Module Manual

Bachelor
European Business Studies (EB)

Module Manual Study beginning at OTH Regensburg

2020-02-19
Content

Modules at OTH Regensburg

Statistics ........................................................................................................................................... 4
Bookkeeping and Accounting ......................................................................................................... 6
Introduction to Business Studies ..................................................................................................... 9
Foundation Economics .................................................................................................................. 11
Foundation IT .................................................................................................................................. 14
Business Language and Scientific Working in the Host Country ................................................... 16
Business and Cultural Competence in the Host Country .............................................................. 24
Business Language 2 and Cross-Cultural Competence .............................................................. 27
Business Plan Writing .................................................................................................................... 34
Foundation Business Law ............................................................................................................. 38
Cost Accounting ............................................................................................................................ 40
Mathematics ................................................................................................................................... 43

Modules at a Partner University

Courses at Partner University (Semester 3 and 4) .......................................................................... 47

Modules at OTH Regensburg

International Management ............................................................................................................ 84
Economic Policy ............................................................................................................................. 92
International Economics ............................................................................................................. 95
Information Management .......................................................................................................... 99
Study Option International Financial Management ................................................................... 104
Study Option International HR Management ............................................................................. 114
Study Option International Marketing ....................................................................................... 124
Study Option International Logistics ........................................................................................ 132
Bachelor Thesis ............................................................................................................................ 141
First Placement Semester ............................................................................................................ 143
Second Placement Semester ....................................................................................................... 148
Modules at OTH Regensburg
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Statistics (Betriebsstatistik)</td>
<td>SK</td>
<td>1</td>
<td>6</td>
<td>every academic year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(winter semester)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Schreck</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Schreck</td>
<td>Compulsory</td>
<td>German</td>
</tr>
</tbody>
</table>

Access requirements  
n/a

Learning outcomes  
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills  
With a basic knowledge of descriptive statistics, students are able to independently plan and perform descriptive analyses, to select the right method according to a situation and problem and interpret the results correctly and critically (3). Students can use their knowledge of probability theory to identify, model and resolve quantitatively detectable and high-risk problems (2). With a basic knowledge of inferential statistics, students are able to take a sample from a population and by identifying its characteristics make inferences about that population (2).

Method skills  
Students can also professionally and methodically handle a set of statistical tools and competently apply their analytical skills (2).

Social skills  
Students are proficient at problem-solving within a group or team (2).

Personal skills  
Students are capable of applying problem-solving techniques (2).
Content

- Statistical study procedure
- Data collection and data processing
- Parameters of frequency distributions
- Ratios and indicators
- Regression and correlation analysis
- Theoretical distribution
- Simple linear regression: inferential methods
- Supervised exercises

Literature

Required reading

Fahrmeir, Ludwig/Künstler, Rita/Pigeot, Iris/Tutz, Gerhard: Statistik. Der Weg zur Datenanalyse, Springer Verlag

Schira, Josef: Statistische Methoden der VWL und BWL, Theorie und Praxis, Pearson, München

Recommended reading

Bourier, Günther: Beschreibende Statistik, Gabler

Bourier, Günther: Wahrscheinlichkeitsrechnung und schließende Statistik, Gabler

Wewel, Max C.: Statistik im Bachelor-Studium der BWL und VWL. Methoden, Anwendung, Interpretation, Pearson

Schwarze, Jochen: Grundlagen der Statistik I – Beschreibende Verfahren, Herne/Berlin, Verlag NWB

Schwarze, Jochen: Grundlagen der Statistik II – Wahrscheinlichkeitsrechnung und induktive Statistik, Herne/Berlin, Verlag NWB

Latest edition

Teaching and learning methods

Seminar-style tuition with dialogue and supervised exercises (problem-orientated teaching and working, exploratory learning)

Unsupervised exercises with solutions for monitoring progress; control questions

Use of educational software: Microsoft Excel

Lecture with Powerpoint slides or projector slides – occasional handouts

Independent project work by students on specific aspects of the lecture

Type of examination/Requirements for the award of credit points

Written examination
Duration: 120 minutes

Other information

ECTS Credits
7

Workload
210 hours
Contact/attendance time: 90 h
Additional work: 120 h

Weighting of the grade in the overall grade
3.5
Module number
02

Module title
Bookkeeping and Accounting
(Buchführung und Bilanzierung)

Code
BBI

Semester
1

Number of WSH
4

Module offered
every academic year
(winter semester)

Module coordinator
Prof. Dr. Koss

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Koss

Compulsory/Elective
Compulsory

Module language
German (Introduction and HGB-part)
English (IFRS)

Access requirements
n/a

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students are able to understand standard double-entry book keeping entries (1), preparing opening statements of financial position and basic financial reports (2). Students are familiar with German GAAP, accounting legislation and IFRS financial reporting (2). They will know US-GAAP as the third important accounting regime (1). They are able to analyse financial reports for preparing investment decisions in particular (2).

**Social skills**
Students are able to communicate accounting issues (1).

**Method skills**
Students will be able to apply HGB-rules and international standards in reporting business transactions (1). They will be able to read and understand legal requirements (legal skills) and interpret financial reports (economic skills) (2). On completing the module the students will use accounting and financial reporting as a tool to conduct, control and optimize business transactions (2).
Personal skills
Students will have understood accounting as the utmost important tool to measure commercial success (1).

Content
The course instructs in basic concepts of financial accounting and techniques of bookkeeping. The lecture provides an introduction to German GAAP, focusing on small and medium-sized businesses. The module also provides an introduction to international financial reporting according to international financial reporting standards, focusing on EU-accepted IFRSs (EU-IFRSs).

- Introduction: accounting terms and definitions
  - German technical terms
  - English technical terms
- Business models and their presentation in financial reports
- Accrual vs. Cash Flow accounting
- HGB vs. IFRS vs. US-GAAP
- Opening balance sheet and primary entries
- Introductory bookkeeping
- Financial reporting
  - Financial reports according to German HGB and German Tax Accounting
  - Financial reports according to International Standards
  - Analysis of Financial Reports

Literature
Required reading
Koss: Bilanzen lesen und verstehen

Codes:
HGB (German Commercial Code)
IFRSs as accepted by the European Commission (EU-IFRSs)

Recommended reading
Further case studies and other sources of information will be provided by the lecturer

Teaching and learning methods
Seminar-style tuition
with group exercises and discussion
Lectures given by professor
Oral presentation
Oral presentations of group discussions

Type of examination/Requirements for the award of credit points
Written examination
Duration: 90 minutes

Other information
-
<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>03</td>
<td>Introduction to Business Studies (Grundlagen der Betriebswirtschaftslehre)</td>
<td>BW</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Dr. Goertzen</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Dr. Goertzen</td>
<td>Compulsory</td>
<td>German</td>
</tr>
<tr>
<td>Prof. Dr. Höschl</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Access requirements
n/a

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students gain knowledge of the framework within which companies can operate commercially (1). In addition, students gain the ability to recognize how business decisions have to be prepared (1).

**Social skills**

Students can contribute appropriate views and ideas on planning and decision making (1). They are able to present reasoned arguments to a target group (1).

**Method skills**

Students acquire commercial and legal thinking and reasoning techniques that enable them to select targeted solutions from a set of alternative choices of action (1).

**Personal skills**

Students are able to deal with economic problems independently (1). They possess independence, criticism and discussion skills (2).
## Content

- Introduction to the problem of the choice of legal form
- Basic principles of tax law
- Principles of company law
- Basics of business valuation and corporate acquisition
- Basics of business accounting (accounting, annual financial statement, cost accounting, financial plan)
- Fundamentals of corporate governance
- Fundamentals of insolvency
- Basic concepts and terminology of business administration
- Basic issues in the key functions of a corporation
- Introduction to employment, industrial and work context of human relations
- Basic process, planning and control aspects of operations management

## Literature

**Required reading**

Schmalen, Helmut, Grundlagen und Probleme der Betriebswirtschaft (Arbeits- und Übungsbuch)

Wöhe, Günter, Einführung in die Allgemeine Betriebswirtschaftslehre

**Recommended reading**

Bossert, Unternehmensbesteuerung und Bilanzsteuerrecht

Klunzinger, Grundzüge des Gesellschaftsrechts

Zimmermann, Grundriss des Insolvenzrechts

Peemöller, Praxishandbuch der Unternehmensbewertung

**Latest edition**

## Teaching and learning methods

Seminar-style tuition with exercises

### Type of examination/Requirements for the award of credit points

- Written examination
- Duration: 90 minutes

## Other information

- **ECTS Credits**: 5
- **Workload**: 150 hours
  - Contact/attendance time: 60 h
  - Additional work: 90 h
- **Weighting of the grade in the overall grade**: 2.5
Module number
04

Module title
Foundation Economics
(Grundlagen der Volkswirtschaftslehre)

Code
VW

Semester
2

Number of WSH
4

Module offered
every academic year
(summer semester)

Module coordinator
Prof. Dr. Weiss

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Weiss

Compulsory/Elective
Compulsory

Module language
German

Access requirements
n/a

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students understand basic macroeconomic issues and relationships and can place them in an overall economic context (2). Students are able to recognise, understand and analyse basic economic relationships (2). The acquired ability of economic reasoning enables students to analyse and assess social and political issues (2). Moreover, it provides a theory-based guidance in the implementation of internal optimization strategies (cost, production, profit theory) (2).

Social skills
Students are able to discuss current topics (2). They are encouraged to discuss critical, sometimes even controversial topics in an objective atmosphere (2). Students gain experience in solving individual assignments and in accepting constructive criticism directed at their exercise results (1).

Method skills
Students gain insights into the various representation modes of economic reasoning (2). They are able to handle complex economic issues graphically, arithmetically and verbally (2).
### Personal skills

Students are able to discuss by means of group work (1). They can both exercise and respond to constructive criticism, and present their conclusions in a rational manner (1).

### Content

- **Introduction**
  - "Economics" as a discipline
  - Principles of economic behavior: Scarcity, opportunity costs, thinking in marginal terms, incentives, trade, division of labour, specialisation, efficiency

- **Fiction: Perfect competition**
  - Household Behavior, Goods Demand and Consumption
  - Firm Behavior, Production and Goods Supply
  - Market Equilibrium
  - Government Intervention

- **Reality: Imperfect Competition and Market Failure**
  - Imperfect Competition
  - Asymmetric Information
  - External Effects
  - Public Goods

- **Economic systems**
  - Command economy and market economy
  - The social market economy and the trade-off between efficiency and equity

- **Macroeconomic Analysis**
  - Gross National Income, Gross Domestic Product
  - Macroeconomics: Full employment and Say’s Law, Mass Unemployment and Keynesian Demand Theory

### Literature

**Required reading**

Lecture notes and slides

Mankiw: Grundzüge der Volkswirtschaftslehre, Stuttgart

**Recommended reading**

Baßeler/Heinrich/Utecht: Grundlagen und Probleme der Volkswirtschaft, Stuttgart

Latest edition

### Teaching and learning methods

Seminar-style tuition with exercises

Presentation by lecturer using PowerPoint, black board, plenary discussions, group work, videos, extensive online resources, and current news articles

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 90 minutes</td>
<td></td>
</tr>
</tbody>
</table>

Other information

-
<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>05</td>
<td>Foundation IT (IT-Grundlagen)</td>
<td>ITG</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michl M.A.</td>
<td>Seminar-style tuition with exercises (in CIP-Pools)</td>
<td>German</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Michl M.A.</td>
<td>Compulsory</td>
<td></td>
</tr>
<tr>
<td>Lecturers team</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
</tr>
</tbody>
</table>

### Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- **Competence level 1 (awareness):** cursory awareness of simple structures, only previously learned knowledge is tested
- **Competence level 2 (comprehension):** basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- **Competence level 3 (deep understanding and application):** deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students understand (1) the importance of IT and the possibilities and limitations (2) of IT support. Students can protect their own security when using software and the Internet (2).

**Social skills**

Students acquire "soft skills" such as consultation and consensus within a group, empathy for the views of others and insights into human nature (team skills) (2).

**Method skills**

Students can deploy IT systems efficiently (2). They can use office and business communication software for everyday business tasks (2). Students are able to produce reports, presentations and scientific essays (3).

**Personal skills**

Students acquire personal skills such as manner and demeanour, self-discipline and self-confidence (2).
## Content
- Introduction to subscribing / unsubscribing to the OTH Regensburg network
- Overview of network resources
- Chapter 1: Microsoft Word
- Chapter 2: Microsoft Excel
- Chapter 3: Microsoft PowerPoint
- Chapter 4: Microsoft Access

## Literature

### Required reading
Learning materials on the e-Learning Platform / Moodle Network (including control questions and exercises on each chapter)
Current scripts of the Herdt-Campus, available online

### Recommended reading
- Online help for software products
- Selected videos from Youtube

## Teaching and Learning Methods
- Seminar-style tuition with group exercises
- Presentation by lecturer using PowerPoint or application “live” of the used software
- Control questions and exercises will be available
- Use of the e-learning platform as an information and communication medium, as well as online videos from Youtube.

## Type of Examination/Requirements for the Award of Credit Points

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Written examination</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Duration: 60 minutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>90 hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 30 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.5</td>
<td></td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>Business Language and Scientific Working in the Host Country (Wirtschaftssprache und akademisches Arbeiten im Zielland)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN1</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>every semester</td>
</tr>
<tr>
<td>FR1</td>
<td></td>
<td></td>
<td>(starts in winter semester)</td>
</tr>
<tr>
<td>SP1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hager M.A. Schönauer M.A. Rohleder</td>
<td>One of modules 6a-6c should be selected depending on the chosen partner university 6a: Business Language English and Scientific Working 6b: Business Language French and Scientific Working 6c: Business Language Spanish and Scientific Working</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>The module to be selected will be decided during the admission process</td>
</tr>
</tbody>
</table>

**Course description**

This module has two aims: It gives students the opportunity to practise and improve their language skills and it is an introduction to scientific working methods prevalent in the host country.

Students actively participate in group work and specific tasks applying Business English/ French/ Spanish in a professional, scientific and international context with a special focus on the European business landscape.

Students gain in-depth knowledge of key areas of business and economics vocabulary.

Students are introduced to methods of enhancing their understanding and production of academic texts related to their study program.

**Content**

- Comprehension, text work and discussions
- Dealing with typical business situations in different functional fields
- Developing presentation techniques and negotiation strategies
- Case studies and role plays
- Analysis of economics-related texts (corporate and industrial reports and textbooks)
- Text production according to academic requirements

**Type of examination/ Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Semester 1: Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 60 minutes (50 %)</td>
</tr>
<tr>
<td>Semester 2: Course work (50 %)</td>
</tr>
<tr>
<td>ECTS Credits</td>
</tr>
<tr>
<td>--------------</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Course number</td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>06a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course title</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Language English and Scientific Working (Wirtschaftssprache Englisch und akademisches Arbeiten)</td>
<td></td>
</tr>
</tbody>
</table>

### Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

#### Subject skills

Students understand complex spoken and written English texts dealing with current economics topics and events of the day and are able to reproduce the essential content of these (2). They are familiar with day-to-day business, specific business, economics and technical vocabulary (2). They are able to apply relevant grammar skills correctly (3). They have internalized methods of analysing and producing scientific texts relevant to their degree course (2).

#### Social skills

Students can communicate their own point of view in an appropriate, transparent and appreciative manner in English within a group context (2). They are also able to change perspective (3).

#### Method skills

Students are capable of working on English texts and small projects independently and of presenting their results orally and in writing according to academic requirements (2).

#### Personal skills

Students can successfully work in an English speaking team (3). They are able to talk and write about a wide range of topics and form ethical and responsible views and defend them (3).

#### Content

- Current texts on economic issues
- Videos on course-related subjects
- Case studies and role plays
- Exercises on selected chapters of English grammar and vocabulary
- Presentations in English
- Academic working methods e.g. structure of an academic paper, correct citing and referencing
- Specific texts on economic issues

**Literature**

**Required reading**
Handouts and online material provided by the module leader

**Recommended reading**
- G. Butzphal, Career Express, Business English C1, Cornelsen
- Englisch-G Grammatik, Cornelsen
- Englisch-G Grammatik, Test- u. Übungsbuch, Cornelsen
- Raymond Murphy, English Grammar in Use, New Edition, Klett, Stuttgart
- Sachs R./ Abegg B., A Short Course in Commercial Correspondence, New Edition, Hueber, Munich
- Oxford Advanced Learner's Dictionary
- Kate Fox, Watching the English, Hodder

Latest edition

**Teaching and learning methods**
Seminar-style tuition with group projects (oral and written)
Discussions
Presentations and abstracts

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Duration: 60 minutes</td>
</tr>
<tr>
<td></td>
<td>and Course work</td>
</tr>
</tbody>
</table>

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td>Course number</td>
<td>Course title</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>06b</td>
<td>Business Language French and Scientific Working (Wirtschaftssprache Französisch und akademisches Arbeiten)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>FR1</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>every semester (starts in winter semester)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(2 winter semester, 2 summer semester)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schönauer M.A.</td>
<td>Seminar</td>
<td>Compulsory</td>
</tr>
</tbody>
</table>

**Learning outcomes**

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students understand complex French spoken and written texts dealing with current economics topics and events of the day and are able to reproduce the essential content of these (2). They are familiar with day-to-day business, specific business, economics and technical vocabulary (2). They are able to apply relevant grammar skills correctly (3). They have internalized methods of analysing and producing scientific texts relevant to their degree course (2).

**Social skills**

Students can communicate their own point of view in an appropriate, transparent and appreciative manner in French within a group context (2). They are also able to change perspective (3).

**Method skills**

Students are capable of working on French texts and small projects independently and of presenting their results orally and in writing according to academic requirements (2).

**Personal skills**

Students can successfully work in an French speaking team (3). They are able to talk and write about a wide range of topics and form ethical and responsible views and defend them (3).

**Content**

- Current texts on economic issues
- Videos on course-related subjects
- Case studies and role plays
- Exercises on selected chapters of French grammar and vocabulary
- Presentations in French
- Academic working methods e.g. structure of an academic paper, correct citing and referencing
- Specific texts on economic issues

**Literature**

**Required reading**

J. Penfornis, affaires.com, Niveau avancé, Paris, (Klett/Cle International)

M. Gregoire, O. Thievena, Grammaire progressive du français, Niveau intermédiaire, Paris, (Cle International)

H. Klein, H. Kleineidam, Grammatik des heutigen Französisch, Lern- und Nachschlagegrammatik für Fortgeschrittene, Stuttgart

Handouts and online material provided by the module leader

**Recommended reading**

Froße E./ Lüger H, Frankreich verstehen, Primus Verlag

Latest edition

**Teaching and learning methods**

Seminar-style tuition with group projects (oral and written)

Discussions

Presentations and abstracts

**Type of examination/Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 60 minutes</td>
</tr>
<tr>
<td>and Course work</td>
</tr>
</tbody>
</table>

**Other information**

- ECTS Credits: 5

<table>
<thead>
<tr>
<th>Workload</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 hours</td>
</tr>
<tr>
<td>Contact/attendance time: 60 h</td>
</tr>
<tr>
<td>Additional work: 90 h</td>
</tr>
</tbody>
</table>

**Course language**

French
Course number: 06c  
Course title: Business Language Spanish and Scientific Working  
(Wirtschaftssprache Spanisch und akademisches Arbeiten)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>SP1</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>every semester</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(2 winter semester, 2 summer semester)</td>
<td>(starts in winter semester)</td>
</tr>
</tbody>
</table>

Lecturer: Hager M.A.  
Tuition type: Seminar  
Compulsory/Elective: Compulsory

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students understand complex Spanish spoken and written texts dealing with current economics topics and events of the day and are able to reproduce the essential content of these (2). They are familiar with day-to-day business, specific business, economics and technical vocabulary (2). They are able to apply relevant grammar skills correctly (3). They have internalized methods of analysing and producing scientific texts relevant to their degree course (2).

**Social skills**

Students can communicate their own point of view in an appropriate, transparent and appreciative manner in Spanish within a group context (2). They are also able to change perspective (3).

**Method skills**

Students are capable of working on Spanish texts and small projects independently (2) and of presenting their results orally and in writing according to academic requirements (3).

**Personal skills**

Students can successfully work in an Spanish speaking team (3). They are able to talk and write about a wide range of topics and form ethical and responsible views and defend them (2).

**Content**

- Current texts on economic issues
- Videos on course-related subjects
• Case studies and role plays
• Exercises on selected chapters of Spanish grammar and vocabulary
• Presentations in Spanish
• Academic working methods e.g. structure of an academic paper, correct citing and referencing
• Specific texts on economic issues

### Literature

**Required reading**
- H. Köhler, et al., Éxito, Bildungsverlag EINS
- J.M. Domínguez, M. Valle, Spanische Übungsgrammatik für Fortgeschrittene, Erich Schmidt Verlag

**Handouts and online material provided by the module leader**

**Recommended reading**
- J. Schnitzer, J. Martí, Wirtschaftsspanisch - Terminologisches Handbuch, Oldenbourg
- P. Álvarez Olañeta, T. Bonachera Álvarez, Großer Lernwortschatz Spanisch, Hueber

**Latest edition**

### Teaching and learning methods

Seminar-style tuition with group projects (oral and written)

Discussions

Presentations and abstracts

### Type of examination/Requirements for the award of credit points

- **Written examination**
  - Duration: 60 minutes
  - and Course work

### Other information

<table>
<thead>
<tr>
<th>Workload</th>
<th>ECTS Credits</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 hours</td>
<td>5</td>
<td>Spanish</td>
</tr>
<tr>
<td>Contact/attendance time: 60 h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional work: 90 h</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<p>| Contact/attendance time: 60 h |
| Additional work: 90 h |</p>
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>07a-c</td>
<td>Business and Cultural Competence in the Host Country (Wirtschaftliche und kulturelle Kompetenz im Zielsprachraum)</td>
<td>WIKE</td>
<td>2</td>
<td>4</td>
<td>every academic year (summer semester)</td>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>1 semester</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WIKF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WIKS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lecturers</td>
<td></td>
<td>Prof. Dr. Dreyer de Ponte</td>
<td>Module courses</td>
<td>One of modules 7a-7c should be selected depending on the chosen partner university</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access requirements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning outcomes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On completing the module students will have achieved the following learning outcomes on the basis of scientific methods:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subject skills</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students have a basic understanding of the European business landscape, its management and communication styles based on different cultural backgrounds (1). Students have a basic understanding of different economic environments (1). They have internalized methods to understand specific cultural aspects of international cooperation forms through case studies and role plays, thereby evaluating central concepts of the integration of corporate cultures in different cultural environments (2). Students are able to apply knowledge about culture and management to typical intercultural work situations (2).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
They can apply interpersonal skills based on cross cultural understanding and communication to organize group and organizational processes successfully (3). Students will be familiar with the main effects of dynamic group processes in a multicultural business environment (2). They develop a comprehensive understanding of the potentials for synergies and conflicts in such an environment (3).

**Social skills**

Students develop a sense of their own particular responsibility when working with colleagues and business partners from different cultural backgrounds (3). They are able to change perspective and to communicate their own point of view in an appropriate, transparent and appreciative manner (3). Students will understand the relation between culture and business and will be able to apply appropriate techniques to improve cross-cultural collaboration (3).

**Method skills**

Students are able to translate proactively cultural concepts and business communication techniques into action in intercultural work situations (3).

**Personal skills**

Students have refined their own cognitive and behavioural abilities in situations of intercultural interaction (2). They are able to independently analyse typical problems stemming from a multicultural business environment and use adequate problem solving techniques (3). They are confident and capable of communicating adequately and putting forth their own ideas in an international business environment (3).

**Content**

- Analysis of economic differences between selected European countries
- Categories of cultural differences
- Influence of culture on business and organizational models
- Communication theory
- Appropriate communication in an international environment
- Case studies and role plays
- Analysis of potentials and risks resulting from cultural diversity

**Literature**

**Required reading**

- Baldwin, Richard, Wyplosz, Charles: The Economics of European Integration, McGraw Hill
- Blanchard, Olivier: Macroeconomics: A European Perspective, Pearson
- Guirdham, Maureen: Communicating Across Cultures at Work, Palgrave
- Hansen, Klaus P.: Kultur und Kulturwissenschaft. UTB
- Hofstede, Geert: Cultures and Organizations. McGraw Hill
- Jandt, Fred: An Introduction to Intercultural Communication: Identities in a Global Community, Sage Publications

**Online resources:**

- Eurostat: http://ec.europa.eu/eurostat/data/database
- OECD: http://stats.oecd.org/

**Recommended reading**

- Adler, Nancy J.: International Dimensions of Organizational Behavior, Thomson
<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
<th>Course work (50%)</th>
<th>Oral presentation (50%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ECTS Credits</strong></td>
<td>5</td>
<td><strong>Workload</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>08</td>
<td>Business Language 2 and Cross-Cultural Competence (Wirtschaftssprache 2 und Interkulturelle Kompetenz)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN2</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>every semester (starts in winter semester)</td>
</tr>
<tr>
<td>FR2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SP2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hager M.A.</td>
<td>08a: Business Language English and Cross-Cultural Competence</td>
</tr>
<tr>
<td>Schönauer M.A.</td>
<td>08b: Business Language French and Cross-Cultural Competence</td>
</tr>
<tr>
<td>Rohleder</td>
<td>08c: Business Language Spanish and Cross-Cultural Competence</td>
</tr>
</tbody>
</table>

**Course description**

This module has two aims: It is designed to give students the opportunity to practice and improve their language skills on an entry level and it is an introduction to cross-cultural competence relevant to the host country.

Students actively participate in group work and basic tasks, applying Europe’s main business languages English/French/Spanish in an everyday, professional, and international context. They gain knowledge of basic grammar structures and key areas of business and general vocabulary. They are familiarized with methods of identifying cultural differences and improving their cultural awareness.

**Content**

- Speaking, listening, reading, writing
- Analysis of basic grammar structures
- Special areas of vocabulary
- Practising basic real-life and business situations in an international environment
- Developing cross-cultural competence

**Type of examination/ Requirements for the award of credit points**

- Semester 1: Written examination
  - Duration: 60 minutes (50 %)
- Semester 2: Oral examination (50 %)

**ECTS Credits**

5

**Workload**

150 hours
- Contact/attendance time: 60 h
- Additional work: 90 h

**Weighting of the grade in the overall grade**

2.5
Course number
08a

Course title
Business Language English and Cross-Cultural Competence
(Wirtschaftssprache Englisch und Interkulturelle Kompetenz)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN2</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>every semester</td>
</tr>
</tbody>
</table>

(2 winter semester, 2 summer semester)

Lecturer
Rohleder

Tuition type
Seminar

Compulsory/Elective
Compulsory

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to understand and reproduce the essential content of English texts both orally and in writing (1). Students are able to apply the basic skills of listening, speaking, reading and writing (2). They can also apply basic grammar skills correctly (2) and use specific business and economics vocabulary (1). Students can give presentations in English (2). Students have a basic understanding of cultural aspects of business (2). They are able to use the knowledge of cultural theory in communication situations (2).

Social skills
Students can communicate in an appreciative manner in English within a group context (2). They can express their reasoned views and opinions within a group context and react adequately to language stimuli (2).

Method skills
Students are able to apply the basic structures of language and cultural theory properly (2). They are able to work on English texts independently and present their results correctly (2).

Personal skills
Students are able to communicate on a basic level, put forward their own views in a cross cultural context and consider cultural norms (2).

Content
- Oral and written texts
- Videos on course-related subjects
- Exercises on selected chapters of English grammar and vocabulary
- Presentations in English
- English texts on various issues
- Role plays

**Literature**

**Required reading**
Handouts and online material provided by the module leader

**Recommended reading**
G. Butzphal, Career Express Business English B2, Cornelsen
*Englisch-G Grammatik*, Cornelsen
*Englisch-G Grammatik, Test- u. Übungsbuch*, Cornelsen
Kate Fox, *Watching the English*, Hodder
*Oxford Advanced Learner’s Dictionary*
Latest edition

**Teaching and learning methods**
Seminar-style tuition with group exercises (oral and written)
Discussions
Presentations
Role plays

**Type of examination/Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Semester 1: Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 60 minutes (50 %)</td>
</tr>
<tr>
<td>Semester 2: Oral examination (50 %)</td>
</tr>
</tbody>
</table>

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>English</td>
</tr>
</tbody>
</table>

| Contact/attendance time: 60 h |
| Additional work: 90 h |
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students are able to understand and reproduce the essential content of French texts both orally and in writing (1). Students are able to apply the basic skills of listening, speaking, reading and writing (2). They can also apply basic grammar skills correctly (2) and use specific business and economics vocabulary (1). Students can give presentations in French (2). Students have a basic understanding of cultural aspects of business (2). They are able to use the knowledge of cultural theory in communication situations (2).

Social skills

Students can communicate in an appreciative manner in French within a group context (2). They can express their reasoned views and opinions within a group context and react adequately to language stimuli (2).

Method skills

Students are able to apply the basic structures of language and cultural theory properly (2). They are able to work on French texts independently and present their results correctly (2).

Personal skills

Students are able to communicate on a basic level, put forward their own views in a cross cultural context and consider cultural norms (2).

Content

- Oral and written texts
- Videos on course-related subjects
- Exercises on selected chapters of French grammar and vocabulary
- Presentations in French
- French texts on various issues
- Role plays

**Literature**

**Required reading**
M. Mitchell ; A Fleuranceau, Pour parler affaires, Stuttgart
M. Gregoire, O. Thievena, Grammaire progressive du français, Niveau intermédiaire, Paris (Cle International).
H. Klein, H. Kleineidam, Grammatik des heutigen Französisch, Lern- und Nachschlagegrammatik für Fortgeschrittene, Stuttgart

Handouts and online material provided by the module leader

**Recommended reading**
Große E./ Lüger H, Frankreich verstehen, Darmstadt

**Latest edition**

**Teaching and learning methods**
Seminar-style tuition with group exercises (oral and written)
Discussions
Presentations
Role plays

**Type of examination/Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Semester 1: Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 60 minutes (50 %)</td>
</tr>
</tbody>
</table>
| Semester 2: Oral examination (50 %)

**Other information**

- **ECTS Credits**
  
  5

- **Workload**
  
  150 hours
  Contact/attendance time: 60 h
  Additional work: 90 h

- **Course language**
  
  French
Course number 08c

Course title
Business Language Spanish and Cross-Cultural Competence
(Wirtschaftssprache Spanisch und Interkulturelle Kompetenz)

Code SP2

Semester 1 & 2

Number of WSH 4
(2 winter semester, 2 summer semester)

Module offered every semester (starts in winter semester)

Lecturer Hager M.A.

Tuition type Seminar

Compulsory/Elective Compulsory

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to understand and reproduce the essential content of Spanish texts both orally and in writing (1). Students are able to apply the basic skills of listening, speaking, reading and writing (2). They can also apply basic grammar skills correctly and use specific business and economics vocabulary (1). Students can give presentations in Spanish (2). Students have a basic understanding of cultural aspects of business (2). They are able to use the knowledge of cultural theory in communication situations (2).

Social skills
Students can communicate in an appreciative manner in Spanish within a group context (2). They can express their reasoned views and opinions within a group context and react adequately to language stimuli (2).

Method skills
Students are able to apply the basic structures of language and cultural theory properly (2). They are able to work on Spanish texts independently and present their results correctly (2).

Personal skills
Students are able to communicate on a basic level, put forward their own views in a cross cultural context and consider cultural norms (2).

Content
- Oral and written texts
- Videos on course-related subjects
- Exercises on selected chapters of Spanish grammar and vocabulary
- Presentations in Spanish
- Spanish texts on various issues
- Role plays

## Literature

### Required reading
Horstmann, W. et al., ¡Claro que sí!, Bildungsverlag EINS
Handouts and online material provided by the module leader

### Recommended reading
P. Álvarez Olañeta, T. Bonachera Álvarez, Großer Lernwortschatz Spanisch, Hueber
J. Martí i Pérez, F. Lalana Lac, Tramontana, Kieser
Latest edition

## Teaching and learning methods
Seminar-style tuition with group exercises (oral and written)
Discussions
Presentations
Role plays

## Type of examination/Requirements for the award of credit points

<table>
<thead>
<tr>
<th>Semester</th>
<th>Examination Type</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 1</td>
<td>Written examination</td>
<td>60 minutes (50 %)</td>
</tr>
<tr>
<td>Semester 2</td>
<td>Oral examination</td>
<td>50 %</td>
</tr>
</tbody>
</table>

## Other information

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>Spanish</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>09</td>
<td>Business Plan Writing</td>
<td>BPW</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Saßmannshausen</td>
<td>Project work</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Saßmannshausen</td>
<td>Compulsory</td>
<td>German</td>
</tr>
<tr>
<td>Kauer M.A.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Access requirements
n/a

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students assimilate detailed information about organizational formation (3), strategic positioning (3), business modelling (3), new venture finance (2), resource assembly (1), break even analyses (1), going concerns (2) and the target audiences (1) for whom business plans are written; they are able to present business plans (3) to bankers, investors and venture capitalists, or, in case of corporate venturing, to senior management. Students have an in-depth knowledge (3) of marketing concepts such as market segmentation, target marketing, positioning, branding, buying behaviour in consumer and business markets, the role of product/service planning, pricing, distribution and communication as well as forces in the external business environment that influence marketing decisions.

Social skills
Students are able to (2) reason and articulate their viewpoints convincingly in planning and decision making processes. They are able to facilitate group work (3) directed at the development of business plans.
### Method skills

Students can take decisions (2) related to business startups, small businesses and the development of new business units; they can appraise (1) the outcomes of their own decisions/ideas. They are able (1) to make effective use of marketing opportunities by analysing customers, competitors and their own company, and to design (2) effective marketing programmes by selecting appropriate strategies for pricing, promotion, location and product.

### Personal skills

Students learn to comprehend (2) business planning as a holistic process in new venture formation and the creation and establishment of new opportunities and organisations, reasoned argumentation through working in groups, they develop (1) the ability to criticise constructively and to present their outcomes professionally. Students are able to (2) work in small teams, build arguments and reason logically in team discussions. They can deploy (2) market instruments in an ethical way.

### Content

**Business Plan Writing**

The main aim of the course is to equip students with an understanding of the content of a business plan. By the end of the course students can draw up business plans based on ideas which they have themselves formulated.

**Topic 1 Reasons for and processes in business planning**

- Why write a business plan?
- Start with a contingent business mission, vision, strategy and model
- Planning the Business Plan
- Business plan outline
- Writing the business plan

**Topic 2 – What a business plan should include**

- An executive summary
- A brief description of the business opportunity, the (potential) market and related industry
- The marketing and sales strategy and related activities (marketing action plan), distribution
- The management team and personnel
- The operations
- The investment plan, financial forecasts and exit options

**Topic 3 – Useful tools and theories in business planning**

- Porter’s Five Forces
- Osterwalder’s “Busienss Model Generator”
- Leschke’s “Business Model Map”
- Causation vs. effectuation theory
- The Buyer-Utility Map
- “Blue” vs. “red ocean” strategy
- Sassmannshausen’s “Opportunity Diamond”
- Harvard Business School’s entrepreneurship model “opportunity-people-deal-context”

Also: The audience for a business plan and how to present a business plan to bankers, investors and venture capitalists
Marketing

The course enables students to define and apply their knowledge of key marketing concepts in the context of their business plan.

- Introduction to marketing management
- External environment
- Marketing strategy and process
- Marketing insights, consumer behaviour and market segmentation
- Product and programme
- Pricing
- Distribution
- Marketing communication
- Marketing coordination

Literature

Business Plan Writing

Required reading

Articles:


Recommended reading

Textbooks:


Articles:


Additional books and textbooks:


Bygrave, W. D., 1997: The Portable MBA in Entrepreneurship, Cheltenham, UK / Northampton,
### Required reading


### Recommended reading

- Homburg, C./Krohmer, H.: Marketingmanagement, Studienausgabe, Wiesbaden
- Kotler, P.: Kotler on Marketing, New York

All in latest edition.

### Teaching and learning methods

- Seminar-style tuition with group exercises
- Presentation of contents by students

The course is based on seminar-style tuition and selected exercises.

### Type of examination/Requirements for the award of credit points

| Seminar paper |

### Other information

- Online market and label research

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>
Module number
10

Module title
Foundation Business Law
(Grundlagen des Wirtschaftsrechts)

Code
WR

Semester
2

Number of WSH
4

Module offered
every academic year
(summer semester)

Module coordinator
Prof. Dr. Betten

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Betten

Compulsory/Elective
Compulsory

Module language
German

Access requirements
n/a

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire basic knowledge in the field of commercial law with particular emphasis on the general parts of the German civil and commercial codes (2). They also know the principles of legal working techniques and will be able to resolve basic legal problems in everyday life (3).

Social skills
Students can contribute appropriate positions to the process of corporate decision-making (2).

Method skills
Students can readily identify legal problems and assess their results (2).

Personal skills
Students can resolve basic legal cases unassisted (2).

Content
- Legal terminology and elements of the general parts of the German civil and commercial codes and of the law of obligations
- Declaration of intent: constituent elements, delivery and access
- Conclusion of a contract
- Disposition and executory agreement and abstraction principle
- Rescission
- Legal capacity and capability
- Freedom of contract: freedom of conclusion, content and design and its exceptions
- Substitution
- Nature and extent of compensation for damages
- Breaches of contractual obligations
- Commercial Law

Literature

Required reading
Legal text: German Civil Code (Bürgerliches Gesetzbuch - BGB)

Recommended reading
Förster, Christian: Allgemeiner Teil des BGB, Schuldrecht Allgemeiner Teil, Schuldrecht; Besonderer Teil, Start ins Rechtsgebiet, C.F. Müller Verlag
Jaensch, Michael: Grundzüge des Bürgerlichen Rechts, 3. Auflage, C.F. Müller 2012
Rumpf-Rometsch: Die Fälle, Schuldrecht AT, Schuldrecht BT; fall-fallg Verlag
Schnauder, Franz: Grundzüge des Privatrechts für den Bachelor, 3. Auflage, 2014, Start ins Rechtsgebiet C.F. Müller Verlag

Latest edition

Teaching and learning methods
Seminar-style tuition with legal case work

Type of examination/Requirements for the award of credit points
Written examination
Duration: 90 minutes

Other information

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------------</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Cost Accounting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Kostenrechnung)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>KR</td>
<td>2</td>
<td>4</td>
<td>every academic year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(summer semester)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Seidel</td>
<td>Seminar-style tuition</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wohlmannstetter</td>
<td>Compulsory</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Several topics in English</td>
</tr>
</tbody>
</table>

**Access requirements**

n/a

**Learning outcomes**

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

The students are familiar with the methods and objectives of management accounting as an effective information system of an entity (1). They know the controlling terminology and several management accounting techniques (1). By being able to use various management tools themselves they will be able to critically analyze management reports (2).

**Social skills**

Students can make appropriate contributions to controlling and management processes, and are able to contribute effectively to discussions in peer groups (2).

**Method skills**

Students will be able to choose between several and apply an appropriate management accounting tool (1). They will be able to generate and analyse data in a business environment (2).

**Personal skills**

Students will develop a data based decision approach in a business environment (2).
Content
The course teaches the fundamental principles and techniques of management accounting. These are applied in practical examples and supported by illustrative case studies.

- Fundamentals of management accounting
  - Tasks, structure and areas of accounting
  - Technical terms and concepts
- Fundamentals of management accounting
  - Cost concepts and categories
  - Mathematical tools for optimization
- Identification of cost drivers
  - Recognition, valuation of cost drivers in several categories (personnel costs, material costs and service costs, imputed costs)
- Cost allocation
  - Purposes of cost allocation
  - Tools for cost allocation
  - Overhead cost allocation
- Pricing decision and calculation of unit-costs
  - Objectives
  - Tools and calculations
  - Short term profitability analysis
- Direct costing and break even analysis
  - Terminology
  - Break-even analysis
- Introductory cost planning
  - Terminology and tools
  - Overhead cost management

Literature
Required reading
Lecture notes
Recommended reading
Olfert, K.: Kostenrechnung, Ludwigshafen
Däumler, K.-D./Grabe, J.: Kostenrechnung 1, Grundlagen, Herne/ Berlin
Däumler, K.-D./Grabe, J.: Kostenrechnung 2, Deckungsbeitragsrechnung, Herne/Berlin
Haberstock, L.: Kostenrechnung 1, Einführung, Hamburg
Haberstock, L.: Kostenrechnung 2, Plankostenrechnung, Hamburg
Hummel, S./Männel, W.: Kostenrechnung 1 und 2, Wiesbaden
Latest edition
| **Teaching and learning methods**          |  
| Seminar-style tuition                     |  
| Dialogue with students based on joint development of solutions to the selected exercises |  
| Discussion of the practical application of the taught instruments |  
| **Type of examination/Requirements for the award of credit points** | Written examination  
Duration: 90 minutes |  
| **Other information** | - |  
| **ECTS Credits** | 5 |  
| **Workload** | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h |  
| **Weighting of the grade in the overall grade** | 2.5 |
Module number
12

Module title
Mathematics
(Wirtschaftsmathematik)

Code
WM

Semester
1

Number of WSH
4

Module offered
every academic year
(winter semester)

Module coordinator
Prof. Dr. Süß-Gebhard

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Süß-Gebhard

Compulsory/Elective
Compulsory

Module language
German

Access requirements
n/a

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students know essential methods of business mathematics and they have the ability to apply them to issues of economics and professional practice (2). Students acquire a basic knowledge of mathematical modelling in economics (3).

**Social skills**
Students are able to solve problems within a group or team (3).

**Method skills**
Students have an in-depth knowledge of mathematical methods for processing business tasks (financial functions, linear equations, functions with (multiple) variables used to gain a basic understanding of models) (2).

**Personal skills**
Students enhance their ability to manage their own time and private study (2).
Content

- Basics
  - Sets
  - The real numbers
  - Real sequences
- Financial mathematics
  - Interest and compound interest
  - Comparison of payment services
  - Pension bill
  - Repayment bill
- Analysis
  - Functions with one variable
  - Major functional classes and important economic functions
  - Consistency
  - The derivative of a function
  - Differentiation
  - Study of functions (curve discussion)
  - Functions with multiple variables
  - Partial differentiation
  - Integral

Literature

Required reading

Eichholz, W., Vilkner, E.: (Formelsammlung) Taschenbuch der Wirtschaftsmathematik, Fachbuchverlag Leipzig

König, W. et al (Publ.): (Formelsammlung) Taschenbuch der Wirtschaftsinformatik und Wirtschaftsmathematik, Verlag Harri Deutsch

Luderer, B., Nollau, V., Vetters, K.: Mathematische Formeln für Wirtschaftswissenschaftler, B.G. Teubner Verlag

Recommended reading

Auer, B.; Seitz, F.: Grundkurs Wirtschaftsmathematik, Gabler Verlag

Benker, H.: Wirtschaftsmathematik mit dem Computer, Vieweg Verlag

Bosch, K.: Mathematik für Wirtschaftswissenschaftler, R. Oldenburg Verlag

Bosch, K.: Übungs- und Arbeitsbuch Mathematik für Ökonomen, R. Oldenburg V.

Körth H., Dück, W., Kluge P.D., Runge, W.: Wirtschaftsmathematik Band 1, Verlag Die Wirtschaft


Precht, M., Voit, K., Kraft, R.: Mathematik 1/2 für Nichtmathematiker, Oldenburg Verlag

Latest edition

Teaching and learning methods

Seminar-style tuition with group exercises
The students are assigned exercises to work on in their own time – these are then discussed at the beginning of every lecture.

| Type of examination/Requirements for the award of credit points | Written examination  
| Duration: 90 minutes |
| Other information | Use of the e-Learning Platform for exercises, specific examples, discussion of lecture content etc. |

| ECTS Credits | Workload  
| 5 | 150 hours  
| Contact/attendance time: 60 h  
| Additional work: 90 h |
| Weighting of the grade in the overall grade | 2.5 |
Modules at Partner University
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
<th>Module coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-27</td>
<td>Courses at Partner University (Semester 3 and 4)</td>
<td>-</td>
<td>3 &amp; 4</td>
<td>-</td>
<td>every semester/academic year (winter semester/summer semester)</td>
<td>Depending on the partner university and selected modules</td>
</tr>
</tbody>
</table>

**Tuition type**  
Seminar-style tuition with exercises

**Module duration**  
2 semesters

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
</table>
| Depending on the partner university and selected modules | Compulsory/Elective  
(Depending on the partner university and selected modules) | Depending on the partner university and selected modules |

**Access requirements**

In order to enter a first semester at a partner university after commencing study at the OTH Regensburg, a student must have first obtained at least 55 ECTS credits in modules of the first study period (semesters 1 and 2).

**Learning outcomes**

Depending on selected modules.

On completing the modules the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students have a thorough and well-founded knowledge of the different business departments and units which function within a company, with a clear understanding of the way in which they interact.

**Social skills**

Students can convincingly present professional standpoints in the different departments of a business and can work together with representatives of other operating units to develop effective solutions.

**Method skills**

Students are versed in the use of the subject-specific methods which they have been taught on a scientific basis and which are applied in actual business contexts.

**Personal skills**

Students can move with ease and confidence within the business and academic environment of their chosen cultural area, and can apply their acquired business expertise to that specific culture.

**Content**

Depending on the selected module. Students must have at least 20 credits from the following subjects:

- Finance
- Marketing
- HR Management
- IT
- Economics
- Accounting
- Business Language

The remaining credits can be chosen from an elective subject.

<table>
<thead>
<tr>
<th>Literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required reading</td>
</tr>
<tr>
<td>Depending on selected modules</td>
</tr>
<tr>
<td>Recommended reading</td>
</tr>
<tr>
<td>Depending on selected modules</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depending on the partner university and selected modules</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depending on the partner university and selected modules</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other information</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>1800 hours</td>
<td>60</td>
</tr>
</tbody>
</table>
Module number  
13

Module title  
Finance  
(Finanz- und Investitionswirtschaft)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>FI</td>
<td>3/4</td>
<td>4</td>
<td>Set by partner university</td>
</tr>
</tbody>
</table>

Module coordinator  
Lecturers from the partner university

Tuition type  
Seminar-style tuition with exercises

Module duration  
1 semester

Lecturers  
Lecturers from the partner university

Compulsory/Elective  
Elective subject

Module language  
Language of the target language area

Access requirements  
Course period 2

Learning outcomes  
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills  
Students acquire the skills needed to analyse, plan, manage and govern a company in terms of the raising and use of capital, and with a view to maintaining financial equilibrium. They are familiar with a range of methods used to evaluate investment opportunities, and can assess their relative merits. Students can characterise different sources of financing and appraise their relative advantages and drawbacks.

Method skills  
Students are able to make focused and meaningful comparisons and analyses of methodical approaches to investment and financial management.

Social skills  
Students can exercise constructive criticism. They can contribute appropriate and reasoned positions to planning and decision-making processes, and can present and defend their own solution statements.

Personal skills  
Students will be able to contribute and critically discuss solution statements on issues of finance and investment to business decision-making processes. A comparative examination of different methodical approaches to investment and financial management enables students to build those approaches into their own value systems.

Content  
The course is designed to enable students to acquire a grounding in the investment and financial management of businesses and organisations from a functional and institutional standpoint. A further goal is the acquisition of subject and knowledge skills relating to financial relationships in businesses and on the capital markets.

- Finance management and financial markets
- Objectives of business finance
- Forms of financing
- Investment appraisal
- Capital market and interest
- Investment and profitability accounting

**Literature**
See the module description of the partner university

**Teaching and learning methods**
See the module description of the partner university

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>See the module description of the partner university</th>
</tr>
</thead>
</table>

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours Contact/attendance time: 60 h Additional work: 90 h</td>
<td>5</td>
</tr>
</tbody>
</table>
Module number
14

Module title
Marketing
(Marketing)

Code
MA

Semester
3/4

Number of WSH
4

Module offered
Set by partner university

Module coordinator
Lecturers from the partner university

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturers
Lecturers from the partner university

Compulsory/Elective
Elective subject

Module language
Language of the target language area

Access requirements
Course period 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire a fundamental understanding of marketing, specifically in the areas of marketing planning and market development/cultivation as well as market research.

Method skills
Students have an insight into the instruments of marketing planning and marketing cultivation (marketing mix instruments). They have a command of the fundamental instruments of market research.

Social skills
The students have a basic understanding of how to handle customers, employees and the target groups of market surveys and observations.

Personal skills
Students are capable of assessing the relative advantages and disadvantages of a range of decision alternatives in marketing and to take decisions that are sound and well founded.

Content
The aim of the course is to develop a basic understanding of the need for market-oriented and customer-oriented management, to familiarise students with marketing instruments and to give them an insight into the methods of market research as used to gather information on which to base business decisions.

- Marketing as a management concept
- Marketing instruments
- Marketing policies
- Communication
- The marketing mix
- Introduction to market research
<table>
<thead>
<tr>
<th>Literature</th>
<th>See the module description of the partner university</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching and learning methods</td>
<td>See the module description of the partner university</td>
</tr>
<tr>
<td>Type of examination/Requirements for the award of credit points</td>
<td>See the module description of the partner university</td>
</tr>
<tr>
<td>Other information</td>
<td>-</td>
</tr>
<tr>
<td>ECTS Credits</td>
<td>5</td>
</tr>
<tr>
<td>Workload</td>
<td>150 hours</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
</tr>
<tr>
<td>Weighting of the grade in the overall grade</td>
<td>5</td>
</tr>
</tbody>
</table>
Module number 15
Module title
HR Management
(Personalführung)

Code HRM
Semester 3/4
Number of WSH 4
Module offered
Set by partner university

Module coordinator
Lecturers from the partner university

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturers
Lecturers from the partner university

Compulsory/Elective
Elective subject

Module language
Language of the target language area

Access requirements
Course period 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are familiar with the instruments available for a range of HR management functions, including staff recruitment, selection and release. They assimilate the behavioural principles of personnel management and can apply them in ways appropriate to the given situation. They acquire a broad grounding in relevant approaches to HR policy and HR organisation.

Social skills
Students are able to adopt and apply appropriate forms of communication and behaviour in management situations. They possess the expertise required to conduct structured job interviews.

Method skills
Students can deal with issues of personnel administration in general, and management problems in particular, by reference to relevant situations taken from practice. They are able to correctly apply business-related, psychological and legal structures of thought, reasoning and action.

Personal skills
Students are capable of analysing and judging management situations with sensitivity. They can critically appraise management tasks, techniques and models. As potential future managers, they are conscious of their responsibilities in general and to their employees in particular.

Content
- Aims and organisation of HR management
- HR Management Framework
- HR Marketing
- Recruitment
- Personnel development
- Personnel layoff
- Management techniques and instruments
<table>
<thead>
<tr>
<th>Literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>See the module description of the partner university</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>See the module description of the partner university</td>
</tr>
</tbody>
</table>

| Type of examination/Requirements for the award of credit points | See the module description of the partner university |
|-----------------------------------------------------------------|

<table>
<thead>
<tr>
<th>Other information</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td><strong>Module number</strong></td>
<td><strong>Module title</strong></td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Information Technology (Datenverarbeitung)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Code</strong></th>
<th><strong>Semester</strong></th>
<th><strong>Number of WSH</strong></th>
<th><strong>Module offered</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>3/4</td>
<td>4</td>
<td>Set by partner university</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Module coordinator</strong></th>
<th><strong>Tuition type</strong></th>
<th><strong>Module duration</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturers from the partner university</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Lecturers</strong></th>
<th><strong>Compulsory/Elective</strong></th>
<th><strong>Module language</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturers from the partner university</td>
<td>Elective subject</td>
<td>Language of the target language area</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Access requirements</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Course period 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Learning outcomes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:</td>
</tr>
</tbody>
</table>

**Subject skills**

Students are able to work with computer systems: operating systems, computer networks and the internet, email programs and business software.

**Social skills**

Students are able to engage in group debates to challenge academic enquiry.

**Method skills**

Students are able to apply professional software knowledge to practical problems.

**Personal skills**

Students can manage their time and organize their course workload to meet specified deadlines. They can work independently.

<table>
<thead>
<tr>
<th><strong>Content</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• MS Office</td>
</tr>
<tr>
<td>• Other relevant applications</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Literature</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>See the module description of the partner university</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Teaching and learning methods</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>See the module description of the partner university</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Type of examination/Requirements for the award of credit points</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>See the module description of the partner university</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Other information</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
</tr>
<tr>
<td>ECTS Credits</td>
</tr>
<tr>
<td>--------------</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>Module number</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Module title</td>
</tr>
<tr>
<td>Code</td>
</tr>
<tr>
<td>Semester</td>
</tr>
<tr>
<td>Number of WSH</td>
</tr>
<tr>
<td>Module offered</td>
</tr>
<tr>
<td>Module coordinator</td>
</tr>
<tr>
<td>Tuition type</td>
</tr>
<tr>
<td>Module duration</td>
</tr>
<tr>
<td>Lecturers</td>
</tr>
<tr>
<td>Compulsory/Elective</td>
</tr>
<tr>
<td>Module language</td>
</tr>
</tbody>
</table>

**Access requirements**
Course period 2

**Learning outcomes**
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
The students have an understanding of, and can categorise, fundamental macroeconomic problems and relationships. An ability to reason and argue in a macroeconomic context enables the students to apply a structured rationale to economic and socio-political themes.

**Method skills**
Students gain an insight into different presentation techniques of economic thought patterns, and are proficient in methods of analysis techniques and their presentation. They are able to work with complex economic issues graphically, analytically and verbally.

**Social skills**
Students acquire enhanced discussion skills and are able to conduct animated, critical and often controversial discussions in a rational, objective atmosphere. They gain experience in resolving individual assignments through group work and can deal with and respond to constructive criticism.

**Personal skills**
Students will be aware of the consequences of their planning and organisational decisions and can incorporate them in a personal value concept.

**Content**
- Economic systems
- Theory of demand (households)
- Theory of supply
- Market and price theory
- Economic accounting and balance of payments
- Macroeconomic markets and the classical system

**Literature**
See the module description of the partner university
<table>
<thead>
<tr>
<th><strong>Teaching and learning methods</strong></th>
<th>See the module description of the partner university</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of examination/Requirements for the award of credit points</strong></td>
<td>See the module description of the partner university</td>
</tr>
<tr>
<td><strong>Other information</strong></td>
<td>-</td>
</tr>
<tr>
<td><strong>ECTS Credits</strong></td>
<td><strong>Workload</strong></td>
</tr>
<tr>
<td>5</td>
<td>150 hours</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
</tr>
</tbody>
</table>
Module number
18

Module title
Accounting
(Rechnungswesen/Controlling)

Code
AC

Semester
3/4

Number of WSH
4

Module offered
Set by partner university

Module coordinator
Lecturers from the partner university

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturers
Lecturers from the partner university

Compulsory/Elective
Elective subject

Module language
Language of the target language area

Access requirements
Course period 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
The students have an understanding of, and can categorise, fundamental macroeconomic problems and relationships. An ability to reason and argue in a macroeconomic context enables the students to apply a structured rationale to economic and socio-political themes.

Method skills
Students gain an insight into different presentation techniques of economic thought patterns, and are proficient in methods of analysis techniques and their presentation. They are able to work with complex economic issues graphically, analytically and verbally.

Social skills
Students acquire enhanced discussion skills and are able to conduct animated, critical and often controversial discussions in a rational, objective atmosphere. They gain experience in resolving individual assignments through group work and can deal with and respond to constructive criticism.

Personal skills
Students will be aware of the consequences of their planning and organisational decisions and can incorporate them in a personal value concept.

Content
Introduction
- Review of the basic principles of bookkeeping and accounting
- Different success concepts

Introduction to national and international accounting
- Introduction
- Balance sheets
- Statement of income and accumulated earnings, with P&L account
- Funds flow statement
- Balancing and valuation of selected balance sheet items
- Appendix

<table>
<thead>
<tr>
<th>Literature</th>
<th>See the module description of the partner university</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching and learning methods</td>
<td>See the module description of the partner university</td>
</tr>
<tr>
<td>Type of examination/Requirements for the award of credit points</td>
<td>See the module description of the partner university</td>
</tr>
<tr>
<td>Other information</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>
Module number
19
Module title
Second Business Language
(Zweite Wirtschaftssprache)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>BL2</td>
<td>3/4</td>
<td>4</td>
<td>Set by partner university</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturers from the partner university</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturers from the partner university</td>
<td>Elective subject</td>
<td>Language of the target language area</td>
</tr>
</tbody>
</table>

Access requirements
Course period 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to understand and reproduce the essential content of economics texts both orally and in writing. Students are able to apply the basic skills of listening, speaking, reading and writing. They can also apply basic grammar skills correctly and use specific business and economics vocabulary. Students can give presentations. Students have a basic understanding of cultural aspects of business. They are able to use the knowledge of cultural theory in communication situations.

Social skills
Students can communicate in an appreciative manner within a group context. They can express their reasoned views and opinions within a group context and react adequately to language stimuli.

Method skills
Students are able to apply the basic structures of language and cultural theory properly. They are able to work on texts independently and present their results correctly.

Personal skills
Students are able to react to language stimuli adequately and put forward their own views in a cross-cultural context. Students are able to communicate on a basic level and consider cultural norms.

Content
- Speaking, listening, reading, writing
- Analysis of basic grammar structures
- Special areas of vocabulary
- Practising basic real-life and business situations in an international environment
- Developing cross-cultural competence

Literature
See the module description of the partner university
<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
<th>See the module description of the partner university</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of examination/Requirements for the award of credit points</td>
<td>See the module description of the partner university</td>
</tr>
<tr>
<td>Other information</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Contact/attendance time: 60 h Additional work: 90 h</td>
<td>5</td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>20-27</td>
<td>Specialised Elective Modules (Fachwissenschaftliche Wahlpflichtmodule)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>FW</td>
<td>3/4</td>
<td>4</td>
<td>Every semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturers from the partner university</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturers from the partner university</td>
<td>Elective</td>
<td>Language of the target language area</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternating courses from the course catalogue of the partner university</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course period 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Familiarity with selected subject-related knowledge areas or enhanced skills in specific applications which will support individual preparation for professional practice.</td>
</tr>
</tbody>
</table>

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Depending on their selected module, students acquire in-depth knowledge and techniques in business administration.

**Social skills**
Depending on their selected module, students become proficient in working within a group and deploying specialist communication skills.

**Method skills**
Depending on their selected module, students gain a thorough command of the required presentation and moderation techniques.

**Personal skills**
Students acquire confidence in their own personalities and in their ability to tackle specialist themes and deal with interlocutors.

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection of a module from the course catalogue</td>
</tr>
</tbody>
</table>

Depending on the module

<table>
<thead>
<tr>
<th>Literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required reading</td>
</tr>
</tbody>
</table>

Depending on the module

See the module description of the partner university
| **Recommended reading** | Depending on the module  
See the module description of the partner university |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Teaching and learning methods</strong></td>
<td>Depending on the selected module</td>
</tr>
</tbody>
</table>
| **Type of examination/Requirements for the award of credit points** | Depending on the selected module.  
For example  
- a course assignment  
- a written class exercise  
- presentations... |
| **Other information** | Course to be selected from the course catalogue  
Enrolment through the system is a requirement  
Attendance compulsory depending on module |
| **ECTS Credits** | **Workload** | **Weighting of the grade in the overall grade** |
| 5 | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h | 5 |
Oxford Brookes University

Descriptions from Partner University not from OTH Regensburg

Detailed information:
https://kmis.brookes.ac.uk/csms/wprin_chb.modmain?pid=54770245841537522
https://kmis.brookes.ac.uk/csms/wprin_chb.main

Overview:

Regensburg Associate Year

Stage II
The following acceptable modules are compulsory:
U58038 Placement Search and Preparation (non-credit) Semesters 1 and 2
The following acceptable modules are also alternative compulsory:

1 module from
- U61512 French B1 (1) Semester 1 or 2
- U61513 French B1 (2) Semester 2
- U61536 French B2 (1) Semester 1
- U61537 French B2 (2) Semester 2
- U63510 Spanish A2 (1) Semester 2
- U63511 Spanish A2 (2) Semester 1
- U63512 Spanish B1 (1) Semester 1 or 2
- U63513 Spanish B1 (2) Semester 2
- U63536 Spanish B2 (1) Semester 1
- U63537 Spanish B2 (2) Semester 2
- U63580 Spanish 6 (double Honours Component) Semesters 1 and 2
3 modules from
- **U50034** eBusiness Semester 1 or 2
- **U51050** Managing Knowledge for Competitive Advantage Semester 1
- **U51056** Environmentally Sustainable Business Semester 2
- **U51068** Independent Study in Business Semester 1 or 2
- **U52025** Financial Markets and Institutions Semester 1
- **U52026** International Labour Markets Semester 2
- **U55038** Managing Business Operations Semester 1
- **U58020** Creativity and Innovation Semester 2
- **U58022** Enterprise and Entrepreneurship Semester 1
- **U58023** Ethics in Business Semester 1 or 2
- **U58032** Organisational Behaviour and Management Semester 1 or 2
- **U58034** Evaluating Options for Entrepreneurial Organisations Semester 2

4 modules from
- **U50037** Management Information Systems Semester 1
- **U52022** International Finance Semester 2
- **U52029** International Markets and Competition Semester 2
- **U55039** Managing Business Projects Semester 2
- **U55043** Customer Experience Management Semester 1

The following modules are alternative acceptable:

not more than 2 credits from
- **U61512** French B1 (1) Semester 1 or 2
- **U61513** French B1 (2) Semester 2
- **U61536** French B2 (1) Semester 1
- **U61537** French B2 (2) Semester 2
- **U63510** Spanish A2 (1) Semester 2
- **U63511** Spanish A2 (2) Semester 1
- **U63512** Spanish B1 (1) Semester 1 or 2
- **U63513** Spanish B1 (2) Semester 2
- **U63536** Spanish B2 (1) Semester 1
- **U63537** Spanish B2 (2) Semester 2
- **U63580** Spanish 6 (double Honours Component) Semesters 1 and 2

This is a double subject and cannot be combined with another subject.
La Rochelle Business School

Descriptions from Partner University not from OTH Regensburg

**Detailed information:**

https://www.excelia-group.com/schools-programmes/la-rochelle-business-school

**Overview:**
Programme details

Year 1:

Acquiring management fundamentals

During the first year of the Programme, students follow a common core of foundation courses which aim to:

- Provide a foundation for understanding the nature of business and of management.
- Provide a grounding in the basic analytical and decision-making skills required by business.
- Develop linguistic skills to enable students to study abroad in Year 3.
- Develop communications and other interpersonal skills.
- Prepare students for their work placement in France.
- Enable students to gain practical experience in a business organisation.

<table>
<thead>
<tr>
<th>Year 1 courses</th>
<th>Semester 1 or 2</th>
<th>ECTS credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of Organisations</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Fundamentals of Marketing</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Principles of Economics 1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Fundamentals of Human Resources Management</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Fundamentals of Accounting</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Social and Cultural trends 1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>English and second Language modules</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Business game</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Learning expedition</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Law Organizational Behaviour Principles of Economics 2 Sales</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Techniques Financial</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Analysis</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Statistical Methods for Business English and second Language modules</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Humacité Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Themes of Business courses</td>
<td>Semester 1</td>
<td></td>
</tr>
<tr>
<td>----------------------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td><strong>Management of Organisations</strong></td>
<td>Memorise and explain the theoretical and conceptual foundations of the theory of organisations. Apply organisational theory and concepts to situations. Explain the manager’s job, be a manager by his self-knowledge and know-how. Evaluate and critique the evolutions and transformations of the surrounding world and their impact on corporations.</td>
<td></td>
</tr>
<tr>
<td><strong>Fundamentals of Marketing</strong></td>
<td>Explain the discipline of marketing and its role in the management of the company. Understand marketing and its fundamentals. Understand the marketing approach. Explain the planning process strategic and operational marketing and its implementation. Understand and know the elements of the Marketing Mix. Knowing the marketing vocabulary.</td>
<td></td>
</tr>
<tr>
<td><strong>Principles of Economics 1</strong></td>
<td>Introduction to Economics. The Market Mechanism: Supply and Demand.</td>
<td></td>
</tr>
<tr>
<td><strong>Fundamentals of Human Resources Management</strong></td>
<td>This course aims to introduce students to the field of Human Resources Management (HRM). The importance of this field and its relation with other aspects of the organisation and organisational effectiveness will be made clear. Furthermore, the main concepts in this field will be explained and the underlying theories and processes will be discussed. Training, development, communications, motivation, recruitment, selection and rewards systems will be covered. Finally, the changing role of HRM in corporations is outlined and the need for different skills and competencies nowadays is stressed.</td>
<td></td>
</tr>
<tr>
<td><strong>Fundamentals of Accounting</strong></td>
<td>This course introduces the basic techniques of financial accounting (analysis of current operations): Construction of accounting documents. Development and analysis of the financial statements: balance sheets and profit and loss accounts.</td>
<td></td>
</tr>
<tr>
<td><strong>Social and Cultural trends 1</strong></td>
<td>Through a historical and sociological approach, students will be confronted with contemporary issues, on current issues concerning all themes, whether in marketing, finance, economics, organizational, human resources, but also in more remote areas such as politics, science, geopolitical issues or art. The aim of this course is to give at once a comprehensive methodology to students they can later apply as in their research (presentations, memoranda, reports) and in their future professional life. In addition, this course will give an overall sense of their school curriculum. The final objective is to develop their curiosity and imagination qualities. The first year will be devoted to knowledge and basic methods to understand current events in the broadest sense (economic, social, political). Students will carry out thematic to be able to understand the basic phenomena (innovation, markets, products, new social relations, etc.). The aim is to enable students to make the link between each discipline.</td>
<td></td>
</tr>
<tr>
<td>Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Business Law</strong></td>
<td>Explain conceptual vocabulary of international business law. Applying these concepts to business issues and situations. Identifying basic legal issues and categorising them according to areas of law. Recognising the incumbent issues in the Commercial arena. Analysing the organisation of the French and European legal systems including the role of the judicial, legislative and executive branches. Analysing various ethical and professional issues facing legal professionals. Recognising legal vocabulary and knowledge of applied legal theory. Using the library and understanding the law or legal texts and brief cases.</td>
<td></td>
</tr>
<tr>
<td><strong>Organisational Behaviour</strong></td>
<td>Understand the main principles of how an organisation works. Understand the behaviour and the personality of individuals and groups in the organisation. Identify the different functions and responsibilities of a manager/leader in the global marketplace. Assimilate the factors that motivate individuals and groups. Position oneself at a personal level with regards to taking on future corporate responsibilities.</td>
<td></td>
</tr>
<tr>
<td><strong>Principles of Economics 2</strong></td>
<td>Economics of the Public Sector Industrial Economics Topics in Macroeconomics</td>
<td></td>
</tr>
<tr>
<td><strong>Sales Techniques</strong></td>
<td>Understand the basic elements of a business negotiation and apply different strategies in a range of business environments. Compare the conditions under which one strategy is most likely to be effective. Use a systematic approach to planning and implementing a negotiation.</td>
<td></td>
</tr>
<tr>
<td><strong>Statistical Methods for Business</strong></td>
<td>Use descriptive statistics and graphical methods to accurately summarise data. Design and plan basic experiments in order to estimate parameters. Conduct, interpret, and apply hypothesis testing. Use descriptive statistics and simple linear regression to describe the relationship between two variables.</td>
<td></td>
</tr>
</tbody>
</table>
Year 2: Discovering other environments

Students continue to follow a Programme of core courses which aim to:

- Encourage students to broaden and apply their knowledge of management tools acquired in Year 1 to business issues in an international environment.
- Prepare students for their first international internship and for study abroad.
- Enable students to develop their language skills, both oral and written.

<table>
<thead>
<tr>
<th>Year 2 courses</th>
<th>Semester 3 or 4</th>
<th>ECTS credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Diagnosis</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Cross-Cultural Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Leadership and Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Information Systems and ERP</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>International Economy &amp; Sustainable Development</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Fundamentals of Management Control</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>English and second Language modules</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Learning Expedition n°2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Geopolitical areas Introduction to Logistics</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Corporate Finance in an International Context</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Quantitative Methods and Decision making</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>International Trade Techniques</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Cultural trends 2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>English and second Language modules</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
# Themes of Business courses

<table>
<thead>
<tr>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marketing Diagnosis</strong></td>
</tr>
<tr>
<td><strong>Cross-Cultural Management</strong></td>
</tr>
<tr>
<td><strong>Leadership and Management</strong></td>
</tr>
<tr>
<td><strong>Information Systems and ERP</strong></td>
</tr>
<tr>
<td><strong>International Economy &amp; Sustainable Development</strong></td>
</tr>
<tr>
<td><strong>Fundamentals of Management Control</strong></td>
</tr>
<tr>
<td>Course</td>
</tr>
<tr>
<td>--------------------------------</td>
</tr>
<tr>
<td><strong>Marketing Research</strong></td>
</tr>
<tr>
<td><strong>Geopolitical areas</strong></td>
</tr>
<tr>
<td><strong>Introduction to Logistics</strong></td>
</tr>
<tr>
<td><strong>Corporate Finance in an International Context</strong></td>
</tr>
<tr>
<td><strong>Quantitative Methods and Decision making</strong></td>
</tr>
<tr>
<td><strong>International Trade Techniques</strong></td>
</tr>
<tr>
<td><strong>Cultural trends 2</strong></td>
</tr>
</tbody>
</table>
Cámarabilbao University Business School

Descriptions from Partner University not from OTH Regensburg

Detailed information:
https://www.camarabilbaoubs.com/cubs/portal.portal.action
Escuela Universitaria de Estudios Empresariales de Donostia

Descriptions from Partner University not from OTH Regensburg

Detailed information:

Overview:

<table>
<thead>
<tr>
<th>1st YEAR</th>
<th>1st four-month period</th>
<th>ECTS</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Accounting</td>
<td>6</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Business Administration: Introduction</td>
<td>6</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Mathematics I</td>
<td>6</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>Introduction to Economics I: Principles of Microeconomics</td>
<td>6</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Introduction to Law</td>
<td>6</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2nd four-month period</th>
<th>ECTS</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Accounting</td>
<td>6</td>
<td>D</td>
</tr>
<tr>
<td>Business Administration: Organisation and Management</td>
<td>6</td>
<td>D</td>
</tr>
<tr>
<td>Mathematics II</td>
<td>6</td>
<td>S</td>
</tr>
<tr>
<td>Introduction to Economics II: Principles of Macroeconomics</td>
<td>6</td>
<td>D</td>
</tr>
<tr>
<td>Economic History</td>
<td>6</td>
<td>D</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2nd YEAR</th>
<th>1st four-month period</th>
<th>ECTS</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics and Data Analysis</td>
<td>6</td>
<td>O</td>
<td></td>
</tr>
<tr>
<td>Microeconomics</td>
<td>6</td>
<td>O</td>
<td></td>
</tr>
<tr>
<td>Commercial Management: Introduction</td>
<td>6</td>
<td>O</td>
<td></td>
</tr>
<tr>
<td>Mathematics of Financial Transactions</td>
<td>6</td>
<td>O</td>
<td></td>
</tr>
<tr>
<td>Cost Accounting</td>
<td>6</td>
<td>O</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2nd four-month period</th>
<th>ECTS</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics Applied to Business</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Economic Structure</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Advanced Financial Accounting</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Financial Management: Funding</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Commercial Management: Policies</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>3rd YEAR</td>
<td>ECTS</td>
<td>Type</td>
</tr>
<tr>
<td>----------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>1st four-month period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax System of the Business</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Accounting Analysis</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Strategic Management: Business Policy</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Econometrics</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>2nd four-month period</td>
<td>ECTS</td>
<td>Type</td>
</tr>
<tr>
<td>Consolidation of Financial Statements</td>
<td>6</td>
<td>D</td>
</tr>
<tr>
<td>Strategic Management: Growth and Business Development</td>
<td>6</td>
<td>D</td>
</tr>
<tr>
<td>Optional</td>
<td></td>
<td>P</td>
</tr>
<tr>
<td>Optional</td>
<td></td>
<td>P</td>
</tr>
<tr>
<td>Optional</td>
<td></td>
<td>P</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4th YEAR</th>
<th>ECTS</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st four-month period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Management: Investment</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Company Law</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Business Management Computer Systems</td>
<td>6</td>
<td>O</td>
</tr>
<tr>
<td>Optional</td>
<td>5</td>
<td>P</td>
</tr>
<tr>
<td>Optional</td>
<td>5</td>
<td>P</td>
</tr>
<tr>
<td>2nd four-month period</td>
<td>ECTS</td>
<td>Type</td>
</tr>
<tr>
<td>Optional</td>
<td></td>
<td>P</td>
</tr>
<tr>
<td>End-of-Degree Work</td>
<td>12</td>
<td>Y</td>
</tr>
</tbody>
</table>
University of the Sunshine Coast

Descriptions from Partner University not from OTH Regensburg

Detailed information:

Overview:

**Program structure**

**Introductory courses (7) 84 units**
- BUS103 Introduction to Economics
- BUS104 Introduction to Management
- BUS105 Introduction to Marketing
- BUS106 Accounting for Business
- BUS107 Introduction to Informatics
- COR101 Communication and Thought

**Developing and Graduate courses (2) 24 units**
- BUS201 Business Law and Ethics
- BUS202 Corporate Governance and Social Responsibility

**Elective courses (15) 180 units**
Select 15 elective courses (180 units). Of these electives 12 (144 units) must be developing and graduate level (300/500 coded) courses. A minimum of 9 (108 units) must be from the USC Business School, and the remaining 6 (72 units) may be from either faculty (Arts, Business and Law or Science, Health, Education and Engineering).

Students can choose to use these electives towards a major or a double major from the Business majors listed below:
- Accounting
- Economics
- Entrepreneurship
- Human Resource Management
- International Business
- Management
- Marketing
- Tourism, Leisure and Event Management

**Program requirements**
In order to graduate you must:
- Successfully complete 288 units as outlined in the Program Structure
- Complete no more than 10 introductory level (100 coded) courses

**Program notes**
- Completing this program within the specified (full-time) duration is based on studying all unit points per semester (normally 4 courses) and following the recommended study sequence.
- The unit value of all courses is 12 units unless otherwise specified.
- It is each student’s responsibility to enrol correctly according to your course requirements, program rules and requirements and be aware of the academic calendar dates.
- Courses within the program are assessed using a variety of assessment methods which may include essays, seminar presentations, reports, in-class tests and examinations.
- As part of your USC program, you may apply to Study Overseas to undertake courses with an overseas higher education provider.
- Only a full-time study option is available to international students on a Student Visa.
- Refer to the Managing your progression page for help in understanding your program structure, reviewing your progress and planning remaining courses.
- Register your selected major(s) and/or minor(s).
Important information regarding the USC program requirements can be found at the following link: [www.usc.edu.au/BU301](http://www.usc.edu.au/BU301)

### Study details:

<table>
<thead>
<tr>
<th>Commencing teaching period:</th>
<th>Semester 1 or Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total credit transfer:</td>
<td>16 courses</td>
</tr>
<tr>
<td>Total courses to be completed at USC:</td>
<td>8 courses</td>
</tr>
<tr>
<td>Number of consecutive teaching periods of study at USC:</td>
<td>2 Semesters</td>
</tr>
<tr>
<td>Commencing teaching period:</td>
<td>Semester 1 or Semester 2</td>
</tr>
</tbody>
</table>

### Credit transfer details:

<table>
<thead>
<tr>
<th>Credit (8 courses – 60 ECTS)</th>
<th>BUS101 Business Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BUS102 Introduction to Economics</td>
</tr>
<tr>
<td></td>
<td>BUS104 Management and Organisational Behaviour</td>
</tr>
<tr>
<td></td>
<td>BUS105 Introduction to Marketing</td>
</tr>
<tr>
<td></td>
<td>BUS106 Accounting for Business</td>
</tr>
<tr>
<td></td>
<td>BUS108 Introduction to Informatics</td>
</tr>
<tr>
<td></td>
<td>BUS203 Business Law and Ethics</td>
</tr>
<tr>
<td></td>
<td>CR8109 Communication and Thought</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Provisional Credit: (8 courses – 60 ECTS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DO NOT enrol in these courses</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Provisional credit conditions: Provisional credit will be converted to credit when we receive the following:</th>
<th>3 x 100 level Business Electives (BUS195)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 x 200 level Business Electives (BUS299)</td>
<td>1) Academic transcript/award certificate for studies at OTH Regensburg, detailing successful completion of the Bachelor of European Business Studies.</td>
</tr>
<tr>
<td>2) Successful completion of a minimum of 120ECTS</td>
<td></td>
</tr>
</tbody>
</table>

### Courses remaining to be completed:

- **Advanced Courses (1)**
  - **BUS320 Corporate Governance and Social Responsibility**

- **Elective courses (7)**
  - Select 7 advanced level (200/300 coded) courses. A minimum of 1 must be from the School of Business, and the remaining 6 may be from either faculty (Arts, Business and Law or Science, Health, Education and Engineering).

  The courses listed are correct at the time of writing, but are subject to change. Advice should be sought from Student Central prior to enrolling in courses.
Important information regarding the USC program requirements can be found at the following link: [www.usc.edu.au/BU301](http://www.usc.edu.au/BU301)

**Study details:**

<table>
<thead>
<tr>
<th>Commencing teaching period:</th>
<th>Semester 1 or Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total credit transfer:</td>
<td>16 courses</td>
</tr>
<tr>
<td>Total courses to be completed at USC:</td>
<td>8 courses</td>
</tr>
<tr>
<td>Number of consecutive teaching periods of study at USC:</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

**Credit:**

*DO NOT enrol in these courses*

- BUS101 Business Analytics
- BUS102 Introduction to Economics
- BUS104 Management and Organisational Behaviour
- BUS106 Accounting for Business
- BUS108 Introduction to Informatics
- COR109 Communication and Thought
- 2 x 100 level Business Electives (BUS199)

**Provisional Credit:**

*DO NOT enrol in these courses*

- 1 x 100 level Business Elective (BUS199)
- 7 x 200 level Business Electives (BUS299)

**Provisional Credit Conditions:**

Provisional credit will be converted to credit when we receive an official OTH Regensburg academic transcript confirming completion of the Bachelor of Business Administration with 180 ECTS.

**Courses remaining to be completed:**

- **Introductory courses (1)**
  - BUS105 Introduction to Marketing

- **Advanced Courses (2)**
  - BUS202 Business Law and Ethics
  - BUS204 Corporate Governance and Social Responsibility

- **Elective courses (5)**
  Select 5 advanced level (200/300 coded) courses from either faculty (Arts, Business and Law or Science, Health, Education and Engineering).

The courses listed are correct at the time of writing, but are subject to change. Advice should be sought from [Student Central](http://www.studentcentral.com) prior to enrolling in courses.
Turku University of Applied Sciences

Descriptions from Partner University not from OTH Regensburg

Detailed information:


Overview:

Guidelines:

- These are preliminary course lists and some changes might occur.
- You can choose courses from one module only
- You cannot select courses from several modules
- You can choose additional courses from the optional course list
- Please note that there is an allotment of 20 exchange students for each module. It is therefore recommended to select a second option for your module.
- In addition to the module, we encourage you to take courses from our summer school.
BUSINESS ACADEMY MODULE

The courses are implemented within the Business Academy (BA) Junior Startup Business Incubator and in context of BA’s regional and global entrepreneurial ecosystems. Learning in BA is inspired by Innovation Pedagogy principles, a well-balanced self-driven and team learning environment under the support and guidance of the team coach. Business Academy learning way. Business Academy is an exceptional learning environment, where students can reach entrepreneurial and teamwork capabilities by doing real business. The students staying for the whole academic year have the possibility to continue with the Business Academy module in the Spring 2019.

<table>
<thead>
<tr>
<th>Code</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>3011539</td>
<td>5</td>
</tr>
<tr>
<td>3011543</td>
<td>5</td>
</tr>
<tr>
<td>3011548</td>
<td>5</td>
</tr>
<tr>
<td>3011610</td>
<td>5</td>
</tr>
</tbody>
</table>

BUSINESS MODULE

<table>
<thead>
<tr>
<th>Code</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3041232</td>
<td>5</td>
</tr>
<tr>
<td>3041230</td>
<td>5</td>
</tr>
<tr>
<td>3011598</td>
<td>5</td>
</tr>
<tr>
<td>3041212</td>
<td>5</td>
</tr>
<tr>
<td>3011663</td>
<td>5</td>
</tr>
<tr>
<td>1002309</td>
<td>5</td>
</tr>
</tbody>
</table>

* Exchange students staying for the whole Academic year 2018-2019 will have the possibility to continue working their Innovation project during the spring 2019 (15 ECTS altogether). Exchange students staying for the autumn 2018 only can also participate in an innovation project and get 5 ECTS from it.
Optional courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Optional courses</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>Finnish for exchange students</td>
<td>3</td>
</tr>
<tr>
<td>N/A</td>
<td>Get Finternational</td>
<td>3</td>
</tr>
<tr>
<td>N/A</td>
<td>Turku Summer School (August 2018 only!)</td>
<td></td>
</tr>
<tr>
<td>3011652</td>
<td>Open Studies in Business 1 (mostly online)</td>
<td>5</td>
</tr>
</tbody>
</table>

BUSINESS ACADEMY MODULE

The courses are implemented within the Business Academy (BA) Junior Startup Business Incubator and in context of BA’s regional and global entrepreneurial ecosystems. Learning in BA is inspired by Innovation Pedagogy principles, a well balanced self-driven and team learning environment under the support and guidance of the team coach. Business Academy learning way. Business Academy is an exceptional learning environment, where students can reach entrepreneurial and teamwork capabilities by doing real business. New incoming exchange students for the Spring 2019 also have the possibility to join this Business Academy Module2.

<table>
<thead>
<tr>
<th>Code</th>
<th>Optional courses</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>Responsible and Innovative Working Teams 2</td>
<td>5</td>
</tr>
<tr>
<td>N/A</td>
<td>Team Leadership and Management 2</td>
<td>5</td>
</tr>
<tr>
<td>3011539</td>
<td>Project Management 2</td>
<td>5</td>
</tr>
<tr>
<td>3011543</td>
<td>Intercultural Networking 2</td>
<td>5</td>
</tr>
<tr>
<td>3011548</td>
<td>International Marketing and Selling 2</td>
<td>5</td>
</tr>
<tr>
<td>3011610</td>
<td>Marketing Project 2</td>
<td>5</td>
</tr>
</tbody>
</table>

BUSINESS MODULE

<table>
<thead>
<tr>
<th>Code</th>
<th>Optional courses</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>4021106</td>
<td>Research Methods</td>
<td>5</td>
</tr>
<tr>
<td>3002309</td>
<td>Innovation Project (continues from Autumn 2017)</td>
<td>10</td>
</tr>
<tr>
<td>3011532</td>
<td>Emerging Markets (VAVA)</td>
<td>5</td>
</tr>
<tr>
<td>3041234</td>
<td>Creativity and Innovativeness</td>
<td>5</td>
</tr>
<tr>
<td>3011554</td>
<td>Customer Oriented Product Development</td>
<td>5</td>
</tr>
<tr>
<td>3011657</td>
<td>Brand Management (VAVA)</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Get Finternational</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Finnish for exchange students</td>
<td>3</td>
</tr>
<tr>
<td>3011586</td>
<td>Experience Management</td>
<td>5</td>
</tr>
<tr>
<td>3011652</td>
<td>Open Studies in Business (mostly online)</td>
<td>5</td>
</tr>
</tbody>
</table>
Modules at OTH Regensburg
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>International Management (Internationales Management)</td>
<td>7/8</td>
<td>10</td>
<td>every academic year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>IM</td>
<td>Seminar-style tuition with exercises</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Lecturers</th>
<th>Module courses</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Leffers</td>
<td>Prof. Dr. Betten, Prof. Dr. Leffers, Prof. Dr. Sassmannshausen</td>
<td>1) Business Management 2) Internationalisation Strategies 3) International Law</td>
<td>Course segment 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students are prepared for working in an international and in particular a European environment.</td>
<td>The course offers a broad overview of the basic principles required to run an (international) business – including relevant organisational aspects – and to internationalise business activities and international law.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written examination Duration: 120 minutes 2 Written examinations Duration: 60 minutes each</td>
<td>330 hours Contact/attendance time: 150 h Additional work: 180 h</td>
<td>11</td>
</tr>
<tr>
<td>Course number</td>
<td>Course title</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>28.1</td>
<td>Business Management (Internationale Unternehmensführung)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>IUF</td>
<td>7</td>
<td>6</td>
<td>every academic year (winter semester)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Leffers</td>
<td>Seminar-style tuition with exercises</td>
<td>Compulsory</td>
</tr>
<tr>
<td>Prof. Dr. Sassmannshausen</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Learning outcomes**

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Part 1:**

**Subject skills**

Students have a detailed knowledge of the basic principles required to run a business in Europe (3). Following integrated management theory, students are able to distinguish between normative, strategic and operative management dimensions as well as managerial accounting (2).

**Social skills**

Students can express their views convincingly in group discussions, construct viable arguments and listen to arguments put forward by others (3).

**Method skills**

Students are able to apply concepts of normative, strategic and operative management as well as managerial accounting (2).

**Personal skills**

Students are able to recognise the need to balance stakeholder and shareholder values (1).

**Part 2:**

**Subject skills**

Students acquire a detailed knowledge of the key forms of organisation and tools of integration (2). They are familiar with the latest insights gained by empirical management research as well as selected management (training) concepts (1). They understand differences in organisational needs for start-ups, SMEs, family firms, and publicly traded corporations (2).
They are familiar with life cycle concepts of organisational evolution and innovation (2).

**Social skills**
Students are conscious of the need for socio-emotional support in any change process (3). They can discuss cases and preform well grounded argumentations on organisational development (3).

**Method skills**
Students are able to improve on existing organisational structures (3). They can comprehend and analyse case studies in organisational practice (2).

**Personal skills**
Students can take human needs into account when designing an organisation structure and taking management decisions (2). They develop content-bond judgement skills in organisational design and development (1).

**Content**

**Part 1:**
- Introduction
  - Functional and institutional aspects of management
  - Management skills
  - Management dimensions
- Normative Management
  - Corporate policy
  - Value orientation
  - Internal legal structure
  - Corporate governance
  - Corporate culture
- Strategic Management
  - Strategic decision making
  - Methods and instruments of strategic management
  - Strategies of internationalisation
- Operative Management
  - Functions
  - Instruments
- Managerial Accounting
  - Functions
  - Elements
  - Instruments

**Part 2:**
- Organisation - Concepts and issues
  - Evolving organisations
  - Life cycles of organisational development
  - Organisational differentiation (processes and forms of organisations)
  - Particularities in the organisation of start-ups, SMEs, family businesses, publicly traded companies and during crises and turnaround
  - Instruments (hierarchy, rules, horizontal coordination, secondary organisation)
organisational design and innovation
• change management
• research insights
• case studies on evolving organisations
• selected management concepts

literature
required reading
lecture notes
Steinmann, Horst; Schreyögg, Georg: Management
Vahs, Dietmar: Organisation
recommended reading
Hungenberg, Harald; Wulf, Torsten: Grundlagen der Unternehmensführung
Macharzina, Klaus; Wolf, Joachim: Unternehmensführung

latest edition

Teaching and learning methods
The course is based on seminar-style tuition and selected exercises

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 120 minutes</td>
<td></td>
</tr>
</tbody>
</table>

Other information

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>210 hours</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 90 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 120 h</td>
<td></td>
</tr>
</tbody>
</table>
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students have a clear conceptual understanding of the economic, political and financial factors affecting international and in particular European expansion as distinct from purely domestic factors (2). They have a clear knowledge of the persistence of deep and momentous cross-national differences in the world affecting the strategy, performance and value of international firms (3). Students have a clear conceptual understanding of the optimal sequence, speed and mode of international expansion as a function of the characteristics of the industry, the firm and the host country (3). Students have a detailed knowledge of internationalisation strategies. They are able to deal with selected issues concerning the management of international businesses (2).

Social skills

Students are able to express their views convincingly in planning and decision making processes (2).

Method skills

Students are able to assess strategic alternatives in the context of internationalisation, and evaluate the outcomes of those decisions (2). They have a clear conceptual understanding of models for organising and managing a multinational network of subsidiaries (1), including how to coordinate and transfer useful knowledge within Europe and on an international scale and take independent decisions in the field of asset management (2).

Personal skills

Students are able to build arguments and reason logically in a group discussion (2).
Content
- Introduction to International Business
- Process of Internationalisation
- Designing the Value Chain Across Borders
- Managing the Value Chain Across Borders
- Foreign Location decision
- Market Entry Strategies
- Strategic Alliances
- Cross-Cultural Negotiation

Literature
Required reading

Recommended reading
Topic 8: Salacus, J., Making Global Deals, Chapter on negotiation, New York 1991

Teaching and learning methods
The course will be conducted primarily as seminar-style tuition supplemented with case studies and discussion.

Type of examination/Requirements for the award of credit points
Written examination
Duration: 60 minutes

Other information

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>60 hours</td>
<td>English</td>
</tr>
<tr>
<td>Contact/attendance time: 30 h</td>
<td>Additional work: 30 h</td>
<td></td>
</tr>
</tbody>
</table>
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students acquire a knowledge of the particular features of European and international legal relations (2). They can appraise the challenges of a globalised business world from a legal perspective and readily recognise the pitfalls of international legal relations (3).

**Social skills**

Students know how to work in a team and acquire discussion skills (1). They are able to exercise criticism in a constructive manner and to give presentations in front of their colleagues (2).

**Method skills**

Students are able to appraise international and European legal situations by reference to case configurations of low to medium complexity (2).

**Personal skills**

The students understand and appreciate the legal consequences of their decisions, and can incorporate them into their own value systems (2).

**Content**

- Introduction to conflict of laws and European Acts
- Basic principles of conflict of laws (EGBGB)
  - Meaning and purpose
    - Legal sources
    - Related disciplines
- History of conflict of laws
  - General doctrines
  - Substantive rules and conflict rules
  - Connecting factors
  - Qualification
  - Referral
  - Orde public

- European legal Acts
  - Rome I Regulation (Rom I- VO) on the law applicable to contractual obligations
  - Rome II Regulation (Rom II VO) on the law applicable to non-contractual obligations
  - Regulation on jurisdiction and recognition and enforcement of judgments in civil and commercial matters (EuGVVO)


**Literature**

**Required reading**
Lecturer’s notes and worksheets

**Recommended reading**
Gildeggen, Rainer/ Willburger, Andreas, Internationale Handelsgeschäfte, 4. Auflage, Vahlen Verlag
Hüßtege/Ganz, Internationales Privatrecht, 5. Auflage 2013, Beck Verlag
Koch/ Magnus Winkler von Mohrenfels, IPR und Rechtsvergleichung, JUS Schriftenreihe, 4. Auflage Beck Verlag
Krebs, Klaus, Internationales Privatrecht, Juriq Erfolgstraianing, C.F. Müller Verlag
Schwind, Hauptmann, Gruschwitz, IPR, Reihe leicht gemacht, Kleist Verlag Berlin

**Teaching and learning methods**
Seminar-style tuition with individual and group work

**Type of examination/Requirements for the award of credit points**
Written examination
Duration: 60 minutes

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>60 hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 30 h Additional work: 30 h</td>
<td>German</td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>29</td>
<td>Economic Policy (Wirtschaftspolitik)</td>
<td>WP</td>
</tr>
</tbody>
</table>

**Access requirements**

Course segment 2

Basic knowledge in Economics (Module 04).

**Learning outcomes**

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students are capable of choosing the appropriate theoretical framework within which to assess, analyse and predict the effects, spillovers and interactions of economic policy measures (2). They can also draw on related economic concepts (2). Students are able to infer conclusions from a set of assumptions (2).

**Social skills**

Students are capable of solving problems of economic policy using different models (3). They can present their findings with reasoned argument, and can respond to constructive criticism (2).

**Method skills**

Students are able to interpret statistical evidence so as to analyse economic phenomena (2). They understand (2) the definition, computation and limitations of major economic indicators and are familiar (1) with possible remedies to meet these shortcomings. Students are able to expertly discuss and analyse economic phenomena (2).
**Personal skills**
Students can communicate major economic concepts both in writing and orally both to a technical and non-technical audience (2).

**Content**
The focus of the course is to provide students with a thorough knowledge of relevant topics of European economic policy and to enable them to “think like economists”. This involves the three core skills of 1. analytical reasoning, 2. critical thinking and 3. problem solving.

- **Challenges of economic policy**
  - Reasons for economic policy
  - Goals of economic policy
- **Concepts of stabilization policy**
  - Neoclassical economics and monetarism
  - Keynesianism
  - IS/LM and AS/AD analysis
- **European fiscal policy**
  - Fiscal policy instruments
  - Automatic stabilizers
  - Stabilization policy in Europe
  - Public balances and public debt in Europe
  - Measures against excessive debt in Europe
- **Monetary theory**
  - Definitions and functions of money
  - The role of central banks
  - Banks and money supply
  - The demand for money
  - Money growth and inflation
- **European monetary policy**
  - The European Central Bank and the Euro system
  - ECB strategy and monetary instruments
- **Labour markets and employment policy**
  - Identifying unemployment
  - Short-term trade-off between inflation and unemployment

**Literature**

**Required reading**
Brunner/Kehrie: Volkswirtschaftslehre, München
Görgens, Egon / Ruckriegel, Karlheinz / Seitz, Franz: Europäische Geldpolitik, Stuttgart
Mussel, Gerhard/ Pätzold, Jürgen: Grundfragen der Wirtschaftspolitik, Stuttgart

**Recommended reading**
Clement/Terlau: Grundlagen der Angewandten Makroökonomie, München

Latest edition
**Teaching and learning methods**
Seminar-style tuition with exercises
Oral presentation with PowerPoint slides which are available on the e-learning platform; occasional handouts; additional exercises and texts available on the e-learning platform.

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Duration: 90 minutes</td>
</tr>
</tbody>
</table>

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>


Module number
30

Module title
International Economics
(Internationale Wirtschaftsbeziehungen)

Code
IWB

Semester
8

Number of WSH
4

Module offered
every academic year
(summer semester)

Module coordinator
Prof. Dr. Ruddies

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Ruddies

Compulsory/Elective
Compulsory

Module language
German

Access requirements
Course segment 2

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire a detailed knowledge of incentives for involvement in international trade as well as for the specialisation and importance of relative prices in the field of international trade (2). They know the meaning of the terms of trade as well as the description of the welfare effects of foreign trade (1). Students are able to deal with selected questions on issues such as the balance of payments, how exchange rates are determined and its effects, and the international capital markets (2). Students have a detailed knowledge of the possibilities of economic policy management within international trade relations and international institutions (2).

Social skills
Students are capable of solving problems of international economics using different models (3). They can present their findings with reasoned argument, and can respond to constructive criticism (2).

Method skills
Students are able to take decisions (2) in the context of international economics and evaluate (3) the outcomes of those decisions. They are able to analyse developments in pure as well as in monetary foreign trade and make decisions in the field of international trade policy (2).
### Personal skills
Students are able to discuss (2) within a group. They can both exercise (3) and respond (3) to constructive criticism, and present (2) their conclusions in a rational manner.

### Content
The main emphasis of the course is on informing/updating students on latest developments in the fundamental causal connections between foreign trade networks in our increasingly globalised environment as they impact our daily lives.

#### Part I - Fundamentals of pure international trade
- **Chapter 1 - Germany's integration into world trade**
  - Regional and merchandise structure
  - Position of Germany in international trade
- **Chapter 2 – Balance of payments**
  - Function and purpose
  - Partial balances
  - Transactions

#### Part II - Theoretical analysis of international economic relations
- **Chapter 3 – Reasons for establishing foreign trade relations**
  - Non-availability of certain goods and resources
  - Inter-industry trade
  - Intra-industry trade
  - Gain from trade
  - RICARDO's Theorem of comparative advantage
  - Heterogeneous preferences and marginal costs
  - Factor proportions theorem
  - Leontief paradoxon
- **Chapter 4 – Terms of Trade**
  - Commodity Terms of Trade
  - Income Terms of Trade
  - Factor Terms of Trade
- **Chapter 5 – International finance**
  - Opportunities and risks
  - Structure and manifestations
  - Autonomous international finance transactions
- **Chapter 6 – Currency markets, exchange rates and international monetary system**
  - Currency markets (definition, objective, spot and forward exchange market, currency swaps and options, arbitrage transactions)
  - Determination measures of exchange rate movements (purchasing power parity theory, interest rate parity theory, expectations theory, simultaneous equilibrium)
- **Chapter 7 – Economic interdependency of open economies**
  - International business cycles (impulses and mechanisms) within fixed and flexible exchange rates
  - International interests within fixed and flexible exchange rates
Imported inflation within fixed and flexible exchange rates

Chapter 8 – Problems of stabilisation in open economies
- Fiscal and monetary policy within fixed and flexible exchange rates
- Mundell - Fleming Model

Part III - International design and implementation of macroeconomic policy

Chapter 9 – General Principles
- Integration and nationalisation
- Fixed vs. flexible exchange rates
- Convertibility vs. foreign exchange controls

Chapter 10 – International economic integration
- Patterns and steps
- Theory of optimum currency area
- International monetary order and European monetary union

Chapter 11 – Foundations of tariff policy and protectionism
- Goals and instruments of protectionism
- Effects of tariffs
- Non-tariff trade barriers
- Free trade doctrine and protectionism: summary

Literature

Required reading
Eibner: Understanding International Trade: Theory & Policy; Anwendungsorientierte Außenwirtschaft: Theorie & Politik, English-German, München/Wien
Krugman/Obstfeld: Internationale Wirtschaft, München

Recommended reading
Dieckheuer: Internationale Wirtschaftsbeziehungen, München
Eibner: Internationale wirtschaftliche Integration, München/Wien
Güida: Internationale Volkswirtschaftslehre, Stuttgart
Koch/Czogalla: Grundlagen und Probleme der Wirtschaftspolitik, Chap. 8, Köln
Krugman/Obstfeld: International Economy, Prentice Hall, Boston

Latest edition

Teaching and learning methods

Seminar-style tuition with exercises
Oral presentation with PowerPoint slides which are available on the e-learning platform
Occasional handouts
Additional exercises and texts available on the e-learning platform.

Type of examination/Requirements for the award of credit points

Written examination
Duration: 90 minutes

Other information
-
<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours Contact/attendance time: 60 h Additional work: 90 h</td>
<td>5</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Information Management (Informationsmanagement)</td>
<td>IM</td>
<td>7/8</td>
<td>6</td>
<td>every academic year/every semester</td>
<td>Prof. Dr. Höschl</td>
<td>Seminar-style tuition with exercises</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

**Lecturers**
- Prof. Dr. Höschl
- Prof. Dr. Jaritz

**Module courses**
1) Business Game
2) Business Communication

**Access requirements**
Course segment 2

**Learning outcomes**
1) Business Game
   - Skills needed to successfully manage a virtual business under competitive conditions
2) Business Communication
   - Proficiency in a range of techniques, and ability to communicate effectively within a business

**Content**
1) Business Game
   - Management of a virtual company over 8 periods under competitive conditions
   - Definition of business strategy and derivation of decisions
   - Analysis and interpretation of (financial) accounting reports
2) Business Communication
   - Communication models, content, target groups, formats and media
   - Leadership, Culture and Change Management
   - Negotiation and decision making processes
   - Appraisal Interviews and Coaching

**Type of examination/ Requirements for the award of credit points**
2 written examinations
Duration: 90 and 60 minutes

**ECTS Credits**
7

**Workload**
- 210 hours
- Contact/attendance time: 90 h
- Additional work: 120h

**Weighting of the grade in the overall grade**
7
## Course title
Business Game  
(Unternehmensplanspiel)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>UPS</td>
<td>7</td>
<td>4</td>
<td>every semester</td>
</tr>
</tbody>
</table>

### Lecturer
Prof. Dr. Jaritz

### Tuition type
Seminar-style lecture with exercises

### Compulsory/Elective
Compulsory

### Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- **Competence level 1 (awareness):** cursory awareness of simple structures, only previously learned knowledge is tested
- **Competence level 2 (comprehension):** basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- **Competence level 3 (deep understanding and application):** deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

#### Subject skills
Students acquire knowledge of how businesses are set up and managed (2). They are able to apply managerial and financial accounting and key indicators for corporate management (3).

#### Method skills
Students are able to think strategically (2) and know how to relate strategies to targets and how to implement their decisions (3). They can deal with problems and important success factors involved in setting up and managing a business (2). Students gain a knowledge of budgeting and can evaluate results (2).

#### Social skills
Students are able to work in groups and make decisions within a team (3). They can work in a team and organise team work (2). Students know how to deal with conflicts and resolve them as part of a team (2).

#### Personal skills
Students appreciate the impact of competitive and success-oriented decisions (2) and can incorporate personal values into their decisions (1).

### Content
- Defining the company strategy and deriving investment decisions
- Managing a company over 8 periods – virtual business under competitive conditions
- Analyzing the following decision areas: Marketing, Sales, HR, R&D, Procurement, Production, and Finance
- Submitting decisions in every period
- Creating accounting worksheets (MS Office Excel file) as foundation for the decision making process
- Preparing and presenting results in general meeting

**Literature**

**Required reading**
Manual for the used simulation (TOPSIM General Management or TOPSIM Startup! Production)

**Teaching material**

**Recommended reading**
Books about managerial and financial accounting

**Teaching and learning methods**
Coaching of the teams by the lecturer, individual meetings with the lecturer, and occasional outlining of relevant business topics.

| **Type of examination/Requirements for the award of credit points** | **Grading:**
| | Written examination
| | Duration: 90 minutes
| | Prerequisites to take part in the exam:
| | - Online reading test
| | - Active participation throughout the course
| | - Development of a xls based planning tool
| | - Presentation of the results

**Other information**
Computer based business simulation
Learning business by doing business approach

| **ECTS Credits** | 5 |
| **Workload** | 150 hours
| Contact/attendance time: 60 h
| Additional work: 90 h |
| **Course language** | German/English |
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students gain an in-depth knowledge of business communication with the focus on internal communication within an organisation (3).

**Method skills**

Students are able to link strategies to effective communication (3). They can resolve problems and apply important success factors of communication as a business process (3). Students are able to prepare and apply business negotiations, decision making processes as well as employee attitude surveys (3).

**Social skills**

Students are able to work in groups and make decisions within a team (3). They can deal with conflicts and resolve them in a team (3). They are familiar with leadership, culture and change management techniques (3).

**Personal skills**

Students gain presentation, negotiation and moderation skills and can communicate effectively with different target groups (3).

**Content**

- Communication models, content, target groups, formats and media
- Meetings and Workshops
- Leadership, culture and change management concepts
- Negotiation and decision making processes
- Employee attitude surveys
# Literature

## Required reading
- Manfred Piwinger, Ansgar Zerfass (Publ.): Handbuch Unternehmenskommunikation, 2. Aufl., Wiesbaden 2014, Gabler Verlag, Chapters regarding internal business communication

## Recommended reading
- Smith Lyn, Mounter Pamela: Effective Internal Communication, Kogan Page; 2008

## Latest edition

# Teaching and learning methods

- Lectures providing definitions, overview and structure
- Group work in which theoretical knowledge is applied to case studies
- Practitioners will provide presentations about actual topics and examples in their business

# Type of examination/Requirements for the award of credit points

- **Written examination**
  - Duration: 60 minutes

# Other information

- **Guest speakers** (CEOs and business communicators from industry)

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>60 hours</td>
<td>German</td>
</tr>
</tbody>
</table>

- Contact/attendance time: 30 h
- Additional work: 30 h

---

103
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>32a</td>
<td>Study Option International Financial Management (Schwerpunkt Internationales Finanzmanagement)</td>
<td>every academic year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFM</td>
<td>7/8</td>
<td>12</td>
<td>Prof. Dr. Hößl</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tuition type</th>
<th>Module courses</th>
</tr>
</thead>
</table>
| Seminar-style tuition with exercises | 1) International Finance  
2) International Capital Markets and Asset Management  
3) International Controlling |

<table>
<thead>
<tr>
<th>Access requirements</th>
</tr>
</thead>
</table>
| Course segment 2  
Knowledge in “Finance” |

<table>
<thead>
<tr>
<th>Lecturers</th>
</tr>
</thead>
</table>
| Prof. Dr. Hößl  
Prof. Dr. Schöntag  
Dr. Lienland  
Michl M.A. |

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The International Finance study option teaches the essentials of the financial management of companies and financial institutions in practice, based on knowledge of the principles of finance and investment in companies. Students acquire skills in analysing and taking decisions in the context of corporate finance, financial controlling and financial services.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International Finance</strong></td>
</tr>
<tr>
<td>Discussion of investment and financing questions of firms that are involved in foreign trade transactions and/or using international capital marktes and are in relation with international investors. In particular decisions of foreign trade financing, hedging financial risks, and business valuation.</td>
</tr>
</tbody>
</table>

**International Capital Markets and Asset Management**


**International Controlling**

Financial characteristics of international companies. Foreign exchange risk, convertibility and profit transfer. Direct investment and acquisitions.


External and internal sources of finance. Capital costs, financial budgeting by holding companies. Divisionalisation of finance.
| Type of examination/ Requirements for the award of credit points | 3 written examinations  
Duration: 90 minutes each |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ECTS Credits</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>
| **Workload** | **450 hours**  
Contact/attendance time: 180 h  
Additional work: 270 h |
| **Weighting of the grade in the overall grade** | **15** |
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students have a sound understanding of the tasks and duties of a chief financial officer (CFO), with particular emphasis being placed on the context of internationalisation strategies, risk management, business, and project valuation (1). They are able to assess the financial risks involved in foreign trade transactions and hedge them with a range of financial instruments, including derivatives (2). Students are able to value both individual investment projects and entire businesses using capital market data and the WACC-approach (2).

Social skills

Students acquire the ability to develop, analyse and critically appraise alternative courses of action through group work, case studies and discussion sessions (2). They benefit from debating and reasoning skills, are able to work in a team and can present and defend results in front of an audience (2).

Method skills

Students can apply (2) modern capital market instruments and valuation methods in order to resolve (3) selected problems in the field of corporate finance, and can translate their proposed solutions into business practice.

Personal skills

Students are able to contribute theoretically sound and practicable ideas for resolving financial problems to the corporate decision-making process, and to critically discuss them (2).
## Content
- Introduction (basic terms, cash flow analysis, capital budgeting)
- Foreign Trade Financing (risk analysis, terms of payment, export finance)
- Hedging Financial Risks
- Basics of Valuation (WACC-approach, Capital Asset Pricing Model, Multiples)

## Literature
### Required reading
- Brealey, R./Myers, S./Allen, F., Principles of Corporate Finance
- Drukarczyk, J./Schüler, A., Unternehmensbewertung
- Hull, J., Optionen, Futures und andere Derivate

### Recommended reading
- Ballwieser, W./Hachmeister, D., Unternehmensbewertung
- Bösch, M., Derivate
- Perridon L./Steiner M./Rathgeber, A., Finanzwirtschaft der Unternehmung
- Ernst, D./Schneider, S./Thielen, B., Unternehmensbewertungen erstellen und verstehen
- Schüler, A., Finanzmanagement mit Excel

## Teaching and learning methods
Lectures with exercises, eLearning (moodle, online-voting)

| Type of examination/Requirements for the award of credit points | Written examination  
| Duration: 90 minutes |

## Other information
Excel-based case study

| ECTS Credits | 5 |
| Workload | 150 hours  
| Contact/attendance time: 60 h  
| Additional work: 90 h |

## Course language
German
Course number
32a 2

Course title
International Capital Markets and Asset Management
(Globale Finanzmärkte und Asset Management)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>GFA</td>
<td>8</td>
<td>4</td>
<td>every academic year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(summer semester)</td>
</tr>
</tbody>
</table>

Lecturer
Prof. Dr. Hößl

Tuition type
Seminar-style tuition with exercises

Compulsory/Elective
Compulsory

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students will leave this course with a deeper appreciation of the characteristics of asset classes and financial products (e.g. stocks, bonds, mutual funds and exchange traded funds) (2). They know (3) how to construct portfolios in order to meet investment goals and how to assess (2) the advantages and disadvantages of investment approaches. Students gain a deeper understanding of the theory and practice of equity and bond asset management (3). Special emphasis will also be put on human behaviour and incentives, e.g. due to market intervention (2). Students deal with selected issues regarding products and current events on national and international financial markets (2).

Social skills
Students are able to reason, present and defend their viewpoints cohesively in planning and decision making processes (3). They support and develop their competences in analysing and solving problems through group work, case studies and discussions (3).

Method skills
Students can take decisions in regard to asset management and evaluate the outcomes of those decisions (2). They can apply theoretical models for portfolio construction and asset valuation (3).

Personal skills
Students acquire discussion skills (2). They learn to exercise constructive criticism (3) and to present their outcomes in a professional way (2). At the end of the course students will be able to take their own independent decisions on asset management and evaluate current events affecting capital markets (3).
Content

- Introduction and Basics
  - financial and capital markets
  - asset classes
  - financial products
  - investment objectives
- Risk and Return
  - simple and log returns
  - symmetric and asymmetric risk
  - liquidity
- Portfolio Theory (Markowitz portfolio selection theory and it's limitations)
- Asset Pricing
  - CAPM
  - Market Model
- Bonds
  - Bond Characteristics
  - Valuation
  - measures of interest rate risk
  - bond management strategies
- Market Efficiency
  - Market Efficiency
  - Asset Bubbles
  - Anomalies
  - Behavioural Finance
- Active and passive management
  - Active management strategies (fundamental analysis, technical analysis)
  - Exchange-Traded Funds

Literature

Required reading

Recommended reading
Marty, W.: Portfolio Analytics, Springer, 2013, Cham [u.a.].

**Teaching and learning methods**

Seminar-style tuition with group exercises

"Highlights of the business press from the past week" presented by a student

Individual project work by students

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 90 minutes</td>
<td></td>
</tr>
</tbody>
</table>

**Other information**

Occasional online research during the course

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td>Course number</td>
<td>Course title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>32a 3</td>
<td>International Controlling (Internationales Controlling)</td>
<td>IC</td>
</tr>
</tbody>
</table>

**Lecturers**  
Dr. Lienland  
Michl M.A.

**Tuition type**  
Seminar-style tuition with exercises

**Compulsory/Elective**  
Compulsory

### Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- **Competence level 1 (awareness):** cursory awareness of simple structures, only previously learned knowledge is tested
- **Competence level 2 (comprehension):** basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- **Competence level 3 (deep understanding and application):** deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

#### Subject skills

Students understand the objectives and functions of management accounting, they understand and can apply concepts and methods of planning, evaluation and control, and gain insights into their possibilities and limitations (2). Students have confidence in their ability to deploy SAP-CO in a range of business areas (1). Students are capable of handling an ERP system (2). They know the interfaces which exist between controlling and other SAP ERP modules (1).

#### Social skills

Students are able to discuss and solve problems in small groups and to develop appropriate solutions in the context of small case studies (3).

#### Method skills

Students are able to understand and apply traditional and modern concepts and methods of evaluation and control (2). They are proficient in the use of methods for operational controlling in SAP, and are skilled in their practical application (2). They understand the necessity of financial controlling with the aid of SAP or another ERP system (2). Students learn how to integrate the controlling information system and can apply it (3).

#### Personal skills

Students acquire personal skills such as manner and demeanour (2), self-discipline and self-confidence. They are aware of the ways in which a business can be managed with the use of key indicators (2).
## Content

The focus of the course is to understand management accounting processes in the particular context of the international firm. allocation.

**Part I: Introduction to Management Accounting**

**Part II: Basic Concepts of Planning and Control in the International Firm**
- The international firm
- Strategic planning
- Budgeting
- Beyond or better budgeting?
- Reporting
- Special issues of budgeting and reporting in the international firm

**Part III: Selected Methods of Evaluation and Control**
- Profit Center Accounting
- Traditional and modern performance measurement (ROI, value-based concepts, balanced scorecard)
- Target Costing
- Activity based costing

**Part IV: International Issues in Management Accounting**
- Currency Changes and Management Control
- Management of cultural distance

**Part V: SAP**
- Introduction to SAP-ERP and SAP-ERP system handling
- External accounting (module: FI)
- Cost element accounting (module: CO-OM-CEL)
- Cost center accounting (module: CO-OM-CCA)

## Literature

### Required reading

Course materials

Hoffjan, A., Internationales Controlling, Stuttgart

Reichmann, Th., Controlling mit Kennzahlen und Management-Tools. Die systemgestützte Controlling – Konzeption, München

### Recommended reading


Horvath, P., Controlling, München


Weber, J., Schäffer, U., Einführung in das Controlling, Stuttgart

2. Praxishandbuch SAP-Controlling, SAP PRESS, Uwe Brück, Gilleo Press, Bonn 2011

Online help for SAP ERP CO

Latest edition
### Teaching and learning methods

- Seminar-style tuition
- Group exercises
- Small-scale case studies
- Seminar-style tuition with exercises on the computer in small groups
- Presentation by lecturer using Powerpoint or slides; course materials will be provided
- Explanations of the SAP system and support at PC workstations

An integral part of the course is a complex, end-to-end case study which enables students to categorize cost centers, identify problems within the cost center accounting system and undertake a primary costs breakdown, as well as perform internal activity.

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 90 minutes</td>
<td></td>
</tr>
</tbody>
</table>

### Other information

- Exercises in the CIP pool

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>German</td>
</tr>
</tbody>
</table>

Contact/attendance time: 60 h
Additional work: 90 h
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>32b</td>
<td>Study Option International HR Management (Studienschwerpunkt Internationales Personalmanagement)</td>
<td>IPM</td>
<td>7/8</td>
<td>12</td>
<td>every academic year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Nonnast</td>
<td>Seminar-style tuition with exercises</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Braun</td>
<td>Course segment 2</td>
</tr>
<tr>
<td>Prof. Dr. Nonnast</td>
<td></td>
</tr>
<tr>
<td>Prof. Dr. Striepling</td>
<td></td>
</tr>
<tr>
<td>Prof. Dr. Voußem</td>
<td></td>
</tr>
<tr>
<td>RA Weinmann</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Recruiting and Selection</td>
</tr>
<tr>
<td>2) Development and Training</td>
</tr>
<tr>
<td>3) Labour Law für HR and Managers and Strategic Performance Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes of the module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students gain proficiency in Human Resource Management techniques and an ability to resolve Human Resource Management problems.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Techniques of personnel planning</td>
</tr>
<tr>
<td>• Methods of personnel recruitment</td>
</tr>
<tr>
<td>• Approaches to employee sepparation</td>
</tr>
<tr>
<td>• Concepts of career development</td>
</tr>
<tr>
<td>• Training and development</td>
</tr>
<tr>
<td>• Training and training concepts</td>
</tr>
<tr>
<td>• Advanced labour law</td>
</tr>
<tr>
<td>• Strategic Performance Management</td>
</tr>
<tr>
<td>• Topical HR management issues</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Portfolios</td>
</tr>
<tr>
<td>2 Written examinations</td>
</tr>
<tr>
<td>Duration: 60 Minutes each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>450 hours</td>
<td>15</td>
</tr>
<tr>
<td>Contact/attendance time: 180 h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional work: 270 h</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students are able to plan HR requirements and HR deployment within a business context (1). They are aware of (2) and can evaluate instruments of employer branding and employer marketing (2). Students can both recruit and release personnel in a target-oriented way and with a sense of responsibility both commercially and ethically (3).

**Social skills**

Students can conduct job application interviews and redundancy interviews in ways that are structured and responsible (2). They are able to use personnel assessment techniques to increase recruitment success (3).

**Method skills**

Students are able to complete HR policy tasks in a targeted and responsible manner (2) making adequate use of managerial, psychological and legal theories and concepts (2).

**Personal skills**

Students can evaluate the relative benefits and disadvantages of HR programmes and instruments, which in turn enables them to take responsible decisions in matters of HR management (2). They have a well-grounded sense of self-confidence when it comes to dealing with other departments within the company on matters of HR management (2).

**Content**

- HR planning in a business context
- Recruiting process
- Options and problems in redundancy management
- Approaches to strategic Employer Branding, HR marketing, including information sources and market analysis and methods
- Methods of HR recruitment, selection and integration

**Literature**

**Required reading**
Lecture notes

**Recommended reading**
Barrick, Murray/Field, Hubert S./Gatewood, Robert D., Selection in Human Resource Management
Bühner, Rolf, Personalmanagement
Friedrichs, Thomas, Die besten Mitarbeiter gewinnen
Scholz, Christian, Personalmanagement
Schuler, Heinz, Psychologische Personalauswahl
Schuler, Heinz/Mussel, Patrick, Einstellungsinterviews vorbereiten und durchführen

**Teaching and learning methods**
Seminar-style tuition with group development of the material, intensive discussion and analysis of case studies
Specialist input by the lecturer

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Portfolio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other information</td>
<td>HR management practitioners as guest speakers where possible</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours Contact/attendance time: 60 h Additional work: 90 h</td>
<td>German</td>
</tr>
</tbody>
</table>
Course number
32b 2

Course name
Development and Training
(Personalentwicklung und Training)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>PET</td>
<td>7</td>
<td>4</td>
<td>every academic year (winter semester)</td>
</tr>
</tbody>
</table>

Lecturer
Prof. Dr. Nonnast

Tuition type
Seminar-style tuition with exercises

Compulsory/Elective
Compulsory

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students understand the central and strategic importance of personnel development for the development of a company as a whole, especially concerning Digitalisation (1). They understand the methodical approaches, system components and processes of personnel development, and are able to deploy them purposefully (2). They are able to develop and evaluate practical, modern personnel development instruments and present these in a targeted manner (3).

**Social skills**

Students acquire team skills, discussion skills and critical abilities, developing common solutions and presenting their findings and results in a whole-group context (2).

**Method skills**

Students are able to handle tasks in the fields of personnel development purposefully and responsibly (2). They are able to correctly apply business-related, psychological and legal structures of thought, reasoning and action (2).

**Personal skills**

Students can weigh the advantages and disadvantages of various personnel development concepts and instruments (2) enabling them to make responsible decisions (3). They are able advise the company, departments and individual employees on the choice of appropriate personnel development measures (2). Students also have a well-founded confidence when dealing with relevant HR stakeholders (2).
### Content
- The place of personnel development in the HR management system
- Competence and competence management
- Training
- Further education
- Concepts and instruments of personnel development
- Training and training concepts
- Digitalisation and trends in personnel development

### Literature
**Required reading**
- Lecture notes

**Recommended reading**
- Becker, Manfred: Personalentwicklung, Schäffer Poeschel
- Meifert (Hrsg.), strategische Personalentwicklung, Springer, Berlin
- Langheiter, Anna: Trainingsdesign, managerSeminare Verlags GmbH, Bonn

**Latest edition**

### Teaching and learning methods
Seminar-style tuition with practical exercises, e.g. designing and holding a training course (partly possible in block form)

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Portfolio</th>
</tr>
</thead>
</table>

### Other information

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workload</td>
<td>150 hours</td>
</tr>
<tr>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td>Course language</td>
<td>German</td>
</tr>
</tbody>
</table>
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students acquire an in-depth knowledge of individual labour law and collective employment law (2). Specifically, when they design contracts of employment they will be able to apply legal instruments in ways that meet the needs and interests of both employees and business (2). Students have an in-depth knowledge of labour law as it relates to business administration, especially in relation to tools used for designing industrial relations in a collective bargaining context (employment contracts, works agreements, pay agreements) (2). With the support of a manager, they are able to find appropriate solutions to relatively complex disputes between employer and employees and their representatives, and to communicate effectively with works councils, arbitration services, employer federations, trade unions, employment lawyers and industrial tribunals (3).

**Social skills**

Students acquire team skills, discussion skills and critical abilities (2). They are able to take labour-law situations and analyse them from a variety of perspectives (employer/employee) (2). Through their encounters with practitioners they acquire basic experience in dealing with the different interest groups they are likely to encounter in labour-law environments (3).

**Method skills**

Students become versed in the correct application of the structures of legal thought, reasoning and action (3).
**Personal skills**

Students are aware of the implications of action taken within a labour-law framework and can take account of these when selecting appropriate legal solutions while at the same time giving consideration to the personal interests of the employee and the business aims of the company (2).

**Content**

This course familiarises students with the specific requirements of employment laws and social insurance legislation for HR managers in a corporate context.

- **Advanced individual labour law**
  - Employment contract law
  - Rights and obligations of employers and employees
  - Employment termination
  - Selected protection laws
- **Collective labour law**
  - Industrial relations law
  - Collective agreement law and industrial disputes
  - Co-determination at company level
- **Conflict management with legal instruments**
  - Main features of the industrial tribunal process
  - Mediation in labour law

**Literature**

**Required reading**

Arbeitsgesetze, Beck-Texte im dtv  
Senne, Arbeitsrecht, München  
Striepling, Kollektives Arbeitsrecht, München

**Recommended reading**

Hromadka/Maschmann, Arbeitsrecht Band 1, Berlin  
Hromadka/Maschmann, Arbeitsrecht Band 2, Berlin  
Löwisch/Caspers/Klumpp, Arbeitsrecht, München  
Marschollek, Arbeitsrecht, Münster  
Marschollek, Kollektives Arbeitsrecht, Münster  
Schaub, Arbeitsrechts-Handbuch, München

**Latest edition**

**Teaching and learning methods**

Seminar tuition  
Lectures  
Case examples  
Exercises

**Type of examination/Requirements for the award of credit points**

Written examination  
Duration: 60 minutes
<table>
<thead>
<tr>
<th>Other information</th>
<th>-</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ECTS Credits</strong></td>
<td>2.5</td>
</tr>
<tr>
<td><strong>Workload</strong></td>
<td>75 hours</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 30 h</td>
</tr>
<tr>
<td></td>
<td>Additional work: 45 h</td>
</tr>
<tr>
<td><strong>Course language</strong></td>
<td>German</td>
</tr>
</tbody>
</table>

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are familiar with HR concepts and tools for defining, developing and promoting employee performance within companies (1). They have an understanding of the strategic context of performance management (2). Students can discuss the roles of different stakeholders in the performance management process and derive appropriate recommendations (3).

Social skills
Students can collaborate in group contexts to analyse personnel management problems, and they develop and present solutions (3). They are able to communicate performance expectations in a targeted and empathetic manner and provide constructive verbal feedback on employee performance (3).

Method skills
Students can discuss advantages and disadvantages of different approaches to performance management and make appropriate decisions (3). They can analyse different sources (e.g. transfer-oriented management literature, academic papers, corporate documents) in German and English language and discuss implications for HR policy issues (3).

Personal skills
Students can discuss ethical issues in performance measurement and high employee work load (2). They are able to critically reflect on the role of their own assessment errors and systematic bias in performance measurement (2).
Content

- The concept of performance management
- Performance management and strategic planning
- Definition and measurement of performance in companies
- The role of supervisors in performance management
- Dealing with low performance
- Linking performance appraisals and variable pay
- New developments in performance management
- International perspectives on performance management
- The digitalisation of performance management processes

Literature

Required reading
Lecture notes
Recommended reading


Teaching and learning methods

Seminar tuition
Lectures
Case examples
Exercises

Type of examination/Requirements for the award of credit points

Written examination
Duration: 60 minutes

Other information

- ECTS Credits
  2.5

- Workload
  75 hours
  Contact/attendance time: 30 h
  Additional work: 45 h

- Course language
  German
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
</tr>
</thead>
<tbody>
<tr>
<td>32c</td>
<td>Study Option International Marketing</td>
</tr>
<tr>
<td></td>
<td>(Schwerpunkt Internationales Marketing)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA</td>
<td>7/8</td>
<td>12</td>
<td>every academic year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Woerz-Hackenberg</td>
<td>Seminar-style tuition with exercises</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Module courses</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Dach</td>
<td>1) International Marketing</td>
<td>Course segment 2</td>
</tr>
<tr>
<td>Prof. Dr. Woerz-Hackenberg</td>
<td>2) International Marketing Research</td>
<td>Knowledge in “Marketing”</td>
</tr>
<tr>
<td>Klose</td>
<td>3) Service and Retail Marketing</td>
<td></td>
</tr>
</tbody>
</table>

Learning outcomes
The International Marketing study option extends the marketing knowledge acquired in Course Period 2 to allow students to gain an ability to independently apply marketing methods and develop and implement marketing concepts in practice.

Content
- Marketing methods and marketing tools in an international and intercultural environment, including market segmentation, positioning, product, brand and portfolio management, pricing and promotion as well as the extension of marketing to relevant areas such as digital media and sustainability.
- Methods and tools of marketing research focussing on international and intercultural markets and relevant issues.
- Marketing strategies and instruments of service and retail companies against the background of consumer behaviour in service environments.

Type of examination/ Requirements for the award of credit points
3 Written examinations
Duration: 90 minutes each

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>450 hours</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 180 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 270 h</td>
<td></td>
</tr>
</tbody>
</table>
Number of course 32c 1  
Course title International Marketing  
(Internationales Marketing)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMA</td>
<td>7</td>
<td>4</td>
<td>every academic year (winter semester)</td>
</tr>
</tbody>
</table>

Lecturer Prof. Dr. Woerz-Hackenberg  
Tuition type Seminar-style tuition with exercises  
Compulsory/Elective Compulsory

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students gain a detailed knowledge of marketing theories and marketing tools in an international and intercultural environment (3). Students are familiar with theoretical and practical aspects of international marketing (3).

Social skills

Students are able to analyse, evaluate and discuss marketing theories and present their applications appropriately to others (2).

Method skills

Students can take decisions in the area of marketing management und evaluate the outcomes of those decisions (2).

Personal skills

Students acquire discussion skills (2). They know how to exercise constructive criticism and to present their outcomes in a professional way (2).

Content

- Marketing and International Marketing Strategies
- Analysing the Marketing Environment
- International Segmentation
- International Product Management
- International Brand Management including Brand Positioning, Brand Development and Brand Relationships within portfolios
- International Pricing Strategies
- The International Promotional Mix
- Digital and Social Media Marketing
- Sustainable Marketing

**Literature**

**Required reading**
Slides and material handouts

**Recommended reading**
Massaki Kotabe and Kristiaan Helsen: Global Marketing Management, John Wiley & Sons, 2010

**Teaching and learning methods**
Seminar-style tuition with group exercises
Presentation by lecturer using PowerPoint and slides – occasional handouts, lecture notes will be available
Independent project work by students on specific aspects of the lecture

**Type of examination/Requirements for the award of credit points**
Written examination
Duration: 90 minutes

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students gain detailed knowledge of the problems and methods of market research in an international and intercultural context (2). By the end of the course students can define the volume and type of information needed for a specific decision problem, and decide how to source that information (3). Students are familiar with the specific problems of international and intercultural markets and the impact on market research (3).

**Method skills**

Students are able to prepare, organise and execute a specific empirical project, and can evaluate the instruments and techniques which are offered by the market research industry (e.g. test marketing, panel research) (3).

**Social skills**

Students are able to reason and present their viewpoints convincingly in planning and decision making processes (2).

**Personal skills**

Students acquire discussion skills through working together in groups (2). They learn to exercise constructive criticism and to present their outcomes in a professional way (2).

**Content**

The focus of the course is to communicate an understanding of the methods of market research.

**Topic 1** – Analysis of information need of international marketing

**Topic 2** – Methodical basics of international market research
### Topic 3 – Preparation of empirical surveys

### Topic 4 – Secondary research

### Topic 5 – Standardised instruments of the market research institutes
- Panel research
- Test marketing
- Media analysis
- Lifestyle research

### Topic 6 – Primary research
- Specific problems in an international and intercultural context
- Observation
  - Relevance and methods
  - Technical support
  - Advantages and disadvantages
- Enquiry
  - Relevance and methods
  - Technical support
  - Advantages and disadvantages
- Preparing a questionnaire

### Topic 7 – Sampling
- General problems of sampling
- Random and non-random samples
- Sample size

### Topic 8 – Specific aspects of conducting a survey, of data analysis and presentation of the results

## Literature

### Required reading

### Recommended reading
- Böhler: Marktforschung, 2nd ed., Stuttgart 2005
- Malhorta/Birks/Wills: Essentials of Marketing Research, Prentice Hall 2013
- Zikmund/ D'Alessandro/ Lowe/ Winzar / Babin: Marketing Research, Cengage 2017

Latest edition
**Teaching and learning methods**
- Seminar-style tuition with exercises
- Presentation of an actual market research topic by a student
- Lecture with Powerpoint slides or Harvard Graphics and projector slides – handout

**Online Tutorials**

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written project report</th>
</tr>
</thead>
</table>

**Other information**
The course includes case-to-case online searches/research.

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Workload</strong></td>
<td>150 hours</td>
</tr>
<tr>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td><strong>Course language</strong></td>
<td>English</td>
</tr>
<tr>
<td>Course number</td>
<td>Course title</td>
</tr>
<tr>
<td>---------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>32c 3</td>
<td>Service and Retail Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Dach</td>
<td>Seminar-style tuition with exercises</td>
<td>Compulsory</td>
</tr>
</tbody>
</table>

**Learning outcomes**

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- **Competence level 1 (awareness):** cursory awareness of simple structures, only previously learned knowledge is tested
- **Competence level 2 (comprehension):** basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- **Competence level 3 (deep understanding and application):** deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students are familiar with the particularities of service and retail marketing (1). They are able to apply the four classic marketing instruments plus the three service-specific marketing instruments against the background of consumer behaviour in a service and retail environment (2 and 3).

**Social skills**

Students are able to work in intercultural teams and solve group tasks in English (3).

**Method skills**

Students have a good command of specific methods of service marketing and understand intermediation theories (2).

**Personal skills**

The students are able to take part in English discussions and to defend their positions (2).

**Content**

- **Service Marketing**
  - Types of Service Companies
  - Consumer Behaviour in the Service Context
  - Service Strategy
  - Service Quality
  - Service Marketing Mix
- **Retail Marketing**
  - Types of Retailers
Intermediation and Disintermediation
Consumer Behaviour in the Retail Context
Retail Market Strategy
Retail Marketing Mix

Literature

Required reading

Recommended reading

Teaching and learning methods
Presentation
Seminar and group work

Type of examination/Requirements for the award of credit points
Written examination
Duration: 90 minutes

Other information
Usually, half of the class consists of international students.

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>English</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
</tr>
<tr>
<td>32 d</td>
<td>Study Option International Logistics (Schwerpunkt Internationale Logistik)</td>
<td>ILM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Bick</td>
<td>Seminar-style tuition with exercises</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Module courses</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Bick</td>
<td>1) Dispositive and Physical Logistics</td>
<td>Course segment 2</td>
</tr>
<tr>
<td>Prof. Dr. Gänßbauer</td>
<td>2) Quantitative Methods in Logistics</td>
<td>Knowledge in Logistics</td>
</tr>
<tr>
<td>Prof. Dr. Dach</td>
<td>3) Industrial Contract Logistics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dispositive and Physical Logistics</td>
</tr>
<tr>
<td></td>
<td>• Procurement logistics and purchasing</td>
</tr>
<tr>
<td></td>
<td>• Synchronised production procurement / the JIT concept</td>
</tr>
<tr>
<td></td>
<td>• Material flow and layout planning</td>
</tr>
<tr>
<td></td>
<td>Quantitative Methods in Logistics</td>
</tr>
<tr>
<td></td>
<td>• Logistics controlling</td>
</tr>
<tr>
<td></td>
<td>• Transport and Network Planning models</td>
</tr>
<tr>
<td></td>
<td>• Production planning</td>
</tr>
<tr>
<td></td>
<td>• Methods of production control</td>
</tr>
<tr>
<td></td>
<td>International Contract Logistics</td>
</tr>
<tr>
<td></td>
<td>• Introduction/Organisational aspects</td>
</tr>
<tr>
<td></td>
<td>• Decision-making/Procedures</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
<th>3 Written examinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 90 minutes each</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>450 hours</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 180 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 270 h</td>
<td></td>
</tr>
</tbody>
</table>
Course number
32d 1

Course title
Dispositive and Physical Logistics
(Dispositive und Physische Logistik)

Code
DLO

Semester
7

Number of WSH
4

Module offered
every academic year
(winter semester)

Lecturer
Prof. Dr. Bick

Tuition type
Seminar-style tuition with exercises

Compulsory/Elective
Compulsory

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students are aware of the importance of logistics for a company based on a fundamental knowledge of materials and manufacturing (2). They are able to efficiently design, manage and control material, goods and information flows within defined operational situations (3). By understanding the standard challenges of supply chains, they have a thorough grasp of the special importance of the interface between suppliers and buyers (2). Students also know the basic design principles of intra-logistics (1). They become conversant with different business models and business fields within logistics as well as particular demands on logistics managers (2). By the end of the course students are able to select and implement appropriate business models for a specific situation (3).

**Social skills**
Students are properly able to present results generated within a team to a specific target group (3).

**Method skills**
Students can understand (2) logistical systems, analyse weaknesses and both optimise and recast (3) them based on current scientific knowledge. Special consideration is given to the elimination of waste through changes of medium within all kinds of material and information flow designs (2).

**Personal skills**
Students are able to develop and refine their ideas as part of a team (team work skills), to professionally argue their viewpoints (reasoning skills) and to present results to a specific target group (presentation skills) (3).
Content

- **Procurement logistics and purchasing**
  - Overview of important methods
  - Design of material and information flow in procurement logistics
  - Operational procurement process
  - Procurement Marketing

- **Synchronised production procurement / the JIT concept**
  - Approach
  - Selecting parts and suppliers
  - Structure of information flow
  - Design of material flow
  - Regional carrier concept

- **Overview of tasks and functions of production logistics**

- **Material flow and layout planning**
  - Target planning
  - Planning fundamentals
  - Production concept
  - Ideal planning
  - Real planning

- **Conveying technology**
  - Basics
  - Continuous conveyors
  - Non-continuous conveyors

- **Warehouse and picking technology**
  - Basics
  - Static warehouses
  - Dynamic warehouses
  - Commissioning principles

Literature

**Required reading**

Lecture notes
Schulte, Christoph, Logistik, Verlag Franz Vahlen, München

**Recommended reading**

Kettner, Hans, Leitfaden zur systematischen Fabrikplanung, Fachbuchverlag Leipzig
Schönsleben, Paul, Integrales Logistik Management, Springer Verlag, Berlin
Schulte, Gerd, Material- und Logistikmanagement, R. Oldenbourg Verlag
Vahrenkamp, Richard, R. Oldenbourg Verlag

Latest edition
### Teaching and learning methods
Seminar-style tuition
Presentation by lecturer using PowerPoint and slides, lecture notes will be available

### Type of examination/Requirements for the award of credit points
<table>
<thead>
<tr>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 90 minutes</td>
</tr>
</tbody>
</table>

### Other information

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>
Course number
32d 2

Course title
Quantitative Methods in Logistics
(Quantitative Methoden in der Logistik)

Code
QLO

Semester
8

Number of WSH
4

Module offered
every academic year
(summer semester)

Lecturers
Prof. Dr. Bick
Prof. Dr. Dach

Tuition type
Seminar-style tuition with exercises

Compulsory/Elective
Compulsory

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students gain an understanding of quantitative methods of logistics based on a fundamental knowledge of materials and manufacturing (2). They are able to efficiently design, manage and control material, goods and information flows within defined operational situations (3). In addition, students are familiar with logistics controlling and the application of process cost calculation, Key Performance Indicators (KPI), location planning and delivery tour optimisation (2).

Social skills
Students are able to properly present the results generated within the team to a specific target group (3).

Method skills
Students are conversant (1) with quantitative methods used in logistics, and can apply (3) them to specific problems and tasks.

Personal skills
Students are able to professionally defend their position (reasoning skills) and present results to a specific target group (presentation skills) (3).
Content
The main topics include logistics controlling and the application of quantitative methods to selected logistics areas. Other important aspects are PPC functions and their implementation in PPC systems.

- Logistics controlling
  - Key performance indicators and systems
  - Process cost calculation
- Quantitative methods in selected logistics areas
  - Network Planning
  - Transportation
- Production Planning and Control (PPC)
  - Target system
  - Production programme planning
  - Quantity planning
  - Scheduling and capacity planning
  - Implementation and control of production
- PPC Systems
  - Overview
  - MRP
  - KANBAN
  - OPT

Literature
Required reading
Lecture notes
Recommended reading
Hackstein, Rolf, PPS, VDI-Verlag Düsseldorf
Schulte, Christoph, Logistik, Verlag Franz Vahlen, München
Vahrenkamp, Richard / Kotzab, Herbert: Logistik, München
Weber, Jürgen / Schäffer, Utz: Einführung in das Controlling, Stuttgart

Teaching and learning methods
Seminar-style tuition with a number of exercises
Presentation by lecturer using PowerPoint and slides, lecture notes will be available

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Duration: 90 minutes</td>
</tr>
</tbody>
</table>

Other information
-
<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>
Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students understand the main reasons, objectives, variants and different possible procedures of logistics bid invitations (2). This knowledge enables them to prepare suitable enquiry documents in the role of a company inviting tenders, and to calculate price quotations for the customer on the basis of the customer’s bid invitation documents and in the role of a logistics service provider (3).

Method skills
Students are familiar (2) with quantitative methods of logistics and can apply (3) them proficiently when processing logistical tasks, having regard to the specific circumstances and objectives of the case at hand. They are also familiar (2) with the principles and practices of project management and so can provide (3) the services that meet the customer’s requirements as set out the logistics enquiry documents right up to the ‘go live’ point.

Social skills
Students are able to work towards given outcomes within a team environment (teamwork skills) and can present their findings and conclusions based on sound reasoning (presentation skills) (3). They can defend their professional viewpoint (argumentation skills) (3).

Personal skills
Students understand and appreciate (2) the legal consequences of logistical decisions, and can incorporate (3) them into their own value systems.
### Content
- Introduction to contract logistics management
- Decision-making processes in logistics outsourcing
- Logistics bid invitations
- Procedures
- Case study (actual example from practice)
- Legal issues
- Organisational aspects (project management)

### Literature
**Required reading**
- Course notes

**Recommended reading**
- Müller-Dauppert, Bernd, Logistik-Outsourcing, Vogel-Verlag, München
- Possekel, Marc, Ausschreibungen in der Logistik, Vogel-Verlag, München
- Schulte, Christoph, Logistik, Verlag Franz Vahlen, München
- Stölzle/Weber/Hofmann/Wallenburg: Handbuch Kontraktlogistik

Latest edition

### Teaching and learning methods
- Seminar-style tuition with a wide range of support exercises
- Presentation by lecturer using Powerpoint and slides; accompanying notes will be supplied
- Case study based on actual enquiry documents

### Type of examination/Requirements for the award of credit points
- Written examination
- Duration: 90 minutes

### Other information
- Guest presentations by experts from industry

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>
Module number
34
Module title
Bachelor Thesis
(Bachelorarbeit)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA</td>
<td>8</td>
<td>-</td>
<td>every semester</td>
</tr>
</tbody>
</table>

Module coordinator
Chairman of the Examining Board

Tuition type
Private study

Module duration
Preparation time 3 months

Lecturer
Course lecturer

Compulsory/Elective
Compulsory

Tuition language
German/English

Entry requirements
Students must have passed all modules in semesters 1 and 2 and have successfully completed the two placement semesters. They should have passed the topic-specific modules that are necessary to work on the topic of the Thesis.

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the Bachelor Thesis the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to apply a sound theoretical and methodical as well as practical approach to working unsupervised on issues of relevance to business administration within an agreed timeframe and having regard to the principles of scientific rigour (3).

Social skills
Students acquire advanced skills of cooperation and communication by collaborating with businesses or other establishments and conducting surveys and expert interviews (3). They have the ability to give reasonable and reasoned responses to questions and objections, and clear up misunderstandings as necessary (3).

Method skills
Students can apply empirical research methods, approaches and instruments (3). They can evaluate relevant literature in a purposeful way (3).
### Personal skills

Students can identify cross-references to other thematically relevant questions on the basis of themes they have previously worked on (3). They are able to present (2) and argue (3) their personal views in a reasoned and focused manner.

### Content

- Formulating the themes to be dealt with
- Operationalising the theme, or developing a working concept (provisional structure)
- Conducting research (literature)
- Data gathering and analysis, or literature and source analysis
- Writing the scientific dissertation

### Literature

**Required reading**

according to topic

**Recommended reading**

according to topic

Theisen, Manuel, Wissenschaftliches Arbeiten, Munich, Vahlen

Anleitung für Studien- und Abschlussarbeiten, online on:

https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft.html

→ Studierende → Hinweise wissenschaftliches Arbeiten

Latest edition

### Teaching and learning methods

- 

#### Usability of this module for other modules and courses

Depending on the student's chosen themes, this module builds on various previous modules from the Bachelor degree course. The module is an exercise in the preparation of scientific assignments in further courses such as Master courses.

#### Type of examination / Requirements for the award of credit points

Submission of the Thesis (30-50 pages)  
Assessment by the Thesis mentors

#### Other information

The workload should not exceed 3 months of continuous effort.

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>360 hours</td>
<td>12</td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>35</td>
<td>First Placement Semester (Erstes praktisches Studiensemester)</td>
<td>PS1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Module courses</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>depending on study option</td>
<td>1) Concurrent courses (PBLV) 2) Placement</td>
<td>Course period 2 The first placement has to be done in the language area chosen for the degree. Minimum duration of placement: 20 weeks.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students become conversant with business environments in different cultural areas. They gain practical insights relevant to business, through hands-on experience and active collaboration. Their communication skills are improved by working with others in an international business context. The placement offers scope for students to display their skills, initiative, responsibility and problem-solving techniques. The placement semester provides an introduction to basic business processes and working methods and is devoted to a distinctly occupational activity.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module content</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The placement semester (min. duration: 20 weeks), which is done outside the language area of the home university, forms an integral part of the degree programme arranged by the OTH Regensburg. The module offers a platform for students to put into practice and further develop theoretical knowledge in an international business environment. Concurrent theory courses prepare students for the placement.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance Continuous assessment</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>900 hours</td>
<td>-</td>
</tr>
</tbody>
</table>
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

Introduction block (PBLV): Preparation for placement

The module is designed to prepare students for the placement semester (at the end of semester 2 or 3).

On completing the module students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students know how to effectively deal with people from different national and cultural backgrounds (2). They are familiar with the main effects of dynamic group processes in a multicultural environment (2) and develop a comprehensive understanding of the potentials for synergies and conflicts in such an environment (3). They are able to understand and analyze the critical elements and processes in intercultural management (2), and to apply appropriate techniques to improve multicultural communication and collaboration (3).

Method skills

Students are able to apply methodical approaches to real-life business situations in a varying and colourful business reality (2). They are able to transfer and apply gained knowledge in intercultural work situations (3). Students know how to prepare the placement report and the description of the host countries (2).

Social skills

Students develop a sense of their own particular responsibility when working with colleagues and business partners from different cultural backgrounds (2).
They are able to change perspective and to communicate their own point of view in a goal-oriented, transparent and appreciative manner (3).

**Personal skills**

Students have refined their own cognitive and behavioural abilities in situations of intercultural interaction (2). They are able to independently analyse typical problems stemming from a multicultural business environment and use adequate problem solving techniques (2). Students are confident and capable of putting forth their own ideas in an international business situation (2).

**Content**

- Legal, administrative and technical information on placement requirements
- Categories of cultural differences
- Influence of culture on organizational models
- Culture and Communication
- Case studies and role plays
- Analysis of potentials resulting from cultural diversity

**Literature**

**Required reading**

**Handouts**

**Teaching and learning methods**

**Seminar tuition**

**Type of examination/Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Continuous assessment</th>
</tr>
</thead>
</table>

**Other information**

Attendance at concurrent courses (PBLV) is compulsory (introduction block: 4 days at the end of semester 2 or 3 before the placement). Part of the PBLV will be taught at the partner university.

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>120 hours</td>
<td>German/English</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 60 h</td>
<td></td>
</tr>
</tbody>
</table>
Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- **Competence level 1 (awareness):** cursory awareness of simple structures, only previously learned knowledge is tested
- **Competence level 2 (comprehension):** basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- **Competence level 3 (deep understanding and application):** deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module students will have achieved the following learning outcomes:

**Subject skills**

Students will be able to critically reflect on the skills and behaviours required for successful professional conduct in an international organizational context (3). They transfer theoretical knowledge gained in their classroom-based courses to real life business situations (3). They understand and reflect on the goals, objectives and culture of a specific organization, through close first-hand experience and guidance (3).

**Method skills**

Students make connections between knowledge and skills developed as part of the degree programme, and the skills required to operate effectively in an organization (3). They gain a reflexive understanding of the relationship between theoretical approaches and practical context (3).

**Social skills**

Students are able to work successfully in an international team with colleagues from different cultural backgrounds (3).

**Personal skills**

Students have refined their cultural awareness, initiative and originality in problem solving (3). They are able to operate in complex and unpredictable contexts (3). Students critically assess personal professional development over the course of the internship module, with particular emphasis on understanding how this experience relates to their longer-term career goals (3).

**Content**

The placement semester gives students the opportunity to put into practice, in an international professional environment, the skills and knowledge gained through their degree studies.
Students are exposed to the realities of typical business processes in the chosen language area, competition and an increasingly globalized environment. Rather than being confined to classrooms on campus, students will have the opportunity to get in touch with real world business practices, and to apply what they have learned in classroom-based courses to their work, thereby preparing themselves for working life as an entrepreneur or as a professional working in an entrepreneurial organization. The main business knowledge and skills they are expected to learn from the placement include:

- Organizational and management practices needed for running a business successfully in a specific cultural environment.
- Key business functions including marketing, selling, customer care, partnership development, financial and strategic planning.
- Key business and management skills, including public communications, team building, strategic planning, interpersonal/human relationship, motivational and negotiation skills.
- Knowledge of industry structure, customer needs, professional practices and standards, and market and competitive trends related to the language area of the company they intern in.

**Literature**

- 

**Teaching and learning methods**

Project work, methods of project management, learning by doing

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other information</td>
<td></td>
</tr>
</tbody>
</table>

The placement must be served in the language area of the host university.

Students are entitled and required to nominate a placement organization to the placement office.

Placement organizations which have not yet received ongoing approval must be approved by the placement officer.

The following forms must be obtained before the beginning of the placement semester:

- Placement contract (x3 – placement organisation / university / student)
- Placement report (x1 - for the university)
- Placement certificate (x3 –placement organisation / university / student)

All forms can be downloaded from: https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/studierende.html

⇒ Praxissemester

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>780 hours</td>
<td>Depending on the organization where the placement is served</td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>36</td>
<td>Second Placement Semester</td>
<td>PS2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement officer</td>
<td>-</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Module courses</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>depending on study option</td>
<td>1) Concurrent courses (PBLV) 2) Placement</td>
<td>Course period 2 The second placement should be done outside the language area chosen for the degree. Minimum duration of placement: 20 weeks.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students become conversant with business environments in different cultural areas. They gain practical insights relevant to business, through hands-on experience and active collaboration. Their communication skills are improved by working with others in an international business context. The placement offers scope for students to display their skills, initiative, responsibility and problem-solving techniques. The placement semester provides an introduction to basic business processes and working methods and is devoted to a distinctly occupational activity.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module content</th>
</tr>
</thead>
<tbody>
<tr>
<td>The placement semester (min. duration: 20 weeks), which is done outside the language area of the home university, forms an integral part of the degree programme arranged by the OTH Regensburg. The module offers a platform for students to put into practice and further develop theoretical knowledge in an international business environment. Concurrent theory courses prepare students for the placement and wrap up experiences after the placement.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance Continuous assessment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>900 hours</td>
<td>-</td>
</tr>
<tr>
<td>Course number</td>
<td>Course name</td>
<td>Concurrent courses</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>36.1</td>
<td></td>
<td>(Praxisbegleitende Lehrveranstaltungen)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBLV</td>
<td>Year 3</td>
<td>4</td>
<td>every academic year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Final block: winter semester)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Höschl</td>
<td>Seminar tuition</td>
<td>Compulsory</td>
</tr>
<tr>
<td>Prof. Dr. Liebetruth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hager M.A.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:</td>
</tr>
<tr>
<td>- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested</td>
</tr>
<tr>
<td>- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied</td>
</tr>
<tr>
<td>- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained</td>
</tr>
<tr>
<td>The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Introduction block (PBLV):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only for students who started their studies at a partner university. Preparation for the 2nd placement semester (at the end of semester 5).</td>
</tr>
<tr>
<td>On completing the module students will have achieved the following learning outcomes:</td>
</tr>
</tbody>
</table>

**Subject skills**

Students are informed about legal, administrative and technical aspects of the placement (1). They have internalized methods to understand specific cultural aspects of international cooperation through case studies and role plays, thereby evaluating central concepts of the integration of corporate cultures in different cultural environments (2). Students are able to apply knowledge about culture and management to typical intercultural work situations (3). |

**Method skills**

Students are able to apply methodical approaches to real-life business situations in a varying and colourful business reality (3). They are able to transfer and apply gained knowledge in intercultural work situations (3). Students know how to prepare the placement report and the description of the host countries (2). |

**Social skills**

Students develop a sense of their own particular responsibility when working with colleagues and business partners from different cultural backgrounds (2). They are able to change perspective and to communicate their own point of view in a goal-oriented, transparent and appreciative manner (3). |
<table>
<thead>
<tr>
<th><strong>Personal skills</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students have refined their own cognitive and behavioural abilities in situations of intercultural interaction (2). They are able to independently analyse typical problems stemming from a multicultural business environment and use adequate problem solving techniques (2). Students are confident and capable of putting forth their own ideas in an international business situation (2).</td>
<td></td>
</tr>
</tbody>
</table>

**Final block (PBLV):**

Only for students who started their studies at OTH Regensburg. Placement follow-up in semester 7.

This module aims at summarizing and analyzing the experiences students have made during their placement period.

On completing the module students will have achieved the following learning outcomes:

**Subject skills**

Students are aware of cultural differences resulting in different organizational forms and management styles (2). They are able to critically reflect on strengths and weaknesses of different business environments and the opportunities they offer (3).

**Method skills**

Students apply methodical approaches to describe the placement company and the host country in individual and group presentations (2).

**Social skills**

Students gain insight into their own and their fellow students' character and personality by discussing and analysing placement-related experiences in groups (2).

**Personal skills**

Students take responsibility for reflecting on their own learning process and assess their personal and professional development (3).

**Content**

- Description of placement companies and their cultural environment
- Analysis of work-related experiences
- Analysis of future job preferences
- Presentations

**Literature**

Required reading

Handouts

**Teaching and learning methods**

Seminar tuition

**Type of examination/Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Continuous assessment</th>
</tr>
</thead>
</table>

**Other information**

Attendance at the concurrent theory courses (PBLV) is compulsory (introduction block: 3 days at the end of semester 5 before the placement / final block: 4 days at the beginning of semester 7, after the placement). Part of the PBLV will be taught at the partner university.
<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>120 hours</td>
<td>German/English</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 60 h</td>
<td></td>
</tr>
<tr>
<td>Course number</td>
<td>Course name</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------</td>
<td>------</td>
</tr>
<tr>
<td>36.2</td>
<td>Placement (Praktikum)</td>
<td></td>
</tr>
</tbody>
</table>

**Lecturer**

<table>
<thead>
<tr>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
<th>Compulsory</th>
</tr>
</thead>
</table>

**Learning outcomes**

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module students will have achieved the following learning outcomes:

**Subject skills**

Students will be able to critically reflect on the skills and behaviours required for successful professional conduct in an international organizational context (3). They transfer theoretical knowledge gained in their classroom-based courses to real life business situations (3). They understand and reflect on the goals, objectives and culture of a specific organization, through close first-hand experience and guidance (3).

**Method skills**

Students make connections between knowledge and skills developed as part of the degree programme, and the skills required to operate effectively in an organization (3). They gain a reflexive understanding of the relationship between theoretical approaches and practical context (3).

**Social skills**

Students are able to work successfully in an international team with colleagues from different cultural backgrounds (3).

**Personal skills**

Students have refined their cultural awareness, initiative and originality in problem solving (3). They are able to operate in complex and unpredictable contexts (3). Students critically assess personal professional development over the course of the internship module, with particular emphasis on understanding how this experience relates to their longer-term career goals (3).

**Content**

The placement semester gives students the opportunity to put into practice, in an international professional environment, the skills and knowledge gained through their degree studies.
Students are exposed to the realities of typical business processes in the chosen language area, competition and an increasingly globalized environment. Rather than being confined to classrooms on campus, students will have the opportunity to get in touch with real world business practices, and to apply what they have learned in classroom-based courses to their work, thereby preparing themselves for working life as an entrepreneur or as a professional working in an entrepreneurial organization. The main business knowledge and skills they are expected to learn from the placement include:

- Organizational and management practices needed for running a business successfully in a specific cultural environment.
- Key business functions including marketing, selling, customer care, partnership development, financial and strategic planning.
- Key business and management skills, including public communications, team building, strategic planning, interpersonal/human relationship, motivational and negotiation skills.
- Knowledge of industry structure, customer needs, professional practices and standards, and market and competitive trends related to the language area of the company they intern in.

**Literature**

- 

**Teaching and learning methods**

Project work, methods of project management, learning by doing

**Type of examination/Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Attendance</th>
</tr>
</thead>
</table>

**Other information**

The placement may not be served within the language area of the home university.

Students are entitled and required to nominate a placement organization to the placement office.

Placement organizations which have not yet received approval must be approved by the placement officer.

The following forms must be obtained before the beginning of the placement semester:

- Training contract (x3 - placement organization / university / student)
- Placement report (x1 - for the university)
- Placement certificate (x3 - placement organization / university / student)

All forms can be downloaded from:

https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/studierende.html ➔ Praxissemester

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>780 hours</td>
<td>Depending on organization where placement is served</td>
</tr>
</tbody>
</table>