

English Stream winter semester 2007/2008, start 1 October 2007

Module-Nr.	Module-Title
Supplementary Courses (Studium Generale), level: Bachelor	
101030	Intercultural Communications for Business
101425	Intensive Week of English
101344	Business Ethics (Philosophy)
101406	Office Skills in English
101433	Introduction to Business English
101322	Introduction to the German Economic System for Exchange Students
101325	Introduction to Nature's Economic and Financial System
101434	Academic Writing in English
101435	Public Speaking Workshop Advanced
101440	Public Speaking Workshop Intermediate
101445	Culture and Film in Foreign Languages
Bachelor Programme Business Administration – Stage I (Year 1 & 2)	
200191	Human Resources and Organisation
200192	Investment and Finance
200193	Marketing
200291	Basics of External Accounting
200292	Basics of Internal Accounting/of Controlling
200391	Microeconomics: Allocation and Distribution
200392	Macroeconomics I: The Economic Cycle and Employment
200393	Macroeconomics II: World Market & Currency
200791	Introduction into Business Information Systems
200792	Business Applications
200891	Self Management
Bachelor Programme International Business Management – Stage I (Year 1)	
400191	Human Resources Management , equiv. 200191
400291	Introduction to Financial Accounting, equiv. 200291
400391	Microeconomics, equiv. 200391
400691	Mathematics for Business and Economics
400791	Introduction to Business Information Systems, equiv. 200791
400891	Management Skills, equiv. 200891

Bachelor Programme Business Administration and Economics – Stage II (Year 3 & 4)	
201591	Strategic Management
201692	Instruments of Controlling
201693	Operations Management
202091	Product and Distribution Management
202092	Market Research
202093	Communication Strategies and Consumer Behaviour
202094	Selected Issues in Marketing
204092	International Business Accounting
202191	Internationalisation of Economic Processes
212091	European Economic Policy
213092	Governance of Public Goods and Services
Diploma Programme Business and Economics (running out)	
602221	International Finance Management for Corporate Entities
602322	International Marketing
Master Programmes	
501095	Current Issues in Marketing
512092	International Corporate Finance
512095	Special Issues of International Accounting
501094	Management of International Asset Portfolios
501096	Econometrics
516092	International Financial Markets
516093	Development Economics
500191	Corporate Ethics and Global Corporate Responsibility
500192	Leading People in an international context
500292	Global Governance
500392	International Economic Law

101030	Intercultural communications for business	ECTS: 2,5
<p>Learning Outcomes and Competencies: Students will have</p> <ul style="list-style-type: none">-developed intercultural confidence and competence for business situations,-learned to appreciate various cultural perspectives on societal and business issues-tested models and training tools for intercultural learning in companies <p>Teaching methods: Scenario discussions in plenary and online; preparation of a written critical incident catalogue; exercises, tasks, activities to develop cultural awareness; creation of cultural interviews for blended learning (plenary and online) project.</p> <p>Content of course: Introduction to cultural dimension/metaphors models (Hofstede, Trompenaars, Hall), story-telling and cultural learning, training tools useful for human research managers, culture-specific project work, cultural associations and self-awareness, cultural themes (stereotypes, cultural values, culture shock) and resolution training, culture and business interface</p> <p>Literature: All training materials for this course can be obtained in class/ ILIAS.</p>		

101425	Intensive week of English	ECTS: ---
<p>Learning Outcomes and Competencies: This course is for students who want to focus on general English language learning in the semester breaks (March and September). The course offers 20 hours of instruction.</p> <p>Teaching Method: Speaking tasks and role-plays in small groups, writing and peer correction, grammar and tense review, vocabulary-building activities</p> <p>Literature: All materials will be available in class. Students will need an English dictionary.</p>		

101344	Business Ethics	ECTS: 2,5
<p>Learning Outcomes and Competencies: We will discuss various current issues in the field such as corporate social responsibility, corporate governance and problems related to copyright and patents in new media, etc.</p> <p>Teaching Method: This will primarily be a discussion class.</p> <p>Literature: Most material will be drawn from current media and be provided in class.</p>		

101406	Office skills English	ECTS: 2,5
<p>Learning Outcomes and Competencies: work; to activate spoken English; to enhance written communication.</p> <p>Teaching Method: Role plays and simulations, class and small group discussions, selected writing activities.</p> <p>Content: Telephoning in English (telephone techniques, telephoning in specific situations, taking messages, using appropriate register, making arrangements on the phone); writing memos and other written types of communication; socialising in English.</p> <p>Literature: Most material will be drawn from current media and be provided in class.</p>		

101433	Introduction to Business English	ECTS: 2,5
<p>Learning Outcomes and Competencies: to prepare 1st semester students for courses in Business English which normally begin in the 2nd semester; to review basic language usage, improve social English skills, develop writing styles.</p> <p>Teaching Method: Partner and small group vocabulary-building exercises and activities to improve spoken English; partner information exchange exercises; collaborative writing; vocabulary expansion.</p> <p>Content: Review of basic tenses and structures, vocabulary for work situations, language usage: asking for and supplying information, giving instructions, clarifying and handling everyday issues at work.</p> <p>Literature: All materials for this course can be obtained in class. Students will need an English dictionary.</p>		

101322	Introduction to the German Economic System for Exchange Students	ECTS: 5
<p>Aims and objectives: Students will be introduced into the "Social Market Economy" with its most important modules in theory and how these modules are set into reality, how this model is working.</p> <p>Teaching methods: Lecture with discussion</p> <p>Teaching program: Historic situation of Germany after World War II. Developing the model of "Social Market Economy" theoretically. Shaping the introduction of the different modules into practice. transforming the basically free market economy into a socially structured performance.</p> <p>Literature: Will be announced at the beginning of winterterm</p>		

101325	Introduction to Nature's Economic and Financial System	ECTS: 2,5
<p>Aims and Objectives: (1) Substantiation and description of a well-functioning and superior economic and financial order within the natural world on micro- and macro-economic level. (2) Explanation of global social problems and challenges of human societies of present as impact of interactions between man and nature within their competing orders, (3) Presentation and discussion of political approaches how to meet and overcome these challenges.</p> <p>Teaching Method: Lecture with discussion, supported by power point presentations, lecture notes in English and German language available via ILIAS.</p> <p>Syllabus: (1) Introduction and substantiation of principles (axioms) and characteristics of the economic and financial order of the natural world (state, population, laws, aims, goods, services, markets, enterprises, industries, money, currencies, transfer of payments, banks and the central bank, taxes, subsidies), step by step, and on basis of a combined empiric and analytic approach including evidence on micro- and macro-economic level. Especially, it is substantiated how creatures unknowingly buy and sell goods and services on so-called dual markets, how they pay and get payments using an invisible but measurable equivalent of money which occurs in different currencies. Using Leontief's input-output theory the macro economic analysis explains the System of Populations Account of all species (an equivalent to the System of National Account of the United Nations for man) it presents the design of the input-output table of the natural world including all populations and species, and it uncovers its driving forces. Within the latter context evidence is given how creatures can provide finance to manage the double role of producing and using their own life (equal living biomass able to provide services of their own species) hence can exist at all. (2) Comparing leading aims and indicators, value of money, and the waste problem of both orders it is substantiated why the natural economic order is superior, and hence reacts sustainable on man's actions within its economic and social systems. Especially it is substantiated that and why the global social (and natural) phenomena of present: crowding of world population, migrations, poverty, unemployment, demographic aging, change of climate, devastation of regions, and distinction of species are sustainable reactions of the superior natural order because of human societies unknowingly ignore this order and its aims and persecute different aims (human rights and freedoms) which are not given in the long run. (3) Applying duopoly theory on interactions between man and the rest of the natural world, for discussion two scenarios are substantiated and concretised (Adapting to superior natural system and Trusting on superior human flexibility) how human societies can react on these global challenges of man in present.</p> <p>Indicative Reading: Maier, H. Introduction to Nature's Economic and Financial System, Features, Impact on Human Society and Politics, Werkstatthefte aus Statistik und Ökonometrie (ISSN 1439-3956), 2nd ed. Berlin March 2007 (93 p.). Maier, H.: Die Begründung der Wirtschafts- und Finanzordnung der natürlichen Welt und ihrer Folgen für Gesellschaft und Politik, Werkstatthefte aus Statistik und Ökonometrie (ISSN 1439-3956), Berlin März/April 2007 (109 S.).</p>		

101434	Academic writing English	ECTS: 2,5
<p>Aims and objectives: Students will develop their skills as writers for a native English speaking academic audience. While the main focus will be on writing, using effective vocabulary, sentence structure and grammar will also be taught as needed. Writing tasks to be assigned will include the most common expository text types: summary, analysis, synthesis, and evaluation.</p> <p>Teaching program: Students will practice writing exercises and short formal essays; they will participate in class discussion, peer editing and individual writing conferences.</p> <p>Content: Emphasis on primary and secondary sources, use of internet, newspapers, journals, etc. Developing style and proper format.</p> <p>Literature: All materials for this course can be obtained in class/ILIAS. Students will need an English dictionary.</p>		

101435	Public speaking workshop Advance	ECTS: 1
<p>Aims and objectives: To improve oral skills for speaking to a variety of audiences; to discover rhetorical strengths and weaknesses and to develop techniques for professional public speaking.</p> <p>Teaching Methods: Activities to improve intonation, reading skills, storytelling techniques, short stand-up presentations, partner and group presentation and correction.</p> <p>Content: Informative presentations (organisation, starting, sequencing, signposting, conclusions), techniques for persuasive presentations, debating important issues (showing enthusiasm, etc.), delivery activities: doubling and tripling, pacing and emphasis, pausing techniques, building up (creating rapport through drama), using words and expressions strategically.</p> <p>Literature: All materials will be made available in class.</p>		

101440	Public speaking workshop Intermediate	ECTS: 1
<p>Learning Outcomes and Competencies: Students will have - improved oral skills for speaking to a variety of audiences, - discovered rhetorical strengths and weaknesses, - developed techniques for professional public speaking.</p> <p>Teaching methods: Activities to improve intonation, reading skills, storytelling techniques, short stand-up presentations, partner and group presentation, peer correction.</p> <p>Content of course: Informative presentations (organisation, starting, sequencing, signposting, concluding) Introduction to persuasive presentations, general techniques for delivery; activities: doubling and tripling, pacing and emphasis, pausing techniques, using words and expressions strategically.</p> <p>Literature: All materials will be made available in class.</p>		

101445	Culture and film in foreign languages Please do not register for the course, you can attend without registration	ECTS: --
<p>Learning Outcomes and Competencies: The aim of this series is for students to experience cultural perspectives by viewing films and discussing them in plenary sessions. As most films will be shown in their original language, students will experience verbal and non-verbal communication within the context of a number of cultural groups and regions.</p> <p>Content of course: ocially critical feature and documentary films in their original foreign language versions will be introduced in their historical, social and economic context by an FHW or guest lecturer and native speaker. Each evening will be spent viewing one film and discussing it in plenary. Some of the questions to be addressed include: How do cultural perspectives and behavioural differences affect business relationships? What consequences arise for building international teams or managing a diverse workforce? Selected readings will be offered for further research and background information on the major themes.</p> <p>Literature: Selected further reading will be offered as scripts or posted on ILIAS.</p> <p>All additional information (times, names of films/lecturers, etc.) will be posted at the beginning of the semester.</p>		

Title of Module: Human Resources and Organisation	Modul number: 200191
Modul shortmark: BAG-A-1	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German or English	Assessment: Combined exams
Subject Area: Business Administration	Status: Compulsory module
Teaching Mode, contact hours: Tutorial on case studies (4 SWS = 72 academic units/45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions: None

Learning Outcomes and Competencies, Subject related / Generic:

After completion of this course students will be able

- to assess managerial, organisational and personnel-related issues, realise their interrelatedness and apply different theories
- to understand the hands-on relevance of these issues and apply them to respective contexts
- to discuss their political relevance (globalisation, co-determination, gender, environmental issues and alike)
- to work on case studies to develop the students' analytical and communicative skills
- to develop team spirit and cross-functional competencies and innovative thinking
- to work with various media and give presentations

Content of Course:

-Introduction: Functions of the Management (environment, actors, goals)

I. Organisation and Leadership (Basics)

- Job organisation (tasks, positions, departments and teams)
- Organisational structures, processes and projects
- Leadership in Organisations

II. Personnel Planning

- Planning
- Recruiting and selection
- Assessment and development
- Compensation

Literature Recommendations:

Steinmann, H. / Schreyögg, G.: Management. 6. Auflage. Wiesbaden: Gabler 2005

(englisch: Hellriegel, D. / Slocum, J.W.: Organizational Behavior. 10. Aufl.: Mason/Ohio: Thomson 2004)

Title of Module: Investment and Finance	Modul number: 200192
Modul shortmark: BAG-A-2	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided	Frequency: Every semester, parallel offers
Language of Instruction: German, English on demand	Assessment: 3-hour written exam at the end of the semester
Subject Area: Business Administration	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Accounting and Basics of Balancing

Learning Outcomes and Competencies, Subject related / Generic:

After completion of this module, students should

- have an overview of the basics of F&I,
- be able to apply fundamental calculation methods (leverage effect, ratios, etc.) from F&I,
- be able to confidently apply various valuation methods (net present value, cash flow, cash value, etc.) to various constellations,
- be able to master all the basics of F&I in a case-study-oriented way
- be able to independently analyse theoretical approaches (leverage effect, net-present-value method) regarding their practical application.

Content of Course:

Basics in financing: the term `financing`, financial objectives and capital structure, financial analysis, equity financing, loan financing, cash-flow financing.

Basics of investment: the term `investment`, investment planning, investment calculation methods in an overview

Dynamic investment calculation methods: net-present-value method, annuity method, internal-rate-of-return method, complete financial plan.

Literature Recommendations:

Brealey/Myers: Principles of Corporate Finance, McGraw-Hill

Ross/Westerfield/Jaffe: Corporate Finance, McGraw-Hill

Perridon / Steiner: Finanzwirtschaft der Unternehmung, Vahlen

Title of Module: Marketing	Modul number: 200193
Modul shortmark: BAG-A-3	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German or English	Assessment: Written examination
Subject Area: Business Administration	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

None

Learning Outcomes and Competencies, Subject related / Generic:

Recognition of the fundamental aspects of the relevant marketing environment and of instruments for analysing markets and environmental aspects; understanding the basic principles of the buying behaviour in both consumer and business markets; ability to develop a marketing plan with a focus on the marketing mix and its individual marketing instruments

Content of Course:

Instruments for market and environment-related analyses; portfolio and value chain analyses; concepts of buyers' behaviour; buying-centre concept in the b-to-b sector; marketing mix; communication policy, distribution policy, price policy, product policy

Literature Recommendations:

Bruhn, M., Marketing, Wiesbaden; Kotler, P., Principles of Marketing, Pearson; Kuß, A., Marketing-Einführung, Wiesbaden

(jeweils neueste Auflage) / latest edition

Title of Module: Basics of External Accounting	Modul number: 200291
Modul shortmark: BAG-B-1	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German	Assessment: Written examination
Subject Area: Cost Accounting	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

None

Learning Outcomes and Competencies, Subject related / Generic:

After completion of this module, students will be able to do the accounting for central transactions and prepare annual balance sheets.

Content of Course:

- o Tasks and legal basics of double-entry bookkeeping and for annual balance sheets,
- o Stock-taking, inventory, balance, statement of profits and losses,
- o Amendment of a balance sheet due to business transactions,
- o Posting technique into real accounts and income accounts,
- o Posting in commercial trade and manufacturing businesses,
- o Year-end closing entries (depreciation, accruals and deferrals),
- o Balancing as to the amount (evaluation of additions and consequential evaluation),
- o Outlook to international accounting.

Literature Recommendations:

Coenenberg, A.G.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart, aktuelle Auflage;

Kühnberger, M.: Buchhaltung - Von der Buchführung zum Jahresabschluss, München, Wien, aktuelle Auflage;

Kudert/Sorg: Rechnungswesen leicht gemacht, Berlin, aktuelle Auflage.

Title of Module: Basics of Internal Accounting/of Controlling	Modul number: 200292
Modul shortmark: BAG-B-2	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German	Assessment: Written examination
Subject Area: Cost Accounting	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Basics of external accounting

Learning Outcomes and Competencies, Subject related / Generic:

Students will learn fundamentals of cost and results accounting and will be able to criticise full costing in a problems-related application and thus balancing off advantages and disadvantages of the various costing instruments. By fulfilling these tasks, cross-links with controlling and other business-related fields will be studied.

Content of Course:

- o Basics and tasks of cost accounting and results accounts
- o Cost-type accounting
- o Cost-centre accounting
- o Cost-unit accounting
- o Cost accounting based on direct costing
- o Actual costing, normal costing
- o Short-term profit and loss account
- o Strategic alignment of costing

Literature Recommendations:

Weber, J./Weißenberger: Einführung in das Rechnungswesen I, Kostenrechnung und Bilanzierung, Teil 2: Kostenrechnung, aktuelle Auflage, Stuttgart,
Sorg, P.: Kosten- und Leistungsrechnung, aktuelle Aufl., Achim;
Eisele, W.: Technik des betrieblichen Rechnungswesens, Teil B, München, aktuelle Auflage

Title of Module: Microeconomics: Allocation and Distribution	Modul number: 200391
Modul shortmark: BAG-C-1	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German, but always one in english	Assessment: Term paper
Subject Area: Economics	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:None

Learning Outcomes and Competencies, Subject related / Generic:

After completion of this module, students will be able to

- understand optimisation processes and decisions of households and firms in commodity, labour and capital markets
- develop an understanding of the interaction of economic agents in different markets
- understand the basic features of economic paradigms as well as their methodological approaches, and apply them to selected issues of allocation and distribution
- are able to integrate gender-specific aspects into their analyses.

Content of Course:

- Methodological introduction into microeconomics
- Household theory (demand in commodity markets, supply in labour markets, behaviour in capital markets, gender-specific aspects within the context of households)
- Corporate theory (supply in commodity markets, demand in labour markets, behaviour in capital markets)
- Basic features of the general equilibrium model
- Basic features of the price theory
- Basic features of the distribution theory
- Governmental economic policy in the field of allocation and distribution

Literature Recommendations:

Pindyck, R.S./Rubinfeld, D.L., Mikroökonomie, Pearson Studium, München, aktuelle Auflage
Mankiw, N. Gregory, Grundzüge der Volkswirtschaftslehre, Schäffer/Poeschel, Stuttgart, aktuelle Auflage
Feess, E., Mikroökonomie. Eine spieltheoretisch- und anwendungsorientierte Einführung, Metropolis Verlag, Marburg, aktuelle Auflage

Title of Module: Macroeconomics I: The Economic Cycle and Employment	Modul number: 200392
Modul shortmark: BAG-C-2	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German, but always one in english	Assessment: Combined examination
Subject Area: Economics	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Desirable: Module "Microeconomics: Allocation and Distribution"

Learning Outcomes and Competencies, Subject related / Generic:

After accomplishing this module, students will be able to

- understand the methods of macroeconomic analysis
- differentiate the various economic paradigms (particularly the differentiated explanation of growth, employment, unemployment, inflation and income distribution)
- reproduce the basics of national accounting, interpret macroeconomic statistics and comprehend the empirical economic development of Europe, and of Germany in particular
- know the most important sources for empirical investigations in general, and on the Internet in particular
- integrate aspects of gender into the analysis

Content of Course:

- basics of national accounting
- application of the categories of national accounting to the empirical development of Europe and Germany, including the search for data
- overview of the history of economic thought relating to fundamental economic paradigms (classics, including Marx, neo-classics and Keynesianism)
- presentation of the neo-classical macro model of the real sphere (labour market, capital market, Say's law) and the monetary sphere (quantity theory of money)
- presentation of the Keynesian macro model for determining production and employment as well as the price level (cost inflation/deflation, etc.)
- overview of specific implementations of macroeconomic models (neo-classical synthesis, monetarism, neo-classics, neo-Keynesianism, etc.)
- growth theory and theory of economic cycles
- comparison of several theories on distribution

Literature Recommendations:

Felderer, B./ Homburg, S., Makroökonomik und neue Makroökonomik, Springer Verlag, Berlin, aktuelle Auflage

Blanchard, D./Illing, G., Makroökonomie, Pearson Studium, München, aktuelle Auflage

Bofinger, P., Grundzüge der Volkswirtschaftslehre, Pearson Studium, München, aktuelle Auflage

Brümmerhof, D. Volkswirtschaftliche Gesamtrechnungen, Oldenbourg, München, aktuelle Auflage

Heine, M./Herr, H., Volkswirtschaftslehre. Paradigmatische Einführung in die Mikro- und Makroökonomie, Oldenbourg, München, aktuelle Auflage

Title of Module: Macroeconomics II	Modul number: 200393
Modul shortmark: BAG-C-3	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German, but always one in english	Assessment: Combined examination
Subject Area: Economics	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Desirable: Module "Allocation and Distribution (Microeconomics)" and "The Economic Cycle and Employment (Macroeconomics I)"

Learning Outcomes and Competencies, Subject related / Generic:

After completion of this module, the students will be able to

- understand the structure and logics of the balance of payments,
- appreciate causes and effects of international trade,
- appreciate the changes in exchange rates and international capital markets,
- assess fundamental real and monetary foreign-trade paradigms as well as chances and risks of globalisation,
- analyse political actions of national governments and international organisations based on case studies,
- grasp alternative theoretical and problem-solving approaches and work them out on their own, but also in consensus-seeking teamwork, and present them.

Content of Course:

- Empirical presentation of trade and capital flows as well as migration
- Structure and proposition of the balance of payments within the overall system of national accounting
- Explanation of exchange rate fluctuations and adaptation processes with fixed exchange rates
- Various currency systems with their pros and cons, discussed on selected examples (e.g. the Bretton Woods System, EMS I and II, Crawling Peg, managed floating, fully flexible exchange rates)
- Currency crises and their causes, shown by examples (e.g. The EMS Crisis of 1992/93, The Asia Crisis of 1997)
- Theories of international trade, free trade and welfare effects, protectionism and economic development, WTO and world trade conflicts
- Perspectives of development of the international finance, currency and trade systems

Further information:

This course also serves the preparation studies and internships abroad. An international student body is expected.

Literature Recommendations:

Krugman, P./Obstfeld. M., Internationale Wirtschaft, Pearson Studium, München, aktuelle Auflage

Ingham, B., International Economics, A European focus, Prentice Hall, latest edition

Heine, M./Herr, H., Die Europäische Zentralbank. Eine kritische Einführung in die Strategie und Politik der EZB. Metropolis, Marburg, aktuelle Auflage

Stiglitz, J. Die Schatten der Globalisierung, Siedler Verlag, Berlin, aktuelle Auflage

Title of Module: Introduction into Business Information Systems	Modul number: 200791
Modul shortmark: BAG-G-1	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is divided into 2 units.	Frequency: Every Semester, parallel offers
Language of Instruction: German, English	Assessment: Student performance
Subject Area: Business Information Systems	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (2 SWS) and exercises (2 SWS); 54 hours	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

No preconditions required

Learning Outcomes and Competencies, Subject related / Generic:

Having completed this module students will be able to

- o describe the initial situation of companies when using modern information and communication systems
- o characterise the role of business information systems when planning, developing and supporting such systems
- o classify the different application systems used in business today
- o describe the necessary hardware and software components of information and communication systems and understand how they work together
- o model and solve on their own small business problems by using spreadsheet programs or/and database management systems
- o create simple WEB sites.

Content of Course:

- o Information and communication systems in business and organisations
- o The role of "Business Information Systems"
- o Business applications (front office and back office systems, operational systems in the industry, applications in the service sector, planning and control systems, E-business applications)
- o How computers work (hardware and software architecture)
- o Communication systems (computer networks, network topology and network management)
- o Exercises in the PC lab
- o Solution of business problems using spreadsheet programs and database systems
- o Introduction into HTML and creating simple WEB sites

Literature Recommendations:

Alpar P. u.a. :Anwendungsorientierte Wirtschaftsinformatik, Braunschweig, Vieweg
Stahlknecht P., Hasenkamp U.: Einführung in die Wirtschaftsinformatik, Berlin,
Springer
Hansen H.R., Neumann G.: Wirtschaftsinformatik 1, Wien, UTB
Shelly G., Cashman T.: Discovering Computers 2006: A Gateway to Information,
Thomson, Boston
(jeweils letzte Auflage)

Title of Module: Business Applications	Modul number: 200792
Modul shortmark: BAG-G-2	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is divided into 2 units.	Frequency: Every Semester, parallel offers
Language of Instruction: German, English	Assessment: Combined examination
Subject Area: Business Information Systems	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (2 SWS) and exercises (2 SWS), preferable software supported ; 54 hours	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Successful completion of the module "Introduction to Business Information Systems"

Learning Outcomes and Competencies, Subject related / Generic:

Having completed this module students will be able to describe the most important components of business applications (ERP, SCM, CRM, E-business, ...) and understand their importance for the underlying business processes in the company

based on the architecture of integrated information systems:

model business processes by using the method of event driven process chains (EPC)

design the data model for the processes using the Entity-Relationship-Model.

Finally they will be able to transform these models into the schema of a relational database system using the architecture of an integrated information system.

participate in IT-projects dealing with the planning and implementation of business information and communication systems because of their basic knowledge of information and communication management

apply methods for selecting appropriate standard business software for a company.

integrate security aspects when developing or selecting business applications

practically work with different modules of the ERP-System SAP R/3.

Content of Course:

- The most important components of integrated business applications (ERP, SCM, CRM, E-business, ...).

- The relationship between business strategy, business processes and information and communication technologies

- Methods of selecting standard business applications for a company

- Using event driven process chains (EPC) for modelling business processes

- Using event driven process chains (EPC) for modelling business processes

- Relational database design using Entity-Relationship-Modelling and

normalisation

- The structure of ERP-Systems exemplarily demonstrated by the system SAP R/3
- Working with case studies and the SAP R/3 system

Literature Recommendations:

Mertens P. : integrierte Informationsverarbeitung 1 und 2, Wiesbaden, Gabler

Gadatsch A. : Grundkurs Geschäftsprozeß-Management, Braunschweig, Vieweg

Massen A. : Grundkurs SAP R/3, Braunschweig, Vieweg

Schenk D., Draijer C. u.a.: Hands-on with mySAP & IDES, Groningen,
Wolters/Noordhoff

(Jeweils die letzte Auflage)

Title of Module: Self Management	Modul number: 200891
Modul shortmark: BAG-K-1	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German	Assessment: Student performance
Subject Area: Key Qualifications	Status: Compulsory and optional compulsory module
Teaching Mode, contact hours: Exercises (4 SWS = 72 academic hours at 45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

None

Learning Outcomes and Competencies, Subject related / Generic:

After completion of this module all the students will be able to

- better organise themselves in their studies.
- They will be more confident in their appearance, e.g. in front of groups and
- have a first orientation towards what the studies require.
- They will have learned to reflect over themselves and their studies and
- to show more appreciation towards other people.

Content of Course:

- All students will attend the tutorial Presentation Techniques where they learn to give a visualised presentation on a subject.
- Furthermore, students can opt for three more tutorials, i.e.
- in the tutorial Strengths-Weakness-Analysis they will learn to better recognise and use their own potentials,
- in the tutorial Learning Techniques they will learn to develop individual learning techniques,
- in the tutorial Time Management they will learn to adopt an appropriately organise their time and, if necessary, reduce stress.

Literature Recommendations:

Spoun, Domnik: Erfolgreich Studieren, Pearson Studium, 2004

400691	Mathematics for Business and Economics	ECTS: 5
Level: Bachelor		
<p>Required preconditions: Proficiency corresponding to the mathematics pre-course</p>		
<p>Learning Outcomes and Competencies, Subject related / Generic: Having completed this module students will be able to</p> <ul style="list-style-type: none"> ·solve problems from business processes using the appropriate mathematical skills in the areas of linear equations, classical mathematics in financial and optimisation of functions in economics on their own by means of the mathematical tools studied ·translate quantitative problems from business processes into the language of mathematics ·derive appropriate mathematical models ·properly apply mathematical formulae ·interpret mathematical results from the business perspective ·present and defend results in front of a group ·implement mathematical methods using mathematical software 		
<p>Content of Course:</p> <ul style="list-style-type: none"> ·Linear functions, multidimensional linear models, matrix algebra ·Systems of linear equations including methods for solving a system of linear equations and examples in business processes ·Compound computation of interest and payment by instalments ·Differential calculus of functions of one and of several variables ·Optimisation with examples in business processes 		
<p>Literature Recommendations:</p> <ul style="list-style-type: none"> - Mayer C., Weber C.: "Lineare Algebra für Wirtschaftswissenschaftler", Gabler 2005. - Tietze J.: "Einführung in die angewandte Wirtschaftsmathematik", Vieweg, 2002. - Anton H., Bivens I. , Davis St.: "Calculus", 7th edition. 		

Title of Module: Strategic Management	Modul number: 201591
Modul shortmark: BAH-Strat1	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module consists of two units (4+2 hrs/week).	Frequency: Every semester, parallel offers
Language of Instruction: German and English (parallel courses)	Assessment: Oral examination
Subject Area: Core: strategic focus	Status: Compulsory module
Teaching Mode, contact hours: Tutorial on case studies (6 SWS = 108 academic units at 45 mins. each = 81 hours)	
Individual Study Time, Assessment Time and Preparation: 69 hours	Total Work Load: 150 hours

Required Preconditions:

Successful completion of the first study course

Learning Outcomes and Competencies, Subject related / Generic:

The students shall be familiarised with a basic understanding of tasks of and approaches towards strategic management from a practice-oriented perspective. After completing this course, the students shall particularly be able to

- explain basic terms and referential frames of the strategic management process
- identify central strategic issues in given practical cases and examples
- explain proven standard tools of strategic analysis and apply them to specific cases
- present prerequisites for obtaining sustainable competitive advantages and analyse practical examples in this respect
- know various approaches of measuring strategic success
- recognise and critically reflect on various stakeholder perspectives
- have gained (through the contribution of a discipline of non-business-administrative character) strategy-relevant analytical skills in selected fields of the strategic environment. The students shall, furthermore, be enabled to translate the skills gained into a management and action-oriented perspective

Content of Course:

Strategic Management A (Business Administration, 4 chw)- Basic terms, objectives, algorithms of the strategic management process (focusing on the level of business segments)- Methods of analysing the strategic environment, applying them to case studies or examples- Methods of business analysis on the level of business segments and of the entire business- Strategic options, strategic choice and methods of assessing strategies- Strategy implementation and execution- Strategic control and measuring success*Strategic Management B (from the perspective of one of the following disciplines, 2 chw)Jurisprudence (possible topical fields): legal aspects of business formation, corporate

governance/corporate legal structure (in accordance with basic course on Company Law and on Competition Law) Economics (possible topical fields): forms of markets, applied microeconomics, issues derived from the economics of industry and institutions Social sciences (sociology, behavioural sciences) (possible topical fields): management and teams, management of change, management of corporate culture, business networks/strategic networks, corporate ethics.

Literature Recommendations:

* Steinmann/Schreyögg, Management, 6. Aufl. 2005, Kapitel 5

* Bea/Haas, Strategisches Management, 4. Aufl. 2005

* Porter, Wettbewerbsstrategie, 1980 (Klassiker)

* Hitt/Ireland/Hoskisson, Strategic Management, 6th ed. 2005 (US-American Perspektive)

* Johnson/Scholes/Whittington, Exploring Corporate Strategy, 7th ed., 2005 (British-european perspective)

* Porter, Competitive Strategy, 1980 (classic text)

Title of Module: Instruments of Controlling	Modul number: 201692
Modul shortmark: BAH-OP2	Credits: 5
Duration: One Semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German	Assessment: Written examination
Subject Area: Core: operative focus	Status: Compulsory module
Teaching Mode, contact hours: Tutorial on case studies (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Fundamentals of External Accounting;
Fundamentals of Internal Accounting/Controlling

Learning Outcomes and Competencies, Subject related / Generic:

After successfully completing this module, the students will be able to judge the application of controlling in its main features, the tasks of controllers and rank the corporate importance of controlling. Fundamental instruments and approaches of controlling are worked out and applied to specific tasks.

Content of Course:

- Definition and grading of controlling
- Functions and roles of controllers in practice
- Methods and instruments for planning and controlling tasks
- Operative planning/budgeting
- Strategic planning
- Control and deviation analysis
- Methods and instruments for providing the management with information
- Ratios and ratio figures:
e.g. balanced scorecard, value-based controlling
- market-oriented instruments:
e.g. target costing, benchmarking, client earnings report, marketing segment calculation
- Practical organisational forms of controlling

Literature Recommendations:

Weber, J.: Einführung in das Controlling, Stuttgart, aktuelle Auflage
 Horváth, P./Gleich, R./Voggenreiter, D.: Controlling umsetzen, Fallstudien, Lösungen und Basiswissen, Stuttgart, aktuelle Auflage
 Vollmuth, H. J.: Controlling-Instrumente von A-Z, Haufe-Verlag, aktuelle Auflage

Title of Module: Operations Management	Modul number: 201693
Modul shortmark: BAH-OP3	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester, parallel offers
Language of Instruction: German or English	Assessment: Combined examination
Subject Area: Core: operative focus	Status: Compulsory module
Teaching Mode, contact hours: Tutorial on case studies (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Basic studies / Mathematics and Statistics

Learning Outcomes and Competencies, Subject related / Generic:

To provide an overview of the basic concepts and theories in operations management; qualification for applying models and methods to planning and monitoring operations processes.

Content of Course:

Introduction to Supply Chain Management as a basis for an efficient structuring of operations processes. Presentation of circumstances, explanatory approaches, corporate policy structuring concepts in the basic phases of supply chains: procurement planning (multiple/single sourcing, supplier selection, material requirement planning, procurement cost, supply-of-materials plan, order policies, safety stock planning), inventory management (warehouse techniques, warehouse management, layout planning), production management (systems of production and organisational structures, machine scheduling, assembly-line configuration, process monitoring), distribution (basic structures in distribution logistics, location planning, means of transport selection, operational transportation planning), reverse logistics (structural and legal basics, process structures, closed-loop concepts) and logistic information management (communication and location techniques, inter-organisational information management, telematics in operational monitoring and control).

Literature Recommendations:

Chase, R.B. / Aquilano, N.J. / Jacobs, F.R. (2001): Operations management for competitive advantage. 9th ed. (McGraw-Hill) Boston et al.
Domschke, W. / Drexl, A. (1996): Logistik - Standorte. 4., überarb. u. erw. Aufl. (Oldenbourg) München / Wien
Günther, H.-O. / Tempelmeier, H. (2005): Produktion und Logistik. 6., verb. Aufl. (Springer) Berlin et al.
Russell, R.S. / Taylor, B.W. (2000): Operations management. 3rd ed. (Prentice Hall) Upper Saddle River N.J.

Schulte, C. (2005): Logistik - Wege zur Optimierung der Supply Chain. 4., überarb. u. erw. Aufl. (Vahlen) München

Schulte, G. (2001): Material- und Logistikmanagement. 2., wesentl. erw. u. verb. Aufl. (Oldenbourg) München

Stadler, H. / Kilger, C. (eds.) (2005): Supply chain management and advanced planning. 3rd ed. (Springer) Berlin et al.

Tempelmeier, H. (2006): Material-Logistik. 6., neu bearb. Aufl. (Springer) Berlin et al.

Thonemann, U. (2005): Operations Management - Konzepte, Methoden und Anwendungen. (Pearson) München et al.

Title of Module: Product and Distribution Management	Modul number: 202091
Modul shortmark: BAH-M-1	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester
Language of Instruction: German or English	Assessment: Combined examination
Subject Area: Marketing Management	Status: Optional module
Teaching Mode, contact hours: Tutorial, 4 SWS = 72 academic units at 45 mins. each = 54 hours	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Basic module of "Marketing"

Learning Outcomes and Competencies, Subject related / Generic:

Students will be enabled to apply the instruments of operational product, price and distribution management in business practice. They will increase their analytical and communication competencies by means of group discourse and case study presentations.

Content of Course:

The importance of product and contracting policies for designing an efficient marketing mix. Market segmentation, product development and product launches, trade name control in the product lifecycle, product positioning and design, criteria for composite manufacturers' programmes or trade assortments, approaches of Category Management. Pricing strategies, determination factors of pricing policies, payment conditions and discounts, financing of sales. Goals of the distribution policy - direct sales - indirect sales (traders, sales representatives, OEMs, licenses, franchising) - management of channel conflicts (open vs. closed distribution systems), tasks and goals of distribution; sales techniques (key account management, relationship selling, direct sales/Internet); payment systems in sales; sales organisation; sales management; CRM

Literature Recommendations:

Albers, Sönke (Hg.): Handbuch Produktmanagement, Wiesbaden ; Diller, Herrmann: Preispolitik, Stuttgart ; Homburg/Krohmer: Marketingmanagement, Wiesbaden; Riekhof, Hans-Christian (Hg.): Retail Business in Deutschland, Wiesbaden; Schwetz, Wolfgang: CRM, Wiesbaden; Winkelmann, P: Vertriebskonzeption und Vertriebssteuerung, München; Winkelmann, Peter: Innovatives Außendienst-Management, München; Winkelmann, Peter: Marketing und Vertrieb, München

(jeweils neueste Auflage)

english:

Kapferer: The new Strategic Brand Management (Kogan Page); Keller: Strategic

Brand Management (Prentice Hall); Nagle: Theory and Tactics of Pricing (Prentice Hall); Ingram, LaForge: Sales Management: Analysis and Decision Making (South-Western); Jobber/Lancaster: Selling and Sales Management (Prentice-Hall)

Title of Module: Market Research	Modul number: 202092.
Modul shortmark: BAH-M-2	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester
Language of Instruction: German	Assessment: Combined examination
Subject Area: Marketing Management	Status: Optional module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Basic knowledge of "Marketing" and "Statistics"

Learning Outcomes and Competencies, Subject related / Generic:

To provide an understanding of basic and advanced methods and areas of application in marketing research. The students will be enabled to understand the value of marketing research for marketing decision-making. Moreover, students will be able to plan, realise and analyse marketing research surveys and to present their results.

Content of Course:

Marketing research as an instrument of business decision-making

- secondary market research, competition research
- types of primary research: survey, observation and experiment
- types of communication: written, by phone, oral, online
- creating questionnaires - psycho-tactical problems and procedures
- sampling techniques: selection procedures, random and quota
- sample survey calculation
- statistical auditing procedures: chi-square, t -test
- panel methods
- observation procedures
- laboratory and field tests
- test marketing
- descriptive and multivariate statistical analyses
- presentation of marketing research findings
- international marketing research
- case studies.

Introduction to SPSS in PC-based exercises.

Literature Recommendations:

Berekoven/Eckert/Ellenrieder: Marktforschung, Wiesbaden; Bühl, A./ Zöfel, P.: SPSS 12. Einführung in die moderne Datenanalyse unter Windows, Pearson; Kamenz, U.: Marktforschung, Stuttgart; Kuß, A.: Marktforschung, Wiesbaden;

Weis, H.C./Steinmetz, P.: Marktforschung, Ludwigshafen; Hermann, A./Homburg, C. (Hrsg.): Marktforschung. Methoden - Anwendungen -Praxisbeispiele, Wiesbaden

(jeweils neueste Auflage) / newest edition

Title of Module: Communication Strategies and Consumer Behaviour	Modul number: 202093
Modul shortmark: BAH-M-3	Credits: 5
Duration: One Semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester
Language of Instruction: German or English	Assessment: Combined examination
Subject Area: Marketing Management	Status: Optional module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Basic module of "Marketing"

Learning Outcomes and Competencies, Subject related / Generic:

Students will learn to analyse the consumer's perception and decision process to develop strategic concepts of marketing communications on their own. They will learn to select communication channels in a well-founded way and to control the entire communication process of analysing, planning, implementing and controlling marketing communication activities on their own. They will also be enabled to convincingly present the results of their conceptual work.

Content of Course:

Principles of market communication/advertising; communication strategy as a constituent of the marketing mix; the concept of integrated business and brand communication, traditional and non-classical instruments in communication; practical aspects of planning, designing and launching advertising measuring the results; legal framework conditions; media research and media planning; consumer behaviour: processes of perception, learning and purchase decision-making; motivation, attitudes, images

Literature Recommendations:

Bruhn, M.: Kommunikationspolitik. Systematischer Einsatz der Kommunikation für Unternehmen, München ; Esch, F.-R.: Moderne Markenführung, Wiesbaden ; Foscht, T., B. Swoboda: Käuferverhalten, Wiesbaden ; Kuß, A., T. Tomczak: Käuferverhalten, Stuttgart ; Trommsdorff, V.: Konsumentenverhalten, Stuttgart (jeweils neueste Auflage)

Title of Module: Selected Issues in Marketing	Modul number: 202094
Modul shortmark: BAH-M-4	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester
Language of Instruction: English or German	Assessment: Combined examination.
Subject Area: Marketing Management	Status: Optional module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units at 45 mins. each = 54 hours).	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Knowledge in Marketing and Business Administration

Learning Outcomes and Competencies, Subject related / Generic:

Students will be enabled to critically analyse specific and current marketing developments in their economic and social context and explain potential interfaces and interactions. Moreover, students will be able to discuss the interaction of marketing with other business disciplines and to generate the benefits of this interaction and current developments and apply their knowledge in case studies.

Content of Course:

The content of the course will be updated by the marketing department depending on current marketing trends.

Literature Recommendations:

Werden den Lehrinhalten angepasst.

Depending on current topics

Title of Module: International Business Accounting	Modul number: 204092
Modul shortmark: BHA-R-2	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided.	Frequency: Every semester
Language of Instruction: German	Assessment: Written examination
Subject Area: Accounting/Controlling	Status: Optional compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Basic knowledge in "External Accounting";
"Account Balancing" (TF)

Learning Outcomes and Competencies, Subject related / Generic:

It is the goal of the tutorial to study the content and importance of IASB and US Business Accounting and to contrast the Anglo-Saxon business accounting systems to the German standards of business accounting. A high degree of practical relevance will be aimed at by implementing the theoretical knowledge in application-oriented case studies/exercises.

Content of Course:

- Basics of international business accounting
- Framework concepts of international business accounting
- Central business accounting principles
- General and specific reporting and assessment issues of international year-end financial statements (e.g. account balancing of intangible assets, accruals, long-term make-to-order production, deferred taxes, financial instruments and stock)
- Constituents of year-end financial statements and supplementary accounting: flow statements, segmental reporting and equity variation accounting
- Current legal developments (e.g. BilReG, BilKoG, the German Corporate Governance Codex, International Financial Reporting Standards (IFRS))

Literature Recommendations:

Buchholz, R.: Internationale Rechnungslegung - Die Vorschriften nach IAS, HGB und US-GAAP im Vergleich; Bielefeld, aktuelle Auflage;
Coenenberg, A.: Jahresabschluss und Jahresabschlussanalyse - Grundfragen der Bilanzierung nach betriebswirtschaftlichen, handelsrechtlichen, steuerrechtlichen und internationalen Grundsätzen; Stuttgart, aktuelle Auflage;
IASCF (Hrsg.): International Accounting Standards 2005; Stuttgart, 2005 bzw. aktuelle Auflage

Title of Module: Internationalisation of Economic Processes	Modul number: 202191
Modul shortmark: BAH-Th1	Credits: 15
Duration: One semester	Level: Bachelor
Units: This module is subdivided.	Frequency: Every semester
Language of Instruction: German	Assessment: Extended term paper
Subject Area: Topical field	Status: Optional module
Teaching Mode, contact hours: Tutorial (12 SWS = 216 academic units at 45 mins. each = 162 hours)	
Individual Study Time, Assessment Time and Preparation: 288 hours	Total Work Load: 450 hours

Required Preconditions:

Completion of the 1st stage of studies

Learning Outcomes and Competencies, Subject related / Generic:

After completing this module students will be able to

- demonstrate, by means of examples or cases, the interdependence of national and international business-related fields of activity and the limits of a purely national view;
- analyse globalisation processes from various disciplinary / paradigmatic perspectives and recognise and explain the respectively implied premises and interests of various approaches;
- name and explain the difference between the requirements of locally and worldwide acting (multinational) businesses with regard to central strategic issues as well as rank and analyse the importance of the 'real organisation' of multinational businesses acc. to their organisational typology and contrasted to various requirement parameters
- know and explain tasks, goals and instruments of important actors and institutions involved in the design of a new world order
- develop specific knowledge of economics, institutions and regulations about selected countries, as a rule of importance to world economics, and contribute it to economic and business-related discourse
- approach a final thesis dealing with an international topic

Content of Course:

The specific contents of tuition will be defined by an interdisciplinary team of lecturers, whose offer is evaluated by the Educational Commission of the department's council which, in its turn will approve it for the current study programme.

As a rule, (at least) three disciplines should be involved in the topical field. Apart from various specialisations in Business Administration, these could, for example,

be Economics, Social Sciences or Behavioural Sciences (e.g. cross-cultural issues).

The contents of tuition will be accorded and interlinked, e.g. via projects, branch specialisation or focusing on certain regions or countries of the world.

Literature Recommendations:

N.N.

Title of Module: European Economic Policy	Modul number: 212091
Modul shortmark: EH-V-1	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided	Frequency: Once per year
Language of Instruction: English; German special terms will be explained	Assessment: Combined examination
Subject Area: European Economics (optional compulsory subject A)	Status: Optional module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Desirable: Modules ‚The Economic Cycle and Employment‘, ‚World Market and Currency‘ and ‚Theory of Economic Policy‘

Learning Outcomes and Competencies, Subject related / Generic:

On successful completion of this module, the students will be able to

- know the fundamental lines of European integration and the options of European enlargement
- analyse the most important economic policy instruments and their interaction in Europe
- know and understand the most important European institutions pursuing economic policy in Europe
- roughly know the economic development in the most important countries of the European Union
- understand the European Union and the European Monetary Union as part of the world economy
- evaluate economic policy decisions of European governments in case studies and present them in teamwork

Content of Course:

- Overview of the economic and political steps of European integration after World War II
- Options, chances and risks underlying the European Union enlargement
- The European Currency Union: the European Monetary System (EMS) I and the way towards the European Monetary Union, the EMS II, Europe as an optimal currency area.
- Monetary policy in Europe: monetary strategy of the European Central Bank and its changes, comparison of monetary policy strategies of the European Central Bank with monetary policy strategies of other central banks (e.g. the Fed, the Bank of England, etc.)

- Europe within the world economy (trade integration, international capital flows, the role of the euro within the world currency system)
- Fiscal policy in Europe: The Stability and Growth Pact, problems to fulfil the the pact and options for fiscal reform, challenge to coordinate fiscal policy in Europe
- Labour markets, wage development and wage negotiations in Europe
- Harmonisation of economic policy in Europe and regional differences: direct and indirect taxes in Europe, European innovation policy, regional policy, etc.
- Economic development of selected European countries within the European Monetary Union, within the European Union and potential accession countries to the European Union
- Discussion and preparation of case studies about selected areas and policy fields in Europe

Literature Recommendations:

A. M. El-Agraa (ed.), The European Union. Economics and Politics, Prentice Hall, aktuelle Auflage

Mark Baimbridge, u. a., Current Economic Issues of European Integration, Palgrave MacMillan, aktuelle Auflage

M. Baimbridge, P. Whyman (eds.), Economic and Monetary Union in Europe: Theory, Evidence and Practise, Edward Elgar aktuelle Auflage

Wagner, H.J. / Eger, T. / Fritz, H., Europäische Integration, Vahlen, München aktuelle Auflage

Title of Module: Governance of public goods and services	Modul number: 213092
Modul shortmark: EH-V-12	Credits: 5
Duration: One semester	Level: Bachelor
Units: This module is not subdivided	Frequency: Once per year
Language of Instruction: German	Assessment: Combined examination
Subject Area: Public and private Non-profit Sectors (optional compulsory subject B)	Status: Optional module
Teaching Mode, contact hours: Tutorial on case studies (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 96 hours	Total Work Load: 150 hours

Required Preconditions:

Successful completion of the first stage of studies recommended

Learning Outcomes and Competencies, Subject related / Generic:

The students gain an overview on theory and practice of public provision of goods and services and the instruments of public decision making (cost-benefit analysis, criteria of allocative and technical efficiency). Additionally to these normative aspects the course will give an overview over the political and economic variables in the political decision making process and discusses different approaches to the governance of public goods and services. The implementation processes will be discussed. The students will work on their own to analyse processes of governance on different levels (local, national and international) and in different sectors and present their results in teamwork.

Content of Course:

Theory of public goods and publicly provided goods (characteristics of public goods, efficient provision, private and public provision of public goods, public provision of private goods).

Decision processes on public spending in democratic societies.

Cost-benefit analysis in the private versus the public sector.

Economic and institutional conditions for efficient governance structures (ways to organise political decision making processes, bidding process, contract performance and control, privatisation, deregulation, interaction market and state, interaction market and civil society, conflicts of common law of the EU).

Experiences with different models of private business participation and competition processes (analysed in different sectors like infrastructure services like telecommunication, transport, water, social services).

Experiences with different governance structures and processes on local and national level (public governance) and on international level (global governance), role of the EU and WTO.

Analyse of advantages and disadvantages of different governance models dependant on institutional arrangements.

Literature Recommendations:

Blankart, Charles. B, Öffentliche Finanzen in der Demokratie, Vahlen-Verlag, München, aktuelle Auflage

Fritsch, Michael/ Wein, Thomas/ Ewers, Hans-Jürgen; Marktversagen und Wirtschaftspolitik - Mikroökonomische Grundlagen staatlichen Handelns; München, 1996

Knieps, G., Brunekreeft G., Zwischen Regulierung und Wettbewerb: Netzsektoren in Deutschland, Physica-Verlag, 2000

Reichard, C., Harms, J. (Hrsg.), Ökonomisierung des öffentlichen Sektors

Schuppert, Gunnar F. (Hrsg.), Governance-Forschung. Vergewisserung über Stand und Entwicklungslinien, Nomos Verlag, Baden-Baden, aktuelle Auflage

Course Title: International Finance Management for Corporate Entities

Course No.: 602221

Credits: 5

Hours: 4

Aims + Objectives

To convey the interrelationships between multinational corporations and the international financial markets in theory and practice.

Teaching Method

Lecture with discussion and case studies

Syllabus

International financial markets, currency markets, international banking system, currency exchange mechanisms, international bond and equity markets, transaction and translation risk, hedging, risk shifting, options, futures, methods for risk assessment, swaps, BOT/contracting, capital budgeting, portfolio diversification, asset allocation, joint ventures, inter-company netting, in-house banking.

Indicative Reading

Arshadi/Nasser: Modern Financial Intermediaries and Markets, Prentice Hall, 1997;

Brealey/Myers: The Principles of Corporate Finance, McGraw-Hill, 6.ed 2000;

Buckley, Adrian: The Essence of International Money, Prentice Hall, 1996;

Eiteman, David K.: Multinational Business Finance, Addison Wesley Longman, 1998;

Eng, Macimo V.: Global Finance, Addison Wesley Longman, 1998;

Fabozzi, Frank J.: Foundations of Financial Markets and Institutions, Prentice Hall, 1998;

Grundy, Tony: Exploring Strategic Financial Management, Prentice Hall, 1998;

Shapiro, Alan C.: Multinational Finance Management, Prentice Hall, 1996

Examination

Term Paper or other form of Assessment

Course Title: International Marketing

Course No.: 602322

Credits: 5

Hours: 4

Aims + Objectives

To identify specific problems of international markets and introduction to the frameworks of international marketing.

Teaching Method

Lecture with discussion, case studies with group work

Syllabus

The basic concepts of international marketing; goals of and reasons for international activities of companies; selected theoretical approaches in international marketing; the role of inter-cultural differences; development of a marketing concept in the international markets: situation analysis, goal determination, strategy development, use of marketing instruments in an international context; strategies of internationalisation; market entry strategies: direct vs. indirect export, licensing, joint-venture agreements etc.; compensation in international exchange; international co-operations; financial and trade transactions. Examples and cases which focus on international marketing.

Indicative Reading

Backhaus, K. / Büschken, J. / Voeth, M.: Internationales Marketing, 5. überarb. u. erw. Aufl. (Schäffer-Poeschel) Stuttgart 2003;

Berndt, R. / Fantapié Altobelli, C. / Sander, M.: Internationales Marketing-Management, 2. actual. U. erw. Aufl. (Springer) Berlin et al. 2003;

Czinkota, M.R./ Ronkainen, I.A.: International Marketing, (Harcourt College Pub.) Fort Worth et al. 2002;

Kotabe, M. / Helsen, K.: Global Marketing Management, (Wiley) New York et al. 2000;

Meffert, H. / Bolz, J.: Internationales Marketing-Management, 3. überarb. u. erw. Aufl. (Kohlhammer) Stuttgart 1998

Examination

Term Paper or other form of Assessment

Title of Module: Current Issues in ... (Marketing)	Modul number: 501095.
Modul shortmark: NN	Credits: 6
Duration: One semester	Level: Master
Units: This module is not subdivided.	Frequency: Once per year
Language of Instruction: English	Assessment: Combined examination
Subject Area: Marketing	Status: Optional compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic hours per 45 minutes = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 126 hours	Total Work Load: 180 hours

Required Preconditions:

Significant knowledge of Marketing Strategy and Marketing Management

Learning Outcomes and Competencies, Subject related / Generic:

Students will be enabled to transfer their acquired knowledge to various current issues. They will develop the capability of competent judging in particular fields of decision-making processes in a marketing context. The participants will learn to understand the issues dealt with from the perspectives of economics, management and social sciences.

Content of Course:

The fields of interest are defined by the respective module tutor with regard to research and applications in marketing. The module is open for economics, managerial and social sciences perspectives in current developments.

Literature Recommendations:

Depends on the discussion focus to be defined by the module tutor

Title of Module: International Corporate Finance	Modul number: 512092
Modul shortmark: NN	Credits: 6
Duration: One semester	Level: Master
Units: This module is not subdivided.	Frequency: Once per year
Language of Instruction: English	Assessment: Combined examination
Subject Area: International Finance	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic hours per 45 minutes = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 126 hours	Total Work Load: 180 hours

Required Preconditions:

Basic knowledge in Finance and Accounting from basic courses

Learning Outcomes and Competencies, Subject related / Generic:

The major aim of the course is to provide the students with an understanding of the interrelationship between the globalisation of the financial services industry and the growth of international markets. After successful completion of the course, the students will be familiar with the role and operation of international securities, derivatives and foreign exchange markets. They will fully understand how international corporations make use of international cash management strategies. Finally, they will appreciate how corporations can raise capital through international financial markets. There will be a close link between financial market instruments and risk management strategies.

Content of Course:

Global finance and the nature of international financial markets, the FX market, derivative markets, the Euro-currency market, the international bond market; foreign direct investment, international cash management, risk management in corporate finance, financing foreign trade, international banking.

Literature Recommendations:

Brealey, Richard A.; Myers Stewart C., Principles of Corporate Finance, McGraw-Hill, 8 ed. 2006

Click, Reid W.; Coval Joshua D., International Financial Management, Prentice Hall 2002

Copeland, Laurence S., Exchange Rates and International Finance, Prentice Hall 2000

Eiteman, David K., et al; Multinational Business Finance, Addison Wesley Longman, Wed. 2004

Eng, Maximo V.; Global Finance, Addison Wesley Longman, 1998

Fabozzi, Frank j.; Foundations of Financial Markets and Institutions, Prentice Hall, 1998

Grundy, Tony; Exploring Strategic Financial Management, Prentice Hall, 1998

Hughes, Jane E.; MacDonald Scott B., International Banking, Addison Wesley 2002

Title of Module: Special Issues of International Accounting	Modul number: 512095
Modul shortmark: NN	Credits: 6
Duration: One semester	Level: Master
Units: This module is not subdivided.	Frequency: Once per year
Language of Instruction: English	Assessment: Combined Examination
Subject Area: International Accounting	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic hours per 45 minutes = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 126 hours	Total Work Load: 180 hours

Required Preconditions:

Basics of International Accounting

Learning Outcomes and Competencies, Subject related / Generic:

Presentation of essentials as well as selected topics of International Financial Accounting and International Managerial Accounting. Students will obtain broad theoretical and practical knowledge and the capacity to discuss main problems and their solutions.

Content of Course:

The focus of the seminar will change every year (e.g. selected components of financial statements, application of International Financial Reporting Standards (IFRS), analysis of financial statements, audit of financial statements, strategic management)

Literature Recommendations:

Indicative reading: Will be announced during class as reading depends on a varying focus.

Title of Module: Management of International Asset Portfolios	Modul number: 501094
Modul shortmark: NN	Credits: 6
Duration: One semester	Level: Master
Units: This module is not subdivided.	Frequency: Once per year
Language of Instruction: English	Assessment: Combined examination
Subject Area: Finance & Accounting	Status: Optional compulsory modul
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic hours per 45 minutes = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 126 hours	Total Work Load: 180 hours

Required Preconditions:

The student should have a basic understanding of investment theory, financial markets and economics.

Learning Outcomes and Competencies, Subject related / Generic:

The aim of this course is to improve the students' knowledge of the management of international asset portfolios. After successfully completing this course, the student will know the most relevant aspects of practical asset management techniques in an international environment. These practical matters will be built upon an in-depth theoretical understanding of the basic principles in capital market finance. Furthermore, the student will gain insights into a lot of empirical examples and patterns.

Content of Course:

- Asset Allocation Process: benchmarking, risk classes & portfolio types, active management;
- Optimisation processes in different asset classes in asset & liability management
- Risk management: the concept of duration, CAPM tools, shortfall-probabilities, value at risk
- Money market management: products and their use in practical management
- Active bond management: types of bonds, management of duration, credit management, the use of options and futures for hedge purposes
- Active stock management: evaluation tools, sector and stock selection, the use of options and futures for hedge purposes;
- Currency management: analysis of foreign currency risk, forms of currency hedging;
- International diversification: reasons and risks

Literature Recommendations:

Futures, Options & Swaps v. Robert W. Kolb, Blackwell Publishers 2002;
Investment Management v. Frank J. Fabozzi, New Jersey 1998;
Modern Portfolio Theory and Investment Analysis/Edwin J. Elton & Martin J.

Gruber; John Wiley & Sons Inc.;

Investment Analysis and Portfolio Management v. Frank K. Reilly & Keith C. Brown, 2002 Southwestern C.P.;

Return Targets and Shortfall Risks/Martin L. Leibowitz; Lawrence N. Bader, Stanley Kogelman; Times Mirror Higher Education Group;

Value at Risk - the New Benchmark for Managing Financial Risk/Philippe Jorion, 2001, Mc Graw-Hill;

Technical Analysis of the Financial Markets/John J. Murphy, 1999, New York Institute of Finance;

Title of Module: Econometrics	Modul number: 501096
Modul shortmark: NN	Credits: 6
Duration: One semester	Level: Master
Units: This module is not subdivided.	Frequency: Once per year
Language of Instruction: English	Assessment: Combined examination
Subject Area: Economics	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic hours per 45 minutes = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 126 hours	Total Work Load: 180 hours

Required Preconditions:

Basic knowledge of Mathematics and Statistics (Bachelor level)

Learning Outcomes and Competencies, Subject related / Generic:

This course intends to provide students with a basic understanding of econometric analyses and the principles of empirical economic thinking. Students will be able to transform economic theory into simple econometric models and conduct their own analyses as well as understand and interpret econometric studies found in the literature.

Content of Course:

- Bivariate regression analysis, hypothesis tests, confidence intervals
- Multivariate regression analysis and hypothesis tests
- R²
- Dummy variables as independent variables
- Deviations from the classical linear regression model (multicollinearity, heteroscedacity, autocorrelation)

Examples of empirical economic research will complement the theoretical part as well as computer exercises will:

- Introduction of statistical software (e.g. STATA or SPSS)
- Working with large data sets
- Simple regression analysis and hypothesis testing with student data sets

Literature Recommendations:

Gujarati, Damodar N. (2003): Basic Econometrics

Title of Module: International Financial Markets	Modul number: 516092
Modul shortmark: NN	Credits: 6
Duration: One semester	Level: Master
Units: This module is not subdivided.	Frequency: Once per year
Language of Instruction: English	Assessment: Combined examination (presentation and written examination)
Subject Area: World Market and Finance	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic hours per 45 minutes = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 126 hours	Total Work Load: 180 hours

Required Preconditions:

Students should have solid knowledge in monetary economics, financial theory and the financial system(s). Institutional background would be helpful.

Learning Outcomes and Competencies, Subject related / Generic:

The target of this course is to improve the student's knowledge of financial instruments, financial institutions and financial systems from an integrated micro- and macroeconomic view. Completing the course the student will have gained new insights and perspectives concerning the interrelatedness of financial markets, conditions of allocative efficiency and policy-based or behaviour-based perils to efficient financial markets.

Content of Course:

Players and playgrounds: major financial institutions and major financial markets and instruments; theoretical and empirical analysis and discussion of market efficiency; introduction into the leading frameworks of behavioural finance; allocative effects of inefficient financial markets; bubble markets, bad debts and arbitrage profits; actual threats, chances and challenges to the financial system.

Literature Recommendations:

Depends largely upon current topics and discussion focus to be defined by the module tutor; as a general background: Copeland, T.E. - Weston, F.J. - Shastri, K.: Financial Theory and Corporate Policy, 4th Ed. Boston 2005; Hubbard, G.: Money, the Financial System, and the Economy, 4th Ed. Boston 2003; Krugman, P.R. - Obstfeld, M.: International Economics, 5th. Ed. Reading 2000; Shleifer, A.: Inefficient Markets - An Introduction to Behavioural Finance, Oxford 2000; Stiglitz, J.E. - Greenwald, B.: Towards a New Paradigm in Monetary Economics, Cambridge 2003.

Title of Module: Development Economics + Colloquium	Modul number: 516093
Modul shortmark: NN	Credits: 6
Duration: One semester	Level: Master
Units: This module is not subdivided.	Frequency: Once per year
Language of Instruction: English	Assessment: Combined examination
Subject Area: IWorld Market and Finance	Status: Compulsory module
Teaching Mode, contact hours: Tutorial (4 SWS = 72 academic hours per 45 minutes = 54 hours)	
Individual Study Time, Assessment Time and Preparation: 126 hours	Total Work Load: 180 hours

Required Preconditions:

Good knowledge of the logic of the balance of payment, of basic models in international trade and basic exchange rate models

Learning Outcomes and Competencies, Subject related / Generic:

Students attending the course shall

- get a comprehensive overview about the history of economic thinking and modern theoretical developments in the field of development economics
- be able to clearly distinguish different economic paradigms in development economics
- understand the basis economic policies recommended by international institutions like the International Monetary Fund or the World Bank
- have a good overview about economic developments and macroeconomic policies in selected developing countries following different development strategies
- have the ability to apply theoretical models to country cases and understand different economic policy options in developed countries

Content of Course:

- Overview about the state of the world in respect to income inequality, poverty (HIPIC countries), prosperous and stagnating regions etc.
- Overview about worldwide current account constellations, structure of capital flows (FDI, portfolio investment etc.), foreign debt levels, currencies of denomination of debt
- The saving gap model as the leading (World Bank) development model of the 1960s
- The Washington Consensus of the 1990s and its policy conclusions
- The Post Washington Consensus and its policy conclusion
- Dependency theory
- Explanations and empirical analyses of currency and banking crises (twin-crises) and policies of international institutions like the International Monetary Fund (monetary policy, fiscal policy, structural adjustment programs)
- Finance and development (the role of domestic finance, dollarisation, micro

finance)

- Reform options of the world financial and trade system
- In the colloquium guest speakers from other universities, the German Bundesbank, research institutes, ministries, international organisations etc. present current economic issues especially in the field of development economics. The colloquium has the aim to confront participants with different opinions and practical experience in the field of economic development.

Literature Recommendations:

J. Sachs, *The End of Poverty. How Can It Happen In Our Lifetime?* Penguin Books 2005; World Bank, *Finance for Growth*, Washington 2001; J. Priewe, H. Herr, *Macroeconomic Strategies for Poverty Reduction and Development – Beyond the Washington Consensus*, Baden-Baden 2005; Ha-Joon Chang (ed.), *Rethinking Development Economics*, Anthem Press 2003

Selected articles including: J.E. Stiglitz, *Some Lessons from the East Asian Miracle*. In: *The World Bank Research Observer*, Vol. 11, 1996; J.E. Stiglitz, M. Uy, *Financial Markets, Public Policy, and the East Asian Miracle*. In: *The World Bank Research Observer*, Vol. 11, 1996; W. Easterly, *The Ghost of Financing Gap*. In: *Journal of Development Economics*, Vol. 60, 1999; J. Williamson, *What Washington Means by Policy Reform*. In: John Williamson (ed.), *Latin American Adjustment: How Much Has Happened?* Washington D.C. (Institute for International Economics) 1990; J. Williamson, *What Should the World Bank Think about the Washington Consensus?* *The World Bank Research Observer*, Vol. 15, 2000; D. Rodrik, *Growth Strategies*, Harvard University, 2003. In addition articles about current economic debates and case studies are used.

500191	Corporate Ethics and Global Corporate Responsibility	ECTS: 5
Level: Master		
Aims and Objectives:		
The course aims to provide an overview of central questions related to the social and environmental responsibilities of companies, particularly of large corporations.		
Teaching methods:		
Lectures, group work and discussions.		
Teaching Program:		
The social and environmental consequences of company activities have been debated for centuries. Over the last two decades, processes of economic globalization, the crisis of welfare states, the revelation of corporate violations of labour rights and environmental scandals have intensified the debates on questions that the course will look into, e.g. in what way do the activities of companies have a social or environmental impact? When and why does this impact turn into an ethical problem and bad business? What non-regulatory instruments may be used to solve problems? Are these instruments efficient or is it necessary for governments or other regulatory agencies to take action?		
Literature (u.a.):		
Vogel, D., (2005): The Market for Virtue. The Potential and Limits of Corporate Social Responsibility. Washington D.C.: Brookings.		

500192	Leading People in an international context	ECTS: 5
Level: Master		
<p>Aims and Objectives:</p> <p>After completing this course, the students should be able to:</p> <ul style="list-style-type: none"> - describe ways in which leader behaviour is related to employee attitudes and performance - explain intercultural concepts - identify the factors underlying situational favourableness and explain how they influence a leader's effectiveness - create approaches how to involve people in the decision-making process - manage the human capital in order to achieve the company (unit) goals <p>Teaching Program:</p> <p>Starting out from the strategic perspective of Human Resource Management (HRM) in an intercultural context the students will continue to study the operative issues every leader has to deal with. The lectures are specifically focused on international needs and state-of-the-art thinking in HRM.</p> <p>Literature Recommendations:</p> <p>Bennis, Warren G./ Nanus, Burt (2003). Leaders: Strategies for Taking Charge, 2nd ed., HarpersBusiness</p> <p>Hofstede, Geert (2003). Culture's Consequences, 2nd ed., Sage</p>		

500292	Global Governance	ECTS: 5
Level: Master		
Aims and Objectives:		
By the end of the course, the following learning outcomes could reasonably be expected:		
Students should be able to		
<ul style="list-style-type: none"> - present key concepts and arguments studied in the course in a systematic way - evaluate leading theories of global governance in terms of their coherence, comprehensiveness and empirical adequacy - present different kinds of evidence and pertinent data in support of arguments about the changing pattern of world politics - apply and assess accounts of governance in at least one of the course`s key empirical domains: global trade and sustainable development, fighting poverty and social exclusion, the impact of transnational corporations on human rights, international labour rights and human security, environmental degradation and environmental governance, the regulation of transnational migration - analyse the impact of globalisation on democratic polities - arrive at a judgement, which can be supported by clear argumentation and evidence, on the extent to which the powers of states are being transformed, and demonstrate the consequences of this for the nature, form and distribution of political power 		
The course will assist in furthering the following skills:		
<ul style="list-style-type: none"> - evaluating theoretical claims on the concept of global governance and demonstrating theoretical arguments - pursuing independent research involving diverse sources - critical use of websites and e-based material - presenting well-structured written work and refining presentation skills (written and oral) 		
Teaching Program:		
Part I: The changing pattern of world politics		
<ul style="list-style-type: none"> - Globalisation as a political project - The institutional framework of global governance (including the changing role of the state, the Bretton Woods institutions, the UN system, the WTO, the different role of NGOs and transnational corporations as actors of global governance) - Theoretical approaches on global governance as an academic subject 		
Part II: The governance of global politics - key empirical domains:		
<ul style="list-style-type: none"> - Global trade and sustainable development, - Fighting poverty and social exclusion, - The impact of transnational corporations on human rights, international labour rights and human security, - Environmental degradation and environmental governance, - The regulation of transnational migration 		
Literature Recommendations:		
Braithwater, J./ Drahos, P. (2001): Global Business regulation, Cambridge		
Bromley, Simon/ Mackintosh, Maureen/ Brown, William/ Ways, Marc (2004): Making the International Economic Interdependence, London et al. (Pluto Press)		
Held, David/ Koenig-Archibugi, Mathias (2005): Global Governance and Public Accountability, Oxford (Blackwell)		

Levy, David . / Newell, Peter (eds.)(2005): The Business of Global Environment Governance, Cambridge (Mass)/London (MIT Press)
Wilkinson, Rordan (ed.)(2005): The Global Governance Reader, London, New York (Routledge)
World Commission on the Social Dimensions of Globalisation (2004): A Fair Globalisation, Geneva (ILO)

500392	International Economic Law	ECTS: 5
Level: Master		
<p>Required Preconditions: Basic knowledge in legal methodology, private and business law.</p>		
<p>Learning Outcomes and Competencies, Subject related / Generic: As to content: Having successfully completed the course, students will be able to find their way through the interactions and interdependence of the Law of Nations, International Organisations and Treaties like the WTO, integrated economic spaces like the European Union, Conflict of Laws and Comparative Law. As the Module belongs to the area "International Business studies", students can relate business law to globalisation, economic and political developments, international competition, labour markets and (national) social policy. They improve their sensitivity for opportunities and risks resulting from differences between and harmonisation of legal systems. This enhances their strategic considerations and their application. As to method: Students will improve their skills in legal construction and the interpretation of law, spreading these capacities to international and foreign legal provisions. They will be able to find access to hitherto unknown statutes and norms which they will critically appreciate as regards underlying values, power relations, social conflicts and economic efficiency. Students will derive solutions for typical problems of international business transactions and transfer them onto new situations. They will be able to argue in view adequate consideration of the legal context within economic or business decisions.</p>		
<p>Content of Course: The problem of free trade as a constitutional principle in the international economy. Rights and obligations under the WTO affecting private enterprises, esp. the GATT. The globalisation of intellectual property rights under the TRIPs agreement. The European Union and the fundamental liberties of its Internal Market (freedom of movement of goods, services, workers, capital and establishment). Anti-discrimination, consumer protection, fair trade and free competition on an international level. Private International Law (Conflict of Laws) and choice of law. The performance of contracts and the property aspect of international business transactions. The protection of foreign investments.</p>		
<p>Literature Recommendations: Ray August: "International Business Law - Text, Cases, and Readings" (the current edition) Ian Brown: "Conflict of Laws"(the current edition) Paul Craig / Gráinne de Búrca: "EU Law - Text, Cases and Materials" (the current edition) Jan H. Dalhuisen: "Dalhuisen on International, Commercial, Financial and Trade Law" (the current edition) Richard Schaffer/ Beverley Earle / Filiberto Agusti: "International Business Law and Its Environment" (the current edition)</p>		