Dear exchange students,

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

We would like to recommend our “Spring Welcome week” to you, which will take place from 11th of February until 17th of February. It offers a chance for you to have a good start in an international environment. You will meet fellow students, build lasting friendships, and get a taste of university life. Details are available on the following webpage:

http://www.hs-hannover.de/index.php?id=26688

If you wish to take part in our German Intensive Course (12th of February until 22th of February), online registration is required until 30th of December. For registration please use the web link:

http://www.fh-hannover.de/zff/deutschintensiv

In addition to that all guest students are invited to join our multiple language classes at different levels (such as German, French, Dutch, Italian, Spanish, and – of course – English). Please note: The majority of Credits has to be gained from Business Courses. It is not possible to do ONLY Language Courses.

For further information please contact our language coordinator Christina Ahrberg christina.ahrberg@hs-hannover.de

Preparatory and Language Modules available

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS Credits</th>
<th>Spring 2013</th>
<th>Fall 2013/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Welcome Weeks</td>
<td>2 ECTS for intense German language course</td>
<td>X</td>
<td>--</td>
</tr>
<tr>
<td>Study Camp</td>
<td>2 + 3</td>
<td>--</td>
<td>X</td>
</tr>
<tr>
<td>German Intensive Course</td>
<td>2</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Additional German Language Courses</td>
<td>6</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

X offered
-- not offered
# Modules available in English / Department of Business

<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
<th>ECTS Credits</th>
<th>Spring 2013</th>
<th>Fall 2013/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation and Conversation in Business</td>
<td>BBA-152-01</td>
<td>2</td>
<td>X (SW)</td>
<td>X (SW)</td>
</tr>
<tr>
<td>Global Economics</td>
<td>IBS-208-01</td>
<td>3 / 6</td>
<td>X (JM)</td>
<td>X (JM)</td>
</tr>
<tr>
<td>IMA Strategic International Management</td>
<td>BBA-238-01</td>
<td>6</td>
<td>--</td>
<td>X (PA)</td>
</tr>
<tr>
<td>IMA Global Perspectives of International Management / Contemporary Issues of International Business</td>
<td>BBA-239-01 / IBS-270-01</td>
<td>6</td>
<td>X (HA)</td>
<td>X (HA)</td>
</tr>
<tr>
<td>Services Management in a Global Context</td>
<td>IBS-218</td>
<td>6</td>
<td>X (GH)</td>
<td>--</td>
</tr>
<tr>
<td>Selected Topics of International Management</td>
<td>IBS-269-01</td>
<td>6</td>
<td>--</td>
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</tr>
<tr>
<td>Entrepreneurship in a Global Context</td>
<td>IBS-252-01</td>
<td>6</td>
<td>X (FBN)</td>
<td>X (FBN)</td>
</tr>
<tr>
<td>General Business Administration and EU Integration</td>
<td>IBS-213-01</td>
<td>6</td>
<td>--</td>
<td>NN</td>
</tr>
<tr>
<td>Business and Culture in Germany</td>
<td>BBA-274-01</td>
<td>6</td>
<td>X (HA)</td>
<td>NN</td>
</tr>
<tr>
<td>Intercultural Management Training</td>
<td>IBS-181-03</td>
<td>6</td>
<td>--</td>
<td>X (PA / HA)</td>
</tr>
<tr>
<td>IMA Leadership across Cultures</td>
<td>IBS-223-01</td>
<td>3</td>
<td>--</td>
<td>X (PA)</td>
</tr>
<tr>
<td>Diversity Management</td>
<td>IBS-223-02</td>
<td>3</td>
<td>--</td>
<td>X (HA)</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>IBS-237-01</td>
<td>6</td>
<td>--</td>
<td>X (HA)</td>
</tr>
<tr>
<td>BUV Banking and Insurance Products and Services</td>
<td>BBA-211-01 and BBA-211-02</td>
<td>6</td>
<td>X (US)</td>
<td>X (US)</td>
</tr>
<tr>
<td>International Corporate Finance</td>
<td>IBS-207-01</td>
<td>6</td>
<td>--</td>
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</tr>
<tr>
<td>International Commercial Law</td>
<td>IBS-214-01</td>
<td>6</td>
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<td>X (CM)</td>
</tr>
<tr>
<td>International Marketing and E-Commerce</td>
<td>IBS-242-01</td>
<td>6</td>
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<td>X (PH)</td>
</tr>
<tr>
<td>Organisational Development and Change Management</td>
<td>IBS-243-01</td>
<td>6</td>
<td>NN</td>
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*Please note: Some modules might be offered as a block course*
Indicative Module Contents and Learning Outcomes

**Presentation and Conversation in Business, 2 ECTS Credits**

**Content:** Rhetoric (speaking skills), presentation techniques and communication skills, verbal and non-verbal communication, fundamentals of gender and communication. You will practice speeches, work individually and in teams, reflect self- and external perception and you will get feedback, video feedback and practical exercises with reference to professional and student life.

**Learning Outcomes:** Students get knowledge and practice in speaking skills, presentation skills, visual aids and communication skills as well as gender specific aspects of communication.

**Code:** BBA-152-01

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

**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 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. The students are familiar with advanced neoliberal and Keynesian macroeconomic concepts and the resulting strategies for global and national monetary and fiscal policy.

**Code:** IBS-208-01

**IMA Strategic International Management, 6 ECTS Credits**

**Content:** Basics of internationalisation and the internationalisation process, the holistic management perspective, development of internationalisation strategies, implementing international strategies through organisational structures, leadership, human resource management and marketing, intercultural issues and their influence on business performance, information requirements for a realistic assessment of foreign environments, ethical issues in international business.
Learning Outcomes: Students understand the special requirements concerning the development, implementation and enhancement of international business strategies from a management perspective. They know how to choose and apply relevant strategic and tactical management methods in different business sectors and international markets. The particularities of dealing with different cultures and their influence on the success of certain business operations can be assessed and considered. Ethical issues and their relevance for business decisions can be raised and solved. The students are able to address and meet specific information needs in dealing with foreign environments. Due to the use of case studies, group work and other active learning methods, competencies in English presentation and team working will be enhanced.

Code: BBA-238-01

IMA Global Perspectives of International Management , 6 ECTS Credits

Contemporary Issues of International Business, 6 ECTS Credits

Content: Corporate governance: definition, models and international regulation, corporate social responsibility: theory and practical managerial consequences, from the company perspective to the global perspective: development lines of global sourcing, management systems and methods in an international context.

Learning Outcomes: Students have a profound working knowledge of the global perspectives of international management. They are able to assess different corporate government models. They can make socially responsible managerial decisions on sourcing matters and are able to form their own view on global development lines. This will be enhanced by their knowledge of recent managerial methods and tools.

Code: BBA-239-01 / IBS-270-01

Services Management in a Global Context, 6 ECTS Credits

Content: Globalization and growth of B2B services, value added chains and the business logics of defining business models, challenges of services management, how to provide excellent services, service cultures in different contexts, CRM and Quality Management

Learning Outcomes: Students understand the process of globalization and tertiarization in depth. They are able to assess global value added chains with reference to B2B-services. They know how to select and apply business tools in order to manage and deliver excellent services. This enhances their capability of understanding different cultural frameworks and evaluating their knowledge in order to adequately applying it in given situations.

Code: IBS-218-01

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 managerial methods and
tools in order to find appropriate managerial responses to typical challenges in international business operations. Through the use of case studies and group work, their ability to solve economic problems and think holistically, as well as their English communication skills, have been enhanced.

**Code:** IBS-269-01

**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 understand 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.

**Code:** IBS-252-01

**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 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.

**Code:** IBS-213-01

**Business and Culture in Germany, 6 ECTS Credits**

**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.

**Learning Outcomes:** Students gain knowledge of the scientific dimensions of culture and apply it directly in a project-oriented working environment in groups with mixed nationalities. Thus, they acquire the competence to analyse, understand and adapt to different cultures as well as to create a positive diverse working environment. They are able to 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 forms the basis of intercultural competencies.

**Code:** BBA-274-01
Intercultural Management Training, 6 ECTS Credits
(Block course, extra fee for accommodation and board, depending on venue)
**Content:** The concept of culture in science; aspects of intercultural team building; group development; team roles; basics of communication; project work; business simulations.
**Learning Outcomes:** Students experience diversity in a project-oriented working environment. They gain knowledge of scientific dimensions of culture as a guideline to analysing, understanding and dealing with diversity in cultures. Students know how to identify and efficiently allocate group roles. They know about the stages of team building in a project context and how to cope with standstills.
**Code:** IBS-181-03

IMA Leadership across Cultures, 3 ECTS Credits
**Content:** Basics of management and motivation, organizational and group behaviour, attitude surveys, managing teams, basics of leadership theories, basics of intercultural behaviour (e.g. Hofstede and Trompenaars), leading diversity, role plays.
**Learning Outcomes:** Students gain theoretical background and practical experience of typical situations of interpersonal communication in business, as between a manager and his/her team members with similar or different cultural backgrounds. They are able to analyse these situations and choose an appropriate reaction in accordance with their personal attitudes and managerial targets.
**Code:** IBS-223-01

Diversity Management, 3 ECTS Credits
**Content:** Definition of diversity, diversity dimensions and indices, diversity management in an international business environment.
**Learning Outcomes:** Students are able to define diversity and the diversity concept. They are able to use specific tools of the diversity management concept in operational functions and international everyday business.
**Code:** IBS-223-02

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 understand both the issues of ethics in businesses and the interrelation between norms and the economic system in which they are embedded. They understand the underlying dilemmas in different levels of political and business decision making. They are able to reflect business decisions regarding to values and ethical approaches.
**Code:** IBS-237-01
BUV Banking and Insurance Products and Services, 6 ECTS Credits

**Content:** Insurance products, banking products, providing products and services, pricing policies for banking and insurance products, bundling, unbundling and financial modelling, closed and open investment funds, investment and portfolio analysis, risk-management in futures trading. The course offers a practice-oriented approach based on mathematical and statistical procedures specific to the industry.

**Learning Outcomes:** Students gain a solid knowledge of standard banking and insurance products as provided by nationally and internationally operating universal banks and insurance companies. They know specific tools to support product structuring and are familiar with the basics of relevant market research. This enables them to develop and implement specific product and marketing concepts.

**Code:** BBA-211-01/02

International Corporate Finance, 6 ECTS Credits

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

**Learning Outcomes:** After finishing the course students are able to analyse the financial position of a company, to draw up a cash flow statement, to perform a business valuation, to calculate and interpret value-based key figures, to plan an MBO and to understand the impact of risk management. Due to their experience from group work assignments, students can independently solve problems using holistic approaches.

**Code:** IBS-207-01

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:** 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 benefits and trade-offs of relevant legislations. They are able to pro-actively acquire relevant knowledge in unknown relevant legal environments.

**Code:** IBS -214-01

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 have profound knowledge in e-commerce and e-business. They understand e-commerce business models and processes. They are able to classify new e-commerce related trends.

**Code:** IBS-242-01
Organisational Development and Change Management (6 ECTS credits)

Content: Introduction to the formal and informal dimension of organisations, organisational trends of modulisation, value-chain networking and virtualization, resulting leadership consequences, challenges of revolutionary and evolutionary change, success factors for change initiatives.

Learning Outcomes: Students attain a profound understanding of the formal and informal perspectives of an organisation. They are familiar with recent trends in organisational development and approaches to organisational change. Students comprehend the different approaches to revolutionary and evolutionary change.

Code: IBS-243-01

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. Peter Hohberger
International Coordinator
Department of Business

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