Dear exchange students,

Please find attached information concerning courses that are available for our incoming students. In the field of Business Administration, we currently have a range of courses on the 3rd and 4th year level available in English, as listed below.

We would like to warmly recommend our “Spring Welcome Weeks (SWW)” to you which will take place from 17th of February until 28th of February 2020. They offer you the chance of a great start in an international environment. You will meet fellow students, build lasting friendships and get a taste of university life while earning credits and gaining important competencies. Details for SWW 2020 will be provided on time.

If you wish to take part in the German Intensive Course (18th of February until 28th of February), registration is required. You will therefore receive an e-mail by Ms. Karin Sziedat karin.sziedat@hs-hannover.de from the language center of Hochschule Hannover with information how to sign up. More information on the German Intensive Course may be found here: The link will be provided on time.

Please note: if you want to take part in the course “German as a foreign language A1” during the semester, it is necessary either to have basic knowledge of the German language or to attend the German Intensive Course beforehand.

In addition to that, all guest students are invited to join our multiple language classes at different levels (such as German, French, Italian, Spanish, and - of course - English).

Please note: The majority of credits has to be gained from Business Administration Courses. It is not possible to do ONLY Language Courses.

### Preparatory and Language Modules available

<table>
<thead>
<tr>
<th>Modules</th>
<th>ECTS Credits</th>
<th>Spring 2020</th>
<th>Fall 2021</th>
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<tbody>
<tr>
<td>Spring Welcome Weeks (SWW)</td>
<td>0</td>
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<tr>
<td>Study Camp (SC)</td>
<td>0, 3, 5 or 6 depending on the chosen course(s) in the SC</td>
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<tr>
<td>Ambassador Destination (AmD)</td>
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<tr>
<td>German Intensive Course</td>
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<tr>
<td>Additional German Language Courses</td>
<td>6</td>
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</tbody>
</table>
# Modules available in English

Department of Business Administration

*Subject to modifications*

<table>
<thead>
<tr>
<th>Modules</th>
<th>Code</th>
<th>ECTS Credits</th>
<th>Spring 2020</th>
<th>Fall 2020/21 to be announced</th>
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<tbody>
<tr>
<td>Presentation Techniques (B2 CEFR)</td>
<td>IBS-417-02</td>
<td>3</td>
<td>![JH]</td>
<td>![NN]</td>
</tr>
<tr>
<td>Global Economics</td>
<td>IBS-580-01</td>
<td>3 / 6</td>
<td>![JM]</td>
<td>![NN]</td>
</tr>
<tr>
<td>IMA Strategic International Management</td>
<td>IBS-535-01</td>
<td>6</td>
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<tr>
<td>IMA Sustainable Development from a Management Perspective</td>
<td>IBS-536-01</td>
<td>6</td>
<td>![PA]</td>
<td>![HA]</td>
</tr>
<tr>
<td>Selected Topics of International Management</td>
<td>IBS-557-01</td>
<td>6</td>
<td>![AA]</td>
<td>![AA]</td>
</tr>
<tr>
<td>Entrepreneurship in a Global Context</td>
<td>IBS-575-01</td>
<td>6</td>
<td>![Ch.M/MP]</td>
<td>![Ch.M/MP]</td>
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<tr>
<td>General Business Administration and EU Integration</td>
<td>IBS-570-01</td>
<td>6</td>
<td>![AA]</td>
<td>![MB]</td>
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<tr>
<td>International Business Environment</td>
<td>IBS-519-01</td>
<td>6</td>
<td>![HA]</td>
<td>![MP/FA]</td>
</tr>
<tr>
<td>InterCultural Management Training [ICM]</td>
<td>IBS-436-01</td>
<td>6</td>
<td></td>
<td>![HA/PA]</td>
</tr>
<tr>
<td><strong>IMA Leadership across Cultures</strong> <strong>Please note for Spring 2020:</strong> Block from Feb. 10 to 12 plus online-based group work during spring semester. Dates t.b.a. Further information is given on page 6</td>
<td>IBS-569-01</td>
<td>3/6</td>
<td>![PA]</td>
<td>![PA]</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>IBS-563-01</td>
<td>6</td>
<td>![AA]</td>
<td>![MP/FA]</td>
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<tr>
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<td>6</td>
<td>![Ch.M/MP]</td>
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<tr>
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<td>IBS-572-01</td>
<td>6</td>
<td>![Ch.M/MP]</td>
<td>![Ch.M/MP]</td>
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<tr>
<td>International Marketing and E-Commerce</td>
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<td>6</td>
<td>![MP]</td>
<td>![MP]</td>
</tr>
</tbody>
</table>

- ![Red] Not offered in the respective semester
- ![Yellow] Not a standard offer in the respective semester
- ![Green] Offered in the respective semester
- (NN) lecturer not yet nominated
- Prof. Code e.g. (JS) = offered by Prof. John Smith
Indicative Module Contents and Learning Outcomes

**Ambassador Destination (AmD), 3 ECTS Credits**

**Content:** Descriptions of different cultures; Cultures of work, of learning, and subject-specific cultures; Communication models and descriptions.

**Learning Outcomes:** The students possess the main tools for an effective intercultural communication. They are able to describe and reflect their own conduct and that of others, and understand how intercultural interaction takes place in a working or educational environment.

**Code:** ZSQ-105

The module “Ambassador Destination (AMD)” for English speaking incoming students starts on April 7th (Tuesday) with a kick-off event.

Location: Campus Bismarckstraße 2. Time: 6 to 7 p.m. Room: to be announced.

The module will be held as a block course on Tuesdays from 5 to 8 p.m. on the Campus Bismarckstraße, between April 21st and June 16th.

To register for the module and in order to answer your questions concerning the module, we have set up the following email address: amd-ib@hs-hannover.de.

Registration deadline: April 6th.

**Presentation Techniques (B2 CEFR), 3 ECTS Credits**

**Content:** This course includes research into an academic topic in detail, preparing and delivering short oral assignments; working in small groups for in-class tasks; learning to structure a presentation effectively; giving constructive feedback to peers.

**Learning Outcomes:** On completion of this module the student should be able to: self-organize and structure an oral presentation in English; present confidently in front of a small group; arrange information effectively in speech and on presentation slides; discuss and answer questions on their topics and critique each other; effectively deal with anxiety before public speaking occasions; use appropriate vocabulary, verb tenses and sentence structure when giving a presentation.

**Code:** IBS-417-02

**Global Economics, 3/6 ECTS Credits**

**Two modules, worth 3 ECTS each: can be chosen both or single**

**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 the rich and poor.

**Learning Outcomes:** Students understand the causes for the global Financial Crisis of 2008, the reasons for global imbalances in trade and capital flows and the potential economic consequences for different parts of the world. They distinguish between two different styles of modern Capitalism and achieve an in-depth understanding of performance-differentials according to economic growth and wealth accumulation. The students are familiar with advanced 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.

**Code:** IBS-580-01
IMA Strategic International Management, 6 ECTS Credits

Content: Developing cross-cultural competence, leading the internationalisation process, defining and delivering an international strategy, deploying strategy through people, international partners and resources, managing products and processes globally, achieving balanced results and reviewing the management model.

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 lead and set up an international strategy management process for all kinds of organisations including the development and assessment of business models. Students 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 business decisions can be appraised and considered. Ethical questions concerning business decisions can be answered appropriately, based on a generally accepted ethical value system. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and teamworking are enhanced.

Code: IBS-535-01

IMA Sustainable Development from a management perspective, 6 ECTS Credits

Content: From a critical and interdisciplinary point of view, this course deals with the symptoms, roots, correlations and implications of global challenges in international business. Aiming at preparing students to be able to contribute to a new paradigm of sustainable development, it will challenge the mainstream of global management practices. The course is intended to make students aware of the complex questions regarding the future of business (regarding food, energy, traffic/transportation, pollution, water, bio-diversity) by broadening the students’ awareness from a purely growth-oriented perspective to a global perspective of sustainable development.

Learning Outcomes: Students can present the history and managerial implications (major risks and opportunities) of industrialization and globalization. They can name the symptoms and discuss the roots of contemporary challenges in the macro-environment of international management (e.g. planetary boundaries of the current management paradigm). They can explain the concept and necessity of sustainable development as well as specific alternative approaches to management for sustainable development. They can design responsible management decisions along both regional and international lines of business.

Code: IBS-536-01

Selected Topics of International Management, 6 ECTS Credits

Content: Case-studies dealing with selected key challenges of international management, theoretical concepts of selected topics in international management

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 problem-solving ability as well as their English communication skills will be enhanced.

Code: IBS-557-01
Entrepreneurship in a Global Context, 6 ECTS Credits
Content: Entrepreneurship as a source of economic development, basics of entrepreneurship research, the process of planning and launching a business, cross-national entrepreneurship and business planning.
Learning Outcomes: Students have a deep knowledge about the “Gestalt” of innovative business ideas and are able to analyse every business model in the world. Students understand basic principles of entrepreneurial activity. They know how culture influences business ideas. Students are familiar with the concept of business models. They are able to describe, analyze, and model businesses in an international context. Students comprehend current social and environmental issues.
Code: IBS-575-01

General Business Administration and EU Integration, 6 ECTS Credits
Content: History and core elements of European Integration, principles of Single European Market: four freedoms, managerial implications of Single European Market, European Integration in selected industries, e.g. energy, financial services, doing business in Europe: current issues.
Learning Outcomes: Students are able to identify, evaluate and take into consideration recent general EU-political conditions that influence businesses both in a short- and in a long-term perspective. They can explain the background of the European integration and the rules of the Single European Market and are able to analyse managerial implications from these operating frameworks. They are able to discuss recent events and case studies, resulting in advanced problem-solving abilities and holistic reasoning as well as improved articulacy.
Code: IBS-580-01

International Business Environment, 6 ECTS Credits
Content: t.b.a.
Learning Outcomes: t.b.a.
Code: IBS-519-01

Intercultural Management Training (ICM), 6 ECTS Credits
https://f4.hs-hannover.de/studium/internationales-fakultaet-iv/information-for-exchange-students/icm-intercultural-management-training/
(Block course, extra fee for accommodation and board, depending on venue)
Content: Concepts of Culture (Hofstede; Trompenaars & Hampden-Turner), intercultural competence, intercultural group formation, group development and conflicts, basics of intercultural communication and negotiation. Application of theories and methods during group projects, case studies and business simulations.
Learning Outcomes: Students understand the scientific dimensions of culture and are able to apply them in a project-oriented working environment in groups of mixed nationalities. 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. Students are able to react appropriately to stressful situations and group pressure by reconciling conflicts and cultural dilemmas in intercultural working groups. This corresponds to a basic level of intercultural competencies.
Code: IBS-436-01
IMA Leadership across Cultures, 3/6 ECTS Credits

Option 1: Part 1 (block in February) PLUS Part 2 (semester course) = 6 ECTS
Attending only part 1 IS NOT possible!

Option 2: Part 2 (semester course) only = 3 ECTS

Content: Assessing cultural differences with the dilemma approach and the GLOBE study, building a shared team culture, driving performance, promoting diversity, managing agility and change, leading intercultural negotiations. Application of theories and methods in case studies and business simulations. The second part is set to deepen the theoretical knowledge in a mainly self-organised, e-learning setting with weekly virtual group meetings and regular facilitated reviews.

Learning Outcomes: The peculiarities of dealing with different cultures and their influence on leadership issues and business decisions can be appraised and considered. Students are familiar with typical leadership situations in an intercultural organisational environment and are able to assess possible approaches for solving related leadership dilemmas. Ethical questions caused by conflicting values can be raised and answered appropriately, based on a generally accepted ethical value system. Due to the use of group work, role plays and other active learning methods as well as virtual team meetings, competencies in English presentation and (digital) teamworking are enhanced.

Code: IBS-566-01

Business Ethics, 6 ECTS Credits

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.

Learning Outcomes: Students can name the major milestones of the history of business ethics. They are able to discuss the differences between the most relevant philosophical approaches to business ethics. They can present examples for dilemmas in different business functions and at different levels of business decision making. They are able to analyse and critically evaluate a company’s sustainability status and to develop specific recommendations to further advance management efforts in this regard.

Code: IBS-563-01

International Corporate Finance, 6 ECTS Credits

Content: Financial analysis, cash flow statement, business valuation, value-based management, management buyout

Learning Outcomes: Students are able to talk about and write about topics in Finance in English. Students are able to evaluate Annual Statements with reference to business challenges resulting from international finance. Students have knowledge in quotations of exchange rates and are able to apply those on various quoting problems. Using international parity conditions, students are able to develop own assessments on exchange rate movements.- Students know instruments in order to manage international cash flows and are able to design own hedging strategies on simple problems.

Code: IBS-573-01
International Commercial Law, 6 ECTS Credits

Content: Globalization and growth of international trade, convention on the international sale of goods, organisation, goals and procedures of WTO, regional trade areas.

Learning Outcomes: The students understand general principles of the legal rules applying to international sales transactions. Students are able to solve basic cases in the field of international commercial law. They have a general concept of conflict resolution and litigation in international commercial law.

Code: IBS-572-01

International Marketing and E-Commerce (6 ECTS credits)

Content: Framework and concepts of marketing planning, marketing organisation and marketing controlling in an international context and the basics of e-commerce business models and business processes.

Learning Outcomes: Students are able to apply the Four marketing P’s on an international level. They can discuss the requirements for successful marketing in an international market-place. They can systematically analyse and critically evaluate the macroeconomic environment for international marketing in selected countries. They can discuss challenges and trade-offs between marketing efforts and the need for sustainable development. They can explain the growing importance and opportunities for utilizing e-commerce in modern marketing. They show an improved ability to successfully work in teams and apply the principles of project-management in a realistic marketing-pitch-setting.

Code: IBS-574-01

We hope to have helped you to make the right choice with providing the information above. Questions are welcome! Please let us know as soon as possible which courses you would like to account in.

We are really looking forward to meeting you in Hannover.

Kind regards

Prof. Dr. Detlef Romberger
International Coordinator (IC)
Department of Business Administration

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Date: 2020-03-06