.3 Linear systems of equations 4.4 Gaussian elimination method 4.5 Inverse Matrix		
Chapter 5: Optimization of one-dimensional functions 5.1 Definition extrema and conditions for local extrema 5.2 Examples finding extrema 5.3 Inflection points, operating optimum and operating minimum		
Chapter 6: Functions of several independent variables 6.1 Introduction 6.2 Partial derivatives 6.3 Partial Elasticity 6.4 Differentials 6.5 Unconstrained optimization 6.6 Optimization with constraints		
Entry Requirements		
See examination regulations		
Assessment Method		
Written exam (90 minutes)		

Literature and Lecture Notes

Literature and Lecture Notes Sydsaeter, K., Hammond, P.: Essential Mathematics for Economic Analysis, Pearson Education, 2016
Alpha C. Chiang, Kevon Wainwright: Fundamental Methods of Mathematical Economics,

Fourth Edition
Ian Jacques; Mathematics for Business and Economics; 9th. ed., 2018
Additional recommended reading will be announced in the lecture notes.

Module Title: Information Technology		
Modul Code: 73109	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. nat. Stephan Jacobs		
Course of Studies: [DE] International Business Studies (dreijährig) (B.Sc.) / 3. Semester - alle Ausrichtungen / englischsprachige Veranstaltungen des 3. Semesters [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 3. Semester / englischsprachige Veranstaltungen 3. Semester [DE] International Business Studies (vierjährig) (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen des 3. Semesters [DE] Global Business and Economics (B.Sc.) / 1. Semester [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen des 3. Semesters		
Events: Information Technology - Workshop, Group 2 Information Technology - Workshop, Group 1 Information Technology - Lecture		
Teaching and Learning Methods:		
Lecture:	2	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	2	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 lecture is split up into two parts: The lecture about information technology and a practical hands-on course using the PC. Information Technology The students are aware of the impact of IT on business. They are able, to research for information with respect to a given problem in the field of business and IT. They are able to evaluate this information and to present a solution to the given problem.		
Practical Course PC The students are able to systematically work with the PC. They are especially able to use textprocessors and spreadsheet calculation to solve business problems. The students are able identify solutions in the given field of textprocessing and spreadsheet calculation.		

Description of Content

Information Technology

- > IT and Business
- > Digitalization
- > Computer
- > Communication
- > NetworksInternet and WWWeCommerce and eBusiness
- > Data Privacy and Data Security
- > Cryptography
- > Future Trends in ITPractical Course PC
- > Wordprocessing Basics (Formats for characters, paragraphs and documents)
- > Style sheets, document templates
- > Wordprocessing for scientific texts (automatically generated contents, list of figures, links, footnotes, literature, ...)
- > Spreadsheet calculation basics (cell, column, row, formatting of cells, functions, connecting functions, diagrams, ...)
- > Solving statistical problems using spreadsheet calculation
- > Spreadsheet calculation in business (pivot-tables, solver, simulation, ...)This module is 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

Up-to-date recommended reading will be announced in the lecture notes.

2nd semester

Module Title: Finance		
Modul Code: 73112	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Sebastian Gell		
Course of Studies: [DE] International Business Studies (dreijährig) (B.Sc.) / 3. Semester - alle Ausrichtungen / englischsprachige Veranstaltungen des 3. Semesters [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2016 (Studienbeginn ab WS 2016/17) / Wahlpflichtmodulkataloge / ohne Studienschwerpunkt / Wahlmodulkatalog FB 7 - Katalog A [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 3. Semester / englischsprachige Veranstaltungen 3. Semester [DE] International Business Studies (vierjährig) (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen des 3. Semesters [DE] Betriebswirtschaft Praxis Plus (B.Sc.) [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 6. Semester / englischsprachige Veranstaltungen des 6. Semesters [DE] International Business Studies (vierjährig) (B.Sc.) / 3. Semester [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 3. Semester / englischsprachige Veranstaltungen des 3. Semesters [DE] European Business Studies (B.A.) / 3. Semester [DE] International Business Studies (dreijährig) (B.Sc.) / 3. Semester - alle Ausrichtungen [DE] Global Business and Economics (B.Sc.) / 2. Semester		
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

1. Basics
 - 1.1. The Corporation
 - 1.2. Introduction to Financial Statement Analysis: IFRS
 - 1.3. Financial Decision Making and the Law of One Price
2. Time, Money, and Interest Rates
 - 2.1. The Time Value of Money
 - 2.2. Interest Rates
 - 2.3. Valuing Bonds
3. Valuing Projects and Firms
 - 3.1. Investment Decision Rules
 - 3.2. Fundamentals of Capital Budgeting
4. Long-Term Financing
 - 4.1. Raising Equity Capital
 - 4.2. Debt Financing
 - 4.3. Leasing
5. Working Capital Management

This module bases on the contents of the module Basics of Business Management. The contents of the modules Accounting 1 and Cost Accounting provide useful prior knowledge for the this module. This module is offered regularly.

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.

Language/Social Competence

Module Title: Español de negocios (B2)		
Modul Code: 71109	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Meike Utzerath		
Course of Studies: [DE] European Business Studies (B.A.) / Katalog Wirtschaftssprachen [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] International Business Studies (vierjährig) (B.Sc.) / 2. Semester / Wirtschaftssprache 1 (B2) [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 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] European Business Studies (B.A.) / 1. Semester [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Global Business and Economics (B.Sc.) / 3. Semester / Language/Social Competence [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 2. Semester / Sprache/Sozialkompetenz 2		
Events: Español de negocios (B2)		
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 B2 of the European framework of reference for languages: "Can understand the main content of complex texts on concrete and abstract topics; Understands specialist discussions in its own special field. Can communicate spontaneously and fluently allowing a normal conversation with native speakers without much effort on both sides. Can express itself clearly and in detail on a wide range of topics, can explain a point of view and specify the advantages and disadvantages of different options or alternatives."		
Description of Content <ul style="list-style-type: none"> • Introduction into business Spanish • Advanced grammar (conditional, subjuntivo, tempi) • Presentation skills (including exercises in presenting) • Writing (e.g. reports, summaries) • Text analysis (e.g. newspaper articles and abstracts about politics, economy and administration) This module requires a command of the Spanish language that corresponds with Level B1 (of the Common European Framework of Reference for Languages). It is itself the prerequisite for the module "Business Spanish, Level C1 (of the Common European Framework of Reference for Languages)". This module is 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

Will be handed out in class.

Module Title: Business French (B2)		
Modul Code: 71111	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Meike Utzerath		
Course of Studies: [DE] European Business Studies (B.A.) / Katalog Wirtschaftssprachen [DE] International Business Studies (dreijährig) (B.Sc.) / 1. Semester - französischsprachige Ausrichtung [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] International Business Studies (vierjährig) (B.Sc.) / 2. Semester / Wirtschaftssprache 1 (B2) [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 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] European Business Studies (B.A.) / 1. Semester [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Global Business and Economics (B.Sc.) / 3. Semester / Language/Social Competence [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 2. Semester / Sprache/Sozialkompetenz 2		
Events: Français économique (B2)		
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 B2 of the Common European Framework for the Learning of Languages: "Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options."		
Description of Content <ul style="list-style-type: none"> • Introduction into businessfrench • Writing (e.g. reports, summaries) • Text analysis (e.g. newspaper articles and abstracts about politics, economy and administration) This module requires a command of the French language that corresponds with Level B2 (of the Common European Framework of Reference for Languages). It is itself the prerequisite for the module "Business French, Level C1 (of the Common European Framework of Reference for Languages)". This module is offered every Winter Semester.		
Entry Requirements Please refer to the examination regulations with regard to the admission for examination.		

Assessment Method

The form of examination will be published at the beginning of each semester in the placard "Prüfer und Prüfungsformen" (building E, bulletin board 2nd floor).

Literature and Lecture Notes

Will be handed out in class.

Module Title: Chinese (A1)	
Modul Code: 71508	ECTS Credits: 5
Lecturers: Prof. Dr. rer. pol. Meike Utzerath	
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 3. Semester / Language/Social Competence	
Events: Chinese (A1)	
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:	- time of presence per week (45 minutes)
Total contact hours/week:	- 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
Description of Content	
The module is 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 ist 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: Committee work		
Modul Code: 71518	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Meike Utzerath		
Course of Studies: [DE] International Business Studies (vierjährig) (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 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 (vierjährig) (B.Sc.) / 2. Semester / Sprache/Sozialkompetenz 2 [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 1. Semester / Sprache/Sozialkompetenz 1 [DE] Global Business and Economics (B.Sc.) / 3. Semester / Language/Social Competence [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 2. Semester / Sprache/Sozialkompetenz 2		
Teaching and Learning Methods:		
Lecture:	2	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	2	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 > become familiar with the regulations and processes of student representation and self-government > learn working constructively to support all students in the development and improvement of current degree programs > learn exercising memberships / hold offices independently > learn dealing with conflicts between different groups at the university and contribute to solving them		
Description of Content Participation, active involvement and taking responsibility for memberships / held offices is credited in the area of "language/ social competences".Credits are granted for the following memberships / held offices: > Student Vice Dean > Student member of the faculty > Member of the students representatives of the faculty > Member of the Examination Board > Member of at least two appeal commissions Participation, active involvement and taking responsibility for memberships / held offices has to be free of charge for two consecutive semesters. The module is offered every semester.		
Entry Requirements Prerequisite is the election as a student representative for the respective committee.		

Assessment Method

Participation and active involvement will be certified by the chairperson of the committee or, for the student representatives of the faculty, by the dean in coordination with the chairman of the student representatives of the faculty

Literature and Lecture Notes

Regulations (examination regulations, regulations of the student body of the faculty etc.) and regulations of the faculty.

Module Title: Personal Development		
Modul Code: 71521	ECTS Credits: 5	
Lecturers: Prof. Dr. Matthias Karl Weßling		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 3. Semester / Language/Social Competence		
Events: Personal Development		
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 Participants learn basic tools and skills for developing their own personality and professional competencies that will prepare them the future labour market. Students understand the story of their own life and identify from it the essential topics of development for the coming years. Simultaneously they design a personal development plan with „mini habits“ for the time period of one semester, by what they change defined behavioural patterns. The development process will lead to an elaborated self-report reflected in personal brand video pitch.		
Description of Content Self-assessment, self-awareness, self-management; basics of personality and professional development; discovering talents; future workplace skills; leadership and teambuilding across cultures; conducive planning of personal development; personal development and coaching; constructive ways of communication for conflict management; emotional intelligence; stress management; performance management; competency based professional development; body language; work-life-balance and life-leadership; personal branding; career 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 > Guise, S.: Mini habits – smaller habits, bigger results, 2013 > Masters, L. A. and Wallace, H. R.: Personal Development for Life and Work, 2015 > Covey, St.: Personal Workbook – the 7 habits of highly effective people, 2017. > Covey, St.: The 7 habits of highly effective people: Powerful lessons in Personal Change, 2013. > Goleman, D.: Emotional Intelligence: Why it can matter more than IQ. 2006 or any other edition> Lewis, R.: When Cultures Collide: Leading Across Cultures. 2018 or any other edition > Clark, D. Reinventing You: Define your Brand, Imagine Your Future. 2017 Additional recommended reading will be announced in the lecture notes.		

5th semester

Module Title: International Management and Marketing		
Modul Code: 74802	ECTS Credits: 5	
Lecturers: Prof. Dr. phil. Andreas Moosdorf		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 5. Semester		
Events: International Marketing and Management		
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:	3	time of presence per week (45 minutes)
Total contact hours/term:	45	time of presence per week (45 minutes)
Preprocessing and postprocessing / term:	75	real hours
Thesis / term:	30	real hours
Workload / term:	150	real hours
Learning Outcomes		
Participants understand the fundamentals of international marketing strategy, brand management, creative marketing and its international peculiarities, as well as creative advertising and its international peculiarities. Participants can design an internationally scoped marketing strategy for a brand, develop a creative concept and implement the same making appropriate media choices.		
Description of Content		
CONTENT:		
1. International Marketing Strategy		
2. International Brand Management		
3. International Creative Marketing Management		
4. International Creative Media Management		
FREQUENCY:		
The module is offered every summer semester only		
ADVICE:		
This module requires elementary comprehension of business management and marketing. Students will work on a practical company assignment throughout the semester.		
Entry Requirements		
The admission requirements can be found in the examination regulations.		
Assessment Method		
The type of examination can be found as "Prüfer und Prüfungsformen" at the notice board (building E, 2nd floor, glass box).		

Literature and Lecture Notes

Warren J. Keegan, Mark Green: Global Marketing. Pearson.

Philip R. Cateora, John Graham, Mary C. Gilly. International Marketing. McGraw Hill.

Tom Altstiel, Jean Grow, Marcel Jennings. Advertising Creative. Sage.

[most recent version and publication year]

Additional study material such as case studies will be provided during the lectures.

Module Title: Business Management (with business game)		
Modul Code: 75103	ECTS Credits: 5	
Lecturers: Prof. Dr. oec. Jan Frohn Prof. Dr. rer. pol. Sebastian Gell Prof. Dr. rer. pol. Duc Hung Tran		
Course of Studies: [DE] Wirtschaftsingenieurwesen (B.Sc.) [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 5. Semester / Unternehmensführung [DE] Betriebswirtschaft Praxis Plus (B.Sc.) [DE] European Business Studies (B.A.) [DE] International Business Studies (vierjährig) (B.Sc.) [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Unternehmensführung [DE] International Business Studies (dreijährig) (B.Sc.) / 5. Semester / Unternehmensführung [DE] Global Business and Economics (B.Sc.) / 5. Semester		
Events: Business Management (with business game) - Group 1 (LUDUS) Business Management (with business game) - Group 3 (LUDUS) Business Management (with business game) - Group 2 (TopSim)		
Teaching and Learning Methods:		
Lecture:	-	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	2	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:	45	real hours
Thesis / term:	60	real hours
Workload / term:	150	real hours
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 > Rathgeber & Partner (Hrsg.): Business-Simulation LUDUS for Windows: Participants' Manual. Rathgeber & Partner: Staufenberg, 1999. > Copies are available at the copyshop or as a file on Ilias Additional recommended reading will be announced in the lecture notes.		

International specialisation modules

Module Title: International Market and Sector Analysis		
Modul Code: 75113	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Markus Fredebeul-Krein		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 5. Semester / International specialisation modules		
Events: International Market and Sector Analysis		
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		
After this course, students are familiar with the key concepts, terminology, and principles of (international) market and sector analysis. They know international organisations relevant for international firms and the institutional setting in which they operate. Students can analyse the (international) market environment of a firm applying microeconomics and using appropriate methods of market analysis. They can accurately assess the key factors and dynamics that shape markets and sectors and assess/develop international business strategies in specific sectors for creating and sustaining competitive advantage.		
Description of Content		
At the beginning of the course, we will introduce key techniques for analysing markets and sectors. We will first examine international organisations relevant for internationally operating firms followed by a discussion of methods and instruments of market and sector analysis in an international environment. As the course proceeds, we will examine a firm's resources and capabilities in order to be able to develop international business strategies, depending on the specific characteristics of markets and sectors. Through case studies, we will analyze how successful international companies have deployed the concepts discussed in class to create and sustain competitive advantage in specific sectors.		
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"> > Michael E. Porter (2013): Competitive Strategy: Techniques for Analyzing Industries and Competitors; Free Press; 13th ed > Michael E. Porter (2011): Competitive Advantage of Nations: Creating and Sustaining Superior Performance; Free Press; 11th ed > Sherman, Roger (2007): Market Regulation, Prentice Hall, 1st ed > Balleisen, Edward J. and David A. Moss (2012): Government and Markets: Toward a New Theory of Regulation; Cambridge University Press; Reprint edition > Magretta, J. (2012): Understanding Michael Porter: The Essential Guide to Competition and Strategy. Harvard Business Review Press 		

Module Title: Change and Project Management		
Modul Code: 75117	ECTS Credits: 5	
Lecturers: Anzelika Krastina Prof. Dr. rer. pol. Meike Utzerath		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 5. 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		
<ul style="list-style-type: none"> > 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: Topics in International Economics		
Modul Code: 75120	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Andreas Bernecker		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 5. Semester / International specialisation modules		
Events: Topics in International Economics		
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:	65	real hours
Thesis / term:	40	real hours
Workload / term:	150	real hours
Learning Outcomes Students deepen their economic knowledge by applying economic methods to selected international economic topics. They learn to analyse recent economic problems in an international context and to evaluate political solutions. They will be able to follow competently and question critically the recent economic discussion. They practice how to present economic ideas in front of a plenary, to tackle critical questions, and to lead a discussion.		
Description of Content Selected recent topics in international economics such as recent developments in trade policy, the European monetary crisis, development economics, public debt, electronic currencies, Brexit, migration etc. Students need approval of the lecturer, but basically choose their own topic to work on themselves.		
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 bibliography and comprehensive lecture notes will be provided at the start of each semester.		

Module Title: International Management Training		
Modul Code: 75644	ECTS Credits: 5	
Lecturers: Prof. Dr. Matthias Karl Weßling		
Course of Studies: [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 5. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 8. Semester / Vertiefungsmodule [DE] Global Business and Economics (B.Sc.) / 5. Semester / International specialisation modules [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 4. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] International Business Studies (dreijährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 9. Semester / Vertiefungsmodule		
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 an 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 generally 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

- > 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 and 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

Additional recommended reading will be announced in the lecture notes.

Specialisation modules

Module Title: Business Analysis		
Modul Code: 75114	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Duc Hung Tran		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 5. Semester / Specialisation modules		
Events: Business Analysis		
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		
This course aims to introduce students to business analysis and valuation. By the end of the course, students should be able to apply an economic framework for the analyses of a firm's expected performance and firm's shares.		
Description of Content		
This course first introduces and develops an economic framework for business analysis and valuation. This framework covers key analysis components such as business strategy analysis, accounting analysis, financial analysis, and prospective analysis, with a strong emphasis on equity (stock) valuation. This framework is then applied to a variety of decision contexts including valuation, merger and acquisition analysis, and corporate financial policies analysis. Each of the topics introduced in this course covers both institutional details and results of relevant academic research. It is furthermore supported by a series of case studies. This course should thus appeal to students interested in the use of financial accounting in corporate finance, equity research, fund management, and strategy consulting.		
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"> > B. Elliot, J. Elliot, Financial Accounting and Reporting, PEARSON (18th Edition, 2017) > K. Palepu, P. Healy, V. Bernard and E. Peek, Business Analysis and Valuation: Using Financial Statements, CENGAGE (Fourth IFRS edition, 2016). 		
Up-to-date bibliography and comprehensive lecture notes will be provided at the start of each semester.		

Module Title: Value Based Management		
Modul Code: 75124	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Sebastian Gell		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / 5. Semester / Specialisation modules		
Events: Value Based Management		
Teaching and Learning Methods:		
Lecture:	0	time of presence per week (45 minutes)
Tutorial:	0	time of presence per week (45 minutes)
Laboratory:	4	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:	70	real hours
Thesis / term:	35	real hours
Workload / term:	150	real hours
Learning Outcomes		
<p>CEOs, business managers, and financial managers require a deep understanding how to measure and manage value in order to do their jobs well and fulfill their responsibilities. In this lecture, students learn the key foundations of value and are able to apply the core principles of value creation:</p> <ol style="list-style-type: none"> 1. the idea that return on invested capital and growth drive cash flow, which in turn drive value, and 2. the conservation of value principle, which says that anything that doesn't increase cash flow doesn't create value (unless it reduces risk) on real world examples. <p>The understanding of the three fundamental value drivers - namely profitability, growth and risk – allows to intuitively understand the linkages between strategy and finance. Students can analyze historical performance, forecast free cash flows, estimate the appropriate opportunity cost of capital, and based on such input parameters can use the discounted cash flow model and economic value-added model to estimate and identify sources of value and interpret the results.</p>		

Description of Content

After a first general introduction of the discipline itself and the wider environment in which it is set, the first part of the lecture deals with the foundations of value. We discuss the fundamental principles of value creation as well as the conservation of value and the role of risk. Based on such knowledge, the alchemy of stock market performance is discussed. The first part concludes with an analysis of the two drivers of cash flow, i.e. return on invested capital and growth. The second part of the lecture is about core valuation techniques based on DCF and residual income. Students learn the frameworks for valuation and how to reorganize the financial statements in order to analyze performance and thus to forecast performance and to estimate the continuity value. The single chapters are complemented with detailed case studies that highlight the practical judgement involved in value-based management and thus how to make good decisions about courses of action for a company.

Part I – Foundations of Value

1. Why value value?
2. Fundamental principles of value creation
3. Conservation of value and the role of risk
4. The alchemy of stock market performance
5. Return on invested capital
6. Growth

Part II – Core Valuation Techniques

7. Frameworks for valuation
8. Reorganizing the financial statements
9. Analyzing performance
10. Forecasting performance
11. Estimating continuing value
12. Estimating the cost of capital
13. Using multiples

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

Current sources will be announced in lecture, material will be made available in the internet

> Koller, T., Goedhart, M., Wessels, D. (2020): Valuation: Measuring and Managing the Value of Companies, 7th edition, John Wiley & Sons.

<https://ebookcentral.proquest.com/lib/aachen/detail.action?docID=6207779>.

> Professional journals

> EU: current developments of accounting

> IASB: current Exposure Drafts (<http://www.iasb.org>)

> Ross, S. A./Westerfield, R. W./Jaffe, J., Corporate Finance, 7th ed., 2005

(http://europa.eu.int/comm/internal_market/accounting/index_en.htm)

Module Title: Supply Chain Management (englisch)		
Modul Code: 75608	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Markus Focke		
Course of Studies: [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Wirtschaftsingenieurwesen (B.Sc.) [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 5. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 8. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Global Business and Economics (B.Sc.) / 5. Semester / Specialisation modules [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 4. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2020 (Studienbeginn ab WS 2020/21) / Wahlpflichtmodulkataloge / Wahlmodulkatalog FB 7 [DE] International Business Studies (dreijährig) (B.Sc.) / 5. 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.) / 9. Semester / Vertiefungsmodule		
Events: Supply Chain Management (english)		
Teaching and Learning Methods:		
Lecture:	2	time of presence per week (45 minutes)
Tutorial:	-	time of presence per week (45 minutes)
Laboratory:	2	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:	85	real hours
Thesis / term:	20	real hours
Workload / term:	150	real hours
Learning Outcomes Learning Outcomes > The students recognize problems and challenges of a supply chain resulting from a vertical division of labor between different companies. > The students understand the relevance of a professional supply chain management for the success of companies. > The students understand the development stages starting with basic logistic activities and leading to modern SCM approaches. They can recognize in a company for they are working, on which development stage this is operating. From this, they derive the appropriate measures. > The students know the topics relevant to the conceptual design and design of supply chains and they are familiar with the decisions to be take. The students know the planning and controlling tasks of supply chain management. They are familiar with methods and tools to cope with the typical challenges.		

Description of Content

Introduction to Supply Chain Management

- > The historical development of SCM in the 20th and 21st centuries
 - > The complexity of today's value chains and their drivers
 - > Logistic core tasks in supply chain management
 - > Outsourcing and make-or-buy decisions as facilitators for supply chain management
 - > The strategic design of supply chains and its most important models and methods
 - > The operational tasks and processes of coordinating supply chains
 - > Basic concepts of distribution logistics
 - > Service level and inventory management
 - > Supply Chain postponement
- It is recommended to have successfully attended in the following modules:
- 73109 Information Technology
 - 74110 Operations Management
 - 74801 Managerial Economics / Economics of Strategy
 - 73112 Finance
- This module is offered during winter semesters (starting WS 2018/2019).

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

Depending on varying topics, eg.

- > Simchi-Levi / Kaminsky: Designing and managing the supply chain
- > H.-Chr. Pfohl: Logistiksysteme
- > Fine: Clockspeed

Module Title: Corporate Finance		
Modul Code: 75617	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Jürgen Stephan		
Course of Studies: [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 5. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 8. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Global Business and Economics (B.Sc.) / 5. Semester / Specialisation modules [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 4. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2020 (Studienbeginn ab WS 2020/21) / Wahlpflichtmodulkataloge / Wahlmodulkatalog FB 7 [DE] International Business Studies (dreijährig) (B.Sc.) / 5. 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.) / 9. Semester / Vertiefungsmodule		
Events: Corporate Finance		
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 understand the complex tasks of modern financial management. They are accustomed with the major determinants of a financing policy. They are able to calculate market based cost of capital and to provide market based valuations of companies. They know how to derive a meaningful financial leverage. The students master the basics of modern portfolio theory and risk management.		

Description of Content

1. Introduction
2. Valuing Stocks
3. Risk and Return
 - 3.1. Capital Markets and the Pricing of Risk
 - 3.2. Optimal Portfolio Choice and the Capital Asset Pricing Model
 - 3.3. Estimating the Cost of Capital
 - 3.4. Investor Behavior and Capital Market Efficiency
4. Capital Structure
 - 4.1. Capital Structure in a Perfect Market
 - 4.2. Debt and Taxes
 - 4.3. Financial Distress, Managerial Incentives, and Information
 - 4.4. Payout Policy
5. Capital Budgeting and Valuation with Leverage

Prior knowledge of the contents of the module Finanzwirtschaft or Finance is strongly recommended. The modules of the major 'Financial Management' do not require a specific sequence. 'Financial Management' may be combined with all other majors.

This module is 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

Berk, Jonathan/ DeMarzo, Peter, Corporate Finance, 4th ed., 2017

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.) / 5. Semester / Specialisation modules		
Events: Leadership and Personality		
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:	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. 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. 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. 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

Will be handed out during the course.

Module Title: Economics of Innovation		
Modul Code: 75687	ECTS Credits: 5	
Lecturers: Prof. Dr. sc. pol. Norbert Janz		
Course of Studies: [DE] International Business Studies (dreijährig) (B.Sc.) / 4. Semester / Vertiefungsmodule [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 5. Semester / Vertiefungsmodule [DE] Betriebswirtschaft Praxis Plus (B.Sc.) / 4. Semester / Vertiefungsmodule [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] Betriebswirtschaft / Business Studies in Teilzeit (B.Sc.) / 10. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 6. Semester / Vertiefungsmodule [DE] Global Business and Economics (B.Sc.) / 5. Semester / Specialisation modules [DE] Betriebswirtschaft / Business Studies (B.Sc.) / Betriebswirtschaft/Business Studies / 4. Semester / Vertiefungsmodule [DE] International Business Studies (vierjährig) (B.Sc.) / 5. Semester / Vertiefungsmodule [DE] Wirtschaftsingenieurwesen (B.Sc.) / PO 2020 (Studienbeginn ab WS 2020/21) / Wahlpflichtmodulkataloge / Wahlmodulkatalog FB 7 [DE] International Business Studies (dreijährig) (B.Sc.) / 5. 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.) / 9. Semester / Vertiefungsmodule		
Events: Economics of Innovation		
Teaching and Learning Methods:		
Lecture:	2	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:	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:	65	real hours
Thesis / term:	40	real hours
Workload / term:	150	real hours
Learning Outcomes Students deepen their economic knowledge by applying economic methods to selected economic topics. They learn to analyse recent problems of the German and European economy and to evaluate political solutions. They will be able to follow competently and question critically the recent economic discussion.		

Description of Content

The module "Topics in economics" is offered every Winter semester in English language with changing topics. In the Winter semester 2019/20, these topics refer to Economics of Innovation and Technology Policy. The class will be based on the annual report of the German Commission of Experts in Research and Innovation (E-FI) on "Research, Innovation and Technological Performance in Germany" Topics are:

> German and European research and innovation policy

> Energy transition

> Start-Ups

> Artificial Intelligence

> Basic research Lectures will be accompanied by videos, online courses, case studies and student presentations.

Entry Requirements

Please refer to the examination regulations with regard to the admission for examination. Knowledge of Microeconomics and Macroeconomics 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

Information is given on ILIAS at the beginning of each semester. In Winter 2018/19 it will be based on documents supplied bei E-FI.

Additional module

Module Title: Advanced Statistics and Stochastics for Business and Economics		
Modul Code: 75165	ECTS Credits: 5	
Lecturers: Prof. Dr. rer. pol. Andreas Bernecker Prof. Dr. rer. pol. Markus Fredebeul-Krein		
Course of Studies: [DE] Global Business and Economics (B.Sc.) / Additional module		
Events: Advanced Statistics and Stochastics for Business and Economics		
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:	105	real hours
Thesis / term:	-	real hours
Workload / term:	150	real hours
Learning Outcomes		
<p>The students can apply advanced mathematical methods to illustrate and analyze economic problems quantitatively. Using methods of descriptive statistics, they can visualize and interpret economic data; using methods of inferential statistics, they can derive estimates and draw conclusions from the data. Students are familiar with several basic stochastic processes, their structural differences (e.g. autocorrelation), and corresponding areas of application, like modeling inflation rates, stock prices or insurance contracts. Students are well-equipped with fundamental concepts and intuitions from statistics and stochastics in preparation for other econometrical methods or a quantitative thesis. This module expands on previous knowledge from 'Mathematics for Business and Economics' and 'Statistics for Business and Economics'.</p>		
Description of Content		
<ul style="list-style-type: none"> > Methods of descriptive statistics (e.g., boxplot, Q-Q plot) > Introduction to stochastic processes (e.g., AR, GARCH and Wiener processes, Markov chains) > Properties and simulation of stochastic processes and their application in economics, finance and operations research > Methods of inferential statistics (e.g., estimators, confidence intervals, an introduction to bootstrap methods) > Advanced regression techniques (multiple regression, LASSO regression) with applications in factor investing and model reduction 		
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.		