

# Module handbook

**Fachhochschule Südwestfalen** 

*Technical Business Administration*

Hagen

Bachelor of Science

**Incoming Students**

*See valid examination regulations* 

**Variant of curriculum: Presence | Priority selection**

*Version : Summer | 2019*

## Explanation of terms and notes

### Variants of course of studies

A course of study can be offered in full-time studies, part-time studies or in the field of interdisciplinary studies. The full-time study is a student's course, which usually requires students to be present during the lecture period on five days of the week. The students of the part-time training and part-time accompanying students attend lectures every fourteen days on Saturdays. A joint study is a franchise model in cooperation with other universities. A distinction is made between these variants in the module descriptions. Correspondingly, the formal data are divided into general characteristics, which are valid for all variants and such features, which are variant-specific.

### Types of courses

- In the **lecture**, the lecturer provides a coherent presentation of the content, conveys the facts and methods of the subject area and answers relevant questions. The group size for the lecture given in the module descriptions generally refers to the available capacity in the 'Audimax'. Lectures are only available in full-time studies.
- In the **seminar-like lesson**, the lecturer teaches and develops the content by closely linking the lecture with direct deepening with participation of the students. The limited number of students allows an intensive knowledge transfer.
- In the **seminar**, the students, under the direction of the lecturer, will elaborate facts, findings and complex problems in the alternation of lecture and discussion. Seminars promote strategies of knowledge acquisition, improve presentation techniques and promote communicative competence.
- In the course of the **lesson**, the teaching materials and their interrelations as well as their application are systematically worked through under the guidance of the teacher. The lecturer usually presents an introduction, provides the tasks and provides support, while the students independently solve the tasks individually or in groups in close feedback with the teacher. A presentation of the results by the students shows the current knowledge of the individual students and trains their communicative competence. The maximum number of participants in the exercise is usually limited so that individual students can be considered individually.
- In the **practical training course**, the knowledge acquired in the subject area is deepened by working on practical, experimental tasks. While the lecturer guides the students and supervises the course, the students independently carry out practical work and experiments and evaluate the results. Teamwork in small internship groups is the focus and promotes cohesion during goal fulfillment. The participants per internship appointment are limited.
- **Projects** serve the deepening of theoretical knowledge and skills, which are implemented in practical solutions. The acquisition of social and communicative competence is high, as the collaborative exchange of students in project planning is unavoidable. In addition to the professional deepening, the students acquire skills in interdisciplinary work, project management as well as the personnel presentation.

### Study achievements

The study achievements are criteria or special tasks, which must be solved during the course of the studies. These may include in particular: regular and active participation, written performance review, homework, practical training, oral examination, lectures or minutes. If the type of study achievement is not defined in the examination rules or in the module description, the lecturer will make them known at the beginning of the course. The study achievements are evaluated with 'passed' or 'failed' after the fulfillment date has been reached. Prerequisite for participation in the module examination is the fulfillment of all required study achievements.

### Group size information

The given data on the group size are guideline values and are intended to give a general idea of the capacity of the teaching events. There may be deviations in the different variants of study programs. Ultimately, a suitable place to study and grow is to be made possible. The practical phase and practice project are carried out individually or in small teams. Correspondingly, no group size is specified in this module.

## Directory of modules

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## Strategy and Change <sup>1/2</sup>

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO) [↓](#)

**Module supervision:**

Prof. Dr. Ines von Weichs

**Responsible faculty:** *TBW*

**Teaching events:**

Seminar

4 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*150 Hours*

*48 Hours*

*102 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Exam*

*Prof. Dr. Ines von Weichs*

*Prof. Dr. Klaus Thunig*

*Oral exam*

*Prof. Dr. Ines von Weichs*

*Prof. Dr. Klaus Thunig*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

The students shall know the basic principles and options of strategic management. They gain a high competence in applying analytical methods and are able to interpret related results of company or market research critically. Students know general strategic options as well as the principles of business modelling. They are aware of the challenges of strategy and change implementation and know about the potential success factors for process management and dealing with individuals in the context of change.

Students shall be able to participate in the organizational planning process. They shall be able to prepare decision proposals. Therefore, they will learn about economic planning techniques and will practice their application. They will be able to reflect on the steps of the strategic planning process, its implementation and organizational as well as individual behaviours.

• Transfer Competences:

- Identification and description of complex planning processes in organizations
- Differentiation and Characterization of different organizational objectives
- Recognition of critical success factors and their outcomes
- Structuring of planning processes and development of strategic options
- Development of strategies and operative measures
- Collection of information within the course of analysis and evaluation and interpretation of such result
- Recognition of organizational differences and their integration in strategic plans
- Design of change implementation plans and change communication

• Normative-evaluative competences:

- Capability of a structured situational analyses of a company and systematic analysis of the organizational environment
- Application of different methods and approaches as well as interpretation of the related expected outcomes
- Evaluation of the advantages and disadvantages of different approaches under consideration of market characteristics and company situation
- Understanding of the interdependencies between objectives and options in the context of holistic analyses
- reflection on concepts by working with case studies and case examples

• Profession-oriented competences:

- increase of competences in collaboration, team work and group discussion
- preparation of strategic options on different organizational levels
- use of knowledge generating methods
- development of approaches and capability of conclusive and persuasive presentations

### Forms of education & further details on examination forms

Lecture parts on the theoretical foundations and principles of strategic management and change management with application examples and reflective questions. High involvement of participants through case studies, group exercises, presentations and application tasks.

Written Examination / Oral Examination



## Prerequisites

- Formal: See valid examination regulations
- Content: None

## Course content

Seminar Strategy and Change:

- Introduction to strategic management
- Organizational environment and stakeholders
- Methods of internal and external analysis
- Strategy formulation and evaluation
- Aspects of corporate strategy
- Business modelling
- Strategy implementation
- Introduction to Change Management
- Environmental Turbulence and Change Types
- Basics of organizational behaviour and individual reactions to change
- Success factors of change management: communication, organizational structure, cultural aspects, power distribution, change leadership
- Change management as a process

## References to literature & Additional information

- Wunder, Thomas (2016): Essentials of Strategic Management
- Lynch (2018): Strategic Management
- Osterwalder / Pigneur (2010): Business Model Generation
- Senior / Swailes (2016): Organizational Change
- Black / Gregersen (2013): It starts with one



**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *2*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO)

**Module supervision:**

Dr. Frank Maas

**Responsible faculty:** *TBW*

**Teaching events:**

Seminar-like lesson

2 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

*Full-time studies*

Workload:

*60 Hours*

Contact time:

*22 Hours*

Self study:

*38 Hours*

**Types of examination:**

Type of examination:

*Portfolio examination*

Initial verifier:

*Dr. Frank Maas*

Second verifier:

*OStR-Oberstudienrat Edwin Keuchler*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

Acquisition of functional business language and technical terms; grammar review and consolidation (topics see below); improvement of listening und reading comprehension; improvement of written and oral communication skills;

- Competence fields

- Transfer competences

- Ability to use functional language and specific business terms appropriately

- Normative and evaluative competences

- Appreciation of Business English knowledge

- Ability to evaluate the relevance and appropriateness of specific business terms, functional language and texts in different situations and registers

- Profession-oriented competences

- Business English proficiency in all types of language use (text comprehension, listening comprehension, writing, speaking)

- Intercultural competences

- Ability to recognize, take into consideration and successfully deal with different ways of communication with people from other cultures; ability to adapt to intercultural situations and to behave appropriately in everyday and business situations; ability to understand typical attitudes and perceptions of communication partners with other cultural backgrounds; open-mindedness towards and interest in other cultures and languages

Upon successful completion of the module students will have achieved a B2 level (CEFR) with regard to English business communication

### Forms of education & further details on examination forms

Task-oriented: Students learn how to behave linguistically appropriate in typical business situations by role-play, write business letters for typical purposes at home and in class and listen to native speakers in typical business situations. Furthermore, they read authentic business articles and do exercises (multiple choice, gap filling, etc.) to check comprehension. Depending on the task, students work alone, in pairs or in groups. Peer correction is always encouraged.

Successful pass of written or oral exam and presentation



## Prerequisites

Formal: see examination regulations

By content: Competence level B1 (CEFR)

## Course content

- Business topics:
  - Aspects of (international) trade; using numbers; chart description; structuring and delivering presentations; office communication; making arrangements; recruitment; cover letters / CVs / interviews;
- Grammar:
  - defining and non-defining relative clauses; punctuation; reported speech; verb-verb combinations; adjectives and adverbs
- Communicative situations:
  - telephone calls; presentations; meetings; interviews; listening comprehension exercises

## References to literature & Additional information

Not specified.



## German Language Course <sup>1/2</sup>

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *0*

**Duration:** *1 Semester*

**Influence on the final grade:**  
refer to examination regulations (FPO) [↓](#)

**Module supervision:**

Prof. Dr. Klaus Thunig

**Responsible faculty:** *TBW*

**Teaching events:**

Seminar-like lesson

4 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

*Full-time studies*

Workload:

*30 Hours*

Contact time:

*8 Hours*

Self study:

*22 Hours*

**Types of examination:**

Type of examination:

*Exam*

Initial verifier:

*Lehrbeauftragte/r*

Second verifier:

*Prof. Dr. Klaus Thunig*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

Not specified.

### Forms of education & further details on examination forms

Not specified.





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**Prerequisites**

Not specified.

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**Course content**

Not specified.

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**References to literature & Additional information**

Not specified.



## German Language and Culture 1 / 2

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO)

**Module supervision:**

**Responsible faculty:** *TBW*

Prof. Dr. Klaus Thunig

**Teaching events:**

Seminar-like lesson

4 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*150 Hours*

*48 Hours*

*102 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Exam*

*M.A. Alexa Lucke*

*Prof. Dr. Klaus Thunig*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

- The students should know, understand and be able to apply the following issues:
  - Cultural understanding, oral and written communication skills.
- Scope of competence (Inter-) cultural understanding, cultural transfer, intercultural competences, intercultural communication, oral and written communication skills
  - Acquisition of (inter-) cultural competences in (inter-) cultural understanding and (inter-) cultural communication.
  - Transfer competence and understanding of the own and the foreign culture, recognition of cultural analogies, similarities and differences.
  - Understanding and communication: Intermedial, multimodal and intercultural aspects of communication.
  - Oral and written communication skills
- Students are expected to:
  - Engage in spoken interpersonal communication, i.e. discussions on the advantages and disadvantages of the German education system, interviews and conversations.
  - Engage in written interpersonal communication, i.e. write a letter or an email.
  - Oral presentations (presentational speaking: cultural comparison between the own community and an area of the German-speaking world)
  - Interpretation of audio, audiovisual, and print material, and oral and written presentation of information and ideas.

We take German materials and sources to develop your language and communication skills in multiple modes of communication like internet, handout, vocabulary lists or conversations.

### Forms of education & further details on examination forms

Lectures and Presentations for providing basic knowledge in German culture and intercultural comparison and understanding, to some extent in class conversation. Interactive group work to exercise oral and written communication skills. Excursions to cultural (heritage) institutions.

Presentation incl. Vocabulary list and written home work; requirements: regular participation



## Prerequisites

see valid examination regulations

## Course content

- Part I: Everyday Language and Culture
  1. Studying and Living in Germany, Cultural Characteristics and the German Mentality, German (Business) Etiquette and Protocol, Business Negotiation,
  2. Language System and History of Language,
  3. Ruhr Area and Hagen as Location and as 'Cultural Area',
  4. Health Care System,
  5. Education System and University Landscape – an international comparison,
  6. Career Choice in Germany and ... - any Differences?
  7. Company Structures (AG, GmbH, GmbH & Co. KG) and German Law,
- Part II: German History – Politics – Culture
  1. German History,
  2. Politics in Germany and the EU,
  3. Philosophy, Arts and Music,
  4. History of Culture and Literature,
  5. History of Media: Photography and Film,
  6. Intercultural Theories, Cultural Studies,
  7. Environment, Climate and Energy in Germany,
  8. Additions: Science and Technology.
- a) The 1st part (lectures, presentations, 2SWH) incorporates significant information and reflections of the 'German' culture and history, science, economy, politics and society plus art, literature and philosophy, always under the aspect of communication and of the international and intercultural comparison with other cultures, particularly with the culture of the home country e.g. of the Italian, the Russian, the Chinese or also the American culture, which especially allows the international students introducing their own experiences. The purpose is to develop an awareness and an intuition for cultural identity and cultural differences plus successful intercultural communication.
- b) The 2nd part (interactive group work, 2SWH) provides an interactive event, in which all kind of modes of „Oral and Written Communication“ will be run through and proved – from daily conversations over writing letters up to Business Communication, Business (Meeting) Etiquette and Business Negotiation. Communication skills will be practiced by writing Emails or by giving interviews, but also by guided group discussions (interpersonal communication) towards variable issues.

## References to literature & Additional information

Not specified.



## English for Technical Purposes 1 / 2

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO)

**Module supervision:**

**Responsible faculty:** *TBW*

OStR-Oberstudienrat Edwin Keuchler

**Teaching events:**

Seminar-like lesson

4 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*150 Hours*

*48 Hours*

*102 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Exam*

*OStR-Oberstudienrat Edwin Keuchler*

*Dr. Frank Maas*

*Oral exam*

*OStR-Oberstudienrat Edwin Keuchler*

*Dr. Frank Maas*

▲ Participation in the exam requires a special study achievement. ▲

### Learning outcomes & competences

Acquisition of special vocabulary from the fields listed below; improvement of general English communication skills both in speaking and in writing; acquisition of the skills needed to describe technical products and production processes; improvement of reading comprehension skills, improvement of listening comprehension skills

- Transfer competences
  - Ability to use functional language and technical terms appropriately
  - Ability to identify differences to German language behaviour in certain business and technical communication contexts and to take the former into account when using the foreign language
- Normative and evaluative competences
  - Appreciation of ESP knowledge and skills (\*ESP = English for Special Purposes)
  - Ability to evaluate the relevance and appropriateness of technical terms, functional language and texts in different situations and at different levels of language register
- Job-related competences
  - Increased ESP proficiency in all types of language use (i.e. reading and listening comprehension, writing, speaking)
- Intercultural competences
  - Ability to recognize, take into account and master different communication patterns when communicating with non-German speakers of English; ability to adapt to different cultural situations and to behave appropriately both in every-day and business situations; ability to understand typical attitudes and perceptions from the perspective of communication partners with other cultural backgrounds; openness towards and interest in other cultures and language areas

Through previous courses, students attending this course should already have acquired CEFR Level B2. This course is, therefore, designed to expand the students' English skills at B2 level, focussing on technical communication contexts. Upon completion of the course, the students are expected to have acquired a substantial repository of general and ESP skills at B2 level.

### Forms of education & further details on examination forms

Seminar-oriented forms of learning and teaching; free and guided conversations, independent exploitation of selected fields based on partner or group work followed by inclass presentation of the results.

- Assessments: Presentation on a technical topic, written or oral exam
- Requirements for the award of credit points: Successful pass of written or oral exam and presentation



## Prerequisites

**Formal:** see examination regulations

**By content:** Working knowledge of English (approx. 6 years of school English), corresponding to CEFR Level B1, preferably B2.

## Course content

- Major fields covered in the course:
  - Shapes and Dimensions; Mathematical Operations; Imperial vs. Metric Units; Operating Instructions; Chemical Elements, Materials and Material Properties; Aggregate States of Materials; Technical Specifications; Car Components; Engines; Hand Tools; Electrical Engineering; Information Technology.
  - Presentations on various topics, e.g.: Concepts of Manufacturing: Manufacturing Materials; Manufacturing Processes; Casting; Deformation Processes; Cutting Methods; Joining Methods; Plastics; Concepts of Quality Control; Ergonomics; Electrical Engineering.
  - Revision of grammar aspects, including passive voice, morphology (word formation), use of adjectives and adverbs, participle structures
  - Video-supported listening comprehension exercises
  - Discussions based on recent articles from newspapers and magazines
  - Translation exercises

## References to literature & Additional information

Not specified.



## Foreign Trade and Investment <sup>1/2</sup>

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** 3

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO) [↓](#)

**Module supervision:**

Prof. Dr. Klaus Thunig

**Responsible faculty:** *TBW*

**Teaching events:**

Seminar-like lesson

2 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*90 Hours*

*21 Hours*

*69 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Examined by homework*

*Prof. Dr. Klaus Thunig*

*Prof. Dr. Ines von Weichs*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

#### Desired teaching results and competences

The students shall acquire the ability to participate in, plan, and execute international business transactions and elaborate detailed analysis and decision proposals for the various aspects of international business.

#### Competence areas

Transfer Competences:

- Recognition of the general framework and the basic structures and development trends of the global economy
- Recognition, evaluation and selection of the different modes and approaches of international business
- Familiarisation with selected challenges and related methods to manage the operations of international business
- Planning and execution of international procurement initiatives
- Familiarisation with the challenges and aspects of international cultures and international HR management

Normative-evaluative Competences:

- Capability of a structured situational analyses of a company and systematic elaboration of solutions and action plans
- Evaluation of the advantages and disadvantages of different approaches under consideration of market characteristics and company situation
- Application of different methods and approaches and analysis as well as interpretation of the related expected outcomes
- Conduct of a scientific discourse based on the topic related presentations

Profession-oriented competences:

- Communication capability in presentations and group discussion

### Forms of education & further details on examination forms

Supervision of the student in the preparation of a thesis by the lecturer, seminar lessons on the basis of the individual topic-specific presentations of the students, training of the scientific discourse on the basis of the presentations.

All partial exams must be passed with at least 4.0 (sufficient) to pass the overall exam.



### Prerequisites

- Formal: See valid examination regulations
- Content: None

### Course content

Elaboration of a scientific seminar paper, and conduction of a scientific discourse based on the presentation of the results. The topics are chosen from the following areas:

- Global economic framework: International trade and direct investment, foreign trade theories, trade initiatives, GATT, WTO, regional trading blocks
- Modes of international expansion: Foreign trade, cooperative modes of foreign market entry, foreign market entry modes with capital participation
- International business operations: UN Convention on Contracts for the International Sale of Goods, trade customs, international transfer pricing, VAT in foreign trade, documents in foreign trade, international payment terms, foreign trade payment assurance, management of exchange rate exposure
- International procurement and global sourcing
- International culture and HR management
- Management of international organisations

### References to literature & Additional information

- Holtbrügge, Dirk / Welge, Martin K. (2015): Internationales Management. Theorien, Funktionen, Fallstudien, Stuttgart, Schäffer-Poeschel
- Kutscher, Michael / Schmid, Stefan (2011): Internationales Management, München, Oldenbourg
- Albaum, Gerald / Strandkov, Jesper / Duerr, Edwin (2001): Internationales Marketing und Exportmanagement, Pearson Studium
- Brenner, Hatto / Misu, Cecilia (Hrsg.) (2015): Internationales Business Development. Export-Märkte, Risikoanalyse, Strategien, Wiesbaden, Springer Gabler
- Berndt, Ralp / Altobelli, Claudia / Sander, Matthias (2016): Internationales Marketing Management, 5. Auflage, Wiesbaden, Springer Gabler



## International Marketing <sup>1/2</sup>

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO) [↓](#)

**Module supervision:**

Prof. Dr. Klaus Thunig

**Responsible faculty:** *TBW*

**Teaching events:**

Lecture 2 [SWS]

Planned group size: Semesterstärke

Lesson 2 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*150 Hours*

*48 Hours*

*102 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Exam*

*Prof. Dr. Klaus Thunig*

*Prof. Dr. rer. pol. Michael Müller*

*Oral exam*

*Prof. Dr. Klaus Thunig*

*Prof. Dr. rer. pol. Michael Müller*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

The students shall acquire the basic knowledge to participate in, plan, and execute international marketing plans and projects in small, medium and large enterprises.

#### Competence areas

Transfer Competences:

- Recognition of the general framework, benefits and content of marketing plans
- Conducting or managing market research projects from marketing research plan to presentation of results
- Recognition of the nature of customer relationships and creation of customer loyalty
- Development and application of strategies to create brand equity
- Development and management of market-oriented products and services and pricing strategies
- Design and management of integrated marketing channels
- Design and management of effective and integrated marketing communications
- Recognition of international differences and their integration in international marketing plans

Normative-evaluative Competences:

- Capability of a structured situational analyses of a company and systematic elaboration of solutions and action plans
- Evaluation of the advantages and disadvantages of different approaches under consideration of market characteristics and company situation
- Application of different methods and approaches and analysis as well as interpretation of the related expected outcomes

Profession-oriented competences:

- Capability for cooperation and capacity for teamwork within the exercises and case studies
- Communication capability in presentations and group discussion

### Forms of education & further details on examination forms

Lecture on the framework and contents of international marketing, partly with involvement of participants through topic related questions. Exercises with questions for reflexion, case studies, and application tasks.





## Prerequisites

- Formal: See valid examination regulations
- Content: None

## Course content

Lecture International Marketing:

- Marketing strategies and plans
- Marketing research
- Customer relationships and loyalty
- Brand management and brand equity
- Product, service and price strategies
- Integrated marketing channels
- Integrated and effective marketing communications
- From domestic to international marketing

Exercise International Marketing:

- Recognize, evaluate and manage the opportunities and risks of marketing and international marketing, develop international marketing plans and initiatives.

## References to literature & Additional information

- Kotler, Keller (2016): Marketing Management
- Homburg (2012): Marketing Management
- Burns, Veeck, Bush (2016): Marketing Research



## International Business <sup>1/2</sup>

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO)

**Module supervision:**

Prof. Dr. Klaus Thunig

**Responsible faculty:** *TBW*

**Teaching events:**

Lecture

2 [SWS]

Planned group size: Semesterstärke

Lesson

2 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*150 Hours*

*48 Hours*

*102 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Portfolio examination*

*Prof. Dr. Klaus Thunig*

*Prof. Dr. rer. pol. Michael Müller*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

The students shall acquire the basic knowledge to participate in, plan, and execute international business transactions and projects in small, medium and large enterprises.

#### Competence areas

Transfer Competences:

- Recognition of the general framework and the basic structures and development trends of the global economy
- Recognition, evaluation and selection of the different modes and approaches of international business
- Familiarisation with selected challenges and related methods to manage the operations of international business
- Planning and execution of international procurement initiatives
- Familiarisation with the challenges and aspects of international cultures and international HR management

Normative-evaluative Competences:

- Capability of a structured situational analyses of a company and systematic elaboration of solutions and action plans
- Evaluation of the advantages and disadvantages of different approaches under consideration of market characteristics and company situation
- Application of different methods and approaches and analysis as well as interpretation of the related expected outcomes

Profession-oriented competences:

- Capability for cooperation and capacity for teamwork within the exercises and case studies
- Communication capability in presentations and group discussion

### Forms of education & further details on examination forms

Lecture on the framework and contents of international business, partly with involvement of participants through topic related questions.

Exercises with questions for reflexion, case studies, and application tasks.

All partial exams must be passed with at least 4.0 (sufficient) to pass the overall exam.



## Prerequisites

- Formal: See valid examination regulations
- Content: None

## Course content

Lecture International Business:

- Global economic framework: International trade and direct investment, foreign trade theories, trade initiatives, GATT, WTO, regional trading blocks
- Modes of international expansion: Foreign trade, cooperative modes of foreign market entry, foreign market entry modes with capital participation
- International business operations: UN Convention on Contracts for the International Sale of Goods, trade customs, international transfer pricing, VAT in foreign trade, documents in foreign trade, international payment terms, foreign trade payment assurance, management of exchange rate exposure
- International procurement and global sourcing
- International culture and HR management

Exercise International Business:

- Recognize, evaluate and manage the opportunities and risks of international business, develop international business plans and initiatives.

## References to literature & Additional information

- Griffin, Pustay (2015): International Business
- Daniels, Radebaugh, Sullivan (2015): International Business



## Project Management <sup>1/2</sup>

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO)

**Module supervision:**

**Responsible faculty:** *TBW*

Prof. Dr. Evelyn Albrecht-Goepfert

**Teaching events:**

Lecture 2 [SWS]

Planned group size: Semesterstärke

Practical training 2 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*150 Hours*

*48 Hours*

*102 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Portfolio examination*

*Prof. Dr. Evelyn Albrecht-Goepfert*

*Dr. Petra Sonneborn*

▲ A voluntary special study achievement is possible. ▲

### Learning outcomes & competences

Project Management:

Graduates from universities are expected to fulfill project management tasks and leadership in industry. Project Management requires multiple competencies and is a basic skill to lead change and drive innovative processes.

The student knows, how projects are planned, organized and steered successfully by taking into account time, cost, and quality. The course transfers not only basic understanding of project management, but also give the student a deep understanding on roles and responsibilities of the project leader and the integration of team management (team phases).

Transfercompetences:

- Develop skills to structure and steer projects regarding Key Performance Indicators (Time, Costs, Quality)
- Understand the Project Live Cycle (PLC) and apply appropriate methods for the respective phase of the PLC

Normativ-assess Cpmetences:

- Recognize the meaning of each PLC-phase; in particular the importance of the kick-off phase
- Scrutinize projects regarding potential risks and crises within the project plan

Businessorientated Competences:

- Acquire Group Leader Skills and Team Integration Skills (practice part)
- Apply moderation techniques
- Plan and steer business meetings effectively and efficiently
- Observe team dynamics

### Forms of education & further details on examination forms

Seminaristic lecture combined with cases and business simulation

Portfolio Examination (100 points): one written examination (80 points) and simulation game „Carve-out“ (20 points)

Both portfolio parts have to be passed, i.e. minimum 50% of the points for each of must be achiever (more than 40 and 10 points, respectively).



## Prerequisites

Formal: See valid examination regulations

## Course content

Project Management

1. Project Objectives (What are goals? How are goals defined?)
2. Role of the Project Leaders and the team, respectively
3. Project Planning (Quality, Performance, Costs, and Milestones)
4. Methods of Planning time and costs
5. Project Structure Plan and Work Packages
6. Project Roll-Out (Milestones, Interim Results, Risk Management)
7. Project Controlling and Project Finalization (Reporting)
8. Leadership and People Management (Team Management, Mediation)

Contents are taught theoretically as well as practically, also by applying case studies and specific project management software.

## References to literature & Additional information

- Schelle,H., Ottmann,R., Pfeiffer,A., ProjektManager, Nürnberg: GPM Deutsche Gesellschaft für Projektmanagement
- Kuster,J., Huber,E., Lippmann,R., Schmid,A., Schneider,E., Witschi,U., Wüst,R., Handbuch
- Projektmanagement, Heidelberg: Springer
- Härtl,J., Arbeitsbuch Projektmanagement, Berlin: Cornelsen



## Management Simulation 1 / 2

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *2*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO) [↓](#)

**Module supervision:**

Prof. Dr. André Coners

**Responsible faculty:** *TBW*

**Teaching events:**

Seminar-like lesson

2 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

*Full-time studies*

Workload:

*60 Hours*

Contact time:

*24 Hours*

Self study:

*36 Hours*

**Types of examination:**

Type of examination:

*Portfolio examination*

Initial verifier:

*Betriebswirt (VWA) Christoph Glatz*

Second verifier:

*Prof. Dipl.-Ing. MA Gerald Lange*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

Knowledge

After successful completion of the module students know

- Multinational co-operation and teamwork as success factors
- Adequate and goal-oriented approaches
- Graphics and tables for management presentations

Skills (abilities)

Having passed the module the students

- Understand decision-making processes in multinational small groups
- Identify structures and problems in companies
- Use business methods to solve them
- Identify and evaluate the relationships between the individual business processes
- can create a business plan
- Present results in English

### Forms of education & further details on examination forms

Seminar with managerial simulation in a time block of two weeks

Within the scope of the simulation, the following elements are provided:

- Presentation (orally 50%) of the theoretical basis (rules) of the simulation
- Presentation (written 25%) and defense (verbal 25%) of the final results



### Prerequisites

Formal: see valid examination regulations

Content: knowledge of business administration complexity

### Course content

The students are expected to learn the basic knowledge of business management processes in the context of a multinational enterprise simulation

Course contents

- Management simulation BOCASH

### References to literature & Additional information

Not specified.



**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO) [↓](#)

**Module supervision:**

Prof. Dr. Klaus Thunig

**Responsible faculty:** *TBW*

**Teaching events:**

Seminar-like lesson

4 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*150 Hours*

*48 Hours*

*102 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Portfolio examination*

*Dr. Fei Yin*

*Prof. Dr. Klaus Thunig*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

When completing this course, students shall establish general picture of operation of international trade, be able to operate import or export transactions, and to assess and manage the related risks in transactions.

• Expertise Competences:

- Understanding of the key international trade laws, rules and customs which regulate import and export operations;
- Conducting related marketing research in the target countries to source the products and corresponding parties;
- Capability to form the price of goods based on different trade terms, and transform the prices between trade terms;
- Evaluation of advantages and disadvantages of different international payment methods, and to select the best suitable method based on the nature of transaction;
- Demonstrate the skills of business negotiation, be able to establish and fulfill import or export contract;
- Capability to deal with the claims properly;

• Nominative-evaluation Competences:

- Evaluation of feasibility of transacting certain products in certain countries,
- Recognition, prevention and management of different risks in different process in importation or exportation;
- Competence to evaluate and implement company's intention in the business world.

• Profession-oriented Competences:

- Capability for teamwork in the case studies;
- Developing negotiation skills in cross-cultural environment;
- Communication capability in presentations and group discussion

### Forms of education & further details on examination forms

Combination of lectures, discussions, case studies and group projects.

Type of examination: Project Presentation and Written Report





## Prerequisites

Formal: See valid examination regulations

## Course content

- Lecture Content
  - Trade Terms and Pricing and Incoterms 2010
  - Shipment for International Trade and CISG
  - International Payment and ICC UCP 600
  - International Trade Contract
  - Risk Prevention and Management
- Exercise
  - Calculation and transform of price of goods under different trade-terms;
  - Trading contract formation based on the negotiation;
  - Checking, producing and editing of LC according to the trade contract.

## References to literature & Additional information

- CISG, Incoterms 2010, UCP600
- Books in the library related to International Trade and International Trade Practice.
- Related international trade cases resources, to be recommended at the following
- website:
  - [www.cisgac.com](http://www.cisgac.com)
  - [www.unilex.info](http://www.unilex.info)
  - [www.uncitral.org](http://www.uncitral.org)



## Cross Cultural Management 1 / 2

**Module:** *Compulsory subject*


**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO) 

**Module supervision:**

Prof. Dr. Evelyn Albrecht-Goepfert

**Responsible faculty:** *TBW*

**Teaching events:**

Seminar-like lesson

4 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

*Full-time studies*

Workload:

*150 Hours*

Contact time:

*48 Hours*

Self study:

*102 Hours*

**Types of examination:**

Type of examination:

*Portfolio examination*

Initial verifier:

*Lehrbeauftragte/r*

Second verifier:

*Prof. Dr. Evelyn Albrecht-Goepfert*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

Through this interdisciplinary field of study, students shall improve communication, management and interaction of people from different cultures.

- Transfer Competences:
  - Understanding how national cultures affect business management and practice;
  - Gaining background knowledge on the economic, political, and cultural environment that influence the global business scene for MNEs;
  - Understanding the culture issues in corporate or organizational context;
  - Competence to conduct related marketing research in inter-cultural business;
  - Applying theory into practice by using contemporary case studies;
  - Obtaining some insights into successfully doing business in a globalized world;
- Nominative Evaluation Competences
  - Identifying the similarities and differences across cultures in various management practices and organizational contexts;
  - Comparing and contrasting management styles in different country contexts;
  - Identifying the cultural conflicts and increase effectiveness in global business management environment.
- Profession-oriented Competences:
  - Capability for multi-cultural teamwork in the case studies;
  - Developing negotiation skills in cross-cultural environment;
  - Communication capability in presentations and group discussion

### Forms of education & further details on examination forms

- Theories Study
- Case Analysis
- Group Discussion
- Simulation Study
- Video Show
- Team Presentation

Type of examination: Group Project and Presentation, to proof of knowledge of the various characteristics, methods and problems in cross-cultural management.



## Prerequisites

Formal: See valid examination regulations

## Course content

- Lecture/Seminar Content
  - Culture concept, dimensions and diversity
  - Cross-culture theories
  - Culture and Decision Making
  - Cultural factors in international business management
  - Intercultural Marketing Strategies
  - Cross-cultural Communication and negotiation
- Exercise or Project
  - Cultural factors in business etiquette main markets;
  - Culture and decision-making;
  - Business negotiation.

## References to literature & Additional information

- David C. Thomas & Mark F. Peterson (2018), Cross-Cultural Management: Essential Concepts (4th edition), SAGE Publications, Inc., ISBN-10: 1452257507, ISBN-13:978-1452257501;
- Marie-Joelle Browaeys & Roger Price (2015), Understanding Cross-Cultural Management (3rd Edition), Pearson, ISBN-13: 978-1292015897, ISBN-10: 1292015896
- David C. Thomas (2008), Cross-Cultural Management: Essential Concepts, SAGE Publications, Inc, ISBN-10 : 1412939569, ISBN-13 : 9781412939560
- Susan C.Schneider & Jean-Louis Barsoux (2001). Managing across cultures. Prentice Hall Europe.
- Luthans, F., Hodgetts, R. M. & Doh, J. P. (2006). Cross-Cultural Communication and Management. McGraw-Hill Companies, Inc.



## Finance and Management Accounting <sup>1/2</sup>

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO) [↓](#)

**Module supervision:**

Prof. Dr. André Coners

**Responsible faculty:** *TBW*

**Teaching events:**

Seminar-like lesson

4 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

*Full-time studies*

Workload:

*150 Hours*

Contact time:

*48 Hours*

Self study:

*102 Hours*

**Types of examination:**

Type of examination:

*Exam*

*Oral exam*

Initial verifier:

*Lehrbeauftragte/r*

*Lehrbeauftragte/r*

Second verifier:

*Prof. Dr. André Coners*

*Prof. Dr. André Coners*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

Participants should understand and should be able to apply the main concepts and instruments of Finance and Management Accounting.

- Knowledge - after passing the module with success participants understand the ...
  - ... balance sheet and income statement
  - ... bounded rationality in management processes
  - ... management accounting solutions to terminate problems of control in companies
  - ... management accounting system as part of economic management
  - ... main management accounting concepts, international and in Germany
- Abilities - after passing the module with success participants are able to ...
  - ... use main influencing measures and analysis of financial statements
  - ... use necessary tools and procedures in the field of management accounting
  - ... define requirements for planning and controlling of functions and business processes
  - ... cooperate in teams and terminate exercises by discourse
  - ... make own presentations
  - ... discuss solutions of the other groups in a critical and constructive way

### Forms of education & further details on examination forms

Lecture on the concepts and contents of finance and management accounting, partly with involvement of participants through topic related questions. Exercises with questions for reflexion, case studies, and application tasks.

Written Examination / Oral Examination



## Prerequisites

Formal: See valid examination regulations

Content: None

## Course content

- Finance Accounting
  - Introduction, inventory, profit and loss accounts
  - Balance Sheet: Fixed and current Assets
  - Income Statement
  - Influencing measure and analysis of financial statements
- Overview on Management Accounting
  - Concepts in Germany
  - International Concepts
  - Finance and Management Accounting: A question of integration?
- Strategic Management Accounting
  - Value Based Management
  - Balanced Scorecard
- Tactical Management Accounting
  - Financial Planning and Control Systems
  - Capital Budgeting: Discounted Cash Flow vs. Financial Plans
  - Target Costing
- Operational Management Accounting
  - Traditional cost accounting systems vs. Activity-Based Costing
  - Management Accounting for a selected business area (e.g. marketing, operations, purchasing, IT)

## References to literature & Additional information

- Horngren, Sundem, Elliott, Philbrick (2013): Introduction to Financial Accounting
- Horngren (2013): Introduction to Management Accounting
- Weber, Schäffer (2008): Introduction to Controlling
- Grob (1993): Capital Budgeting with Financial Plans: An Introduction



## Logistics in Integrated Systems <sup>1/2</sup>

**Module:** *Compulsory subject*

**Scheduled in:** *1. Semester*

**Module availability:** *1 / Year*

**Credit points:** *5*

**Duration:** *1 Semester*

**Influence on the final grade:**

refer to examination regulations (FPO) [↓](#)

**Module supervision:**

Prof. Dr.-Ing. Klaus Posten

**Responsible faculty:** *TBW*

**Teaching events:**

Lecture

2 [SWS]

Planned group size: 25

**Variants of course of studies:**

Type of studies:

Workload:

Contact time:

Self study:

*Full-time studies*

*150 Hours*

*48 Hours*

*102 Hours*

**Types of examination:**

Type of examination:

Initial verifier:

Second verifier:

*Exam*

*Prof. Dr.-Ing. Klaus Posten*

*Prof. Dr.-Ing. Klaus Posten*

▲ No special study achievement is required to take the exam. ▲

### Learning outcomes & competences

Students should learn the business fundamentals and interrelationships of integrated information systems using the example of Learn SAP®ERP. They should be able to define, understand and apply the associated functionalities.

- Acquired Knowledge: Upon successful completion of the module, the students will have learned the following:
  - the structure and functionality of an integrated ERP system
  - the integrative integration of business processes of different business areas
  - the theoretical foundation of functionalities in sales, materials management and production planning
- Skills: After successfully completing the module, students can do the following:
  - Identify structures in integrated systems and transfer process requirements for precise modeling
  - Recognise the practical value of precise descriptions in integrated information systems
  - Assess the quality and complexity of business processes with regard to correctness, efficiency and completeness in integrated systems.
  - Apply cooperation and team skills in the face-to-face exercises and seminar lectures
  - Apply knowledge acquisition strategies: Combination of lecture, preparation and follow-up of attendance exercises with supervised group work, and
  - Independently prepare seminar presentations and practical examples
- Transfer competencies:
  - Recognition of structures in integrated systems and transfer of process requirements for precise modelling
- Normative-evaluation competencies:
  - Recognize the practical value of precise descriptions
  - Assessment of the quality and complexity of business processes with regard to correctness
- Occupation-oriented competencies:
  - Ability to cooperate and work in a team in in-class exercises and seminar lectures
  - Strategies for acquiring knowledge: combination of lecture, preparation and follow-up of classroom exercises with supervised group work, and Independent preparation of seminar presentations and practical examples

### Forms of education & further details on examination forms

Demonstration of the integrated functionalities. Internship at the SAP Demo-System (model company) with documentation and presentation.

Type of examination: Combination examination (homework/lecture/exam)

Study performance: Bonus points

Approach to evaluation: Evaluation of the level of participation in exercises



### Prerequisites

Formal: see valid examination regulations

Content: External and internal accounting should be completed.

### Course content

Process-oriented explanation of the integrated functionalities. Practical consolidation of the SAP® system using case studies by applying knowledge acquired in other academic events.

- Introduction to the standard software SAP ERP
- Overview of the software manufacturer SAP, the technical and functional structure of SAP ERP and IDES - The integrated model company for SAP Research and Teaching
- Handling of SAP ERP (SAP GUI - Graphical User Interface, navigation methods, integrated help functions, remote access)
- Theoretical foundation and practical implementation of interactive business process case studies directly to SAP ERP system in the areas of
- Materials Management (MM)
  - material master records
  - purchasing info records
  - vendor master records (vendors)
  - purchase requisitions, purchase orders
  - goods receipts
- Production Control (PP)
  - parts lists
  - work schedules
  - production order processing
  - Material Requirements Planning (MRP Runs)
- Distribution and Transport (SD)
  - customer master records (customers)
  - terms and conditions
  - forward order processing
  - incoming payments
  - framework agreements

### References to literature & Additional information

- Hildebrandt/Rebstock: Business management introduction to SAP® R/3®
- SAP (Ed.): Module Description SD, MM, PP and online documentation SAP ECC 6.0
- RPZN (Hrsg.) SAP® R/3® Basics
- Forsthuber: SAP® Financial sector for users
- Brück: Practical handbook SAP®-Controlling
- Teufel/Röhricht/Willems: SAP®-Processes: Financial Sector and Controlling

