



# English Stream

winter semester  
2010/2011

(Effective May 2010)

Module Number	Module Title	ECTS
<b>Studium Generale</b>		
<a href="#">101433</a>	Introduction to Business English	2.5
<b>Bachelor Programs, First Stage (1st – 3rd semester)</b>		
<a href="#">200191</a>	Human Resources and Organisation	5
<a href="#">200192</a>	Investment and Finance	5
<a href="#">200193</a>	Marketing	5
<a href="#">200291</a>	Basics of External Accounting	5
<a href="#">200292</a>	Basics of Internal Accounting/ of Controlling	5
<a href="#">200391</a>	Microeconomics: Allocation and Distribution	5
<a href="#">200392</a>	Macroeconomics I: The Economic Cycle and Employment	5
<a href="#">200393</a>	Macroeconomics II: Worldmarket and Currency	5
<a href="#">200591</a>	Business Organisation, Company, Work Seen from the Perspective of History and the Social Sciences	5
<a href="#">200691</a>	Business Mathematics	5
<a href="#">200692</a>	Statistics	5
<a href="#">200791</a>	Introduction to Business Information Systems	5
<a href="#">200792</a>	Business Application	5
<a href="#">200891</a>	Self Management	5
<a href="#">400191</a>	Fundamentals of Business Law	5
<a href="#">400492</a>	Fundamentals of Corporate Finance	5
<a href="#">400592</a>	Regional Studies	5
<a href="#">400393</a>	International Economics	5
<a href="#">400292</a>	Cost Accounting	5

<b>Bachelor Programs, Second Stage (4th – 7th semester)</b>		
<a href="#">201591</a>	Strategic Management	5
<a href="#">201692</a>	Instruments of Controlling	5
<a href="#">201693</a>	Operations Management	5
<a href="#">202091</a>	Product and Distribution Management	5
<a href="#">202092</a>	Market Research	5
<a href="#">202093</a>	Communication Strategies and Consumer Behavior	5
<a href="#">202094</a>	Selected Issues in Marketing	5
<a href="#">202391</a>	Communication and Interaction on the Job	5
<a href="#">203092</a>	Financial Analysis and Assessment	5
<a href="#">203091</a>	Finance and Investment Policies in Business	5
<a href="#">203094</a>	Selected Issues in Business Finance	5
<a href="#">204092</a>	International Business Accounting	5
<a href="#">205091</a>	Human Resource Management	5
<a href="#">200592</a>	Political Economy and Social Structure of Modern Society	5
<a href="#">204093</a>	Corporate Accounting and Controlling	5
<a href="#">211091</a>	National and International Financial Relations	5
<a href="#">212092</a>	Labour Markets and Welfare States in Europe	5
<a href="#">212091</a>	Economic Policy in Europe	5
<a href="#">400991</a>	International Management	5
<a href="#">401191</a>	History, Politics and Economics of the Country	5
<a href="#">401391</a>	Management Issues: Management Consulting	5
<a href="#">401491</a>	Intercultural Communications	5
<a href="#">401393</a>	Management Issues: Total Quality Management	5
<b>Special English Courses</b>		
<a href="#">202361</a>	English for Finance and Accounting	2,5
<a href="#">202362</a>	English for International Business and Economics	2,5
<a href="#">200862</a>	English for Marketing	2,5
<a href="#">200861</a>	English for Management	2,5

<b>Title of Module:</b> Introduction to Business English	<b>Modul number:</b> 101441
<b>Modul shortmark:</b> -	<b>Credits:</b> 2,5 ECTS
<b>Duration:</b> -	<b>Level:</b> -
<b>Units:</b> -	<b>Frequency:</b> -
<b>Language of Instruction:</b> -	<b>Assessment:</b> -
<b>Subject Area:</b> -	<b>Status:</b> -
<b>Teaching Mode, contact hours:</b> Partner and small group vocabulary-building exercises and activities to improve spoken English; partner information exchange exercises; collaborative writing; vocabulary expansion.	
<b>Individual Study Time, Assessment Time and Preparation:</b> -	<b>Total Work Load:</b> -

<b>Required Preconditions:</b> -
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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.
<b>Content of Course:</b> 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.
<b>Literature Recommendations:</b> All materials for this course can be obtained in class. Students will need an English dictionary.

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

<b>Required Preconditions:</b> None
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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
<b>Content of Course:</b> -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
<b>Literature Recommendations/Sources:</b> Steinmann, H. / Schreyögg, G.: Management. 6. Auflage. Wiesbaden: Gabler 2005 (englisch: Hellriegel, D. / Slocum, J.W.: Organizational Behavior. 10. Aufl.: Mason/Ohio: Thomson 2004)

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

<b>Required Preconditions:</b> Accounting and Basics of Balancing
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> After completion of this module, students should</p> <ul style="list-style-type: none"> <li>- have an overview of the basics of F&amp;I</li> <li>- be able to apply fundamental calculation methods (leverage effect, ratios, etc.) from F&amp;I</li> <li>- be able to confidently apply various valuation methods (net present value, cash flow, cash value, etc.) to various constellations,</li> <li>- be able to master all the basics of F&amp;I in a case-study-oriented way</li> <li>- be able to independently analyse theoretical approaches (leverage effect, net-present-value method) regarding their practical application.</li> </ul>
<p><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>- Basics in financing: the term `financing`, financial objectives and capital structure, financial analysis, equity financing, loan financing, cash-flow financing.</li> <li>- Basics of investment: the term `investment`, investment planning, investment calculation methods in an overview</li> <li>- Dynamic investment calculation methods: net-present-value method, annuity method, internal-rate-of-return method, complete financial plan.</li> </ul>
<p><b>Literature Recommendations/Sources:</b></p> <ul style="list-style-type: none"> <li>- Brealey/Myers: Principles of Corporate Finance, McGraw-Hill</li> <li>- Ross/Westerfield/Jaffe: Corporate Finance, McGraw-Hill</li> <li>- Perridon / Steiner: Finanzwirtschaft der Unternehmung, Vahlen</li> </ul>

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

<b>Required Preconditions:</b> None
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b></p> <ul style="list-style-type: none"> <li>Ability to discuss marketing topics</li> <li>Correct use of key marketing terms</li> <li>Understanding of the basic principles of consumer and organisational buying behaviour</li> <li>Usage of marketing instruments in different situations</li> <li>Ability to analyse marketing related situations of business companies in order to develop and present solutions</li> <li>Development of solutions in teams and the ability to manage these</li> <li>Recognition of marketing aspects in business literature</li> </ul>
<p><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>Concept of marketing (targets, strategies, instruments)</li> <li>Basic aspects of consumer and organisational buying behaviour</li> <li>Fundamental concepts of market and marketing research</li> <li>Targets and aspects of the marketing mix (4 ps/5 ps)</li> <li>Diversity and gender aspects</li> </ul>
<p><b>Literature Recommendations/Sources:</b> - Homburg, C./Krohmer, H., Marketingmanagement, Strategie – Instrumente – Umsetzung – Unternehmensführung, 2. Aufl., Wiesbaden, 2006</p> <ul style="list-style-type: none"> <li>- Kotler, P./Armstrong, G., Principles of Marketing, 10<sup>th</sup> Edition, New Jersey, 2004</li> <li>- Kreutzer, R., Praxisorientiertes Marketing, Grundlagen – Instrumente – Fallbeispiele, 2. Aufl., Wiesbaden, 2008</li> <li>- Meffert, H., Burmann, C./Kirchgeorg, M., Marketing – Grundlagen marktorientierter Unternehmensführung, 10. Aufl., Wiesbaden, 2008</li> </ul> <p>Additional literature will be announced during the lecture.</p>

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

<b>Required Preconditions:</b> None
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> After completion of this module, students will be able to do the accounting for central transactions and prepare annual balance sheets.
<p><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>- Tasks and legal basics of double-entry bookkeeping and for annual balance sheets,</li> <li>- Stock-taking, inventory, balance, statement of profits and losses,</li> <li>- Amendment of a balance sheet due to business transactions,</li> <li>- Posting technique into real accounts and income accounts,</li> <li>- Posting in commercial trade and manufacturing businesses,</li> <li>- Year-end closing entries (depreciation, accruals and deferrals, provisions, bad debts),</li> <li>- Balancing as to the amount (evaluation of additions and consequential evaluation),</li> <li>- Outlook to international accounting.</li> </ul>
<p><b>Literature Recommendations/Sources:</b></p> <ul style="list-style-type: none"> <li>- Coenenberg, A.G.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart, aktuelle Auflage;</li> <li>- Kühnberger, M.: Buchhaltung - Von der Buchführung zum Jahresabschluss, München, Wien, aktuelle Auflage;</li> <li>- Reimers, J.G.: Financial Accounting, New Jersey, newest Edition;</li> <li>- Libby/Libby/Short: Financial Accounting, New York, newest Edition;</li> <li>- Slater, J.: College Accounting, New York, newest Edition</li> </ul>

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

<b>Required Preconditions:</b> Basics of financial accounting
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> Students will learn fundamentals of cost and results accounting and will be able to criticise absorption 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.
<b>Content of Course:</b> <ul style="list-style-type: none"> <li>o Introduction to cost accounting</li> <li>o Cost terminology and cost behaviors</li> <li>o Absorption costing and variable costing</li> <li>o Break even point and cost-volume-profit analysis</li> <li>o Actual costing and normal costing</li> <li>o Short-term profit and loss account</li> <li>o Relevant cost information for decision making</li> </ul>
<b>Literature Recommendations/Sources:</b> Raiborn/Kinney/Prather-Kinsey: Cost Accounting, Thomson-Learning/South-Western Colin Drury: Management and Cost Accounting; Thomson Learning Business Press Horngren, Datar, Foster: Cost Accounting- A Managerial Emphasis, Prentice Hall-Pearson Education Berry/Jarvis: Accounting in a Business Context, Thomson-Learning, London

<b>Title of Module:</b> Microeconomics: Allocation and Distribution	<b>Modul number:</b> 200391
<b>Modul shortmark:</b> IMG-C-1	<b>Credits:</b> 5 ECTS
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> Written Examination
<b>Subject Area:</b> Economics	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> None
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> After completion of this module, students will be able to</p> <ul style="list-style-type: none"> <li>- understand optimisation processes and decisions of households and firms in commodity, labour and capital markets</li> <li>- develop an understanding of the interaction of economic agents in different markets</li> <li>- understand the basic features of economic paradigms as well as their methodological approaches, and apply them to selected issues of allocation and distribution</li> <li>- are able to integrate gender-specific aspects into their analyses.</li> </ul>
<p><b>Content of Course:</b> - Methodological introduction into microeconomics</p> <ul style="list-style-type: none"> <li>- Household theory (demand in commodity markets, supply in labour markets, behaviour in capital markets, gender-specific aspects within the context of households)</li> <li>- Corporate theory (supply in commodity markets, demand in labour markets, behaviour in capital markets) <ul style="list-style-type: none"> <li>- Basic features of the general equilibrium model</li> </ul> </li> <li>- Basic features of the price theory <ul style="list-style-type: none"> <li>- Basic features of the distribution theory</li> <li>- Governmental economic policy in the field of allocation and distribution</li> </ul> </li> </ul>
<p><b>Literature Recommendations:</b> - Pindyck, R.S./Rubinfeld, D.L., Microeconomics, 6th ed., Prentice Hall, 2004; Himmelweit, S., Simonetti, R., Trigg, A., Microeconomics. Neoclassical and Institutional Perspectives on Economic Behaviour, International Thomson Business Press, 2001</p>

<b>Title of Module:</b> Macroeconomics I: The Economic Cycle and Employment	<b>Modul number:</b> 200392
<b>Modul shortmark:</b> IMG-C-2	<b>Credits:</b> 5 ECTS
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> Term Paper
<b>Subject Area:</b> Quantitative Methods	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> Desirable: Module "Microeconomics: Allocation and Distribution"
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> After accomplishing this module, students will be able to</p> <ul style="list-style-type: none"> <li>- understand the methods of macroeconomic analysis</li> <li>- differentiate the various economic paradigms (particularly the differentiated explanation of growth, employment, unemployment, inflation and income distribution)</li> <li>- reproduce the basics of national accounting, interpret macroeconomic statistics and comprehend the empirical economic development of Europe, and of Germany in particular</li> <li>- know the most important sources for empirical investigations in general, and on the Internet in particular</li> <li>- integrate aspects of gender into the analysis</li> </ul>
<p><b>Content of Course:</b> - basics of national accounting</p> <ul style="list-style-type: none"> <li>- application of the categories of national accounting to the empirical development of Europe and Germany, including the search for data</li> <li>- overview of the history of economic thought relating to fundamental economic paradigms (classics, including Marx, neo-classics and Keynesianism)</li> <li>- 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)</li> <li>- presentation of the Keynesian macro model for determining production and employment as well as the price level (cost inflation/deflation, etc.)</li> <li>- overview of specific implementations of macroeconomic models (neo-classical synthesis, monetarism, neo-classics, neo-Keynesianism, etc.) <ul style="list-style-type: none"> <li>- growth theory and theory of economic cycles</li> <li>- comparison of several theories on distribution</li> </ul> </li> </ul>
<p><b>Literature Recommendations:</b> - Blanchard, O., Macroeconomics, 4th ed., Pearson Prentice Hall, 2004;</p> <ul style="list-style-type: none"> <li>- Macroeconomics in Context (free from <a href="http://ase.tufts.edu/gdae/publications/textbooks/macroeconomics.html">http://ase.tufts.edu/gdae/publications/textbooks/macroeconomics.html</a>)</li> </ul>

<b>Title of Module:</b> Macroeconomics II : World Market & Currency	<b>Modul number:</b> 200393
<b>Modul shortmark:</b> BAG-C3	<b>Credits:</b> 5 ECTS
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> Combined examination
<b>Subject Area:</b> Economics	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> Desirable: Module "Microeconomics" and "Macroeconomics"
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> After completion of this module, the students will be able to</p> <ul style="list-style-type: none"> <li>- understand the structure and logics of the balance of payments, <ul style="list-style-type: none"> <li>- appreciate causes and effects of international trade,</li> </ul> </li> <li>- appreciate the changes in exchange rates and international capital markets,</li> <li>- assess fundamental real and monetary foreign-trade paradigms as well as chances and risks of globalisation,</li> <li>- analyse political actions of national governments and international organisations based on case studies,</li> <li>- grasp alternative theoretical and problem-solving approaches and work them out on their own, but also in consensus-seeking teamwork, and present them.</li> </ul>
<p><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>- Empirical presentation of trade and capital flows as well as migration</li> <li>- Structure and proposition of the balance of payments within the overall system of national accounting</li> <li>- Explanation of exchange rate fluctuations and adaptation processes with fixed exchange rates</li> <li>- 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)</li> <li>- Currency crises and their causes, shown by examples (e.g. The EMS Crisis of 1992/93, The Asia Crisis of 1997)</li> <li>- Theories of international trade, free trade and welfare effects, protectionism and economic development, WTO and world trade conflicts</li> <li>- Perspectives of development of the international finance, currency and trade systems</li> </ul> <p>Further information: This course also serves the preparation studies and internships abroad. An international student body is expected.</p>
<p><b>Literature Recommendations:</b></p> <ul style="list-style-type: none"> <li>- Krugman, P./Obstfeld. M., International Economics, 7th ed., Addison-Wesley 2006;</li> <li>- Ingham, B., International Economics, A European focus, Prentice Hall, latest edition;</li> <li>- Stiglitz, J. Making Globalisation Work, Allen Lane, 2006</li> </ul>

<b>Title of module:</b> Business Organisation, Company, Work Seen from the Perspective of History and the Social Sciences	<b>Module N.:</b> 200591
<b>Module Reference No:</b> IMG-E 1	<b>Credits:</b> 5 ECTS
<b>Duration:</b> One Semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided	<b>Frequency:</b> Every Semester
<b>Language of Tuition:</b> English	<b>Assessment:</b> Combined examination
<b>Subject Area:</b> Social Sciences	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> None
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> After successful completion of the module students should be able</p> <ul style="list-style-type: none"> <li>- to know the meaning of thinking and working academically,</li> <li>- to know the similarities and differences in approaching critically various socio-scientific disciplines,</li> <li>- to know the most important processes and institutions which determine the modern world of work, <ul style="list-style-type: none"> <li>- to integrate their special business knowledge into a broader context,</li> <li>- to appreciate the importance of "social skills" in professional activity.</li> </ul> </li> </ul> <p>Contents will be closely linked to methodological objectives. Students will be exposed to contents which they have to reflect on, thereby realizing the interdisciplinary nature of business topics.</p>
<p><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>- Knowledge and academic approach, techniques of academic working</li> <li>- The business organization as subject in economics and the social sciences (interdisciplinary approach) <ul style="list-style-type: none"> <li>- Business organizations and companies in their historical changes</li> </ul> </li> <li>- The company as a social system: labour division, culture, organisation, power, control <ul style="list-style-type: none"> <li>- Gender relations in the company</li> <li>- Employment in change and Industrial relations</li> <li>- Employers' and employees' interests and organizations</li> </ul> </li> <li>- The business organization and society: business ethics and corporate responsibility <ul style="list-style-type: none"> <li>- Social and political regulation of work</li> </ul> </li> </ul>

<b>Title of Module:</b> Political Economy and Social Structure of Modern Society	<b>Modul number:</b> 200592
<b>Modul shortmark:</b> BAG-E-2	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester, parallel offers
<b>Language of Instruction:</b> German	<b>Assessment:</b> Combined examination
<b>Subject Area:</b> Social Sciences	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> None
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> With examples the students will gain a comprehensive view on the tendencies of social change and its most essential impacts -beyond the professional world and the world of labour which were at the focus of the first sociological module in the B.A.. What stands to study are the influence of economic development onto social conditions and the interrelation between economy, society and the welfare state, mainly in an international context. Selected examples will show how social development determines the institutional arrangements, individual and collective interests, but also, reversely, how acting in the job, the private sphere and society are influenced by these factors. Focus will be laid on issues of structural change in the society, particularly on the relationship between market and state and between globalisation and sustainability.</p>
<p><b>Content of Course:</b> - From the industrial society to service economy - Economic and social imbalance in its historical change - Demographic change and migration - Regulation and deregulation - Social policy and gender ratio - Past and Future of the welfare state - Processes of internationalisation since the 19th century - Employment in the process of globalisation - Ecology, production and styles of consumption - Ecology and politics on a national and international level</p>
<p><b>Literature Recommendations:</b> - G. Esping-Andersen (1990): The Three Worlds of Welfare Capitalism, Princeton - A. Giddens (2001): Sociology, 4th Ed., Oxford - A. Giddens (ed.) (2000): On the Edge. Living with Global Capitalism, London - W. Glatzer/I. Ostner (Hg) (1999): Deutschland im Wandel, Opladen - D. Held et. Al. (1999): Global Transformations. Politics, Economics and Culture, Cambridge - W. König (2000): Geschichte der Konsumgesellschaft, Stuttgart - M. Kronauer (2002): Die Gefährdung des Sozialen im hoch entwickelten Kapitalismus, Frankf./M. - K. Polanyi (1978): The Great Transformation. Politische und ökonomische Ursprünge von Gesellschaften und Wirtschaftssystemen, Frankf./M.</p>

<b>Title of Module:</b> Business Mathematics	<b>Modul number:</b> 200691
<b>Modul shortmark:</b> IMG-F-1	<b>Credits:</b> 5 ECTS
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> Written examination
<b>Subject Area:</b> Quantitative Methods	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic hours per 45 minutes = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> Proficiency corresponding to the mathematics pre-course
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> Having completed this module students will be able to</p> <ul style="list-style-type: none"> <li>- solve problems from business processes using the appropriate mathematical skills in the areas of linear equations, classical mathematics in finance and optimisation of functions in economics on their own by means of the mathematical tools studied,</li> <li>- translate quantitative problems from business processes into the language of mathematics, <ul style="list-style-type: none"> <li>- choose and discuss appropriate mathematical models,</li> <li>- properly apply mathematical formulae,</li> <li>- interpret mathematical results from the business perspective,</li> <li>- present and defend results in front of the group,</li> </ul> </li> <li>- implement mathematical methods using mathematical software.</li> </ul>
<p><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>- Linear functions, multidimensional linear models, matrix algebra</li> <li>- Systems of linear equations including methods for solving a system of linear equations and examples in business processes <ul style="list-style-type: none"> <li>- Compound interest and annuity payments</li> </ul> </li> <li>- Differential calculus of functions of one and of several variables</li> <li>- Optimisation with examples in business processes</li> </ul>
<p><b>Literature Recommendations:</b></p> <ul style="list-style-type: none"> <li>-Anthony M., Biggs N.: 'Mathematics for Economics and Finance, Methods and modelling', Cambridge University Press, ISBN 0 521 55913 8.</li> <li>- Hoy M., Livernois J., McKenna C., Rees R., Stengos T.: 'Mathematics for Economics', The MIT Press, ISBN-10: 0262582074, ISBN-13: 978-0262582070</li> <li>-Dowling E.T., 'Schaum's Outline of Mathematical Methods for Business and Economics', Mcgraw-Hill Professional, ISBN-10: 0070176973, ISBN-13: 978-0070176973</li> <li>- Anton H., Bivens I. , Davis St.: 'Calculus', Wiley, J, ISBN-10: 0471482382, ISBN-13: 978-0471482383</li> </ul>

<b>Title of Module:</b> Statistics	<b>Modul number:</b> 200692
<b>Modul shortmark:</b> IMG-F-2	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is divided into 2 units.	<b>Frequency:</b> Each semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> Written examination
<b>Subject Area:</b> Quantitative Methods	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS) and exercises (2 SWS), preferably software supported; 81 hours	
<b>Individual Study Time, Assessment Time and Preparation:</b> 69 hours	<b>Total Work Load:</b> 150 hours

**Required Preconditions:** Proficiency corresponding to the mathematics pre-course

**Learning Outcomes and Competencies, Subject related / Generic:** Having completed this module students will be able to

- model the quantitative aspects of typical business and economic problems
- rationally choose the appropriate statistical methods and techniques for analysing given data sets
- apply suitable statistical techniques properly to the given data sets and produce reasonable results
- interpret data and results of statistical analysis adequately and present them in a useful form
  - see the risk of manipulation and the chances of taking influence in applying statistical techniques
    - judge opportunities and risks of business decisions
- use wide-spread software-tools to support quantitative business analysis

**Content of Course:**

- Basic definitions, subject- and application areas of statistical methods
  - Derivation and presentation of univariate frequency distributions
- Distribution statistics and landmark summaries
  - Measures of the centre and variability
  - Describing data by frequencies, percentages and cumulative figures
    - Bivariate data analysis with regression and correlation
    - Basics of probability analysis
- Random variables and probability distributions: normal, binomial, hypergeometrical and Poisson-distribution
  - Sample statistics
    - Estimation of parameters and confidence-intervals
  - Hypothesis testing of parameters and types of errors
    - Chi-square statistic
    - decision analysis

**Literature Recommendations:**

- Anderson, D. R.; Sweeney, D. J.; Williams, Th. A.: Quantitative Methods for Business, Thomson, South-Western
- Anderson, D. R. et.al.: Statistics for Business and Economics, Thomson, South-Western
- Bourier, G.: Beschreibende Statistik, Wahrscheinlichkeitsrechnung und schließende Statistik
- Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium, München
- Schaum`s Outline in Statistics McGraw Hill, New York, (several books)

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

<b>Required Preconditions:</b> Basic PC knowledge.
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> Having completed this module students will be able to</p> <ul style="list-style-type: none"> <li>- describe the initial situation of companies when using modern information and communication systems <ul style="list-style-type: none"> <li>- characterise the role of business information systems when planning, developing and supporting such systems, classify the different application systems used in business today, describe the necessary hardware and software components of information and communication systems and understand how they work together</li> </ul> </li> <li>- model and solve on their own small business problems by using spreadsheet programs or/and database management systems <ul style="list-style-type: none"> <li>- create simple WEB sites.</li> </ul> </li> </ul>
<p><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>- Information and communication systems in business and organisations <ul style="list-style-type: none"> <li>- The role of "Business Information Systems"</li> </ul> </li> <li>- 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) <ul style="list-style-type: none"> <li>- How computers work (hardware and software architecture)</li> </ul> </li> <li>- Communication systems (computer networks, network topology and network management), Exercises in the PC lab <ul style="list-style-type: none"> <li>- Solution of business problems using spreadsheet programs and database systems</li> <li>- Introduction into HTML and creating simple WEB sites</li> </ul> </li> </ul>
<p><b>Literature Recommendations:</b></p> <ul style="list-style-type: none"> <li>- Shelly G., Cashman T.: Discovering Computers 2006: A Gateway to Information, Thomson, Boston</li> <li>- Laudon J., Laudon K.: Essentials of Business Information Systems, Prentice Hall, 2007</li> <li>- Miller, L. : MIS Cases: Decision Making with Application Software, Prent.Hall, 2005</li> </ul>

<b>Title of Module:</b> Business Applications	<b>Modul number:</b> 200792
<b>Modul shortmark:</b> -	<b>Credits:</b> 5
<b>Duration:</b> -	<b>Level:</b> -
<b>Units:</b> -	<b>Frequency:</b> -
<b>Language of Instruction:</b> -	<b>Assessment:</b> -
<b>Subject Area:</b> -	<b>Status:</b> -
<b>Teaching Mode, contact hours:</b> -	
<b>Individual Study Time, Assessment Time and Preparation:</b> -	<b>Total Work Load:</b> -

<b>Required Preconditions:</b> Successful completion of the module "Introduction to Business Information Systems"
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> Having completed this module students will be able to</p> <ul style="list-style-type: none"> <li>- 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;</li> <li>- model business processes by using the method of event driven process chains (EPC);</li> <li>- design the data model for the processes using the Entity-Relationship-Model (ERM). 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:</li> <li>- participate in IT-projects dealing with the planning and implementation of business information and communication systems;</li> <li>- apply methods for selecting appropriate standard business software for a company; <ul style="list-style-type: none"> <li>- integrate security aspects when developing or selecting business applications;</li> </ul> </li> <li>- understand e-business concepts and business models in a global, IT-networked Web 2.0 environment; <ul style="list-style-type: none"> <li>- practically work with different modules of the ERP-System SAP R/3.</li> </ul> </li> </ul>
<p><b>Content of Course:</b> - The most important components of integrated business applications (ERP, SCM, CRM, E-business, ...);</p> <ul style="list-style-type: none"> <li>- The relationship between business strategy, business processes and information and communication technologies; <ul style="list-style-type: none"> <li>- Methods of selecting standard business applications for a company;</li> <li>- Using event driven process chains (EPC) for modelling business processes;</li> </ul> </li> <li>- Relational database design using Entity-Relationship-Modelling and normalisation;</li> <li>- The structure of ERP systems exemplarily demonstrated by the system SAP R/3; <ul style="list-style-type: none"> <li>- Working with case studies and the SAP R/3 system.</li> </ul> </li> </ul>
<p><b>Literature Recommendations:</b> Beighley, L.: Head First SQL, O'Reilly Media, 2007.  Davenport, T.: The Coming Commoditization of Process, Harvard Business Review, June 2005.  Erl, T.: Service-Oriented Architecture. Concepts, Technology, and Design, Prentice Hall International (2005).  Jeston, J. and Nelis, J.: Business Process Management. Practical Guidelines to Successful Implementations, Butterworth Heinemann, 2006.  Laudon, K.C. and Laudon, J.P.: Essentials of Business Information Systems, Prentice Hall, 7th ed., 2007.  McDermott, R.: Community Development as a Natural Step, Knowledge Management Review, vol. 3 (5), 2000.</p>

<b>Title of Module:</b> Self Management	<b>Modul Number:</b> 200891
<b>Modul Shortmark:</b> IMG-K-1	<b>Credits:</b> 5 ECTS
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> Student performance
<b>Subject Area:</b> Soft Skills	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Exercises (4 SWS = 72 academic hours at 45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> None
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> After completion of this module all the students will be able to</p> <ul style="list-style-type: none"> <li>- better organise themselves in their studies.</li> <li>- They will be more confident in their appearance, e.g. in front of groups and <ul style="list-style-type: none"> <li>- have a first orientation towards what the studies require.</li> </ul> </li> <li>- They will have learned to reflect over themselves and their studies and <ul style="list-style-type: none"> <li>- to show more appreciation towards other people.</li> </ul> </li> </ul>
<p><b>Content of Course:</b> - All students will attend the tutorial Presentation Techniques where they learn to give a visualised presentation on a subject.</p> <ul style="list-style-type: none"> <li>- Furthermore, students will learn to.</li> <li>- better recognise and use their own potentials, (Strengths-Weakness-Analysis), <ul style="list-style-type: none"> <li>- develop individual learning techniques,</li> </ul> </li> <li>- adopt an appropriately organise their time and, if necessary, reduce stress.</li> </ul>
<b>Literature Recommendations/Sources:</b> Literature will be distributed in course

<b>Title of Module:</b> Fundamentals of Business Law	<b>Modul number:</b> 400491
<b>Modul shortmark:</b> IMG-D-1	<b>Credits:</b> 5
<b>Duration:</b> one semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> once a year
<b>Language of Instruction:</b> English	<b>Assessment:</b> combined exam
<b>Subject Area:</b> Business Law	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> ocratic method with case studies (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> None
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> The students would, after successful participation in this module, have developed the following skills:</p> <ul style="list-style-type: none"> <li>* An awareness of the risks, but also the opportunities, which result for business transactions from the differences between the legal systems of the world (with reference to the WTO treaties);</li> <li>* Basic knowledge of selected areas in German and foreign business law, where such differences may become decisive;</li> <li>* An understanding of the development of the German and the foreign legal system, including European Law;</li> <li>* Consciousness of the possibility to use Private International Law (Conflict of Laws) in order to avoid the risks and to profit by the opportunities resulting from legal diversities.</li> </ul>
<p style="text-align: center;"><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>* Introduction to the characteristics and the development of the main legal systems in the world, especially German and French as well as (Angloamerican) Common Law;</li> <li>* From English and German comparative law: the formation and binding force of contracts, the liability for their performance, the transfer of title and the bona fide acquisition of property; the authority of representatives, selected aspects of tort liability;</li> <li>* From Private International Law: the connecting factors of Conflict of Laws rules, the freedom to choose the applicable law of a contract, the lex rei sitae rule for property rights, the lex loci delicti rule for tort liability.</li> <li>* From European Law: the influence of European Law as regards possible obstacles posed by legal diversity between Member States, as well as business opportunities created by the fundamental freedoms of the Internal Market; * From WTO Law: selected business issues within the framework of the GATT, GATS and TRIPs</li> </ul>
<p><b>Literature Recommendations:</b> - Ian Brown: „Conflict of Laws“ (current edition)  - Paul Craig / Gráinne de Búrca: „EU Law – Text, Cases and Materials“ (current edition) - Peter Naylor: “Business Law in the Global Marketplace –    The Effects on    International Business“ (current edition)  - Richard Schaffer / Beverley Earle / Filiberto Agusti: „International Business Law and Its Environment“ (current edition)  - Konrad Zweigert / Hein Kötz: „Introduction to Comparative Law“, as translated into English by Tony Weir (current edition)</p>

<b>Title of Module:</b> Fundamentals of Corporate Finance	<b>Modul number:</b> 400192
<b>Modul shortmark:</b> IMG-A-2	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> 3-hour written exam at the end of the semester
<b>Subject Area:</b> Business Administration	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> Accounting and Basics of Balancing
<p><b>Learning Outcomes and Competencies, Subject related / Generic:</b> After completion of this module, students should</p> <ul style="list-style-type: none"> <li>- have an overview of the basics of F&amp;I</li> <li>- be able to apply fundamental calculation methods (leverage effect, ratios, etc.) from F&amp;I</li> <li>- be able to confidently apply various valuation methods (net present value, cash flow, cash value, etc.) to various constellations,</li> <li>- be able to master all the basics of F&amp;I in a case-study-oriented way</li> <li>- be able to independently analyse theoretical approaches (leverage effect, net-present-value method) regarding their practical application.</li> </ul>
<p><b>Content of Course:</b></p> <ul style="list-style-type: none"> <li>- Basics in financing: the term `financing`, financial objectives and capital structure, financial analysis, equity financing, loan financing, cash-flow financing.</li> <li>- Basics of investment: the term `investment`, investment planning, investment calculation methods in an overview</li> <li>- Dynamic investment calculation methods: net-present-value method, annuity method, internal-rate-of-return method, complete financial plan.</li> </ul>
<p><b>Literature Recommendations/Sources:</b></p> <ul style="list-style-type: none"> <li>- Brealey/Myers: Principles of Corporate Finance, McGraw-Hill</li> <li>- Ross/Westerfield/Jaffe: Corporate Finance, McGraw-Hill</li> <li>- Perridon / Steiner: Finanzwirtschaft der Unternehmung, Vahlen</li> </ul>

<b>Title of Module:</b> Regional Studies	<b>Modul Number:</b> 400592
<b>Modul Shortmark:</b> IMG E2	<b>Credits:</b> 5
<b>Duration:</b> One Semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Once a year
<b>Language of Instruction:</b> English	<b>Assessment:</b> Combined exam
<b>Subject Area:</b>	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Ocratic method with case studies (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

**Required Preconditions:** None

**Learning Outcomes and Competencies, Subject related / Generic:**

By the end of the module students should

- Possess foundation knowledge of the major political systems and regions of the contemporary globalised world; be able to write analytical reports on the more important political systems and regions of the world in English language;
- Have a critical understanding and knowledge of the political, economic and social environment in which business in general and international business management operates;
  - Be able to contextualise business and international management in national, regional and international institutions, processes and dynamics;
- Have a sound understanding of the diverse problems, dilemmas and opportunities presented to states as they respond on the one hand to the changing world order and on the other to their national publics.

**Content of Course:** The module introduces students into the main political, economic and social processes of a complex international multi-level environment. This course intends to give an introductory overview on the history and functioning of the main national political systems, which are more and more engaged in processes of regional economic integration. The module will focus predominantly on the European Union and its member-states, however the Asia Pacific Rim including USA, Japan and China and some issues of the developing world will also be discussed thoroughly. The module wants to raise awareness of the intertwined processes of global, regional and national politics and economy.

**Literature Recommendations/Sources:** - Gabriel A. Almond, G. Bingham J. Powell Jr., Russell J. Dalton, Kaare Strøm, Comparative Politics Today: A World View. .Seventh, Updated Seventh, Eight Editions or Ninth editions (London: Longman 2002, 2003 and 2004 respectively, 2008)  
 - Peter Calvert, Comparative Politics. An Introduction. (Harlow: Pearson Education and Longman 2002)  
 - Michele Cini (ed.), European Union Politics. (Oxford: OUP 2007) second edition

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

<b>Required Preconditions:</b> Successful completion of the first study course
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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
<p>Content of Course:</p> <p>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 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), anti-discrimination legislation 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, gender + management</p> <p><b>Literature Recommendations:</b> - 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)</p>

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

<b>Required Preconditions:</b> Fundamentals of External Accounting; Fundamentals of Internal Accounting/Controlling
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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.
<b>Content of Course:</b> - 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
<b>Literature Recommendations:</b> 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

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

<b>Required Preconditions:</b> Basic studies / Mathematics and Statistics
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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.
<b>Content of Course:</b> 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).
<b>Literature Recommendations:</b> Chase, R.B. / Aquilano, N.J. / Jacobs, F.R. (2001): Operations management for competitive advantage. 9th ed. (McGraw-Hill) Boston 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 Stadler, H. / Kilger, C. (eds.) (2005): Supply chain management and advanced planning. 3rd ed. (Springer) Berlin et al. Thonemann, U. (2005): Operations Management - Konzepte, Methoden und Anwendungen. (Pearson) München et al.

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

<b>Required Preconditions:</b> Basic module of "Marketing"
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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.
<b>Content of Course:</b> 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
<b>Literature Recommendations:</b> 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)

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

<b>Required Preconditions:</b> Basic knowledge of "Marketing" and "Statistics"
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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.
<b>Content of Course:</b> 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.
<b>Literature Recommendations:</b> 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

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

<b>Required Preconditions:</b> Basic module of "Marketing"
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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.
<b>Content of Course:</b> 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
<b>Literature Recommendations:</b> 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)

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

<b>Required Preconditions:</b> Knowledge in Marketing and Business Administration
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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.
<b>Content of Course:</b> The content of the course will be updated by the marketing department depending on current marketing trends.
<b>Literature Recommendations:</b> Werden den Lehrinhalten angepasst. Depending on current topics

<b>Title of Module:</b> Communication and Interaction on the Job	<b>Modul number:</b> 202391
<b>Modul shortmark:</b> BAH-SK	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is subdivided.	<b>Frequency:</b> Every semester, parallel offers
<b>Language of Instruction:</b> German	<b>Assessment:</b> Student performance
<b>Subject Area:</b> Key Qualifications: Continuation Courses	<b>Status:</b> Compulsory and optional compulsory module
<b>Teaching Mode, contact hours:</b> Exercises (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> The students are in their 7th semester and have completed one internship.
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> The students learn to communicate and interact with others more consciously. After actively attending these seminars, the students will have become more sensitive to interpersonal processes, mainly in talks. Discussions with colleagues and/or superiors will be practiced in both everyday work situations or particularly with international partners, in negotiations or in a larger circle, at a meeting.
<b>Content of Course:</b> Attending a communications seminar is compulsory to all students. Beyond this seminar, optional compulsory subjects are offered where students learn - in the tutorial Teamwork and Chairing of Meetings how to present a meeting and supervise teams, - in the tutorial Communication in an Intercultural and International Context something about cross-cultural differences and how to handle them, - in the tutorial Negotiating to negotiate something with one or more partners in fair and clear manner.
<b>Literature Recommendations:</b> Schulz von Thun, F.: Miteinander reden, rororo, 2003

<b>Title of Module:</b> Financial Analysis and Assessment	<b>Modul number:</b> 203092
<b>Modul shortmark:</b> BAH-F-2	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> German	<b>Assessment:</b> Written examination
<b>Subject Area:</b> Business Finance	<b>Status:</b> Optional module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> The module "Basics of External Accounting" (Basics of Accounting)
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> Upon completion of this module students will be able to analyse the financial position of a company on the basis of selected financial key figures, to draw up a cash flow statement, to implement the assessment of a business including mainly applied methods of business valuation, to calculate the issued price of a share according to the DCF method, to calculate and interpret value-based key figures and, furthermore, to plan a management buyout (MBO) on the basis of a case study.
<b>Content of Course:</b> - Financial Analysis on the basis of financial key figures - Cash Flow Statement - Business Valuation - Capital Market Models - Methods of Business Valuation (Multiples, DCF, Real Options) - Value Based Management - Value Based Key Figures (Economic Value Added, Market Value Added, Cash Flow Return on Investment, Cash Value Added, etc.)
<b>Literature Recommendations:</b> - Betsch/Groh/Lohmann: Corporate Finance - Copeland, T./Koller, T./Murrin, J. Unternehmenswert: Methoden und Strategien für eine wertorientierte Unternehmensführung - Auge-Dickhut, S./Moser, U./Widmann, B.: Praxis der Unternehmensbewertung - Behringer, S.: Unternehmensbewertung der Mittel- und Kleinbetriebe: betriebswirtschaftliche Verfahrensweisen; - Nowak, K.: Marktorientierte Unternehmensbewertung - Reichmann: Controlling und Kennzahlen - Küting/Weber: Die Bilanzanalyse - Coenenberg: Jahresabschluss und Jahresabschlussanalyse

<b>Title of Module:</b> Finance and Investment Policies in Businesses	<b>Modul number:</b> 203091
<b>Modul shortmark:</b> BAH-F-1	<b>Credits:</b> 5
<b>Duration:</b> One Semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> German/English	<b>Assessment:</b> Combined examination
<b>Subject Area:</b> Finance and Accounting	<b>Status:</b> Compulsory module (Field of Activity)
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> he module "Basics of External Accounting" (Basics of Accounting)
<b>Learning Outcomes and Competencies, Subject related / Generic:</b>
<b>Content of Course:</b>
<b>Literature Recommendations:</b>

<b>Title of Module:</b> Selected Issues in Business Finance	<b>Modul number:</b> 203094
<b>Modul shortmark:</b> IMH-F-4	<b>Credits:</b> 5 ECTS
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> Combined examination
<b>Subject Area:</b> Business Finance	<b>Status:</b> Optional module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units/45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> Basic knowledge in "Finance and Investments" (Basic stage of studies)
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> The major aim of this course is to provide students with in-depth knowledge of selected fields of international business finance in corporations and financial markets. Moreover, selected special fields of business finance, such risk management, direct foreign investment and issues of the national and international financing law will be investigated. After completing this module students will be able to make business finance decisions in an international context.
<b>Content of Course:</b> - Business finance globalisation - International business finance - International financial markets - Risk management
<b>Literature Recommendations:</b> Eitemann/Stonehill/Moffett: Multinational Business Finance, Pearson/Addison Wesley 2004. Hughes/Mac Donald: International Banking, Addison Wesley 2002. Fabozzi/Ferri/Jones/Modigliani: Foundations of Financial Markets and Institutions, Pearson 2002. Marrison: The Fundamentals of Risk Measurement, Mc Graw Hill 2002 Shapiro: Multinational Financial Management, John Wiley and Sons 2003

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

<b>Required Preconditions:</b> Basic knowledge in "External Accounting"; "Account Balancing" (TF)
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> 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.
<b>Content of Course:</b> - 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))
<b>Literature Recommendations:</b> 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

<b>Title of Module:</b> Human Resource Management	<b>Modul number:</b> 205091
<b>Modul shortmark:</b> BAH-P-1	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is subdivided into 2 tutorials: Human Resource Management and Human Resource Psychology.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> German/English	<b>Assessment:</b> Combined Examination
<b>Subject Area:</b> Human Resource Management and Organisational Design	<b>Status:</b> Optional module
<b>Teaching Mode, contact hours:</b> Tutorial (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> Basic knowledge of organisational theories and personnel management (e.g. the personnel management process), awareness of group dynamics, team skills, language skills (German & English)
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> Advanced knowledge of human resource management (e.g. strategic and international issues), basic principles of psychology, sensitivity for interpersonal relations, communication skills for HR issues (e.g. selection interviews, feedback, target agreements), self-reflection competence, ability to design the own learning process, integrated thinking
<b>Content of Course:</b> - Strategic and international human resource management - Recruiting and selection - Fundamentals of aptitude testing - Human resource development in the context of the current issue of Change Management, - Success factors of team work - Motivation and compensation - Theory and training of feedback processes - Compensation management - Human resource controlling
<b>Literature Recommendations:</b> Grundlagenlehrbuch: Holtbrügge, Dirk (2004): Personalmanagement, Springer Thomson, Rosemary (2002): Managing People, 3rd ed., Elsevier

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

<b>Required Preconditions:</b> Basic knowledge of legal methods, of Private Business Law and the Law of Enterprises (from the first stage of studies).
<b>Learning Outcomes and Competencies, Subject related / Generic:</b>
<b>Content of Course:</b>
<b>Literature Recommendations:</b>

<b>Title of Module:</b> International Management	<b>Modul number:</b> 400991
<b>Modul shortmark:</b>	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b> English	<b>Assessment:</b> Combined examination
<b>Subject Area:</b> Core: strategic focus	<b>Status:</b> Compulsory module
<b>Teaching Mode, contact hours:</b> Tutorial on case studies (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 96 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> Successful completion of the first study course
<b>Learning Outcomes and Competencies, Subject related / Generic:</b> Discussing and developing the management skills needed to be effective in cross-national interactions and in daily operations in foreign subsidiaries or international working teams steered from central operations.
<b>Content of Course:</b> Programme will focus on competitive strategy through human resource, business plan and cost management. Focus is on: Strategic issues in international mergers and acquisitions, re-engineering in a foreign environment, international marketing decisions and key account management, strategic planning in a global area, organising international operations, socially and ethically leading and managing international teams, and personal career development for general management position in international business.
<b>Literature Recommendations:</b> Main text book: Charles Hill, International Business, current edition Simon, Herman - Hidden Champions: Lessons from 500 of the World's Best unknown Companies, Harvard Business School Press; Boston Massachusetts, 1996 Deresky, Helen – International Management: Managing across Borders and Cultures, current edition, Addison Wesley Educational Publishers Inc. Porter - Competition in Global Industries: A conceptual Framework. In: Porter (ed.), Competition in Global Industries, Harvard Business School Press, 1986

<b>Title of Module:</b> History, Politics and Economics of the Country	<b>Modul number:</b> 401191
<b>Modul shortmark:</b> EH-V-12	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided	<b>Frequency:</b> Once per year
<b>Language of Instruction:</b> English	<b>Assessment:</b> Combined examination
<b>Subject Area:</b> Strategic focus	<b>Status:</b> Optional module
<b>Teaching Mode, contact hours:</b> Tutorial on case studies (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 69 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> None
<p style="text-align: center;"><b>Learning Outcomes and Competencies, Subject related / Generic:</b></p> <p>On successful completion of this module the students will be expected to be able:</p> <ul style="list-style-type: none"> <li>- have a critical understanding and knowledge of the political, economic and social environment of Germany in which business in general and international business management operates;</li> <li>- have a sound understanding of the diverse problems, dilemmas and opportunities presented to Germany as they respond on the one hand to the changing world order and on the other to their national publics. <ul style="list-style-type: none"> <li>- be able to write analytical reports on the German political system and regions in English language;</li> <li>- be able to present orally short reports on complex intertwined regional and national processes in English language;</li> </ul> </li> </ul>
<p style="text-align: center;"><b>Content of Course:</b></p> <p>This course intends to give an introductory overview on the history and functioning of the political systems in Germany, which are more and more engaged in processes of the European Union. The module wants to raise awareness of the intertwined processes of global, regional and national politics and economy. Although its main approach is political, the different economic and social aspects of different political systems is also part of the module. In relation to business studies in general and international business management in particular, the module introduces students into the main political, economic and social processes of a Country, in this case Germany.</p>
<p style="text-align: center;"><b>Literature Recommendations:</b></p> <p>Gabriel A. Almond, G. Bingham J. Powell Jr., Russell J. Dalton, Kaare Strøm, Comparative Politics Today: A World View. .Seventh, Updated Seventh, Eight Editions or Ninth editions (London: Longman 2002, 2003 and 2004 respectively, 2008)</p> <p>Peter Calvert, Comparative Politics. An Introduction. (Harlow: Pearson Education and Longman 2002)</p> <p>Michele Cini (ed.), European Union Politics. (Oxford: OUP 2007) second edition</p> <p>Christopher Hill and Michael Smith (eds.), International Relations and the European Union. (Oxford: OUP 2005)</p> <p>Simon Bulmer and Christian Lequesne (eds.), The Member States of the European Union. (Oxford: OUP 2005)</p> <p>Tim Bale, European Politics. A Comparative Introduction. (Basingstoke: Palgrave 2005)</p> <p>Gabriel A. Almond, Russell J. Dalton, G. Bingham Powell Jr., Kaare Strøm, European Politics Today. (New York: Pearson Longman 2007)</p>

<b>Title of Module:</b> Management Issues: Management Consulting	<b>Modul number:</b> 401391
<b>Modul shortmark:</b> BAH-Th1	<b>Credits:</b> 15 ECTS
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is subdivided.	<b>Frequency:</b> Every semester
<b>Language of Instruction:</b>	<b>Assessment:</b> Extended term paper
<b>Subject Area:</b> Topical field	<b>Status:</b> Optional module
<b>Teaching Mode, contact hours:</b>	
<b>Individual Study Time, Assessment Time and Preparation:</b>	<b>Total Work Load:</b>

<b>Required Preconditions:</b>
Completion of the 1st stage of studies with profound knowledge of Economics and Business Administration
<b>Learning Outcomes and Competencies, Subject related / Generic:</b>
Having completed this topical field students will be able to, - gain thorough insights of management issues of a special topic, industry or region. - apply theoretical approaches to business and social processes of change and develop strategies for their practical implementation of process of change bearing in mind various theoretical approaches.
<b>Content of Course:</b>
The contents of the topical field will relate to the respective subject to be focused on, such as "Management in the Globalized Environment", "Management in International Corporations", "Management in Selected Industries", "Management in selected Regions" or "Selected Issues of Management". All the main topics offered under the headings. The main focus will lie on management subjects, such as entrepreneurial management, innovation management, supply chain management, management in tourism etc. Courses with an economic or legal focus may be offered as well, such as international economics or comparative law systems.
<b>Literature Recommendations:</b>
Will be announced in the respective term

<b>Title of Module:</b> Intercultural Communications	<b>Modul number:</b> 401491
<b>Modul shortmark:</b> EH-V-12	<b>Credits:</b> 5
<b>Duration:</b> One semester	<b>Level:</b> Bachelor
<b>Units:</b> This module is not subdivided	<b>Frequency:</b> Once per year
<b>Language of Instruction:</b> English	<b>Assessment:</b> Combined examination
<b>Subject Area:</b> Strategic focus	<b>Status:</b> Optional module
<b>Teaching Mode, contact hours:</b> Tutorial on case studies (4 SWS = 72 academic units at 45 mins. each = 54 hours)	
<b>Individual Study Time, Assessment Time and Preparation:</b> 69 hours	<b>Total Work Load:</b> 150 hours

<b>Required Preconditions:</b> Successful completion of the first study course
<p style="text-align: center;"><b>Learning Outcomes and Competencies, Subject related / Generic:</b></p> <p>The course “cross-cultural management” aims to achieve the following objectives:</p> <ul style="list-style-type: none"> <li>- to deepen the general framework of intercultural communication that provides students with a platform for further applications in the various fields of international business</li> <li>- to further sensitize the participants about their own cultural imprints and expand their knowledge about key cultures</li> <li>- to build knowledge in the cross-cultural management areas of presentations, negotiations, meetings, feedback, conflict-resolution, teambuilding, networking At the end of the course students will be more aware of key factors that are decisive in international management. Special focus will be on organizational versus cultural values and the special skills necessary to be a successful manager across cultures</li> </ul>
<p style="text-align: center;"><b>Content of Course:</b></p> <p>The course covers four major subject areas</p> <ul style="list-style-type: none"> <li>- Culture awareness advanced: deepening knowledge of own cultural imprints and intercultural instruments (i.e. cultural dimensions, cultural standards, assessment tools)</li> <li>- Key factors in cross-cultural management</li> <li>- Focus on specific target cultures selected by students</li> <li>- Building effective cross-cultural teams (face-to-face and virtual)</li> </ul>
<p style="text-align: center;"><b>Literature Recommendations:</b></p> <p>Core Readings: Fons Trompenaars &amp; Charles Hampden Turner: “Riding the Waves of Culture, Fons Trompenaars &amp; Charles Hampden Turner: “Building Cross Cultural Competence” Nancy Adler: “International Dimensions of Organizational Behaviour”; Nigel Holden: “Cross-Cultural Management” Helen Deresky: “International Management – Managing Across Borders and Cultures” Jessica Lipnack &amp; Jeffrey Stamps: “Virtual Teams”.</p>