Module description
Bachelor International Business Studies, PO-Version 14 SS

Contents

First phase of program

First study part compulsory modules

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Module  IBS-101 Introduction to Business 1

Level of Module  Basic modul
Type of Module  Compulsory module
Submodules  
IBS-101-01  Fundamental management studies decisions, Compulsory
IBS-101-02  Production, Compulsory
IBS-101-03  Accounting, Compulsory

Person in Charge  Hohberger, Peter, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  102 h / 78 h
Semester  1
Duration of Module  1 semester
Recommended Prerequisites  None
Examination  K2, M

Learning Outcomes
Students are able to independently respond to, as well as develop, appropriate solutions for fundamental questions of business administration, including basic policy decisions, production and accounting.
Submodule  IBS-101-01 Fundamental management studies decisions

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<th>Henze, Monika, Dipl.-Kffr.</th>
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Learning Outcomes
Students are able to classify general economics as a science. Additionally, students are able to name and explain general scientific goals and procedures as well as basic terms and fundamental parts of general economics. They understand the key figures, aims, organisational forms, forms of cooperation with other companies as well as action alternatives, criteria and methods of location management. They are capable of identifying different situations of decision making and respectively apply appropriate methods and rules in order to make a decision. Students can evaluate and compare alternative organisational structures and locations. In addition, they are able to find easy solutions for individual issues.

Content
- Basics of general economics
- Basics in theoretical decision making
- Basics of organisations
- Company mergers
- Choice of location

Requirements for Contact Hours
- Taking of notes of the discussed content and the application examples
- Participation during discussions
- Contribution of personal experiences and - if applicable - actively asking questions if content is unclear

Requirements for Independent Study Hours
- Regular review of the learned content by means of lecture notes and supplementary reading of the specified economics literature

Bibliography
- Vahs, Dietmar; Schäfer-Kunz, Jan: Einführung in die Betriebswirtschaftslehre, Schäffer-Poeschel: Stuttgart
- Wöhe, Günter: Döring, Ulrich: Einführung in die Allgemeine Betriebswirtschaftslehre, Vahlen: München
- Additional literature will be indicated in the script
Submodule  IBS-101-02 Production

Person in Charge                     Hohberger, Peter, Prof. Dr.
Language of Instruction             German
Curriculum Allocation               BBA, BIS, EWI, IBS, VT, WIM
Course Type, Contact Hours per Week Lecture, 2 SWS
ECTS Credits                       2
Contact Hours / Independent Study Hours 34 h / 26 h
Suggestions for Independent Study  - Review of the learned content based on supplementary materials
                                       - Practicing of case studies
Recommended Prerequisites          None
Group Size                          80

Learning Outcomes
Students understand the basic terms of operative added value (i.e. production, purchasing, theory of production and cost). Additionally, they can analyse and evaluate processes, structures and interdependencies in that field.

Content
- Basics of added value
- Basics of production
- Basics of purchasing
- Basics of theory of production
- Basics of cost theory
- Typification of production functions

Requirements for Contact Hours
- Regular and active participation, especially during discussions
- Self-reliant participation by asking questions if the content is unclear

Requirements for Independent Study Hours
- Working on tasks
- Extensive reading of the specialist literature

Bibliography
- Bea, F.: Allgemeine Betriebswirtschaftslehre, Band 3, Leistungsprozess, UTB: Stuttgart
- Preitz, O.: Allgemeine Betriebswirtschaftslehre, Gehlen: Baden-Baden
- Wöhe, G.: Einführung in die Allgemeine Betriebswirtschaftslehre, Vahlen: München
**Submodule  IBS-101-03 Accounting**

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**Learning Outcomes**

Students know the basic legal requirements concerning the obligation to keep books. They recognise different information needs and understand the basic terms of bookkeeping. Additionally, they are capable of systematically integrating different commercial transactions into the system of double bookkeeping and can develop simple balances and income statements.

**Content**

- Terms and legal frame conditions
- Booking techniques for the calculation of stock and the income statement
- Registration of selected business transactions

**Requirements for Contact Hours**

- Regular and active participation, especially during exercises and discussions
- Self-reliant participation, e.g. by asking questions if content is unclear

**Requirements for Independent Study Hours**

- Practicing of the exercises provided during lectures
- Independent practicing of further exercises provided in the literature

**Bibliography**

- Auer, B.: Grundkurs Buchführung, Gabler: Wiesbaden
- Schmolke, S., Deitermann, M.: Industrielles Rechnungswesen IKR, Winkler: Darmstadt
- Wedell, H.: Grundlagen des Rechnungswesen, Band 1: Buchführung und Jahresabschluss, Neue Wirtschafts-Briefe: Herne
- Legislative texts
Module  IBS-102 Introduction to Business 2

<table>
<thead>
<tr>
<th>Level of Module</th>
<th>Basic modul</th>
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<tbody>
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<td>Compulsory module</td>
</tr>
<tr>
<td>Submodules</td>
<td>IBS-102-01 Financing, Compulsory</td>
</tr>
<tr>
<td></td>
<td>IBS-102-02 Marketing, Compulsory</td>
</tr>
<tr>
<td></td>
<td>IBS-102-03 Investment and controlling, Compulsory</td>
</tr>
<tr>
<td>Person in Charge</td>
<td>Wiese, Karsten, Dipl.-Kfm.</td>
</tr>
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<td>Semester</td>
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<td>Recommended Prerequisites</td>
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<td>Examination</td>
<td>K2, M</td>
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</table>

**Learning Outcomes**

Students are capable of independently answering basic questions concerning the economic issues of financing, marketing and investment and can develop solutions appropriate to the goals.
Submodule  IBS-102-01 Financing

Person in Charge  Henze, Monika, Dipl.-Kffr.
Language of Instruction  German
Curriculum Allocation  BBA, BIS, EWI, IBS, VT, WIM
Course Type, Contact Hours per Week  Lecture, 2 SWS
ECTS Credits  2
Contact Hours / Independent Study Hours  34 h / 26 h
Suggestions for Independent Study  - Study of the provided materials (script, slides, solutions, appendix)
- Regular reading of economics newspapers (e.g. Handelsblatt, FTD)
Recommended Prerequisites  Buchführung (IBS-101-03)
Group Size  80

Learning Outcomes
Students are capable of independently answering basic questions concerning financing. They know the most important financial instruments of equity financing, financing by way of credit and internal financing. Students can apply these instruments in a target-orientated way. Additionally, they are able to create a simple cash flow statement as well as a business analysis with the aid of financial indeces.

Content
- Terms, goals and functions of financing
- Finance analysis, financial indeces
- Financial instruments for covering the capital needs (equity financing, financing by way of credit, cash flow financing)
- Terms and importance of shares, capital increase based on limited liability companies
- Assets and bank and supplier loans
- Financial budgeting

Requirements for Contact Hours
- Regular attendance and active participation during lectures

Requirements for Independent Study Hours
- Intensive and consistent review of the learned content

Bibliography
- Däumler, K.-D., Grabe, J.: Betriebliche Finanzwirtschaft, Neue Wirtschafts-Briefe: Herne, Berlin
- Langguth, H. Kapitalmarktorientiertes Wertmanagement - Unternehmensbewertung, Unternehmenssteuerung und Berichterstattung, Vahlen: München
- Olfert, K.: Finanzierung, Kiehl: Ludwigshafen (Rhein)
- Pape, U. Grundlagen der Investition und Finanzierung, Oldenbourg: München
Submodule  IBS-102-02 Marketing

<table>
<thead>
<tr>
<th>Person in Charge</th>
<th>Gühlert, Hans Christian, Prof. Dr.</th>
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<td>Course Type, Contact Hours per Week</td>
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<tr>
<td>Contact Hours / Independent Study Hours</td>
<td>34 h / 26 h</td>
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<tr>
<td>Suggestions for Independent Study</td>
<td>- Preparation and review of the script and study of the recommended literature</td>
</tr>
<tr>
<td>Recommended Prerequisites</td>
<td>None</td>
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<tr>
<td>Group Size</td>
<td>80</td>
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</tbody>
</table>

**Learning Outcomes**

Students are able to recognise the strategic perspectives of marketing and can link this to the operational perspectives. They are capable of relating the methods and techniques of marketing to current issues of market-orientated business management.

**Content**

- Characterisation of marketing
- Situation analysis and marketing goals
- Strategies of marketing
- Overview of marketing instruments
- Market research

**Requirements for Contact Hours**

- Regular attendance and active participation during lectures

**Requirements for Independent Study Hours**

- Intensive and consistent review of the learned content

**Bibliography**

- Becker, J., Marketing-Konzeption, Vahlen: München
- Kreutzer, R., Praxisorientiertes Marketing, Gabler: Wiesbaden
- Scharf, A., Schubert, B.: Marketing, Schaeffer-Poeschel: Stuttgart
- Kotler P.; Armstrong, G.; Wong, V.; Sounders, J.: Grundlagen des Marketing, Pearson: München
Submodule  IBS-102-03 Investment and controlling

Person in Charge  
Wiese, Karsten, Dipl.-Kfm.

Language of Instruction  
German

Curriculum Allocation  
BBA, BIS, EWI, IBS, VT, WIM

Course Type, Contact Hours per Week  
Lecture, 2 SWS

ECTS Credits  
2

Contact Hours / Independent Study Hours  
34 h / 26 h

Suggestions for Independent Study  
- Study of the provided material (script, slides, solutions, appendix)
- Regular reading of economics newspapers (e.g. Handelsblatt, FTD)

Recommended Prerequisites  
External and Internal Accounting (IBS-105-01 and IBS-105-02)

Group Size  
80

Learning Outcomes

Students are capable of evaluating the basic issues of the investment decision process in the context of company controlling. They know the statistical and dynamic procedures of capital budgeting and are able to make operational investment decisions with the aid of these methods. They are capable of implementing simple data processing applications with Excel as well as applying corresponding indeces.

Content

- Basics of investment decision processes
- Statistical and dynamic capital budgeting methods
- Profit planning, cash flow planning and balance planning
- Investment controlling (conception, support possibilities of data processing methods, indeces)

Requirements for Contact Hours

- Regular attendance and active participation during lectures

Requirements for Independent Study Hours

- Intensive and consistent review of the learned content

Bibliography

- Däumler, K.-D.: Grundlagen der Investitions- und Wirtschaftlichkeitsrechnung, Neue Wirtschafts-Briefe: Herne, Berlin
- Langguth, H.: Kapitalmarktorientiertes Wertmanagement - Unternehmensbewertung, Unternehmenssteuerung und Berichterstattung, Vahlen, München
- Olfert, K.: Investition
- Pape, U: Grundlagen der Investition und Finanzierung, Oldenbourg: München
- Steinle, C.; Daum, A.: Controlling, Schäffer-Poeschel: Stuttgart
Module  IBS-103 Human Resource Management

Level of Module  Basic modul
Type of Module  Compulsory module
Submodules  IBS-103-01  Personnel Management, Compulsory
           IBS-103-02  Personnel Leadership, Compulsory
           IBS-103-03  Employment Law, Compulsory
Person in Charge  Litzcke, Sven, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  102 h / 78 h
Semester  3
Duration of Module  1 semester
Recommended Prerequisites  IBS 1 and 2 (IBS-101, IBS-102), Mathematics 1 and 2 (IBS-109, IBS-110),
                        Business Law (IBS-107)
Examination  H, K2, M

Learning Outcomes
Students know the basic tasks, tools and behavioural-science perspectives as well as the economic and employment law framework requirements of human resource management. Additionally, students can integrate these systematically and independently in the overall economic process. Students know the characteristics of the personnel factor in the economic goods and services process. They are capable of evaluating different explanation approaches, tools and legal requirements regarding their scientific content and the practical relevance. Students understand individual behaviour and social dynamics in the work environment as an expression of different interests and their balancing.
Submodule  IBS-103-01 Personnel Management

Person in Charge   Litzcke, Sven, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, IBS, WIM, WMM
Course Type, Contact Hours per Week  Lecture, 2 SWS
ECTS Credits  2
Contact Hours / Independent Study Hours  34 h / 26 h
Suggestions for Independent Study  - Preparation and review of the script
                                          - Study of the recommended literature
Recommended Prerequisites  IBS 1 and 2 (IBS-101, IBS-102)
Group Size  100

Learning Outcomes
Students are capable of classifying concepts and tools of personnel management in the overall context of the company. They are able to evaluate and independently find solutions for exemplary problems of personnel management.

Content
- Personnel planning
- Personnel marketing
- Personnel selection
- Personnel input
- Motivation/incentives
- Health management

Requirements for Contact Hours
- Regular attendance of the lectures
- Active participation in the lectures

Requirements for Independent Study Hours
- Intensive preparation and review of the script
- Independent reading of the recommended literature

Bibliography
- Heckhausen, J., Heckhausen, H.: Motivation und Handeln, Heidelberg: Springer
# Submodule  IBS-103-02 Personnel Leadership

<table>
<thead>
<tr>
<th><strong>Person in Charge</strong></th>
<th>Litzcke, Sven, Prof. Dr.</th>
</tr>
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<tbody>
<tr>
<td><strong>Language of Instruction</strong></td>
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<td><strong>Curriculum Allocation</strong></td>
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<td><strong>Course Type, Contact Hours per Week</strong></td>
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<td><strong>Contact Hours / Independent Study Hours</strong></td>
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<td><strong>Suggestions for Independent Study</strong></td>
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<tr>
<td></td>
<td>- Study of the recommended literature</td>
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<td>IBS 1 and 2 (IBS-101, IBS-102), Mathematics 1 and 2 (IBS-109, IBS-110)</td>
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<td><strong>Group Size</strong></td>
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</table>

## Learning Outcomes

Students know selected leadership theories and concepts. They can compare these and classify them into the operational as well as into the overall human resources context. Students are able to independently find solutions for exemplary problems in the field of human resource management.

## Content

- leadership tasks
- leadership styles
- leadership theories
- Personalities
- Emotions
- Values
- Counterproductivity in organisations

## Requirements for Contact Hours

- Regular attendance of the lectures
- Active participation during lectures

## Requirements for Independent Study Hours

- Intensive preparation and review of the script
- Study of the recommended literature

## Bibliography

- Häring, K., Litzcke, S.: Führungskompetenzen lernen, Stuttgart: Schäffer-Poeschel
Submodule  IBS-103-03 Employment Law

Person in Charge  Pletke, Matthias, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, IBS, WIM, WMM
Course Type, Contact Hours per Week  Lecture, 2 SWS
ECTS Credits  2
Contact Hours / Independent Study Hours  34 h / 26 h
Suggestions for Independent Study - Preparation and review of the script
- Study of the recommended literature
Recommended Prerequisites  Business Law (IBS-107)
Group Size  100

Learning Outcomes
Students know the basics of the individual employment law. Based on this, they can analyse and solve simple cases in operational practice. They know the normative function of the employment law for human resource management. They can weigh up the different interests of stakeholders, develop their own point of view and represent it adequately in discussions.

Content
- Initiation and conclusion of employment contracts
- Rights and obligations of employer and employee
- Impairment of performance
- Termination of employment: fixed-term contract, cancellation agreement, dismissal

Requirements for Contact Hours
- Regular attendance of the lectures
- Active participation during lectures

Requirements for Independent Study Hours
- Preparation and review of the script
- Study of the recommended literature

Bibliography
- Senne, P.: Arbeitsrecht, Das Arbeitsverhältnis in der betrieblichen Praxis, München: Vahlen
- Wörlen, R., Kookemoor, A.: Arbeitsrecht, Köln: Heymanns
### Module IBS-104 Applied Business Administration

<table>
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<th><strong>Level of Module</strong></th>
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<tr>
<td><strong>Submodules</strong></td>
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<tr>
<td></td>
<td>IBS-104-02 ERP Systems, Compulsory</td>
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<tr>
<td><strong>Person in Charge</strong></td>
<td>Neubauer, Fenna B., V.-Prof.</td>
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<td><strong>ECTS Credits</strong></td>
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<td><strong>Contact Hours / Independent Study Hours</strong></td>
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<tr>
<td><strong>Examination</strong></td>
<td>H, K2, M, R</td>
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</table>

**Learning Outcomes**

Students know two of the basic economics tools and are able to apply these on given tasks. Business plan - they know the procedure in the composition of business plans and are able to develop simple business plans on their own. ERP software in the company - students know the structure of ERP systems and are capable of handling exemplary modules.
Submodule  IBS-104-01 Business Planning

Person in Charge  Neubauer, Fenna B., V.-Prof.
Language of Instruction  German
Curriculum Allocation  BBA, IBS
Course Type, Contact Hours per Week  Seminar, 2 SWS
ECTS Credits  3
Contact Hours / Independent Study Hours  34 h / 56 h
Suggestions for Independent Study  - Preparation and review of the script
- Exercise tasks in small groups
- Independent research
Recommended Prerequisites  None
Group Size  50

Learning Outcomes
Students know occasions, aims and addressees of business plans. They know the procedure of developing business plans and can develop simple business plans on their own. Students are able to solve problems and think holistically due to the demonstration of current pratical examples within the lectures.

Content
- Occasions, aims and procedures of the creation of business plans
- Elements and (partial) content of business plans
- Acquisition of information for the creation of business plans
- Phases of the creation of a business plan and the foundation
- Use of analytic tools: SWOT analysis, scenario planning etc.
- Corresponding software systems

Requirements for Contact Hours
- Active and regular participation with the use of work results

Requirements for Independent Study Hours
- Independently develop (partial) aspects in group work
- If applicable the compilation of business plans

Bibliography
- Bundesministerium für Wirtschaft und Technologie: Starthilfe. Der erfolgreiche Weg in die Selbständigkeit: Bonn
- Klandt, H.: Gründungsmanagement: Der integrierte Unternehmensplan, Oldenbourg: München, Wien
- Kubr, T., Ilar, D., Marchesi, H.: Planen, gründen, wachsen. Mit dem professionellen Businessplan zum Erfolg, Ueberreuter: Zürich
- Further literature will be announced in the lectures
Submodule  IBS-104-02 ERP Systems

Person in Charge                   Hohberger, Peter, Prof. Dr.
Language of Instruction           German
Curriculum Allocation             BBA, BIS, IBS
Course Type, Contact Hours per Week Seminar, 2 SWS
ECTS Credits                      3
Contact Hours / Independent Study Hours  34 h / 56 h
Suggestions for Independent Study - Preparation and review of the script
- Study of the notes
Recommended Prerequisites         None
Group Size                        48

Learning Outcomes
Students know and understand the depiction of information of business processes through ERP systems. Additionally, they understand the standard economic software and its structure.

Content
- Definition and distinction of ERP systems
- ERP systems: market offer and system selection
- Introduction to SAP
- Basics of SAP: transactions, organisational level, data organisation
- Overview of SAP in operational use
- SAP reports

Requirements for Contact Hours
- Regular attendance of the lectures
- Active participation during lectures
- Participation in discussions

Requirements for Independent Study Hours
- Consistent review of the learned content

Bibliography
Module IBS-105 Accounting

Level of Module: Basic module
Type of Module: Compulsory module
Submodules:
- IBS-105-01: External Accounting, Compulsory
- IBS-105-02: Internal accounting, Compulsory
Person in Charge: Daum, Andreas, Prof. Dr.
ECTS Credits: 6
Contact Hours / Independent Study Hours: 102 h / 78 h
Semester: 2
Duration of Module: 1 semester
Recommended Prerequisites: BWL 1 (IBS-101)
Examination: K2

Learning Outcomes:
Students know the conceptual and procedural basics of internal and external accounting. They are capable of applying these independently to practical problems within financial accounting and the development of the annual financial statement with the aid of the German Commercial Code (HGB). Additionally, students are able to independently use annual financial statements in terms of a management information system. Students can apply the learned content to problems of internal accounting in a practical environment as well as evaluate concrete circumstances in internal accounting. They are capable of deriving and making decisions in the context of internal accounting.
Submodule  IBS-105-01 External Accounting

<table>
<thead>
<tr>
<th>Person in Charge</th>
<th>Blode, Ulrich, Diplom-Ökonom</th>
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<tbody>
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<td>Language of Instruction</td>
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<td>- Study of the recommended literature</td>
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<td>- Practicing of the tasks</td>
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<td>- Participating in the tutorial</td>
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<td>Accounting (IBS-101-03)</td>
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<tr>
<td>Group Size</td>
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Learning Outcomes
Students know the conceptual and procedural basics of internal and external accounting. They are capable of applying these independently to practical problems within financial accounting and the development of the annual financial statement with the aid of the German Commercial Code (HGB). Additionally, students are able to independently use annual financial statements in terms of a management information system.

Content
- Accounting of selected business transactions
- Basic principles of correct bookkeeping and accounting
- Temporal classification
- Approach, information shown, valuation and explanation of asset and capital items within the annual financial statement in terms of the commercial law
- Basic principles of billing according to IFRS
- Analysis of the annual financial statement

Requirements for Contact Hours
- Regular and active participation during lectures, especially during exercises and discussions
- Self-reliant participation and the asking of questions if content is unclear

Requirements for Independent Study Hours
- Independent study of the recommended literature
- Practicing of additional case studies
- Following of current developments in professional journals and newspapers

Bibliography
- Coenenberg, A. G.: Jahresabschluss und Jahresabschlussanalyse, moderne industrie: Landsberg a.L.
- Eisele, W.: Techniken des betrieblichen Rechnungswesens, Vahlen: Wiesbaden
- Wedell, H.: Grundlagen des Rechnungswesens, Neue Wirtschafts-Briefe: Herne, Berlin
- Legislative texts
Submodule  IBS-105-02 Internal accounting

Person in Charge Daum, Andreas, Prof. Dr.
Language of Instruction German
Curriculum Allocation BBA, BIS, EWI, IBS, VT, WIM
Course Type, Contact Hours per Week Concept, 2 SWS
ECTS Credits 2
Contact Hours / Independent Study Hours 34 h / 26 h
Suggestions for Independent Study
- Attendance of the tutorials
- Study of the notes
Recommended Prerequisites IBS 1 (IBS-101)
Group Size 84

Learning Outcomes
Students know the conceptual and procedural basics of internal accounting and basic controlling. They can apply the learned content to problems of internal accounting and basic controlling in a practical environment. Students are able to evaluate concrete circumstances in internal accounting and are capable of deriving and making decisions in the context of internal accounting.

Content
- Cost and benefit components (concept classification)
- Basics of controlling
- Cost-type accounting
- Cost-centre accounting (accrual, settlement)
- Cost unit accounting (cost unit item and time computation)
- Marginal costing (contribution costing)

Requirements for Contact Hours
- Regular attendance of the lectures

Requirements for Independent Study Hours
- Preparation and review of the lecture based on the study of the accompanying material and recommended literature

Bibliography
- Olfert, K.: Kostenrechnung, Kiehl: Ludwigshafen
- Schmidt, A.: Kostenrechnung, Kohlhammer: Stuttgart
- Steinle, C., Daum, A.: Controlling, Schäffer-Poeschel: Stuttgart
- Zimmermann, G.: Grundzüge Kostenrechnung, Oldenbourg: München, Wien
Module IBS-106 Basics Economics

Level of Module: Basic module
Type of Module: Compulsory module
Submodules:
- IBS-106-01 Introduction to Macroeconomics and Microeconomics, Compulsory
- IBS-106-02 Macroeconomics, Compulsory
- IBS-106-03 Money and Currency, Compulsory

Person in Charge: Nusser, Michael, Prof. Dr.
ECTS Credits: 6
Contact Hours / Independent Study Hours: 102 h / 78 h
Semester: 1
Duration of Module: 1 semester
Recommended Prerequisites: None
Examination: K2, M

Learning Outcomes:
Students understand the functionality and efficiency of market economies on the micro and macro level. They are capable of analysing economic processes on the micro level and the interdependencies between macroeconomic markets (market for goods, labour market, money market, capital market, foreign exchange market) in the national and international context. Additionally, they are able to evaluate the efficiency of supply-oriented and demand-oriented political measures in order to achieve the goals of economic policy. Students will be better able to solve problems and holistically think in complex economic systems thanks to the presentation and discussion of practical examples with high political relevance.
Submodule  IBS-106-01 Introduction to Macroeconomics and Microeconomics

Person in Charge  Nusser, Michael, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, EWI, IBS, WTD, WIM
Course Type, Contact Hours per Week  Lecture, 2 SWS
ECTS Credits  2
Contact Hours / Independent Study Hours  34 h / 26 h
Suggestions for Independent Study  - Preparation and review of content based on the script
- Exercises
Recommended Prerequisites  None
Group Size  84

Learning Outcomes
Students understand the functionality and efficiency of free and social market economies and are able to analyse the determinants of changes in equilibrium prices and equilibrium quantities. They know the reasons for market failure and have an overview of economic performance indicators and different economic systems. Students are better able to solve problems and think holistically in complex economic systems thanks to the depiction and discussion of practical examples with high political relevance.

Content
- Scarcity of resources and needs
- Supply and demand: functionality and efficiency of markets
- Consumer theory, theory of the firm as well as types of markets
- Market failure and options of state intervention
- Goals of economic policy as well as economic systems
- Basics of economic performance measurement and national accounts

Requirements for Contact Hours
- Regular attendance of the lectures

Requirements for Independent Study Hours
- Consistent preparation and review of the learned content
- Independent working on the exercise tasks

Bibliography
- Mankiw, G., Taylor, M. P.: Grundzüge der Volkswirtschaftslehre, Schäffer-Poeschel: Stuttgart
Submodule  IBS-106-02 Macroeconomics

Person in Charge  Nusser, Michael, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, EWI, IBS, VT, WIM
Course Type, Contact Hours per Week  Lecture, 2 SWS
ECTS Credits  2
Contact Hours / Independent Study Hours  34 h / 26 h
Suggestions for Independent Study  - Preparation and review of content based on the script
  - Exercise tasks
Recommended Prerequisites  None
Group Size  84

Learning Outcomes
Students understand the functionality of market economies on the macro level. They are capable of analysing interdependencies between macroeconomic markets (market for goods, labour market, money market, capital market) and evaluating the efficiency of supply-oriented and demand-oriented political measures. Students are better able to solve problems and holistically think in complex economic systems thanks to the presentation and discussion of practical examples with high political relevance.

Content
- Aggregate demand and aggregate production (in the short-, medium-, long-term)
- Macroeconomic markets: market for goods, labour market, money market, capital market
- Macroeconomic models and the efficiency of fiscal and monetary policy
- Business cycles, stability of market economies and long-term economic growth
- Reasons for unemployment
- Basics of a supply-oriented and demand-oriented economic policy

Requirements for Contact Hours
- Regular attendance of the lectures

Requirements for Independent Study Hours
- Consistent preparation and review of the learned content
- Independent working on the exercise tasks

Bibliography
- Blanchard, O., Illing, G.: Makroökonomie, Pearson Studium: München
- Baßeler, U., Heinrich, J., Utecht, B.: Grundlagen und Probleme der Volkswirtschaft, Schäffer-Poeschel: Stuttgart
- Mankiw, G.: Makroökonomik, Schäffer-Poeschel: Stuttgart
Submodule  IBS-106-03 Money and Currency

Person in Charge  Nusser, Michael, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, EWI, IBS, VT, WIM
Course Type, Contact Hours per Week  Lecture, 2 SWS
ECTS Credits  2
Contact Hours / Independent Study Hours  34 h / 26 h
Suggestions for Independent Study
- Preparation and review of content based on the script
- Exercise tasks
Recommended Prerequisites  None
Group Size  84

Learning Outcomes
Students understand basic connections between demand of money, money supply and inflation. They are able to analyse and evaluate the efficiency of monetary policies in the national as well as in the international context. Additionally, they know important concepts in the context of open national economics and are able to analyse the reasons for currency rate changes. Students are better able to solve problems and holistically think in complex economic systems thanks to the presentation and discussion of topical practical examples with high political-economic relevance.

Content
- Use and types of money and demand for money
- Money supply: quantity theory of money, money suppliers, creation of credit
- Monetary policy, monetary transmission mechanisms and inflation
- Monetary strategies of the central bank
- Open national economies: equities markets, currency systems and balance of payments
- Determinants of currency rate changes

Requirements for Contact Hours
- Regular attendance of the lectures

Requirements for Independent Study Hours
- Preparation and review of the script
- Independent working on the exercise tasks

Bibliography
- Issing, O.: Einführung in die Geldtheorie, Vahlen: München
- Anderegg, R.: Grundzüge der Geldtheorie und Geldpolitik, Oldenbourg: München
Module  IBS-107 Business Law

Level of Module          Basic modul
Type of Module          Compulsory module
Submodules
IBS-107-01  Civil Law, Compulsory
IBS-107-02  Commercial and Company Law, Compulsory
Person in Charge        Möller, Christian, Prof. Dr.
ECTS Credits            6
Contact Hours / Independent Study Hours
102 h / 78 h
Semester                1
Duration of Module      1 semester
Recommended Prerequisites None
Examination             H, K2, M, P, R

Learning Outcomes
Students know the basics of civil law as well as of business and commercial law. Based on this, they are able to systematically and independently solve simple practical cases with the aid of judicial methods.
Submodule  IBS-107-01 Civil Law

Person in Charge  Möller, Christian, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, EWI, IBS, WIM, WMM
Course Type, Contact Hours per Week  Lecture, 4 SWS
ECTS Credits  4
Contact Hours / Independent Study Hours  68 h / 52 h
Suggestions for Independent Study  - Preparation and review of content based on the script
- Study of recommended literature
Recommended Prerequisites  None
Group Size  80

Learning Outcomes
Students know the basics of civil law. Based on this, they are able to systematically and independently solve simple practical cases with the aid of judicial methods.

Content
- Judicial methods
- Procedure of case solving
- Basics of civil law
- General part of the German Civil Code (BGB)
- Law of obligation
- Contract law
- Legal contractual obligations
- Property law

Requirements for Contact Hours
- Regular attendance of the lectures
- Active participation in the lectures

Requirements for Independent Study Hours
- Intensive preparation and review of the script
- Independent study of the recommended literature

Bibliography
- Compulsory: Legislative texts: BGB (e.g. Beck-Texte im dtv), HGB and GmbHG (e.g. nwb-Textausgabe Wichtige Wirtschaftsgesetze)
- Recommended: Schnauder, Grundzüge des Privatrechts für den Bachelor
Submodule  IBS-107-02 Commercial and Company Law

<table>
<thead>
<tr>
<th><strong>Person in Charge</strong></th>
<th>Möller, Christian, Prof. Dr.</th>
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<td><strong>Language of Instruction</strong></td>
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<td><strong>Course Type, Contact Hours per Week</strong></td>
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<tr>
<td><strong>Contact Hours / Independent Study Hours</strong></td>
<td>34 h / 26 h</td>
</tr>
</tbody>
</table>
| **Suggestions for Independent Study** | - Preparation and review of content based on the script  
- Study of recommended literature |
| **Recommended Prerequisites** | None |
| **Group Size** | 80 |

**Learning Outcomes**
Students know the basics of business and commercial law. Based on this, they are able to systematically and independently solve simple practical cases with the aid of judicial methods.

**Content**
- Rights of the businessman  
- Company law  
- Commercial register  
- Auxiliary person of the businessman  
- Authorisation in terms of commercial law  
- Commercial deals  
- Distribution right  
- Rights of the private company  
- Rights of the incorporated company  
- Basics of competition law

**Requirements for Contact Hours**
- Regular attendance of the lectures  
- Active participation during lectures

**Requirements for Independent Study Hours**
- Intensive preparation and review of the content  
- Independent study of the recommended literature

**Bibliography**
- Compulsory: Legislative texts: BGB (e.g. Beck-Texte im dtv), HGB and GmbHG (e.g. nwb-Textausgabe Wichtige Wirtschaftsgesetze)  
- Recommended: Schnauder, Grundzüge des Privatrechts für den Bachelor
## Module IBS-108 Corporate Taxation

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<td>Submodules</td>
<td>IBS-108-01 Corporate Taxation, Compulsory</td>
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<tr>
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<td>Neumann, Torsten, V.-Prof. Dr.</td>
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<td>Semester</td>
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<td>Accounting (IBS-101-03)</td>
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<td>Examination</td>
<td>K2, M</td>
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</table>

### Learning Outcomes

Students know the terms and legal arrangements of the essential tax types and are capable of evaluating concrete tax circumstances. Additionally, students are able to derive and make tax decisions and to independently and holistically solve problems thanks to the processing of complex case studies in small groups.
Submodule  IBS-108-01 Corporate Taxation

Person in Charge  Neumann, Torsten, V.-Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, IBS
Course Type, Contact Hours per Week  Seminar with Tutorial, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  
  - Preparation and review of lecture content
  - Independent study of the literature
Recommended Prerequisites  Accounting (IBS-101-03)
Group Size  80

Learning Outcomes
Students know the terms and legal arrangements of the essential tax types and are capable of evaluating concrete tax circumstances. Additionally, students are able to derive and make tax decisions and to independently and holistically solve problems thanks to the processing of complex case studies in small groups.

Content
- Basics of income tax law and corporate tax law, the trade tax act, tax accounting law, the value added tax act, general fiscal law

Requirements for Contact Hours
- Regular and active participation during discussions
- Working on tax case studies

Requirements for Independent Study Hours
- Application of the gained knowledge to tax problems in the form of exercises

Bibliography
- Frotscher et allii, Grundkurs des Steuerrechts, Körperschaftsteuer und Gewerbesteuer, 15. Auflage, Schäfer Pöschel, 2010
Module  IBS-109 Mathematics 1

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<td>Submodules</td>
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<td>Heithecker, Dirk, Prof. Dr.</td>
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<td>Semester</td>
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<td>Command of: De Craats, J., Bosch, R.: Grundwissen Mathematik, Springer: Berlin, Heidelberg (1-6, 9, 10, 12-14, 16-18)</td>
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<td>Examination</td>
<td>K2, M</td>
</tr>
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</table>

**Learning Outcomes**

Students know the essential terms of the set theory and the propositional logic. They are familiar with the terms of essential methods and techniques of the field analysis and linear algebra. They are capable of understanding and critically questioning the mathematical modelling of problems within economics and computer sciences. Students are able to select appropriate methods for the tackling of typical tasks, apply them and interpret the results. Any comprehension problems can be resolved during the exercises through the asking of questions. In doing so they show self-dependence and self-motivation.
## Submodule IBS-109-01 Mathematics 1

<table>
<thead>
<tr>
<th><strong>Person in Charge</strong></th>
<th>Heithecker, Dirk, Prof. Dr.</th>
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<tr>
<td><strong>Language of Instruction</strong></td>
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</tr>
<tr>
<td><strong>Course Type, Contact Hours per Week</strong></td>
<td>Lecture with exercise, 4 SWS</td>
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<tr>
<td><strong>ECTS Credits</strong></td>
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</tr>
<tr>
<td><strong>Contact Hours / Independent Study Hours</strong></td>
<td>68 h / 112 h</td>
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<tr>
<td><strong>Suggestions for Independent Study</strong></td>
<td>Preparation and review of content based on provided materials, Calculation of the exercise tasks</td>
</tr>
<tr>
<td><strong>Recommended Prerequisites</strong></td>
<td>Command of: De Craats, J., Bosch, R.: Grundwissen Mathematik, Springer: Berlin, Heidelberg (1-6, 9, 10, 12-14, 16-18)</td>
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<tr>
<td><strong>Group Size</strong></td>
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</table>

### Learning Outcomes

Students know the essential terms of the set theory and the propositional logic. They are familiar with the terms of essential methods and techniques of the field analysis and linear algebra. They are capable of understanding and critically questioning the mathematical modelling of problems within economics and computer sciences. Students are able to select appropriate methods for the tackling of typical tasks, apply them and interpret the results. Any comprehension problems can be resolved during the exercises through the asking of questions. In doing so they show self-dependence and self-motivation.

### Content

- Set theory and propositional logic
- Functions and results
- Differential calculus with one or more variables
- Integral calculus
- Vector and matrix algebra
- Linear systems of equation

### Requirements for Contact Hours

- Regular attendance and active participation during lectures and seminars
- Asking of questions when content is unclear

### Requirements for Independent Study Hours

- Intensive study of the available materials, especially thorough handling of the exercise tasks

### Bibliography

- Ohse, D.: Mathematik für Wirtschaftswissenschaftler, Vahlen: München
- Köhler, H.: Lineare Algebra, Hanser: München
- Sydsaeter, H.: Mathematik für Wirtschaftswissenschaftler, Pearson Studium: München
- Sydnaeter, K.; Hammond, P.: Mathematik für Wirtschaftswissenschaftler - Basiswissen mit Praxisbezug, München
Module IBS-110 Mathematics 2

Level of Module: Basic modul
Type of Module: Compulsory module
Submodules: IBS-110-01 Mathematics 2, Compulsory
Person in Charge: Heithecker, Dirk, Prof. Dr.
ECTS Credits: 6
Contact Hours / Independent Study Hours: 68 h / 112 h
Semester: 2
Duration of Module: 1 semester
Recommended Prerequisites: Mathematics 1 (IBS-109)
Examination: K2, M

Learning Outcomes:
Students know the essential terms, methods and techniques within the domains of finance mathematics, descriptive statistics and probability calculation. They are capable of selecting suitable finance mathematical and statistical procedures so as to apply them and analyse the results. Students know the basic probability theoretical terms and are able to analyse random occurrences. Any comprehension problems can be resolved during the exercises through the asking of questions. In doing so they show self-dependence and self-motivation.
### Submodule IBS-110-01 Mathematics 2

<table>
<thead>
<tr>
<th><strong>Person in Charge</strong></th>
<th>Heithecker, Dirk, Prof. Dr.</th>
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<tbody>
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<tr>
<td><strong>Course Type, Contact Hours per Week</strong></td>
<td>Lecture with exercise, 4 SWS</td>
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<tr>
<td><strong>ECTS Credits</strong></td>
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</tr>
<tr>
<td><strong>Contact Hours / Independent Study Hours</strong></td>
<td>68 h / 112 h</td>
</tr>
</tbody>
</table>
| **Suggestions for Independent Study** | - Preparation of lecture content based on the electronically available script  
- Independent solving of the provided supplementary exercises  
- Simultaneous study of recommended literature  
- Independent solving of exercises |
| **Recommended Prerequisites** | Mathematics 1 (IBS-109)    |
| **Group Size** | 80                         |

#### Learning Outcomes

Students know the essential terms, methods and techniques within the domains of finance mathematics, descriptive statistics and probability calculation. They are capable of selecting suitable finance mathematical and statistical procedures so as to apply them and analyse the results. Students know the basic probability theoretical terms and are able to analyse random occurrences. Any comprehension problems can be resolved during the exercises through the asking of questions. In doing so they show self-dependence and self-motivation.

#### Content

- Financial mathematics: compound interest, pension, amortisation, exchange rate, return calculations  
- Descriptive statistics: frequency distribution and its display, position and spreading, correlation and index numbers, concentration measurement  
- Probability theory: probability factor, independent occurrences, conditional probability, random variable, distribution and its indices

#### Requirements for Contact Hours

- Regular and active participation during lectures and group work  
- Calculation of attendance exercises in teams

#### Requirements for Independent Study Hours

- Continuous review of the learned content  
- Continuous review of exercises calculated during lectures

#### Bibliography

- Kruschwitz, L: Finanzmathematik, Vahlen: München  
- Pfeiffer, A.: Praktische Finanzmathematik, Harri Deutsch: Frankfurt  
- Bourier, G.: Deskriptive Statistik, Gabler: Wiesbaden  
- Bourier, G.: Wahrscheinlichkeitsrechnung und schließende Statistik, Gabler: Wiesbaden  
- Basler, H.: Grundbegriffe der Wahrscheinlichkeitsrechnung und statistischen Methodenlehre, Physika: Heidelberg
Module  IBS-111 Statistics

Level of Module  Basic modul
Type of Module  Compulsory module
Submodules
IBS-111-01  Inferential Statistics, Compulsory
IBS-111-02  Software Support in Statistics, Compulsory
Person in Charge  Heithecker, Dirk, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  102 h / 78 h
Semester  3
Duration of Module  1 semester
Recommended Prerequisites  Mathematics 1 and 2 (IBS-109, IBS-110)
Examination  K2, M, P

Learning Outcomes
Students are capable of applying basic methods and techniques of analytic statistics to straightforward business contexts and in terms of empirical thesis and project work. They know the variety of established estimation and testing procedures and are able to evaluate which procedures have to be used in which situation. They know important functions of the program package SPSS and are able to analyse empirical data independently. Students understand decisions as decisions made under quantified risk.
Submodule IBS-111-01 Inferential Statistics

Person in Charge
Heithecker, Dirk, Prof. Dr.

Language of Instruction
German

Curriculum Allocation
BBA, IBS

Course Type, Contact Hours per Week
Lecture with exercise, 4 SWS

ECTS Credits
4

Contact Hours / Independent Study Hours
68 h / 52 h

Suggestions for Independent Study
- Attendance of the tutorials
- Study of recommended supplementary literature

Recommended Prerequisites
Mathematics 1 and 2 (IBS-109, IBS-110)

Group Size
40

Learning Outcomes
Students are capable of applying basic methods and techniques of analytic statistics to a business context and in terms of empirical thesis. They acquire an understanding of the meaning of these procedures in empirical research and recognise applicability in quality management and in market research, among others. Students know a selection of applied procedures and are able to incorporate them easily into other procedures. They are capable of interpreting results of statistical hypothesis tests in the scientific literature and the corresponding output of statistical software systems (especially SPSS). They are capable of choosing suitable testing procedures in specific situations and evaluate to what extent critical violations of the testing procedures might exist.

Content
- Sampling theory, parameter estimation
- Basic terms of hypothesis testing, power of a test
- Concrete procedures: a one-sampling case (interval estimation and tests for position alternatives), a two-sampling case (test for differences, especially t-test and U-test), chi-square tests (adaptation and independence tests), variance analysis (ANOVA), connection hypothesis (correlation test, multiple linear regression analysis). Some of the procedures will be presented with the aid of examples of final papers, e.g. from the field of HRM.

Requirements for Contact Hours
- Active participation in lectures
- Calculation of the exercises and asking comprehension questions if required
- Calculation of the attendance exercises in the tutorials

Requirements for Independent Study Hours
- Intensive preparation and review of the script
- Working on the additional exercises in the exercise sheets

Bibliography
- Bourier, G.: Wahrscheinlichkeitsrechnung und schließende Statistik, Gabler: Wiesbaden
Submodule  IBS-111-02 Software Support in Statistics

Person in Charge  Heithecker, Dirk, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, IBS
Course Type, Contact Hours per Week  Lecture with exercise, 2 SWS
ECTS Credits  2
Contact Hours / Independent Study Hours  34 h / 26 h
Suggestions for Independent Study  - Review of lecture material
  - Independent exercises in the laboratory
Recommended Prerequisites  Mathematics 1 and 2 (IBS-109, IBS-110), simultaneous attendance of the lecture Inductive Statistics (IBS-111-01)
Group Size  40

Learning Outcomes
Students are capable of creating a structured data record according to enquiry results. Additionally, they are able to do a market researching analysis with the aid of SPSS. Students can present the results appropriately and formulate recommendations for the marketing department.

Content
- Basic introduction to the problems of generating and processing data
- Operating of SPSS, its windows, data analysis methods, data input, selecting cases, distributing data, recoding values, contingency table, calculating data, data acquisition, matching data, aggregating data, multiple answer options
- Exercises with SPSS
- Examples of inductive statistics

Requirements for Contact Hours
- Attendance of lectures and seminars
- Active participation during discussions

Requirements for Independent Study Hours
- Preparation and review of the script
- Practicing of SPSS in the laboratory
- Elimination of uncertainties

Bibliography
- Voß, W.: Praktische Statistik mit SPSS, Carl Hanser: München
- Bühl, A.: SPSS 20, Pearson Studium: München
- Brosius, F.: SPSS 21, mitp Professional: Heidelberg
- Zöfel, P.: SPSS-Syntax, Pearson Studium: München
Module  IBS-112 Business English

Level of Module  Basic modul
Type of Module  Compulsory module
Submodules  
IBS-112-01  Communicating in Business 1, Compulsory
IBS-112-02  Communicating in Business 2, Compulsory
Person in Charge  Witte, Mareen
ECTS Credits  6
Contact Hours / Independent Study Hours  102 h / 78 h
Semester  1
Duration of Module  2 semester
Recommended Prerequisites  CEF (Common European Framework of Reference for Languages) level B2 in English
Examination  H, K2, M, P, R

Learning Outcomes
Students reach CEF level C1 in business English. Students develop a broad range of work-related skills. They can understand extended speech and read longer and complex factual texts on a variety of business-related topics. They can handle telephone calls in a confident and competent manner. They can socialise confidently in the business world. They can take part in meetings and negotiations and can express their views clearly and articulately. They can give professional presentations on topics appropriate to their level of expertise. They can write letters, emails, memos, reports and other forms of day-to-day written business communication, using an appropriate style and tone.
Submodule  IBS-112-01 Communicating in Business 1

Person in Charge       Witte, Mareen
Language of Instruction      English
Curriculum Allocation       IBS
Course Type, Contact Hours per Week       Seminar, 4 SWS
ECTS Credits       3
Contact Hours / Independent Study Hours       68 h / 52 h

Suggestions for Independent Study:
- Review vocabulary, phrases and grammatical structures learnt in class regularly
- Additional reading (newspapers, magazines) and listening (the news) on business topics outside the classroom

Recommended Prerequisites:
CEF (Common European Framework of Reference for Languages) level B2 in English

Group Size       20

Learning Outcomes
Students develop their listening, speaking and reading skills. They can understand extended speech and read longer and complex factual texts on a variety of business-related topics. They can express their opinions clearly using appropriate vocabulary and grammatical structures. They can handle telephone calls competently and socialise confidently in the business world. They can make professional presentations and take part in meetings and negotiations.

Content
- Making contacts and socialising
- Telephoning
- Taking part in meetings and negotiations
- Short presentations
- The basics of writing
- Reading and vocabulary work
- Advanced grammar

Requirements for Contact Hours:
- Regular attendance of classes
- Active participation
- Completion of a variety of tasks individually and in pairs or groups

Requirements for Independent Study Hours:
- Regular homework
- Completion of a variety of tasks at home for presentation in class

Bibliography
- Will be made available at the beginning of the course
Submodule  IBS-112-02 Communicating in Business 2

Person in Charge  
Witte, Mareen

Language of Instruction  
English

Curriculum Allocation  
IBS

Course Type, Contact Hours per Week  
Seminar, 2 SWS

ECTS Credits  
3

Contact Hours / Independent Study Hours  
34 h / 26 h

Suggestions for Independent Study  
- Regular review of vocabulary, phrases and grammatical structures learnt in class
- Additional reading (newspapers, magazines) and listening (the news) on business topics outside the classroom to further expand vocabulary

Recommended Prerequisites  
CEF (Common European Framework of Reference for Languages) level B2/C1 in English

Group Size  
20

Learning Outcomes  
Students develop their writing skills with a special focus on business writing. They can write clear, well-structured letters, emails, memos, reports and other business documents using appropriate style and tone for a variety of everyday business situations.

Content  
- General writing techniques
- Style and register
- Letters and emails
- Memos and reports
- Further business documents according to students' needs

Requirements for Contact Hours  
- Regular attendance of classes
- Active participation
- Completion of a variety of tasks individually and in pairs or groups

Requirements for Independent Study Hours  
- Regular homework
- Completion of a variety of tasks at home for presentation in class

Bibliography  
- Will be made available at the beginning of the course
Module  IBS-113 Transferable Skills for Business Professionals

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<tr>
<td>IBS-113-01</td>
<td>General Project Management, Compulsory</td>
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<tr>
<td>IBS-113-02</td>
<td>Introduction to Academic Research and Writing, Compulsory</td>
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<td>Recommended Prerequisites</td>
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<td>Examination</td>
<td>H, K2, M, P, R</td>
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</table>

Learning Outcomes
Students learn about projects as the most important organisational form in the company. They know about basic project management methods and are capable of conducting projects. They acquire key capabilities of social skills. Students know learning, working and time management techniques as well as formal and content-related quality criteria of scientific work.
Submodule  IBS-113-01 General Project Management

Person in Charge  Daum, Andreas, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, BIS, IBS
Course Type, Contact Hours per Week  Lecture with exercise, 4 SWS
ECTS Credits  4
Contact Hours / Independent Study Hours  68 h / 52 h
Suggestions for Independent Study  - Study of the recommended literature
Recommended Prerequisites  None
Group Size  80

Learning Outcomes
Students learn about projects as an important organisational form. They are capable of developing a clear understanding of the singularities of projects. Students know basic methods and tools of project management and are capable of playing a part in the practical context of project management.

Content
- Definition of project management
- Project surroundings and stakeholders
- Project aims and risks
- Project organisation and structures
- Project phases, procedure and deadlines
- Resources, costs and financing
- Adjustments, project controlling, reporting
- Information, documentation, communication
- Project start and completion
- Leadership, motivation, creativity, conflicts, central aspects of common social competencies

Requirements for Contact Hours
- Active participation during lectures
- Intensive participation during seminars
- Asking questions in event of uncertainty
- Participation in discussions

Requirements for Independent Study Hours
- Intensive and consistent review of the learned content

Bibliography
- Gessler, M.: Kompetenzbasiertes Projektmanagement (PM3), GPM: Nürnberg
- Jenny, B.: Projektmanagement, vdf: Zürich
- Schelle, H., Ottmann, R., Pfeiffer, A.: ProjektManager, GPM: Nürnberg
Submodule  IBS-113-02 Introduction to Academic Research and Writing

Person in Charge  
Austmann, Henning, Prof. Dr.

Language of Instruction  
German

Curriculum Allocation  
BBA, BIS, IBS

Course Type, Contact Hours per Week  
Lecture with exercise, 2 SWS

ECTS Credits  
2

Contact Hours / Independent Study Hours  
34 h / 26 h

Suggestions for Independent Study  
- Study of the recommended literature

Recommended Prerequisites  
None

Group Size  
40

Learning Outcomes  
Students are capable of applying the basic rules of scientific working. They are able to use different learning techniques and organise their work effectively and efficiently.

Content  
- Scientific quality criteria
- Methods of source research, evaluation and quoting
- Formal structure of scientific papers
- Developing of scientific papers, especially the structure and arrangement
- Work and learning techniques
- Time management

Requirements for Contact Hours  
- Active participation during lectures
- Undertaking of exercises

Requirements for Independent Study Hours  
- Intensive and concrete review of the content presented during lectures

Bibliography  
# Module IBS-114 Language and Culture China

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| Submodules      | IBS-114-01 Language and Culture China 1, Compulsory  
|                 | IBS-114-02 Language and Culture China 2, Compulsory  
|                 | IBS-114-03 Language and Culture China 3, Compulsory |
| Person in Charge| Hirth, Günter, Prof. Dr. |
| ECTS Credits    | 12 |
| Contact Hours / Independent Study Hours | 204 h / 156 h |
| Semester        | 1 |
| Duration of Module | 3 semester |
| Recommended Prerequisites | None |
| Examination     | On sub-module level |

**Learning Outcomes**

Students are able to communicate in complex day-to-day situations. They are able to interact in an appropriate way both in private and business situations. They have sharpened their perception of cultural conditions and their personal cultural identity.
## Submodule  IBS-114-01 Language and Culture China 1

<table>
<thead>
<tr>
<th>Person in Charge</th>
<th>Hirth, Günter, Prof. Dr.</th>
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<td>Language of Instruction</td>
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<td>Curriculum Allocation</td>
<td>IBS</td>
</tr>
<tr>
<td>Course Type, Contact Hours per Week</td>
<td>Seminar, 4 SWS</td>
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<tr>
<td>ECTS Credits</td>
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<tr>
<td>Contact Hours / Independent Study Hours</td>
<td>68 h / 52 h</td>
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<td>Suggestions for Independent Study</td>
<td>Regular review of vocabulary, phrases and grammatical structures learnt in class</td>
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<td>Recommended Prerequisites</td>
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<td>Examination</td>
<td>H, K1, M, P, R</td>
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<tr>
<td>Group Size</td>
<td>12</td>
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</tbody>
</table>

### Learning Outcomes

Students know the basics of the Chinese language including Chinese characters. They are able to communicate in basic day-to-day situations (presenting themselves, asking their way, choosing food in a restaurant etc.) and to interact according to Chinese cultural habits.

### Content
- Introduction to phonetics
- Presenting oneself, finding the way, discussing plans
- Chinese everyday life

### Requirements for Contact Hours
- Active oral participation in order to practice pronunciation

### Requirements for Independent Study Hours
- Regular homework
- Completion of a variety of written tasks at home

### Bibliography
- Dangdai Zhongwen: Contemporary Chinese 1 Textbook, Character Book and Exercise Book, Sinolingua: Beijing
Submodule  IBS-114-02 Language and Culture China 2

Person in Charge          Hirth, Günter, Prof. Dr.
Language of Instruction   English
Curriculum Allocation     IBS
Course Type, Contact Hours per Week Seminar, 4 SWS
ECTS Credits              4
Contact Hours / Independent Study Hours 68 h / 52 h
Suggestions for Independent Study - Regular review of vocabulary, phrases and grammatical structures learnt in class
Recommended Prerequisites None
Examination               H, K1, M, P, R
Group Size                12

Learning Outcomes
Students are able to communicate in basic day-to-day situations (asking about future plans, how to dress, describe weather) and to interact according to Chinese cultural habits.

Content
- To express different times: past experience, change of situations, completion of an action, ongoing actions
- Keeping animals
- Going to a hospital
- Travelling
- Dressing

Requirements for Contact Hours
- Active oral participation in order to practice pronunciation

Requirements for Independent Study Hours
- Regular homework
- Completion of a variety of written tasks at home

Bibliography
- Dangdai Zhongwen: Contemporary Chinese 2 Textbook, Character Book and Exercise Book, Sinolingua: Beijing
Submodule  IBS-114-03 Language and Culture China 3

Person in Charge  Hirth, Günter, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  4
Contact Hours / Independent Study Hours  68 h / 52 h
Suggestions for Independent Study  - Regular review of vocabulary, phrases and grammatical structures learnt in class
Recommended Prerequisites  None
Examination  H, K1, M, P, R
Group Size  12

Learning Outcomes
Students are able to communicate in more day-to-day situations (renting a flat or a house etc.). They are able to use different complements to verbs. Students are able to interact according to Chinese cultural habits.

Content
- Prepositions
- Expressions of duration
- Resultative, directional and potential complements to verbs
- Renting a flat
- Handling complex dialogue situations

Requirements for Contact Hours
- Active oral participation in order to practice pronunciation

Requirements for Independent Study Hours
- Regular homework
- Completion of a variety of written tasks at home

Bibliography
- Dangdai Zhongwen: Contemporary Chinese 2 Textbook, Character Book and Exercise Book, Sinolingua: Beijing
Module  IBS-115 Regional Studies

Level of Module  Basic modul
Type of Module  Compulsory module
Submodules  IBS-115-01  Regional Studies, Compulsory
Person in Charge  Austmann, Henning, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  1
Duration of Module  2 semester
Recommended Prerequisites  None
Examination  H, K2, M, P, R

Learning Outcomes
Students are familiar with the basics of selected countries concerning geography, history and law as well as social and economic systems. Based on this knowledge they are able to adjust to the different cultures involved during their study semesters abroad. In addition, students gain the competence to evaluate the distinct business view taught in the guest universities behind the historical and cultural background. This forms the basis for a culture-based adaption of business theories and methods to individual cases. Due to different teaching and presentation methods, students will advance their presentation skills and aplomb.
Submodule  IBS-115-01 Regional Studies

Person in Charge  Austmann, Henning, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Independent learning of the provided materials
Recommended Prerequisites  None
Examination  On module level
Group Size  24

Learning Outcomes
Students are familiar with the basics of selected countries concerning geography, history and law as well as social and economic systems. Based on this knowledge, they are able to adjust to the different cultures involved during their study semesters abroad. In addition, students gain the competence to evaluate the distinct business view taught in the guest universities behind the historical and cultural background. This forms the basis for a culture-based adaption of business theories and methods to individual cases. Due to different teaching and presentation methods, students advance their presentation skills and aplomb.

Content
- Applied geography
- History
- Law
- Social system
- Economic system of selected countries

Requirements for Contact Hours
- Active participation
- Presentation of assigned topics in an infotainment style

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Preparation of presentations about selected topics in an infotainment style

Bibliography
- Will be announced within the course
Module  IBS-116 Intercultural Management Training

Level of Module  Basic modul
Type of Module  Compulsory module
Submodules  IBS-116-01  Intercultural Management Training, Compulsory
Person in Charge  Adam, Patricia, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  102 h / 78 h
Semester  3
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage; IMA modules
Examination  H, K2, M, P, R

Learning Outcomes
Students understand the scientific dimensions of culture and are able to apply it directly in a project-orientated working environment in groups of mixed nationalities. Thus, they have acquired the competence to analyse, understand and adapt to different cultures as well as to create a positive working environment for diverse groups. They can identify group roles and use them to manage the different phases of group building. In addition, they are able to react appropriately to stressful situations and group pressure by reconciling conflicts and cultural dilemmas. This corresponds with a basic level of intercultural competencies.
Submodule  IBS-116-01 Intercultural Management Training

Person in Charge  
Adam, Patricia, Prof. Dr.

Language of Instruction  
English

Curriculum Allocation  
IBS, BBA-281-01

Course Type, Contact Hours per Week  
Seminar, 6 SWS

ECTS Credits  
6

Contact Hours / Independent Study Hours  
102 h / 78 h

Suggestions for Independent Study  
- Independent learning of the provided material

Recommended Prerequisites  
None

Group Size  
50

Learning Outcomes

Students understand the scientific dimensions of culture and are able to apply it directly in a project-orientated working environment in groups of mixed nationalities. Thus, they have acquired the competence to analyse, understand and adapt to different cultures as well as to create a positive working environment for diverse groups. They can identify group roles and use them to manage the different phases of group building. In addition, they are able to react appropriately to stressful situations and group pressure by reconciling conflicts and cultural dilemmas. This corresponds with a basic level of intercultural competencies.

Content
- Concepts of culture (Hofstede, Trompenaars)
- Aspects of intercultural team building
- Group development
- Personalities and Belbin's team roles
- Basics of communication applied during group projects, case studies and business simulations

Requirements for Contact Hours
- Active participation in international teams
- Completion of given assignments
- Open attitude concerning different cultures and learning styles

Please note: the module is taught as a compact course in a non-university environment

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature

Bibliography
- Trompenaars, F., Hampden-Turner, C.: Managing People Across Cultures, Capstone: Chichester
- Trompenaars, F., Woolliams, P.: Business Across Cultures, Capstone: Chichester
- Trompenaars, F., Hampden-Turner, C.: Riding the Waves of Culture, Nicholas Brealey: London, Boston
Module IBS-115 Regional Studies

Level of Module | Basic modul
Type of Module | Compulsory module
Submodules | IBS-115-01  Regional Studies, Compulsory
Person in Charge | Austmann, Henning, Prof. Dr.
ECTS Credits | 6
Contact Hours / Independent Study Hours | 68 h / 112 h
Semester | 1
Duration of Module | 2 semester
Recommended Prerequisites | None
Examination | H, K2, M, P, R

Learning Outcomes
Students are familiar with the basics of selected countries concerning geography, history and law as well as social and economic systems. Based on this knowledge they are able to adjust to the different cultures involved during their study semesters abroad. In addition, students gain the competence to evaluate the distinct business view taught in the guest universities behind the historical and cultural background. This forms the basis for a culture-based adaption of business theories and methods to individual cases. Due to different teaching and presentation methods, students will advance their presentation skills and aplomb.
Submodule  IBS-115-01 Regional Studies

Person in Charge  
Austmann, Henning, Prof. Dr.

Language of Instruction  
English

Curriculum Allocation  
IBS

Course Type, Contact Hours per Week  
Seminar, 4 SWS

ECTS Credits  
6

Contact Hours / Independent Study Hours  
68 h / 112 h

Suggestions for Independent Study  
- Independent learning of the provided materials

Recommended Prerequisites  
None

Examination  
On module level

Group Size  
24

Learning Outcomes
Students are familiar with the basics of selected countries concerning geography, history and law as well as social and economic systems. Based on this knowledge, they are able to adjust to the different cultures involved during their study semesters abroad. In addition, students gain the competence to evaluate the distinct business view taught in the guest universities behind the historical and cultural background. This forms the basis for a culture-based adaption of business theories and methods to individual cases. Due to different teaching and presentation methods, students advance their presentation skills and aplomb.

Content
- Applied geography
- History
- Law
- Social system
- Economic system of selected countries

Requirements for Contact Hours
- Active participation
- Presentation of assigned topics in an infotainment style

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Preparation of presentations about selected topics in an infotainment style

Bibliography
- Will be announced within the course
Module  IBS-116 Intercultural Management Training

Level of Module               Basic modul
Type of Module                Compulsory module
Submodules                    IBS-116-01   Intercultural Management Training, Compulsory
Person in Charge              Adam, Patricia, Prof. Dr.
ECTS Credits                  6
Contact Hours / Independent Study Hours  102 h / 78 h
Semester                      3
Duration of Module            1 semester
Recommended Prerequisites     Modules of the first study stage; IMA modules
Examination                   H, K2, M, P, R

Learning Outcomes
Students understand the scientific dimensions of culture and are able to apply it directly in a project-orientated working environment in groups of mixed nationalities. Thus, they have acquired the competence to analyse, understand and adapt to different cultures as well as to create a positive working environment for diverse groups. They can identify group roles and use them to manage the different phases of group building. In addition, they are able to react appropriately to stressful situations and group pressure by reconciling conflicts and cultural dilemmas. This corresponds with a basic level of intercultural competencies.
Submodule  IBS-116-01 Intercultural Management Training

Person in Charge  Adam, Patricia, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-281-01
Course Type, Contact Hours per Week  Seminar, 6 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  102 h / 78 h

Suggestions for Independent Study  - Independent learning of the provided material
Recommended Prerequisites  None
Group Size  50

Learning Outcomes
Students understand the scientific dimensions of culture and are able to apply it directly in a project-orientated working environment in groups of mixed nationalities. Thus, they have acquired the competence to analyse, understand and adapt to different cultures as well as to create a positive working environment for diverse groups. They can identify group roles and use them to manage the different phases of group building. In addition, they are able to react appropriately to stressful situations and group pressure by reconciling conflicts and cultural dilemmas. This corresponds with a basic level of intercultural competencies.

Content
- Concepts of culture (Hofstede, Trompenaars)
- Aspects of intercultural team building
- Group development
- Personalities and Belbin's team roles
- Basics of communication applied during group projects, case studies and business simulations

Requirements for Contact Hours
- Active participation in international teams
- Completion of given assignments
- Open attitude concerning different cultures and learning styles Please note: the module is taught as a compact course in a non-university environment

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature

Bibliography
- Trompenaars, F., Hampden-Turner, C.: Managing People Across Cultures, Capstone: Chichester
- Trompenaars, F., Woolliams, P.: Business Across Cultures, Capstone: Chichester
- Trompenaars, F., Hampden-Turner, C.: Riding the Waves of Culture, Nicholas Brealey: London, Boston
Module IBS-115 Regional Studies

Level of Module: Basic modul
Type of Module: Compulsory module
Submodules: IBS-115-01 Regional Studies, Compulsory
Person in Charge: Austmann, Henning, Prof. Dr.
ECTS Credits: 6
Contact Hours / Independent Study Hours: 68 h / 112 h
Semester: 1
Duration of Module: 2 semester
Recommended Prerequisites: None
Examination: H, K2, M, P, R

Learning Outcomes
Students are familiar with the basics of selected countries concerning geography, history and law as well as social and economic systems. Based on this knowledge they are able to adjust to the different cultures involved during their study semesters abroad. In addition, students gain the competence to evaluate the distinct business view taught in the guest universities behind the historical and cultural background. This forms the basis for a culture-based adaptation of business theories and methods to individual cases. Due to different teaching and presentation methods, students will advance their presentation skills and aplomb.
Submodule  IBS-115-01 Regional Studies

Person in Charge                Austmann, Henning, Prof. Dr.
Language of Instruction            English
Curriculum Allocation             IBS
Course Type, Contact Hours per Week     Seminar, 4 SWS
ECTS Credits                      6
Contact Hours / Independent Study Hours 68 h / 112 h
Suggestions for Independent Study - Independent learning of the provided materials
Recommended Prerequisites          None
Examination                        On module level
Group Size                         24

Learning Outcomes
Students are familiar with the basics of selected countries concerning geography, history and law as well as social and economic systems. Based on this knowledge, they are able to adjust to the different cultures involved during their study semesters abroad. In addition, students gain the competence to evaluate the distinct business view taught in the guest universities behind the historical and cultural background. This forms the basis for a culture-based adaption of business theories and methods to individual cases. Due to different teaching and presentation methods, students advance their presentation skills and aplomb.

Content
- Applied geography
- History
- Law
- Social system
- Economic system of selected countries

Requirements for Contact Hours
- Active participation
- Presentation of assigned topics in an infotainment style

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Preparation of presentations about selected topics in an infotainment style

Bibliography
- Will be announced within the course
Module IBS-116 Intercultural Management Training

Level of Module: Basic modul
Type of Module: Compulsory module
Submodules: IBS-116-01 Intercultural Management Training, Compulsory
Person in Charge: Adam, Patricia, Prof. Dr.
ECTS Credits: 6
Contact Hours / Independent Study Hours: 102 h / 78 h
Semester: 3
Duration of Module: 1 semester
Recommended Prerequisites: Modules of the first study stage; IMA modules
Examination: H, K2, M, P, R

Learning Outcomes
Students understand the scientific dimensions of culture and are able to apply it directly in a project-orientated working environment in groups of mixed nationalities. Thus, they have acquired the competence to analyse, understand and adapt to different cultures as well as to create a positive working environment for diverse groups. They can identify group roles and use them to manage the different phases of group building. In addition, they are able to react appropriately to stressful situations and group pressure by reconciling conflicts and cultural dilemmas. This corresponds with a basic level of intercultural competencies.
Submodule IBS-116-01 Intercultural Management Training

Person in Charge
Adam, Patricia, Prof. Dr.

Language of Instruction
English

Curriculum Allocation
IBS, BBA-281-01

Course Type, Contact Hours per Week
Seminar, 6 SWS

ECTS Credits
6

Contact Hours / Independent Study Hours
102 h / 78 h

Suggestions for Independent Study
- Independent learning of the provided material

Recommended Prerequisites
None

Group Size
50

Learning Outcomes
Students understand the scientific dimensions of culture and are able to apply it directly in a project-orientated working environment in groups of mixed nationalities. Thus, they have acquired the competence to analyse, understand and adapt to different cultures as well as to create a positive working environment for diverse groups. They can identify group roles and use them to manage the different phases of group building. In addition, they are able to react appropriately to stressful situations and group pressure by reconciling conflicts and cultural dilemmas. This corresponds with a basic level of intercultural competencies.

Content
- Concepts of culture (Hofstede, Trompenaars)
- Aspects of intercultural team building
- Group development
- Personalities and Belbin's team roles
- Basics of communication applied during group projects, case studies and business simulations

Requirements for Contact Hours
- Active participation in international teams
- Completion of given assignments
- Open attitude concerning different cultures and learning styles Please note: the module is taught as a compact course in a non-university environment

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature

Bibliography
- Trompenaars, F., Hampden-Turner, C.: Managing People Across Cultures, Capstone: Chichester
- Trompenaars, F., Woolliams, P.: Business Across Cultures, Capstone: Chichester
- Trompenaars, F., Hampden-Turner, C.: Riding the Waves of Culture, Nicholas Brealey: London, Boston
Module  IBS-205 First Internship Phase

Level of Module  Advanced module
Type of Module  Compulsory module
Submodules  IBS-205-01  First Internship Phase, Compulsory
Person in Charge  Schneider, Michael, Prof. Dr.
ECTS Credits  18
Contact Hours / Independent Study Hours  0 h / 540 h
Semester  4
Duration of Module  1 semester
Recommended Prerequisites  Modules of first study stage
Examination  B

Learning Outcomes
Students are capable of applying the theoretical content learned in class on the practical questioning of businesses in the daily routine. They experience the friendly contact in the business surrounding them and are able to integrate into business networks based on acquired communication and team competencies. Throughout the search for internship positions, students can prove their self-initiative and mobility preparedness.
Submodule  IBS-205-01 First Internship Phase

Person in Charge  Schneider, Michael, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, BIS, IBS
Course Type, Contact Hours per Week  Internship Phase
ECTS Credits  18
Contact Hours / Independent Study Hours  h / 540 h
Suggestions for Independent Study  - Scientific foundation of the methods used in practice
Recommended Prerequisites  Modules of the first study stage
Group Size  1

Learning Outcomes
Students are capable of applying the theoretical content learned in class to the practical questioning of businesses in the daily routine. They experience the friendly contact in the business surrounding them and are able to integrate into business networks based on acquired communication and team competencies. Throughout the search for internship positions students can prove their self-initiative and mobility preparedness.

Content
Students complete an internship in the company of their choice where they complete their predefined project work. This task is mentored by an advisor within the company and a supervisor of the university chosen by the student.

Requirements for Independent Study Hours
- Scientific foundation of the methods used in practice

Bibliography
- Will be determined with reference to the individual practical semester
Module  IBS-206 Internship Course

Level of Module  Advanced module
Type of Module  Compulsory module
Submodules  IBS-206-01  Internship Course Part 1, Compulsory
              IBS-206-02  Internship Course Part 2, Compulsory
Person in Charge  Schiller, Andreas, Prof. Dr.
ECTS Credits  12
Contact Hours / Independent Study Hours  68 h / 292 h
Semester  4
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  On sub-module level

Learning Outcomes
Students are capable of connecting theoretical and practical knowledge. Additionally, they are able to reflect on their experiences made in the practice semester critically and to interchange these discursively. They validate their individual study emphasis in the context of the occupational reality and use their knowledge for the concretisation of their occupational objective.
Submodule  IBS-206-01 Internship Course Part 1

Person in Charge            Schiller, Andreas, Prof. Dr.
Language of Instruction     German
Curriculum Allocation       BBA, BIS, IBS
Course Type, Contact Hours per Week Seminar, 2 SWS
ECTS Credits                6
Contact Hours / Independent Study Hours 34 h / 146 h

Suggestions for Independent Study
- Preparation of the practical semester through scientific foundation of the methods used in practice

Recommended Prerequisites
Modules of the first study stage

Examination               H, M, P, R

Group Size                 40

Learning Outcomes
Students are capable of connecting theoretical and practical knowledge. They validate their individual study emphasis in the context of the occupational reality and use their knowledge for the concretisation of their occupational objective.

Content
- Examplary analysis of current problems in occupational practice

Requirements for Contact Hours
- Active participation in discussions during the seminar

Requirements for Independent Study Hours
- Preparing for the practical semester through scientific foundation of the methods used in practice

Bibliography
- Will be determined with reference to the individual practical semester
Submodule  IBS-206-02 Internship Course Part 2

Person in Charge  Schiller, Andreas, Prof. Dr.
Language of Instruction  German
Curriculum Allocation  BBA, BIS, IBS
Course Type, Contact Hours per Week  Seminar, 2 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  34 h / 146 h
Suggestions for Independent Study  - Preparing the practical semester through scientific foundation of the methods used in practice
Recommended Prerequisites  Modules of the first study stage
Examination  H, M, P, R
Group Size  40

Learning Outcomes
Students are capable of connecting theoretical and practical knowledge. Additionally, they are able to reflect on their experiences made in the practice semester critically and to interchange these discursively. They validate their individual study emphasis in the context of the occupational reality and use their knowledge for the concretisation of their occupational objective.

Content
- Exemplary analysis of current problems in occupational practice
- Solution of these problems through experience exchange with other students
- Reflection of the individual practice phase
- Experiences

Requirements for Contact Hours
- Active participation during discussions in the seminar

Requirements for Independent Study Hours
- Preparing the practical semester through scientific foundation of the methods used in practice

Bibliography
- Will be determined with reference to the individual practical semester
Module  IBS-207 Second Internship Phase

Level of Module:  Advanced module
Type of Module:  Compulsory module
Submodules:  IBS-207-01 Second Internship Phase, Compulsory
Person in Charge:  Schneider, Michael, Prof. Dr.
ECTS Credits:  18
Contact Hours / Independent Study Hours:  0 h / 540 h
Semester:  8
Duration of Module:  1 semester
Recommended Prerequisites:  Modules of first and second study stages, except for BBA-297 and BBA-299
Examination:  B

Learning Outcomes
Students are capable of applying the theoretical content learned in class to the practical questioning of businesses in the daily routine. They experience the friendly contact in the business surrounding and are able to integrate in business networks based on acquired communication and team competencies. Students reflect on their occupational interests and skills as well as possibilities of positioning on the job market.
## Submodule  IBS-207-01 Second Internship Phase

<table>
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<tr>
<th>Person in Charge</th>
<th>Schneider, Michael, Prof. Dr.</th>
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<tr>
<td>Contact Hours / Independent Study Hours</td>
<td>0 h / 540 h</td>
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</table>
| Suggestions for Independent Study | - Reflect upon occupational/practical tasks  
- Connect the theoretical/content-related expertise learned during the course with the occupational events  
- Research in literature for relevant insights into open questions  
- Active insertion of skills and knowledge into the occupational events |
| Recommended Prerequisites | Modules of the first and second study stages with the exception of IBS-207 and IBS-210 |
| Group Size                | 1                            |

**Learning Outcomes**

Students are capable of applying the theoretical content learned in practice seminar 1 to the practical questioning of businesses in the daily routine. They experience the friendly contact in the business surrounding them and are able to integrate into business networks based on acquired communication and team competencies. Students reflect upon their occupational interests and skills as well as possibilities of positioning on the job market.

**Content**

Students complete an internship in the company of their choice where they exercise predefined project work. This task is being mentored by an advisor within the company and a supervisor at the university chosen by the student.

**Requirements for Independent Study Hours**

- Scientific foundation of the methods used in practice

**Bibliography**

- Will be determined with reference to the individual practical semester
Module  IBS-210 Bachelor Thesis

Level of Module  Advanced module
Type of Module  Compulsory module
Submodules  IBS-210-01  Bachelor Thesis, Compulsory
Person in Charge  N.N.
ECTS Credits  12
Contact Hours / Independent Study Hours  0 h / 360 h
Semester  8
Duration of Module  1 semester
Prerequisites  For approval of the bachelor thesis it is required that:
- The Intermediate Examination has been passed
- All modules except for Second Practical Phases and Bachelor Thesis of the second study stage have been passed
Recommended Prerequisites  Clarification of the problem outline, determination of problem-solving strategies and targets, sound research of literature
Examination  BAA mit Ko

Learning Outcomes  Students are capable of solving in a structured and systematic manner business-related problems - as a rule of occupational practice - with the aid of scientific methods within a set deadline. They are able to present the results written in a formal manner with accurate content. Throughout the editing, they demonstrate self-initiative and time management as well as tenacity.
Submodule  IBS-210-01 Bachelor Thesis

Person in Charge  N.N.
Language of Instruction  German
Curriculum Allocation  BBA, BBI, BIS, IBS
Course Type, Contact Hours per Week  Final Thesis
ECTS Credits  12
Contact Hours / Independent Study Hours  0 h / 360 h

Suggestions for Independent Study
- Study of the literature concerning the writing of scientific papers
- Application of methods of project management for planning and writing the bachelor thesis
- Active dealing with any requirements for clarification

Recommended Prerequisites  A pass grade in all other modules
Group Size  1

Learning Outcomes
Students are capable of solving in a structured and systematic manner business-related problems - as a rule of occupational practice - with the aid of scientific methods within a set deadline. They are able to present the results written in a formal manner with accurate content. Throughout the editing, they demonstrate self-initiative and time management as well as tenacity.

Content
- Identification and concretisation of a topic
- Planning of the conceptual procedure in coordination with the advisor
- Writing of the bachelor thesis

Requirements for Independent Study Hours
- Independent focus on the topic of the bachelor thesis
- Consideration of the guidelines for final papers

Bibliography
- Charbel, A.: Schnell und einfach zur Diplomarbeit. Der praktische Ratgeber für Studenten, Bildung und Wissen: Nürnberg
Module IBS-204 Project

Level of Module: Specific module
Type of Module: Compulsory module
Submodules: IBS-204-01 Project, Compulsory
Person in Charge: Adam, Patricia, Prof. Dr.
ECTS Credits: 6
Contact Hours / Independent Study Hours: 102 h / 78 h
Semester: 5
Duration of Module: 1 semester
Recommended Prerequisites: Modules of the first study stage
Examination: B, H, P, R

Learning Outcomes
Students profoundly understand objectives as well as organisational and team aspects of project work. They are able to define, set up and manage small and medium business projects. Students have enhanced their ability to identify different perspectives, to judge them and to develop suitable solutions.
Submodule  IBS-204-01 Project

Person in Charge          Adam, Patricia, Prof. Dr.
Language of Instruction   English
Curriculum Allocation     IBS, BBA-204-01
Course Type, Contact Hours per Week  Project, 3 SWS
ECTS Credits              6
Contact Hours / Independent Study Hours  102 h / 78 h

Suggestions for Independent Study
- Review of the provided information based on the literature

Recommended Prerequisites  None

Group Size                25

Learning Outcomes
Students profoundly understand objectives as well as organisational and team aspects of project work. They are able to define, set up and manage small and medium business projects. Students have enhanced their ability to identify different perspectives, to judge them and to develop suitable solutions.

Content
- Defining project objectives
- Setting up project teams
- Organising budgets and project paths
- Managing a small or medium-sized project

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Active participation in both individual and group assignments

Bibliography
- Will be provided according to particular project
Module  IBS-237 Strategic International Management

Level of Module  Specific module
Type of Module  Compulsory module
Submodules  IBS-237-01  Strategic International Management, Compulsory
Person in Charge  Adam, Patricia, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  5
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, K2, M, P, R

Learning Outcomes
Students understand the special requirements of the development, implementation and review of international business strategies from a holistic management perspective. They are able to set up an international strategy management process for all kinds of organisations including the development and assessment of business models. They know how to choose and apply suitable management methods along the implementation process and how to assess the organisation’s performance. The peculiarities of dealing with different cultures and their influence on the success of certain business operations can be appraised and considered. Ethical questions and their relevance for business decisions can be raised and answered. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.
Submodule  IBS-237-01 Strategic International Management

Person in Charge   Adam, Patricia, Prof. Dr.
Language of Instruction   English
Curriculum Allocation   IBS, BBA-237-01
Course Type, Contact Hours per Week   Seminar, 4 SWS
ECTS Credits   6
Contact Hours / Independent Study Hours   68 h / 112 h
Suggestions for Independent Study   - Independent learning of the recommended material
Recommended Prerequisites   Modules of the first study stage
Group Size   25

Learning Outcomes
Students understand the special requirements of the development, implementation and review of international business strategies from a holistic management perspective. They are able to set up an international strategy management process for all kinds of organisations including the development and assessment of business models. They know how to choose and apply suitable management methods along the implementation process and how to assess the organisation's performance. The peculiarities of dealing with different cultures and their influence on the success of certain business operations can be appraised and considered. Ethical questions and their relevance for business decisions can be raised and answered. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.

Content
- Introduction to and relevance of strategic international management
- Leading the internationalisation process
- Defining an international strategy
- Managing people in an international environment
- Managing international partners and resources
- Managing products and processes globally
- Achieving balanced results
- Reviewing the management model
- Key issue: cross-cultural competence
- Key issue: ethical behaviour

Requirements for Contact Hours
- Active participation in the seminar and its group assignments

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Dealing with content by working on case studies

Bibliography
- Adam, P.: Managing Internationalisation, UVK Lucius: Munich
- EFQM (editor): EFQM Excellence Modell
Module  IBS-276 Business Ethics

Level of Module  Specific module
Type of Module  Compulsory module
Submodules  IBS-276-01  Business Ethics, Compulsory
Person in Charge  Austmann, Henning, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  5
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, M, P, R

Learning Outcomes
Students know both the issues of ethics in businesses as well as the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas at different levels of political and business decision making. They are able to reflect business decisions regarding values and ethical approaches.
Submodule  IBS-276-01 Business Ethics

Person in Charge: Austmann, Henning, Prof. Dr.
Language of Instruction: English
Curriculum Allocation: IBS, BBA-276-01
Course Type, Contact Hours per Week: Seminar, 4 SWS
ECTS Credits: 6
Contact Hours / Independent Study Hours: 68 h / 112 h
Suggestions for Independent Study:
- Review of seminar sessions
- Reading of recommended literature

Recommended Prerequisites: Modules of the first study stage
Group Size: 25

Learning Outcomes:
Students know both the issues of ethics in businesses as well as the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas at different levels of political and business decision making. They are able to reflect business decisions regarding values and ethical approaches.

Content:
- Basics of business ethics: values, their origins and their relevance for political, structural, managerial and personal economic decision making
- Major business ethics approaches
- Criteria to judge and choose when working in business

Requirements for Contact Hours:
- Active participation on a regular basis

Requirements for Independent Study Hours:
- Reviewing of the presented information based on the literature

Bibliography:
Module  IBS-279 General Business Administration and EU Integration

**Level of Module**
Specific module

**Type of Module**
Compulsory module

**Submodules**
IBS-279-01  General Business Administration and EU Integration, Compulsory

**Person in Charge**
Austmann, Henning, Prof. Dr.

**ECTS Credits**
6

**Contact Hours / Independent Study Hours**
68 h / 112 h

**Semester**
5

**Duration of Module**
1 semester

**Recommended Prerequisites**
Modules of the first study stage

**Examination**
H, M, P, R

**Learning Outcomes**
Students are able to identify, evaluate and take into consideration general and recent political and other conditions that influence businesses both in a short- and in a long-term perspective. They have a profound operating knowledge about European integration and the rules of the Single European Market. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning as well as improved articulacy.
Submodule  IBS-279-01 General Business Administration and EU Integration

Person in Charge            Austmann, Henning, Prof. Dr.
Language of Instruction     English
Curriculum Allocation       IBS, BBA-279-01
Course Type, Contact Hours per Week Seminar, 4 SWS
ECTS Credits                6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study
- Review of seminar sessions
- Reading of recommended literature
Recommended Prerequisites Modules of the first study stage
Group Size                  25

Learning Outcomes
Students are able to identify, evaluate and take into consideration general and recent political and other conditions that influence businesses both in a short- and in a long-term perspective. They have a profound operating knowledge about European integration and the rules of the Single European Market. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning as well as improved articulacy.

Content
- History and core elements of European integration
- Principles of the Single European Market: four freedoms
- Managerial implications of the Single European Market
- European integration in selected industries, e.g. energy, financial services
- Doing business in Europe: current issues

Requirements for Contact Hours
- Preparation and delivery of presentations
- Discussion of current European business aspects

Requirements for Independent Study Hours
- Reviewing of seminar sessions using sources provided by the lecturer

Bibliography
Module  IBS-283 International Corporate Finance

Level of Module  Specific module
Type of Module  Compulsory module
Submodules  IBS-283-01  International Corporate Finance, Compulsory
Person in Charge  Heithecker, Dirk, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  5
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  K2, M, P

Learning Outcomes
After finishing the course, students are able to analyse the impact of an international investment on financial statements and calculate its cash flows. Students are able to use different quotations on exchange rates in order to solve typical problems when dealing with cash flows in a foreign currency. Due to their experience from MSExcel exercises and group discussions on exchange rates considering different determinants and conditions influenced by the international capital markets, students can independently assess future exchange rate fluctuations and come to a decision on hedging foreign cash flows.
Submodule  IBS-283-01 International Corporate Finance

Person in Charge          Heithecker, Dirk, Prof. Dr.
Language of Instruction   English
Curriculum Allocation     IBS, BBA-283-01
Course Type, Contact Hours per Week            Seminar, 4 SWS
ECTS Credits              6
Contact Hours / Independent Study Hours         68 h / 112 h
Suggestions for Independent Study
- Review of the presented information based on the literature
- Additional reading (book chapter, internet) on a regular basis
Recommended Prerequisites Modules of the first study stage
Group Size                   35

Learning Outcomes
After finishing the course, students are able to analyse the impact of an international investment on financial statements and calculate its cash flows. Students are able to use different quotations on exchange rates in order to solve typical problems when dealing with cash flows in a foreign currency. Due to their experience from MSExcel exercises and group discussions on exchange rates considering different determinants and conditions influenced by the international capital markets, students can independently assess future exchange rate fluctuations and come to a decision on hedging foreign cash flows.

Content
- Financial analysis
- Net present value as a decision rule in an international context
- Fundamentals on international capital budgeting
- International financial markets and determinants of the exchange rate
- Exchange rate quotations
- International parity conditions
- Exchange rate derivatives
- Exchange rate risk managements

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Consistent and intensive review of seminar sessions

Bibliography
Module  IBS-411 First Study Semester abroad ZUST

Level of Module  Specific module
Type of Module  Compulsory module
Person in Charge  Adam, Patricia, Prof. Dr.
ECTS Credits  30
Semester  6
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage

Learning Outcomes
Students have the knowledge of the courses described in the module handbook that they participated in during their semester abroad (depending on the cooperation agreement and offered courses at the partner university).
Module  IBS-412 Second Study Semester abroad ZUST

<table>
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<tr>
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<td>Recommended Prerequisites</td>
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</table>

**Learning Outcomes**

Students have the knowledge of the courses described in the module handbook that they participated in during their semester abroad (depending on the cooperation agreement and offered courses at the partner university).
Module  IBS-222 Global Economics

Level of Module          Specific module
Type of Module          Compulsory module
Submodules             IBS-222-01   Global Economics, Compulsory
Person in Charge       Müller, Johannes, Prof. Dr.
ECTS Credits           6
Contact Hours / Independent Study Hours 68 h / 112 h
Semester               7
Duration of Module     1 semester
Recommended Prerequisites Modules of the first study stage
Examination            H, M, P, R

Learning Outcomes
Students understand the reasons for global imbalances in trade and capital flows and the potential economic consequences for different parts of the world. They distinguish between three different styles of modern capitalism and achieve an in-depth understanding of performance differentials according to economic growth and wealth accumulation. Students are familiar with advanced neoliberal and Keynesian macroeconomic concepts and the resulting strategies for global and national monetary and fiscal policy. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning.
Submodule  IBS-222-01 Global Economics

Person in Charge  Müller, Johannes, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Reading of additional articles and discussion papers recommended by the lecturer
Recommended Prerequisites  Modules of the first study stage
Group Size  25

Learning Outcomes
Students understand the reasons for global imbalances in trade and capital flows and the potential economic consequences for different parts of the world. They distinguish between three different styles of modern capitalism and achieve an in-depth understanding of performance differentials according to economic growth and wealth accumulation. Students are familiar with advanced neoliberal and Keynesian macroeconomic concepts and the resulting strategies for global and national monetary and fiscal policy. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning.

Content
- Structure and outlook of the world economy
- Comparison of different styles of capitalism: US free market economy versus European social market economy versus Chinese socialist market economy
- Neoclassical and Keynesian macroeconomic theory
- Causes and consequences of global financial and economic crises
- The wealth divide: reasons for the growing global and national gap between rich and poor

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Read and evaluating of articles and discussion papers about the global economy

Bibliography
- Blanchard, O.: Macroeconomics, Prentice Hall: New Jersey
- IMF: World Economic Outlook, IMF: Washington, D.C.
- OECD: Economic Outlook, OECD: Paris et al.
Module  IBS-237 Strategic International Management

Level of Module          Specific module
Type of Module           Compulsory module
Submodules               IBS-237-01    Strategic International Management, Compulsory
Person in Charge         Adam, Patricia, Prof. Dr.
ECTS Credits             6
Contact Hours / Independent Study Hours       68 h / 112 h
Semester                 5
Duration of Module       1 semester
Recommended Prerequisites Modules of the first study stage
Examination              H, K2, M, P, R

Learning Outcomes
Students understand the special requirements of the development, implementation and review of international business strategies from a holistic management perspective. They are able to set up an international strategy management process for all kinds of organisations including the development and assessment of business models. They know how to choose and apply suitable management methods along the implementation process and how to assess the organisation’s performance. The peculiarities of dealing with different cultures and their influence on the success of certain business operations can be appraised and considered. Ethical questions and their relevance for business decisions can be raised and answered. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.
Submodule IBS-237-01 Strategic International Management

Person in Charge          Adam, Patricia, Prof. Dr.
Language of Instruction   English
Curriculum Allocation     IBS, BBA-237-01
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits             6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study - Independent learning of the recommended material
Recommended Prerequisites Modules of the first study stage
Group Size               25

Learning Outcomes
Students understand the special requirements of the development, implementation and review of international business strategies from a holistic management perspective. They are able to set up an international strategy management process for all kinds of organisations including the development and assessment of business models. They know how to choose and apply suitable management methods along the implementation process and how to assess the organisation’s performance. The peculiarities of dealing with different cultures and their influence on the success of certain business operations can be appraised and considered. Ethical questions and their relevance for business decisions can be raised and answered. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.

Content
- Introduction to and relevance of strategic international management
- Leading the internationalisation process
- Defining an international strategy
- Managing people in an international environment
- Managing international partners and resources
- Managing products and processes globally
- Achieving balanced results
- Reviewing the management model
- Key issue: cross-cultural competence
- Key issue: ethical behaviour

Requirements for Contact Hours
- Active participation in the seminar and its group assignments

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Dealing with content by working on case studies

Bibliography
- Adam, P.: Managing Internationalisation, UVK Lucius: Munich
- EFQM (editor): EFQM Excellence Modell
## Module  IBS-282 International Commercial Law

<table>
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<td><strong>Submodules</strong></td>
<td>IBS-282-01  International Commercial Law, Compulsory</td>
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<td><strong>Person in Charge</strong></td>
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### Learning Outcomes

Students understand general principles of the legal rules underlying international sales transactions. They are able to identify legal requirements in doing international business. Students are familiar with different positions and opinions. They understand the benefits and tradeoffs of relevant legislation. They are able to proactively acquire relevant knowledge in unknown relevant legal environments.
**Submodule  IBS-282-01 International Commercial Law**

**Person in Charge**  
Möller, Christian, Prof. Dr.

**Language of Instruction**  
English

**Curriculum Allocation**  
IBS

**Course Type, Contact Hours per Week**  
Seminar, 4 SWS

**ECTS Credits**  
6

**Contact Hours / Independent Study Hours**  
68 h / 112 h

**Suggestions for Independent Study**  
- Review of seminar sessions using sources provided by the lecturer

**Recommended Prerequisites**  
Modules of the first study stage

**Group Size**  
35

**Learning Outcomes**  
Students understand general principles of the legal rules underlying international sales transactions. They are able to identify legal requirements in doing international business. Students are familiar with different positions and opinions. They understand the benefits and tradeoffs of relevant legislation. They are able to proactively acquire relevant knowledge in unknown relevant legal environments.

**Content**  
- Globalisation and growth of international trade
- Organisation, goals and procedures of WTO
- Regional trade areas

**Requirements for Contact Hours**  
- Active participation on a regular basis

**Requirements for Independent Study Hours**  
- Completing individual and group work assignments

**Bibliography**  
Module  IBS-283 International Corporate Finance

Level of Module  Specific module  
Type of Module  Compulsory module  
Submodules  IBS-283-01  International Corporate Finance, Compulsory  
Person in Charge  Heithecker, Dirk, Prof. Dr.  
ECTS Credits  6  
Contact Hours / Independent Study Hours  68 h / 112 h  
Semester  5  
Duration of Module  1 semester  
Recommended Prerequisites  Modules of the first study stage  
Examination  K2, M, P  

Learning Outcomes

After finishing the course, students are able to analyse the impact of an international investment on financial statements and calculate its cash flows. Students are able to use different quotations on exchange rates in order to solve typical problems when dealing with cash flows in a foreign currency. Due to their experience from MSExcel exercises and group discussions on exchange rates considering different determinants and conditions influenced by the international capital markets, students can independently assess future exchange rate fluctuations and come to a decision on hedging foreign cash flows.
Submodule  IBS-283-01 International Corporate Finance

Person in Charge          Heithecker, Dirk, Prof. Dr.
Language of Instruction   English
Curriculum Allocation     IBS, BBA-283-01
Course Type, Contact Hours per Week Seminar, 4 SWS
ECTS Credits              6
Contact Hours / Independent Study Hours 68 h / 112 h
Suggestions for Independent Study
- Review of the presented information based on the literature
- Additional reading (book chapter, internet) on a regular basis
Recommended Prerequisites Modules of the first study stage
Group Size                35

Learning Outcomes
After finishing the course, students are able to analyse the impact of an international investment on financial statements and calculate its cash flows. Students are able to use different quotations on exchange rates in order to solve typical problems when dealing with cash flows in a foreign currency. Due to their experience from MSExcel exercises and group discussions on exchange rates considering different determinants and conditions influenced by the international capital markets, students can independently assess future exchange rate fluctuations and come to a decision on hedging foreign cash flows.

Content
- Financial analysis
- Net present value as a decision rule in an international context
- Fundamentals on international capital budgeting
- International financial markets and determinants of the exchange rate
- Exchange rate quotations
- International parity conditions
- Exchange rate derivatives
- Exchange rate risk managements

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Consistent and intensive review of seminar sessions

Bibliography
Module  IBS-421 First Study Semester abroad SEAMK

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</table>

**Learning Outcomes**

Students have the knowledge of the courses described in the module handbook that they participated in during their semester abroad (depending on the cooperation agreement and offered courses at the partner university).
Module  IBS-422 Second Study Semester abroad SEAMK

<table>
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**Learning Outcomes**

Students have the knowledge of the courses described in the module handbook that they participated in during their semester abroad (depending on the cooperation agreement and offered courses at the partner university).
Module  IBS-238 Contemporary Issues of International Business

Level of Module  Specific module  
Type of Module  Optional module  
Submodules  IBS-238-01  Contemporary Issues of International Business, Optional  
Person in Charge  Austmann, Henning, Prof. Dr.  
ECTS Credits  6  
Contact Hours / Independent Study Hours  68 h / 112 h  
Semester  7  
Duration of Module  1 semester  
Recommended Prerequisites  Modules of the first study stage  
Examination  H, K2, M, P, R  

Learning Outcomes
Students understand the framework of international business and its underlying parameters. They have a profound working knowledge of selected current conditions in the field of international business and are able to develop and assess strategic options. The use of case studies and group work leads to an increased ability to reflect complex approaches and consider different views and opinions as well as to better English communication skills.
Submodule  IBS-238-01 Contemporary Issues of International Business

Person in Charge  Austmann, Henning, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-238-01
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Review of seminar sessions based on script and recommended literature
Recommended Prerequisites  Modules of the first study stage
Group Size  25

Learning Outcomes
Students understand the framework of international business and its underlying parameters. They have a profound working knowledge of selected current conditions in the field of international business and are able to develop and assess strategic options. The use of case studies and group work leads to an increased ability to reflect complex approaches and consider different views and opinions as well as to better English communication skills.

Content
- Analysis of selected key areas in international business
- Definition of underlying factors
- Development and discussion of strategic options

Requirements for Contact Hours
- Active participation

Requirements for Independent Study Hours
- Review of seminar sessions

Bibliography
- Will be announced in class
Module  IBS-250 Entrepreneurship in a Global Context

Level of Module  Specific module
Type of Module  Optional module
Submodules  IBS-250-01  Entrepreneurship in a Global Context, Optional
Person in Charge  Neubauer, Fenna B., V.-Prof.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  7
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, K2, M, P, R

Learning Outcomes
Students understand the relevance and theoretical background of entrepreneurship and the process of planning and launching a company in different national environments. They are able to develop business plans with cross-national implications. This enhances their capability of understanding different cultural frameworks and evaluating their knowledge in order to adequately apply it in given situations.
Submodule  IBS-250-01 Entrepreneurship in a Global Context

Person in Charge  
Neubauer, Fenna B., V.-Prof.

Language of Instruction  
English

Curriculum Allocation  
BBA-250-01, BBI, IBS

Course Type, Contact Hours per Week  
Lecture, Seminar and Tutorial, 4 SWS

ECTS Credits  
6

Contact Hours / Independent Study Hours  
68 h / 112 h

Suggestions for Independent Study  
- Review of seminar sessions using sources provided by the lecturer
- Independent research

Recommended Prerequisites  
Modules of the first study stage

Group Size  
35

Learning Outcomes  
Students understand the relevance and theoretical background of entrepreneurship and the process of planning and launching a company in a different international environment. They know how to deal with uncertainty in situations with incomplete information and are aware of the importance of intercultural differences. They are able to develop strategies to enter international markets and know how to develop and present business plans with cross-national implications.

Content  
- Entrepreneurship as a source of economic development
- Basics of (international) entrepreneurship research
- Political, economic, legal, social/cultural and other issues in a global context
- Conducting international market research
- International marketing, sales and distribution
- Planning the market entry of innovative products and services
- Developing international business models and business plans

Requirements for Contact Hours  
- Active participation on a regular basis

Requirements for Independent Study Hours  
- Completing individual and international group work assignments
- Conducting international market research
- Developing business plans

Bibliography  
- International studies / research results
Module  IBS-260 Selected Topics of International Management

Level of Module  Advanced module
Type of Module  Optional module
Submodules  IBS-260-01  Selected Topics of International Management, Optional
Person in Charge  Adam, Patricia, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  7
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, K2, M, P, R

Learning Outcomes
Students have a profound working knowledge of selected issues in international management. They are able to apply recent methods and tools in order to find appropriate managerial responses to typical challenges in international business operations. Through the use of case studies, group work or other participative learning methods their ability to solve economic problems and think holistically as well as their English communication skills are enhanced.
Submodule  IBS-260-01 Selected Topics of International Management

Person in Charge                Adam, Patricia, Prof. Dr.
Language of Instruction        English
Curriculum Allocation          IBS, BBA-260-01
Course Type, Contact Hours per Week   Seminar, 4 SWS
ECTS Credits                   6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study          - Independent learning of the recommended material
Recommended Prerequisites        Strategic International Management (IBS-237-01)
Group Size                       25

Learning Outcomes
Students have a profound working knowledge of selected issues in international management. They are able to apply recent methods and tools in order to find appropriate managerial responses to typical challenges in international business operations. Through the use of case studies, group work or other participative learning methods their ability to solve economic problems and think holistically as well as their English communication skills are enhanced.

Content
- Case studies or exercises dealing with selected key challenges of international management
- Theoretical concepts of selected topics in international management

Requirements for Contact Hours
- Active participation in the seminar and its group assignments

Requirements for Independent Study Hours
- Review of the seminar sessions based on the script and recommended literature
- Deepening of the attained knowledge by working on additional case studies

Bibliography
- Will be announced within the course
Module  IBS-276 Business Ethics

Level of Module  Specific module
Type of Module  Optional module
Submodules  IBS-276-01  Business Ethics, Optional
Person in Charge  Austmann, Henning, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  5
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, M, P, R

Learning Outcomes
Students know both the issues of ethics in businesses as well as the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas at different levels of political and business decision making. They are able to reflect business decisions regarding values and ethical approaches.
Submodule  IBS-276-01 Business Ethics

Person in Charge  Austmann, Henning, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-276-01
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Review of seminar sessions
- Reading of recommended literature
Recommended Prerequisites  Modules of the first study stage
Group Size  25

Learning Outcomes
Students know both the issues of ethics in businesses as well as the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas at different levels of political and business decision making. They are able to reflect business decisions regarding values and ethical approaches.

Content
- Basics of business ethics: values, their origins and their relevance for political, structural, managerial and personal economic decision making
- Major business ethics approaches
- Criteria to judge and choose when working in business

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Reviewing of the presented information based on the literature

Bibliography
Module IBS-222 Global Economics

Level of Module: Specific module
Type of Module: Compulsory module
Submodules: IBS-222-01 Global Economics, Compulsory
Person in Charge: Müller, Johannes, Prof. Dr.
ECTS Credits: 6
Contact Hours / Independent Study Hours: 68 h / 112 h
Semester: 7
Duration of Module: 1 semester
Recommended Prerequisites: Modules of the first study stage
Examination: H, M, P, R

Learning Outcomes:
Students understand the reasons for global imbalances in trade and capital flows and the potential economic consequences for different parts of the world. They distinguish between three different styles of modern capitalism and achieve an in-depth understanding of performance differentials according to economic growth and wealth accumulation. Students are familiar with advanced neoliberal and Keynesian macroeconomic concepts and the resulting strategies for global and national monetary and fiscal policy. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning.
Submodule  IBS-222-01 Global Economics

Person in Charge  Müller, Johannes, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Reading of additional articles and discussion papers recommended by the lecturer
Recommended Prerequisites  Modules of the first study stage
Group Size  25

Learning Outcomes
Students understand the reasons for global imbalances in trade and capital flows and the potential economic consequences for different parts of the world. They distinguish between three different styles of modern capitalism and achieve an in-depth understanding of performance differentials according to economic growth and wealth accumulation. Students are familiar with advanced neoliberal and Keynesian macroeconomic concepts and the resulting strategies for global and national monetary and fiscal policy. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning.

Content
- Structure and outlook of the world economy
- Comparison of different styles of capitalism: US free market economy versus European social market economy versus Chinese socialist market economy
- Neoclassical and Keynesian macroeconomic theory
- Causes and consequences of global financial and economic crises
- The wealth divide: reasons for the growing global and national gap between rich and poor

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Read and evaluating of articles and discussion papers about the global economy

Bibliography
- Blanchard, O.: Macroeconomics, Prentice Hall: New Jersey
- IMF: World Economic Outlook, IMF: Washington, D.C.
- OECD: Economic Outlook, OECD: Paris et al.
Module  IBS-282 International Commercial Law

<table>
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<td>Möller, Christian, Prof. Dr.</td>
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<td>Examination</td>
<td>H, K2, M, P, R</td>
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</tbody>
</table>

**Learning Outcomes**

Students understand general principles of the legal rules underlying international sales transactions. They are able to identify legal requirements in doing international business. Students are familiar with different positions and opinions. They understand the benefits and tradeoffs of relevant legislation. They are able to proactively acquire relevant knowledge in unknown relevant legal environments.
Submodule  IBS-282-01 International Commercial Law

Person in Charge  Möller, Christian, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Review of seminar sessions using sources provided by the lecturer
Recommended Prerequisites  Modules of the first study stage
Group Size  35

Learning Outcomes
Students understand general principles of the legal rules underlying international sales transactions. They are able to identify legal requirements in doing international business. Students are familiar with different positions and opinions. They understand the benefits and tradeoffs of relevant legislation. They are able to proactively acquire relevant knowledge in unknown relevant legal environments.

Content
- Globalisation and growth of international trade
- Organisation, goals and procedures of WTO
- Regional trade areas

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Completing individual and group work assignments

Bibliography
Module  IBS-283 International Corporate Finance

Level of Module  Specific module
Type of Module  Compulsory module
Submodules  IBS-283-01  International Corporate Finance, Compulsory
Person in Charge  Heithecker, Dirk, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  5
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  K2, M, P

Learning Outcomes
After finishing the course, students are able to analyse the impact of an international investment on financial statements and calculate its cash flows. Students are able to use different quotations on exchange rates in order to solve typical problems when dealing with cash flows in a foreign currency. Due to their experience from MSExcel exercises and group discussions on exchange rates considering different determinants and conditions influenced by the international capital markets, students can independently assess future exchange rate fluctuations and come to a decision on hedging foreign cash flows.
Submodule  IBS-283-01 International Corporate Finance

Person in Charge          Heithecker, Dirk, Prof. Dr.
Language of Instruction   English
Curriculum Allocation     IBS, BBA-283-01
Course Type, Contact Hours per Week Seminar, 4 SWS
ECTS Credits              6
Contact Hours / Independent Study Hours 68 h / 112 h
Suggestions for Independent Study
- Review of the presented information based on the literature
- Additional reading (book chapter, internet) on a regular basis

Recommended Prerequisites Modules of the first study stage

Group Size               35

Learning Outcomes
After finishing the course, students are able to analyse the impact of an international investment on financial statements and calculate its cash flows. Students are able to use different quotations on exchange rates in order to solve typical problems when dealing with cash flows in a foreign currency. Due to their experience from MSExcel exercises and group discussions on exchange rates considering different determinants and conditions influenced by the international capital markets, students can independently assess future exchange rate fluctuations and come to a decision on hedging foreign cash flows.

Content
- Financial analysis
- Net present value as a decision rule in an international context
- Fundamentals on international capital budgeting
- International financial markets and determinants of the exchange rate
- Exchange rate quotations
- International parity conditions
- Exchange rate derivatives
- Exchange rate risk managements

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Consistent and intensive review of seminar sessions

Bibliography
Module  IBS-431 First Study Semester abroad RGU

Level of Module  Specific module  
Type of Module  Compulsory module  
Person in Charge  Adam, Patricia, Prof. Dr.  
ECTS Credits  30  
Semester  5  
Duration of Module  1 semester  
Recommended Prerequisites  Modules of first study stage  

Learning Outcomes
Students have the knowledge of the courses described in the module handbook that they participated in during their semester abroad (depending on the cooperation agreement and offered courses at the partner university).
Module  IBS-432 Second Study Semester abroad RGU

<table>
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<tr>
<th>Level of Module</th>
<th>Specific module</th>
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<tbody>
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<td>Type of Module</td>
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<td>Person in Charge</td>
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<td>Duration of Module</td>
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<td>Recommended Prerequisites</td>
<td>Modules of the first study stage</td>
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</table>

Learning Outcomes

Students have the knowledge of the courses described in the module handbook that they participated in during their semester abroad (depending on the cooperation agreement and offered courses at the partner university).
Module  IBS-237 Strategic International Management

Level of Module       Specific module
Type of Module       Optional module
Submodules           IBS-237-01   Strategic International Management, Optional
Person in Charge     Adam, Patricia, Prof. Dr.
ECTS Credits         6
Contact Hours / Independent Study Hours 68 h / 112 h
Semester             5
Duration of Module   1 semester
Recommended Prerequisites Modules of the first study stage
Examination          H, K2, M, P, R

Learning Outcomes
Students understand the special requirements of the development, implementation and review of international business strategies from a holistic management perspective. They are able to set up an international strategy management process for all kinds of organisations including the development and assessment of business models. They know how to choose and apply suitable management methods along the implementation process and how to assess the organisation’s performance. The peculiarities of dealing with different cultures and their influence on the success of certain business operations can be appraised and considered. Ethical questions and their relevance for business decisions can be raised and answered. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.
Submodule  IBS-237-01 Strategic International Management

Person in Charge  Adam, Patricia, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-237-01
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Independent learning of the recommended material
Recommended Prerequisites  Modules of the first study stage
Group Size  25

Learning Outcomes
Students understand the special requirements of the development, implementation and review of international business strategies from a holistic management perspective. They are able to set up an international strategy management process for all kinds of organisations including the development and assessment of business models. They know how to choose and apply suitable management methods along the implementation process and how to assess the organisation's performance. The peculiarities of dealing with different cultures and their influence on the success of certain business operations can be appraised and considered. Ethical questions and their relevance for business decisions can be raised and answered. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.

Content
- Introduction to and relevance of strategic international management
- Leading the internationalisation process
- Defining an international strategy
- Managing people in an international environment
- Managing international partners and resources
- Managing products and processes globally
- Achieving balanced results
- Reviewing the management model
- Key issue: cross-cultural competence
- Key issue: ethical behaviour

Requirements for Contact Hours
- Active participation in the seminar and its group assignments

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Dealing with content by working on case studies

Bibliography
- Adam, P.: Managing Internationalisation, UVK Lucius: Munich
- EFQM (editor): EFQM Excellence Modell
Module  IBS-238 Contemporary Issues of International Business

Level of Module          Specific module
Type of Module            Optional module
Submodules               IBS-238-01   Contemporary Issues of International Business, Optional
Person in Charge         Austmann, Henning, Prof. Dr.
ECTS Credits             6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester                  7
Duration of Module        1 semester
Recommended Prerequisites Modules of the first study stage
Examination               H, K2, M, P, R

Learning Outcomes
Students understand the framework of international business and its underlying parameters. They have a profound working knowledge of selected current conditions in the field of international business and are able to develop and assess strategic options. The use of case studies and group work leads to an increased ability to reflect complex approaches and consider different views and opinions as well as to better English communication skills.
Submodule  IBS-238-01 Contemporary Issues of International Business

Person in Charge  
Austmann, Henning, Prof. Dr.

Language of Instruction  
English

Curriculum Allocation  
IBS, BBA-238-01

Course Type, Contact Hours per Week  
Seminar, 4 SWS

ECTS Credits  
6

Contact Hours / Independent Study Hours  
68 h / 112 h

Suggestions for Independent Study  
- Review of seminar sessions based on script and recommended literature

Recommended Prerequisites  
Modules of the first study stage

Group Size  
25

Learning Outcomes
Students understand the framework of international business and its underlying parameters. They have a profound working knowledge of selected current conditions in the field of international business and are able to develop and assess strategic options. The use of case studies and group work leads to an increased ability to reflect complex approaches and consider different views and opinions as well as to better English communication skills.

Content
- Analysis of selected key areas in international business
- Definition of underlying factors
- Development and discussion of strategic options

Requirements for Contact Hours
- Active participation

Requirements for Independent Study Hours
- Review of seminar sessions

Bibliography
- Will be announced in class
Module  IBS-250 Entrepreneurship in a Global Context

Level of Module  Specific module
Type of Module  Optional module
Submodules  IBS-250-01  Entrepreneurship in a Global Context, Optional
Person in Charge  Neubauer, Fenna B., V.-Prof.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  7
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, K2, M, P, R

Learning Outcomes
Students understand the relevance and theoretical background of entrepreneurship and the process of planning and launching a company in different national environments. They are able to develop business plans with cross-national implications. This enhances their capability of understanding different cultural frameworks and evaluating their knowledge in order to adequately apply it in given situations.
Submodule  IBS-250-01 Entrepreneurship in a Global Context

Person in Charge          Neubauer, Fenna B., V.-Prof.
Language of Instruction   English
Curriculum Allocation     BBA-250-01, BBI, IBS
Course Type, Contact Hours per Week Lecture, Seminar and Tutorial, 4 SWS
ECTS Credits              6
Contact Hours / Independent Study Hours 68 h / 112 h
Suggestions for Independent Study
- Review of seminar sessions using sources provided by the lecturer
- Independent research
Recommended Prerequisites  Modules of the first study stage
Group Size                35

Learning Outcomes
Students understand the relevance and theoretical background of entrepreneurship and the process of planning and launching a company in a different international environment. They know how to deal with uncertainty in situations with incomplete information and are aware of the importance of intercultural differences. They are able to develop strategies to enter international markets and know how to develop and present business plans with cross-national implications.

Content
- Entrepreneurship as a source of economic development
- Basics of (international) entrepreneurship research
- Political, economic, legal, social/cultural and other issues in a global context
- Conducting international market research
- International marketing, sales and distribution
- Planning the market entry of innovative products and services
- Developing international business models and business plans

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Completing individual and international group work assignments
- Conducting international market research
- Developing business plans

Bibliography
- International studies / research results
Module  **IBS-279 General Business Administration and EU Integration**

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</table>

**Learning Outcomes**

Students are able to identify, evaluate and take into consideration general and recent political and other conditions that influence businesses both in a short- and in a long-term perspective. They have a profound operating knowledge about European integration and the rules of the Single European Market. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning as well as improved articulacy.
Submodule  IBS-279-01 General Business Administration and EU Integration

Person in Charge          Austmann, Henning, Prof. Dr.
Language of Instruction   English
Curriculum Allocation     IBS, BBA-279-01
Course Type, Contact Hours per Week    Seminar, 4 SWS
ECTS Credits            6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study
- Review of seminar sessions
- Reading of recommended literature
Recommended Prerequisites   Modules of the first study stage
Group Size                  25

Learning Outcomes
Students are able to identify, evaluate and take into consideration general and recent political and other conditions that influence businesses both in a short- and in a long-term perspective. They have a profound operating knowledge about European integration and the rules of the Single European Market. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning as well as improved articulacy.

Content
- History and core elements of European integration
- Principles of the Single European Market: four freedoms
- Managerial implications of the Single European Market
- European integration in selected industries, e.g. energy, financial services
- Doing business in Europe: current issues

Requirements for Contact Hours
- Preparation and delivery of presentations
- Discussion of current European business aspects

Requirements for Independent Study Hours
- Reviewing of seminar sessions using sources provided by the lecturer

Bibliography
Module  IBS-223 Leadership and Communication

Level of Module: Advanced module
Type of Module: Optional module
Submodules:
- IBS-223-01  Leadership Across Cultures, Optional
- IBS-223-02  Presentation and Communication, Optional
Person in Charge: Adam, Patricia, Prof. Dr.
ECTS Credits: 6
Contact Hours / Independent Study Hours: 68 h / 112 h
Semester: 7
Duration of Module: 1 semester
Recommended Prerequisites: Modules of the first study stage
Examination: On sub-module level

Learning Outcomes:
Students have the ability to analyse typical leadership situations in an intercultural environment and to react appropriately in accordance with their personal attitudes and managerial targets. The special demands on leaders in an international business setting can be assessed realistically and adequate leadership strategies can be chosen.
Students are able to communicate effectively in different situations and use professional communication media. Due to the use of case studies, group work, business simulations or other active learning methods, competencies in English presentation and teamworking will be developed.
### Submodule IBS-223-01 Leadership Across Cultures

<table>
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<th>Person in Charge</th>
<th>Adam, Patricia, Prof. Dr.</th>
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</tr>
<tr>
<td>Group Size</td>
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</table>

#### Learning Outcomes
Students understand the theoretical background of and get trained in typical personal interactions between a manager and his/her team members with similar or different cultural backgrounds. They are able to analyse such situations and react appropriately in accordance with their personal attitudes and managerial targets. The special demands on leaders in an international business setting can be assessed realistically and adequate leadership strategies can be chosen and applied.

#### Content
- Theoretical perspectives on successful intercultural leadership behaviour
- Effective leadership strategies in an international environment
- Case studies and role plays or business simulation game

#### Requirements for Contact Hours
- Active participation in the seminar and its group assignments

#### Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Preparing of solutions to provided leadership situations, if applicable in a predefined work group

#### Bibliography
- Adam, P.: Managing Internationalisation, UVK Lucius: Munich
- Trompenaars, F., Hampden-Turner, C.: Riding the Waves of Culture, Wiley: Chichester
- Trompenaars, F., Hampden-Turner, Ch.: Managing people across cultures, Nicholas Brealey: London, Boston
# Submodule  IBS-223-02 Presentation and Communication

<table>
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<tr>
<th>Person in Charge</th>
<th>Adam, Patricia, Prof. Dr.</th>
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| Suggestions for Independent Study | - Independent learning of the provided material  
                              | - Reading of the recommended literature |
| Recommended Prerequisites  | Modules of the first study stage |
| Examination                | H, K1, M, P, R            |
| Group Size                 | 20                        |

**Learning Outcomes**

Students are proficient in the usual rules and models concerning rhetoric, presentation, gender and communication. They are able to apply rules and models in personal presentations as well as to analyse different forms of communicative behaviour. Diverse practical exercises motivate them to evolve and experiment with their presentation and communication strategies.

**Content**

**Requirements for Contact Hours**
- Active participation

**Requirements for Independent Study Hours**
- Review of seminar sessions based on script and recommended literature

**Bibliography**
- Will be announced in class
Module  IBS-260 Selected Topics of International Management

Level of Module  Advanced module
Type of Module  Optional module
Submodules  IBS-260-01  Selected Topics of International Management, Optional
Person in Charge  Adam, Patricia, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  7
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, K2, M, P, R

Learning Outcomes
Students have a profound working knowledge of selected issues in international management. They are able to apply recent methods and tools in order to find appropriate managerial responses to typical challenges in international business operations. Through the use of case studies, group work or other participative learning methods their ability to solve economic problems and think holistically as well as their English communication skills are enhanced.
Submodule  IBS-260-01 Selected Topics of International Management

Person in Charge  Adam, Patricia, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-260-01
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Independent learning of the recommended material
Recommended Prerequisites  Strategic International Management (IBS-237-01)
Group Size  25

Learning Outcomes
Students have a profound working knowledge of selected issues in international management. They are able to apply recent methods and tools in order to find appropriate managerial responses to typical challenges in international business operations. Through the use of case studies, group work or other participative learning methods their ability to solve economic problems and think holistically as well as their English communication skills are enhanced.

Content
- Case studies or exercises dealing with selected key challenges of international management
- Theoretical concepts of selected topics in international management

Requirements for Contact Hours
- Active participation in the seminar and its group assignments

Requirements for Independent Study Hours
- Review of the seminar sessions based on the script and recommended literature
- Deepening of the attained knowledge by working on additional case studies

Bibliography
- Will be announced within the course
Module  IBS-276 Business Ethics

Level of Module
Specific module

Type of Module
Optional module

Submodules
IBS-276-01  Business Ethics, Optional

Person in Charge
Austmann, Henning, Prof. Dr.

ECTS Credits
6

Contact Hours / Independent Study Hours
68 h / 112 h

Semester
5

Duration of Module
1 semester

Recommended Prerequisites
Modules of the first study stage

Examination
H, M, P, R

Learning Outcomes
Students know both the issues of ethics in businesses as well as the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas at different levels of political and business decision making. They are able to reflect business decisions regarding values and ethical approaches.
Submodule  IBS-276-01 Business Ethics

Person in Charge                              Austmann, Henning, Prof. Dr.
Language of Instruction                       English
Curriculum Allocation                         IBS, BBA-276-01
Course Type, Contact Hours per Week           Seminar, 4 SWS
ECTS Credits                                 6
Contact Hours / Independent Study Hours       68 h / 112 h
Suggestions for Independent Study            - Review of seminar sessions
                                              - Reading of recommended literature
Recommended Prerequisites                     Modules of the first study stage
Group Size                                    25

Learning Outcomes
Students know both the issues of ethics in businesses as well as the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas at different levels of political and business decision making. They are able to reflect business decisions regarding values and ethical approaches.

Content
- Basics of business ethics: values, their origins and their relevance for political, structural, managerial and personal economic decision making
- Major business ethics approaches
- Criteria to judge and choose when working in business

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Reviewing of the presented information based on the literature

Bibliography
Module  IBS-222 Global Economics

Level of Module  Specific module  
Type of Module  Compulsory module  
Submodules  IBS-222-01  Global Economics, Compulsory  
Person in Charge  Müller, Johannes, Prof. Dr.  
ECTS Credits  6  
Contact Hours / Independent Study Hours  68 h / 112 h  
Semester  7  
Duration of Module  1 semester  
Recommended Prerequisites  Modules of the first study stage  
Examination  H, M, P, R  

Learning Outcomes  
Students understand the reasons for global imbalances in trade and capital flows and the potential economic consequences for different parts of the world. They distinguish between three different styles of modern capitalism and achieve an in-depth understanding of performance differentials according to economic growth and wealth accumulation. Students are familiar with advanced neoliberal and Keynesian macroeconomic concepts and the resulting strategies for global and national monetary and fiscal policy. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning.
Submodule  IBS-222-01 Global Economics

Person in Charge  
Müller, Johannes, Prof. Dr.

Language of Instruction  
English

Curriculum Allocation  
IBS

Course Type, Contact Hours per Week  
Seminar, 4 SWS

ECTS Credits  
6

Contact Hours / Independent Study Hours  
68 h / 112 h

Suggestions for Independent Study  
- Reading of additional articles and discussion papers recommended by the lecturer

Recommended Prerequisites  
Modules of the first study stage

Group Size  
25

Learning Outcomes
Students understand the reasons for global imbalances in trade and capital flows and the potential economic consequences for different parts of the world. They distinguish between three different styles of modern capitalism and achieve an in-depth understanding of performance differentials according to economic growth and wealth accumulation. Students are familiar with advanced neoliberal and Keynesian macroeconomic concepts and the resulting strategies for global and national monetary and fiscal policy. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning.

Content
- Structure and outlook of the world economy
- Comparison of different styles of capitalism: US free market economy versus European social market economy versus Chinese socialist market economy
- Neoclassical and Keynesian macroeconomic theory
- Causes and consequences of global financial and economic crises
- The wealth divide: reasons for the growing global and national gap between rich and poor

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Read and evaluating of articles and discussion papers about the global economy

Bibliography
- Blanchard, O.: Macroeconomics, Prentice Hall: New Jersey
- IMF: World Economic Outlook, IMF: Washington, D.C.
- OECD: Economic Outlook, OECD: Paris et al.
Module  IBS-282 International Commercial Law

Level of Module  Specific module
Type of Module  Compulsory module
Submodules  IBS-282-01   International Commercial Law, Compulsory
Person in Charge  Möller, Christian, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  7
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, K2, M, P, R

Learning Outcomes
Students understand general principles of the legal rules underlying international sales transactions. They are able to identify legal requirements in doing international business. Students are familiar with different positions and opinions. They understand the benefits and tradeoffs of relevant legislation. They are able to proactively acquire relevant knowledge in unknown relevant legal environments.
Submodule  IBS-282-01 International Commercial Law

Person in Charge  Möller, Christian, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Review of seminar sessions using sources provided by the lecturer
Recommended Prerequisites  Modules of the first study stage
Group Size  35

Learning Outcomes
Students understand general principles of the legal rules underlying international sales transactions. They are able to identify legal requirements in doing international business. Students are familiar with different positions and opinions. They understand the benefits and tradeoffs of relevant legislation. They are able to proactively acquire relevant knowledge in unknown relevant legal environments.

Content
- Globalisation and growth of international trade
- Organisation, goals and procedures of WTO
- Regional trade areas

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Completing individual and group work assignments

Bibliography
Module  IBS-283 International Corporate Finance

Level of Module  Specific module
Type of Module  Compulsory module
Submodules  IBS-283-01  International Corporate Finance, Compulsory
Person in Charge  Heithecker, Dirk, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  5
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  K2, M, P

Learning Outcomes
After finishing the course, students are able to analyse the impact of an international investment on financial statements and calculate its cash flows. Students are able to use different quotations on exchange rates in order to solve typical problems when dealing with cash flows in a foreign currency. Due to their experience from MSExcel exercises and group discussions on exchange rates considering different determinants and conditions influenced by the international capital markets, students can independently assess future exchange rate fluctuations and come to a decision on hedging foreign cash flows.
Submodule  IBS-283-01 International Corporate Finance

Person in Charge  Heithecker, Dirk, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-283-01
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Review of the presented information based on the literature
- Additional reading (book chapter, internet) on a regular basis
Recommended Prerequisites  Modules of the first study stage
Group Size  35

Learning Outcomes
After finishing the course, students are able to analyse the impact of an international investment on financial statements and calculate its cash flows. Students are able to use different quotations on exchange rates in order to solve typical problems when dealing with cash flows in a foreign currency. Due to their experience from MSExcel exercises and group discussions on exchange rates considering different determinants and conditions influenced by the international capital markets, students can independently assess future exchange rate fluctuations and come to a decision on hedging foreign cash flows.

Content
- Financial analysis
- Net present value as a decision rule in an international context
- Fundamentals on international capital budgeting
- International financial markets and determinants of the exchange rate
- Exchange rate quotations
- International parity conditions
- Exchange rate derivatives
- Exchange rate risk managements

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Consistent and intensive review of seminar sessions

Bibliography
Module  IBS-441 First Study Semester abroad ITC

<table>
<thead>
<tr>
<th>Level of Module</th>
<th>Specific module</th>
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<tbody>
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<tr>
<td>Person in Charge</td>
<td>Adam, Patricia, Prof. Dr.</td>
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<tr>
<td>ECTS Credits</td>
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<td>Semester</td>
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<td>Duration of Module</td>
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<td>Recommended Prerequisites</td>
<td>Modules of the first study stage</td>
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**Learning Outcomes**

Students have the knowledge of the courses described in the module handbook that they participated in during their semester abroad (depending on the cooperation agreement and offered courses at the partner university).
Module  IBS-442 Second Study Semester abroad ITC

<table>
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<th>Level of Module</th>
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<td>Person in Charge</td>
<td>Adam, Patricia, Prof. Dr.</td>
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<td>ECTS Credits</td>
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<td>Semester</td>
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<tr>
<td>Duration of Module</td>
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<tr>
<td>Recommended Prerequisites</td>
<td>Modules of the first study stage</td>
</tr>
</tbody>
</table>

Learning Outcomes
Students have the knowledge of the courses described in the module handbook that they participated in during their semester abroad (depending on the cooperation agreement and offered courses at the partner university).
## Module IBS-237 Strategic International Management

<table>
<thead>
<tr>
<th>Level of Module</th>
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<tbody>
<tr>
<td>Type of Module</td>
<td>Optional module</td>
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<tr>
<td>Submodules</td>
<td>IBS-237-01 Strategic International Management, Optional</td>
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<tr>
<td>Person in Charge</td>
<td>Adam, Patricia, Prof. Dr.</td>
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<td>ECTS Credits</td>
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<tr>
<td>Contact Hours / Independent Study Hours</td>
<td>68 h / 112 h</td>
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<tr>
<td>Semester</td>
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<tr>
<td>Duration of Module</td>
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<td>Recommended Prerequisites</td>
<td>Modules of the first study stage</td>
</tr>
<tr>
<td>Examination</td>
<td>H, K2, M, P, R</td>
</tr>
</tbody>
</table>

### Learning Outcomes

Students understand the special requirements of the development, implementation and review of international business strategies from a holistic management perspective. They are able to set up an international strategy management process for all kinds of organisations including the development and assessment of business models. They know how to choose and apply suitable management methods along the implementation process and how to assess the organisation’s performance. The peculiarities of dealing with different cultures and their influence on the success of certain business operations can be appraised and considered. Ethical questions and their relevance for business decisions can be raised and answered. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.
Submodule  IBS-237-01 Strategic International Management

Person in Charge  Adam, Patricia, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-237-01
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study  - Independent learning of the recommended material
Recommended Prerequisites  Modules of the first study stage
Group Size  25

Learning Outcomes
Students understand the special requirements of the development, implementation and review of international business strategies from a holistic management perspective. They are able to set up an international strategy management process for all kinds of organisations including the development and assessment of business models. They know how to choose and apply suitable management methods along the implementation process and how to assess the organisation's performance. The peculiarities of dealing with different cultures and their influence on the success of certain business operations can be appraised and considered. Ethical questions and their relevance for business decisions can be raised and answered. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.

Content
- Introduction to and relevance of strategic international management
- Leading the internationalisation process
- Defining an international strategy
- Managing people in an international environment
- Managing international partners and resources
- Managing products and processes globally
- Achieving balanced results
- Reviewing the management model
- Key issue: cross-cultural competence
- Key issue: ethical behaviour

Requirements for Contact Hours
- Active participation in the seminar and its group assignments

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Dealing with content by working on case studies

Bibliography
- Adam, P.: Managing Internationalisation, UVK Lucius: Munich
- EFQM (editor): EFQM Excellence Modell
Module  IBS-238 Contemporary Issues of International Business

- **Level of Module**: Specific module
- **Type of Module**: Optional module
- **Submodules**: IBS-238-01  Contemporary Issues of International Business, Optional
- **Person in Charge**: Austmann, Henning, Prof. Dr.
- **ECTS Credits**: 6
- **Contact Hours / Independent Study Hours**: 68 h / 112 h
- **Semester**: 7
- **Duration of Module**: 1 semester
- **Recommended Prerequisites**: Modules of the first study stage
- **Examination**: H, K2, M, P, R

**Learning Outcomes**

Students understand the framework of international business and its underlying parameters. They have a profound working knowledge of selected current conditions in the field of international business and are able to develop and assess strategic options. The use of case studies and group work leads to an increased ability to reflect complex approaches and consider different views and opinions as well as to better English communication skills.
Submodule  IBS-238-01 Contemporary Issues of International Business

Person in Charge       Austmann, Henning, Prof. Dr.
Language of Instruction         English
Curriculum Allocation        IBS, BBA-238-01
Course Type, Contact Hours per Week       Seminar, 4 SWS
ECTS Credits
Contact Hours / Independent Study Hours       68 h / 112 h
Suggestions for Independent Study       - Review of seminar sessions based on script and recommended literature
Recommended Prerequisites       Modules of the first study stage
Group Size
Learning Outcomes
Students understand the framework of international business and its underlying parameters. They have a profound working knowledge of selected current conditions in the field of international business and are able to develop and assess strategic options. The use of case studies and group work leads to an increased ability to reflect complex approaches and consider different views and opinions as well as to better English communication skills.

Content
- Analysis of selected key areas in international business
- Definition of underlying factors
- Development and discussion of strategic options

Requirements for Contact Hours
- Active participation

Requirements for Independent Study Hours
- Review of seminar sessions

Bibliography
- Will be announced in class
Module  IBS-250 Entrepreneurship in a Global Context

<table>
<thead>
<tr>
<th>Level of Module</th>
<th>Specific module</th>
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<tbody>
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<td>Type of Module</td>
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<td>Submodules</td>
<td>IBS-250-01</td>
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<tr>
<td>Person in Charge</td>
<td>Neubauer, Fenna B., V.-Prof.</td>
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<td>ECTS Credits</td>
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<td>Contact Hours / Independent Study Hours</td>
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<td>Semester</td>
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<tr>
<td>Duration of Module</td>
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<td>Recommended Prerequisites</td>
<td>Modules of the first study stage</td>
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<tr>
<td>Examination</td>
<td>H, K2, M, P, R</td>
</tr>
</tbody>
</table>

Learning Outcomes
Students understand the relevance and theoretical background of entrepreneurship and the process of planning and launching a company in different national environments. They are able to develop business plans with cross-national implications. This enhances their capability of understanding different cultural frameworks and evaluating their knowledge in order to adequately apply it in given situations.
Submodule  IBS-250-01 Entrepreneurship in a Global Context

Person in Charge                  Neubauer, Fenna B., V.-Prof.
Language of Instruction          English
Curriculum Allocation            BBA-250-01, BBI, IBS
Course Type, Contact Hours per   Lecture, Seminar and Tutorial, 4 SWS
Week
ECTS Credits                     6
Contact Hours / Independent Study Hours 68 h / 112 h
Suggestions for Independent Study
- Review of seminar sessions using sources provided by the lecturer
- Independent research
Recommended Prerequisites        Modules of the first study stage
Group Size                       35

Learning Outcomes
Students understand the relevance and theoretical background of entrepreneurship and the process of planning and launching a company in a different international environment. They know how to deal with uncertainty in situations with incomplete information and are aware of the importance of intercultural differences. They are able to develop strategies to enter international markets and know how to develop and present business plans with cross-national implications.

Content
- Entrepreneurship as a source of economic development
- Basics of (international) entrepreneurship research
- Political, economic, legal, social/cultural and other issues in a global context
- Conducting international market research
- International marketing, sales and distribution
- Planning the market entry of innovative products and services
- Developing international business models and business plans

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Completing individual and international group work assignments
- Conducting international market research
- Developing business plans

Bibliography
- International studies / research results
Module  IBS-279 General Business Administration and EU Integration

Level of Module  Specific module
Type of Module  Optional module
Submodules  IBS-279-01  General Business Administration and EU Integration, Optional
Person in Charge  Austmann, Henning, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  5
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, M, P, R

Learning Outcomes
Students are able to identify, evaluate and take into consideration general and recent political and other conditions that influence businesses both in a short- and in a long-term perspective. They have a profound operating knowledge about European integration and the rules of the Single European Market. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning as well as improved articulacy.
Submodule  IBS-279-01 General Business Administration and EU Integration

Person in Charge          Austmann, Henning, Prof. Dr.
Language of Instruction   English
Curriculum Allocation     IBS, BBA-279-01
Course Type, Contact Hours per Week Seminar, 4 SWS
ECTS Credits              6
Contact Hours / Independent Study Hours 68 h / 112 h
Suggestions for Independent Study
- Review of seminar sessions
- Reading of recommended literature

Recommended Prerequisites Modules of the first study stage
Group Size                25

Learning Outcomes
Students are able to identify, evaluate and take into consideration general and recent political and other conditions that influence businesses both in a short- and in a long-term perspective. They have a profound operating knowledge about European integration and the rules of the Single European Market. The discussion about recent events and case studies leads to advanced problem-solving abilities and holistic reasoning as well as improved articulacy.

Content
- History and core elements of European integration
- Principles of the Single European Market: four freedoms
- Managerial implications of the Single European Market
- European integration in selected industries, e.g. energy, financial services
- Doing business in Europe: current issues

Requirements for Contact Hours
- Preparation and delivery of presentations
- Discussion of current European business aspects

Requirements for Independent Study Hours
- Reviewing of seminar sessions using sources provided by the lecturer

Bibliography
Module  IBS-223 Leadership and Communication

Level of Module  Advanced module
Type of Module  Optional module
Submodules  
  IBS-223-01  Leadership Across Cultures, Optional
  IBS-223-02  Presentation and Communication, Optional
Person in Charge  Adam, Patricia, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  7
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  On sub-module level

Learning Outcomes
Students have the ability to analyse typical leadership situations in an intercultural environment and to react appropriately in accordance with their personal attitudes and managerial targets. The special demands on leaders in an international business setting can be assessed realistically and adequate leadership strategies can be chosen.

Students are able to communicate effectively in different situations and use professional communication media. Due to the use of case studies, group work, business simulations or other active learning methods, competencies in English presentation and teamworking will be developed.
Submodule  IBS-223-01 Leadership Across Cultures

Person in Charge          Adam, Patricia, Prof. Dr.
Language of Instruction    English
Curriculum Allocation      IBS, BBA-237-02
Course Type, Contact Hours per Week  Seminar, 2 SWS
ECTS Credits                4
Contact Hours / Independent Study Hours  34 h / 86 h
Suggestions for Independent Study  - Independent learning of the provided material
Recommended Prerequisites   Modules of the first study stage
Examination                 H, K1, M, P, R
Group Size                   20

Learning Outcomes
Students understand the theoretical background of and get trained in typical personal interactions between a manager and his/her team members with similar or different cultural backgrounds. They are able to analyse such situations and react appropriately in accordance with their personal attitudes and managerial targets. The special demands on leaders in an international business setting can be assessed realistically and adequate leadership strategies can be chosen and applied.

Content
- Theoretical perspectives on successful intercultural leadership behaviour
- Effective leadership strategies in an international environment
- Case studies and role plays or business simulation game

Requirements for Contact Hours
- Active participation in the seminar and its group assignments

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature
- Preparing of solutions to provided leadership situations, if applicable in a predefined work group

Bibliography
- Adam, P.: Managing Internationalisation, UVK Lucius: Munich
- Trompenaars, F., Hampden-Turner, C.: Riding the Waves of Culture, Wiley: Chichester
- Trompenaars, F., Hampden-Turner, Ch.: Managing people across cultures, Nicholas Brealey: London, Boston
Submodule  IBS-223-02 Presentation and Communication

Person in Charge  Adam, Patricia, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-114-01
Course Type, Contact Hours per Week  Lecture, 2 SWS
ECTS Credits  2
Contact Hours / Independent Study Hours  34 h / 26 h
Suggestions for Independent Study  - Independent learning of the provided material
                                   - Reading of the recommended literature
Recommended Prerequisites  Modules of the first study stage
Examination  H, K1, M, P, R
Group Size  20

Learning Outcomes
Students are proficient in the usual rules and models concerning rhetoric, presentation, gender and communication. They are able to apply rules and models in personal presentations as well as to analyse different forms of communicative behaviour. Diverse practical exercises motivate them to evolve and experiment with their presentation and communication strategies.

Content

Requirements for Contact Hours
- Active participation

Requirements for Independent Study Hours
- Review of seminar sessions based on script and recommended literature

Bibliography
- Will be announced in class
Module  IBS-260 Selected Topics of International Management

Level of Module  Advanced module  
Type of Module  Optional module  
Submodules  IBS-260-01  Selected Topics of International Management, Optional  
Person in Charge  Adam, Patricia, Prof. Dr.  
ECTS Credits  6  
Contact Hours / Independent Study Hours  68 h / 112 h  
Semester  7  
Duration of Module  1 semester  
Recommended Prerequisites  Modules of the first study stage  
Examination  H, K2, M, P, R  

Learning Outcomes
Students have a profound working knowledge of selected issues in international management. They are able to apply recent methods and tools in order to find appropriate managerial responses to typical challenges in international business operations. Through the use of case studies, group work or other participative learning methods their ability to solve economic problems and think holistically as well as their English communication skills are enhanced.
Submodule  IBS-260-01 Selected Topics of International Management

Person in Charge  Adam, Patricia, Prof. Dr.
Language of Instruction  English
Curriculum Allocation  IBS, BBA-260-01
Course Type, Contact Hours per Week  Seminar, 4 SWS
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Suggestions for Independent Study - Independent learning of the recommended material
Recommended Prerequisites  Strategic International Management (IBS-237-01)
Group Size  25

Learning Outcomes
Students have a profound working knowledge of selected issues in international management. They are able to apply recent methods and tools in order to find appropriate managerial responses to typical challenges in international business operations. Through the use of case studies, group work or other participative learning methods their ability to solve economic problems and think holistically as well as their English communication skills are enhanced.

Content
- Case studies or exercises dealing with selected key challenges of international management
- Theoretical concepts of selected topics in international management

Requirements for Contact Hours
- Active participation in the seminar and its group assignments

Requirements for Independent Study Hours
- Review of the seminar sessions based on the script and recommended literature
- Deepening of the attained knowledge by working on additional case studies

Bibliography
- Will be announced within the course
Module  IBS-276 Business Ethics

Level of Module  Specific module
Type of Module  Optional module
Submodules  IBS-276-01  Business Ethics, Optional
Person in Charge  Austmann, Henning, Prof. Dr.
ECTS Credits  6
Contact Hours / Independent Study Hours  68 h / 112 h
Semester  5
Duration of Module  1 semester
Recommended Prerequisites  Modules of the first study stage
Examination  H, M, P, R

Learning Outcomes
Students know both the issues of ethics in businesses as well as the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas at different levels of political and business decision making. They are able to reflect business decisions regarding values and ethical approaches.
Submodule  IBS-276-01 Business Ethics

Person in Charge  
Austmann, Henning, Prof. Dr.

Language of Instruction  
English

Curriculum Allocation  
IBS, BBA-276-01

Course Type, Contact Hours per Week  
Seminar, 4 SWS

ECTS Credits  
6

Contact Hours / Independent Study Hours  
68 h / 112 h

Suggestions for Independent Study  
- Review of seminar sessions
- Reading of recommended literature

Recommended Prerequisites  
Modules of the first study stage

Group Size  
25

Learning Outcomes
Students know both the issues of ethics in businesses as well as the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas at different levels of political and business decision making. They are able to reflect business decisions regarding values and ethical approaches.

Content
- Basics of business ethics: values, their origins and their relevance for political, structural, managerial and personal economic decision making
- Major business ethics approaches
- Criteria to judge and choose when working in business

Requirements for Contact Hours
- Active participation on a regular basis

Requirements for Independent Study Hours
- Reviewing of the presented information based on the literature

Bibliography