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Faculty of Business, Economics and Law

# **Module Catalog**

## **International Business**

Bachelor of Science

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## Module Catalog | International Business, B.Sc.

## 1 Program Description



## International Business Bachelor of Science

**Technology  
Arts Sciences  
TH Köln**

### At a Glance

Program	International Business
Degree	Bachelor of Science
Type of program	Full-time program
Beginn of program	Winter semester
Program duration	6 semesters with internship: 7 semesters
Credits	180 ECTS credits with internship: 210 ECTS credits
Language	English
Campus	Südstadt Campus
Restricted admission	Yes

### What and how do I learn during my studies?

In the first 4 semesters you will acquire basic skills in international business administration and economics (e.g. International Marketing, Consulting & Digitalization, International Management Accounting, Taxation, Micro- and Macro- and International Economics), Management (e.g. Business Psychology, Cross Cultural Competence, Multicultural Entrepreneurship), International Business Law and Quantitative Methods.

In the 5th semester, you will deepen your skills abroad, can set your own priorities and expand your foreign language skills.

The acquisition of specialist skills is supported, for example with case studies, business games, e learning, trainings, presentations and feedback. By participating in summer schools abroad or a semester abroad to gain practical experience, you can expand your international experience as part of your studies.

### Why should I study International Business?

Our vision is to develop the most passionate leaders of tomorrow - which is why the International Business degree program prepares you for the diverse challenges of a complex, global environment. The program develops your professional, methodological, social, linguistic and intercultural skills through e.g. English-language lectures, a mandatory semester abroad and an optional internship semester abroad. Thanks to the broad range of subjects and the choice of focus areas during the semester abroad, you will be equipped for a career in an international business world.

### What comes after your studies?

After successfully completing your studies, you will receive a Bachelor of Science degree with 180 ECTS credits. If you complete an internship semester abroad, the standard period of study is 7 semesters and you will receive 210 ECTS credits. The course has been accredited by the internationally recognized accreditation agency FIBAA. Your future prospects are very good, as the international orientation will provide you with a broad basis for your future professional career. If you do not wish to enter the professional world directly after your Bachelor's degree, you can easily continue with a Master's degree.

International Business, Bachelor of Science	
TH Köln: 1 – 4. semester and 6.	Study semester abroad (5. semester)
<ul style="list-style-type: none"> <li>– Self Studies</li> <li>– Business Administration</li> <li>– Management &amp; Leadership</li> <li>– Economics</li> <li>– Business Law</li> <li>– Quantitative Methods</li> </ul>	<ul style="list-style-type: none"> <li>– Management</li> <li>– Strategy</li> <li>– Marketing</li> <li>– Accounting</li> <li>– HRM</li> <li>– Business Logistics</li> <li>– Company Taxation</li> <li>– Business Ethics</li> <li>– Finance</li> <li>– Regional Studies</li> <li>– Economic Geography</li> <li>– International Economics</li> <li>– International Politics</li> <li>– Foreign Language Skills</li> </ul>
Optional practical semester abroad (7. semester)	

#### Where can I get more information about the study program?

You can find current information about the degree program as well as advice, application, course content and other offers for students at: [www.th-koeln.de/international\\_business\\_bsc](http://www.th-koeln.de/international_business_bsc)

#### What requirements do I need to fulfill?

You should have a fundamental interest in international business contexts and very good English language skills. Information on the admission requirements for a place on the Bachelor's degree course in International Business can be found on the course homepage under the heading Application.

#### How do I apply?

You can apply online at: <https://bewerbung.th-koeln.de>

#### Who can help me with my application?

If you have any questions about your application, for example regarding deadlines and dates, you can also contact the Central Student and Examination Service at TH Köln.

Kontakt:  
TH Köln  
Student and Examination Service  
Claudiusstraße 1  
50678 Köln  
Room 41 b  
T: +49 221-8275-5840  
E: [studium-suedstadt@th-koeln.de](mailto:studium-suedstadt@th-koeln.de)

Information on the application procedure for international applicants can also be found here.

#### Where do I study?

With around 26,000 students, TH Köln is the largest state university of applied sciences in Germany and has a broad range of subjects with 11 faculties.

With over 3,000 students, the Faculty of Business, Economics and Law is the second largest faculty at TH Köln and has very good ratings from personnel managers at German companies.

The course is offered by the Schmalenbach Institute of Economics at TH Köln. The faculty and institute are well networked with the local economy. This means that the course content is also aligned with the requirements of potential employers. You will benefit from guest lectures from the business world, practical projects with companies and offers from the advisory board such as fireside evenings or mentoring.

#### Who will support me during my studies?

At TH Köln you will find numerous student initiatives that will help you organize your studies or that you can join in order to participate in the diverse social and cultural life in Cologne. For example, our students can take advantage of the extensive range of activities offered by our faculty's student council, the student union and the General Students' Committee (ASTA). They can get involved in social activities, take part in sports, engage in intensive exchange with international students and build a network for life in the heart of Cologne.

Support with financing your studies

[www.th-koeln.de/finanzierung](http://www.th-koeln.de/finanzierung)



#### Contact

TH Köln  
Fakultät für Wirtschafts- und Rechtswissenschaften  
Schmalenbach Institut für Wirtschaftswissenschaften  
Claudiusstraße 1  
50678 Köln

Email: [IB-Bachelor@f04.th-koeln.de](mailto:IB-Bachelor@f04.th-koeln.de)

[www.th-koeln.de/international\\_business\\_bsc](http://www.th-koeln.de/international_business_bsc)

Stand: 07/2024

**Technology  
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## 2 Graduate Profile

Professional Competence	Methodological Competence
<p>In the field of international business administration, economics &amp; law</p> <p>Knowledge &amp; understanding of international tasks in globally operating companies</p> <p>Mastery of the necessary mathematical methods to analyze &amp; solve complex problems of globally operating companies</p> <p>Fundamentals of digital transformation &amp; sustainable corporate goals</p>	<p>Ability to interpret relevant data using learned quantitative methods in order to derive decisions for an international environment</p> <p>Knowledge of agile working methods in a global context</p> <p>Basic knowledge of research methods that can be applied to internationally operating companies</p>
Personal Competence	Social Competence
<p>Intercultural competences, in particular openness, tolerance &amp; empathy</p> <p>Knowledge of cultural differences</p> <p>Critical reflection of one's own &amp; entrepreneurial actions in a global environment with regard to ethical &amp; sustainable basic values</p> <p>Basic personal requirements for dealing with "New Work" &amp; globalization can be applied in the company</p>	<p>Presentation &amp; communication skills in English</p> <p>Ability to take on <i>initial</i> leadership roles</p> <p>Ability to find compromise, work in a team &amp; to deal with conflict; also strong sense of justice &amp; fairness</p> <p>Fundamentals of digital transformation &amp; sustainable corporate goals</p>

### 3 Fields of Activity

- **Handlungsfeld 1:** Analyse, Planung und Entscheidung von Geschäftsaktivitäten internationaler Wirtschaftsunternehmen
- **Handlungsfeld 2:** Verhaltenspsychologisches Agieren in interkulturellen Wirtschaftsbeziehungen
- **Handlungsfeld 3:** Kontrolle, Bewertung und Finanzierung von Geschäftsaktivitäten internationaler Wirtschaftsunternehmen
- **Handlungsfeld 4:** Analyse, Planung und Entscheidung in internationaler Ökonomie und Wirtschaftspolitik

## 4 Study Plan

Course Schedule International Business B.Sc.															
Code of the Mod- ule	Name of the Module	P/W MP	1. Sem.		2. Sem.		3. Sem.		4. Sem.		5. Sem.		6. Sem.		
			SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP	
1. Self-Studies (Recommended)															
1.01.	Competences in Scientific Working	TH Köln attaches particular importance to adhering to the principles of good scientific practice. First semester students are expected to have basic competences in academic writing, in particular regarding literature and database research as well as citing / referencing. TH Köln offers several courses in this respect. It is highly recommended to attend these courses in addition to self-study using library resources. For more information please contact the Department Key Skills (Kompetenzwerkstatt).													
1.02.	Competences in Foreign Languages	The Language Learning Center of TH Köln is offering a variety of free language courses to students. Especially in light of the study semester abroad or the optional practical training semester, it is strongly recommended that students gain knowledge in a second foreign language. For more information contact the Language Learning Center (Sprachlernzentrum).													
1.03.	Cultural Competences	As the fifth semester is dedicated to the mandatory study semester abroad it is recommended that students prepare to live and study in a different cultural context. Taking courses throughout the first four semesters will help students to gain the ability to integrate smoothly into foreign cultures. Students should apply early for these courses offered by the Faculty of Information Science and Communication Studies.													
1.04.	Competences in Quantitative Methods	From the start, students are required to utilize mathematical knowledge from secondary level school education. As many courses throughout the degree build on the contents and methodologies of the basic mathematical competencies acquired in school it is strongly recommended to work on any deficits. For more information, please contact the Department Key Skills (Kompetenzwerkstatt Mathefit).													
2. Business Administration															
2.01.	Introduction to International Business	P 1	4	6											
2.02.	Consulting & Digitalization	P 1	4	6											
2.03.	Introduction to International Accounting and Taxation	P 1	4	6											
2.04.	Introduction to Marketing	P 1			4	6									
2.05.	International Management Accounting	P 1			4	6									
2.06.	International Corporate Finance	P 1					4	6							
2.07.	International Marketing	P 1							4	6					
2.08.	International Supply Chain Management	P 1											4	6	
2.09.	International Capital Markets	P 1											4	6	
3. Management & Leadership															
3.01.	Business Psychology	P 1			4	6									
3.02.	Cross-Cultural Competence	P 1					2	3	2	3					
3.03.	Multicultural Entrepreneurship	P 1					2	3	2	3					

P = Mandatory Module; W = Elective; O = Optional; MP = Number of Examinations; SWS = Hours per Week; CP = Credit Points

3.04.	International Management and Ethics	P 1						4	6					
3.05.	Exportmanagement	P 1								4	6			
3.06.	Management Elective	It is mandatory to choose one of the following electives. The course offer is variable.												
3.06.a	Negotiating across Cultures	W 1								4	6			
3.06.b	Business Ethics													
3.06.c	Behavioural Economics													
3.06.d	International Human Ressource Management													
3.06.e	Summer / Winter School													
4. Economics														
4.01.	Managerial Microeconomics	P 1	4	6										
4.02.	International Macroeconomics	P 1			4	6								
4.03.	International Economics	P 1					4	6						
4.04.	Economic Policy and Empirical Evidence	P 1							4	6				
5. Business Law														
5.01.	Introduction to International Business Law	P 1	4	6										
6. Quantitative Methods														
6.01.	Quantitative Methods A	P 1			4	6								
6.02.	Quantitative Methods B	P 1					4	6						
6.03.	Simulation Game International Management	P 1										4	6	
7. Semester Abroad - Electives														
It is mandatory to choose courses from the following module areas with a total workload of 30 ECTS. The course offer is variable.														
	<ul style="list-style-type: none"><li>• Management</li><li>• Strategy</li><li>• Marketing</li><li>• Accounting</li><li>• Human Resource Management</li><li>• Business Logistics</li><li>• Company Taxation</li><li>• Business Ethics</li><li>• Finance</li><li>• Regional Studies</li><li>• Economic Geography</li><li>• International Economics</li><li>• International Politics</li><li>• Foreign Language Skills</li></ul>	W	Apart from enhancing the competencies in another language, in particular, the study semester abroad offers the opportunity to deepen certain course areas. Thus, it is strongly recommended to choose the partner university against the background of the courses offered on site. The number of courses and examinations that need to be absorbed in order to receive 30 ECTS depends on the respective partner university and should be confirmed in advance with the International Office of the Faculty of Business, Economics and Law.								30			
8. Bachelor-Thesis														
BT.	Bachelor-Thesis													12
Σ SWS (92, without the semester abroad)				20		20		20		20			12	
Σ Credit Points (total 180, without the practical training semester)					30		30		30		30		30	
Σ Credit Points (total 210, including the practical training semester)			The practical training semester abroad is optional. The practical training semester abroad can be recognized with 30 ECTS.											

P = Mandatory Module; W = Elective; O = Optional; MP = Number of Examinations; SWS = Hours per Week; CP = Credit Points



## Self-Study Modules

## 4.1 Competences in Scientific Working

Module Code:	1.01.
Module Title:	Competences in Scientific Working
Type of Module:	Optional self-study
ECTS Credits:	None
Language:	German/English
Duration of Module:	Recommended self-study during the entire duration of the whole study program
Recommended for Semester:	Varying offers
Frequency:	Varying offers
Module Coordinator:	Academy for academic training
Lecturers:	Varies
Learning Outcome:	Further information can be found online
Module Content:	Further information can be found online
Teaching and Learning Methods:	Further information can be found online
Assessment Method:	...
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	...
Contact hours:	...
Self-study:	...
Recommended Prerequisites:	...
Required Prerequisites:	...
Recommended Reading:	Further information can be found online
Use of the Module in Other Degree Programs:	...
Particularities:	...
Last update:	...

## 4.2 Competences in Foreign Languages

Module Code:	1.02.
Module Title:	Competences in Foreign Languages
Type of Module:	Optional self-study
ECTS Credits:	None
Language:	Varies
Duration of Module:	Recommended self-study during the entire duration of the whole study program
Recommended for Semester:	Varying offers
Frequency:	Varying offers

Module Coordinator:	SLZ
Lecturers:	Varies
Learning Outcome:	Courses can be found under „Sprachkurse für Studierende“ on the internet platform of the Sprachlernzentrum (SLZ) of TH Köln. <a href="https://www.th-koeln.de/internationales/sprachlernangebote_18336.php">https://www.th-koeln.de/internationales/sprachlernangebote_18336.php</a>
Module Content:	The course content of each module can be found under SLZ, <a href="https://www.th-koeln.de/internationales/sprachlernangebote_18336.php">https://www.th-koeln.de/internationales/sprachlernangebote_18336.php</a>
Teaching and Learning Methods:	Task- and project-based learning, learner-centered approach; Cognitive Alignment of learning objective, course content and materials, and assessment.
Assessment Method:	Oral performance, presentation or project work and final written examination (90 minutes)
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	Ca. 130 hours per course
Contact hours:	...
Self-study:	...
Recommended Prerequisites:	Courses can be found under „Sprachkurse für Studierende“ on the internet platform of the Sprachlernzentrum (SLZ) of TH Köln. <a href="https://www.th-koeln.de/internationales/sprachlernangebote_18336.php">https://www.th-koeln.de/internationales/sprachlernangebote_18336.php</a>
Required Prerequisites:	Courses can be found under „Sprachkurse für Studierende“ on the internet platform of the Sprachlernzentrum (SLZ) of TH Köln. <a href="https://www.th-koeln.de/internationales/sprachlernangebote_18336.php">https://www.th-koeln.de/internationales/sprachlernangebote_18336.php</a>
Recommended Reading:	Further information can be found online.
Use of the Module in Other Degree Programs:	...
Particularities:	...
Last update:	...

### 4.3 Cultural Competences

Module Code:	1.03.
Module Title:	Cultural Competences
Type of Module:	Optional self-study
ECTS Credits:	None
Language:	Varies
Duration of Module:	Recommended self-study during the entire duration of the whole study program
Recommended for Semester:	Varying offers
Frequency:	Varying offers
Module Coordinator:	Faculty for Information and Communication Sciences
Lecturers:	Varies
Learning Outcome:	For the project work in intercultural teams as well as for the preparation of the semester abroad, it is highly recommended to attend the self-study module “Cultural Competences” since it will improve the understanding of different cultures and the behavior.
Module Content:	Students are informed of the study contents of each seminar by the faculty.

Teaching and Learning Methods:	Information will be provided for each seminar.
Assessment Method:	Information will be provided for each seminar.
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	
Contact hours:	...
Self-study:	...
Recommended Prerequisites:	
Required Prerequisites:	
Recommended Reading:	Information will be provided for each seminar.
Use of the Module in Other Degree Programs:	...
Particularities:	...
Last update:	...

#### 4.4 Competences in Quantitative Methods

Module Code:	1.04.
Module Title:	Competences in Quantitative Methods
Type of Module:	Optional self-study
ECTS Credits:	None
Language:	German
Duration of Module:	Recommended self-study during the entire duration of the whole study program
Recommended for Semester:	1 <sup>st</sup> semester
Frequency:	Varying offers
Module Coordinator:	Various central and decentral units of the TH Köln
Lecturers:	Varies
Learning Outcome:	The study program is based on a quantitative approach within several modules. Therefore, a continuous improvement in using quantitative methods is recommended.
Module Content:	The self-study "Quantitative Methods Competences" conveys basic principles in mathematics as well as statistics. The course content of each seminar can be found under: <a href="https://www.th-koeln.de/studium/fit-fuer-mathe-im-studium_43306.php">https://www.th-koeln.de/studium/fit-fuer-mathe-im-studium_43306.php</a>
Teaching and Learning Methods:	Information will be provided for each seminar.
Assessment Method:	Information will be provided for each seminar.
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	
Contact hours:	...
Self-study:	...

Recommended Prerequisites:	We recommend students to participate in Quantitative Methods I in their first semester as a preparation for Quantitative Methods A.
Required Prerequisites:	
Recommended Reading:	Information will be provided for each seminar.
Use of the Module in Other Degree Programs:	...
Particularities:	
Last update:	...

## Preparatory Course – Basics of Accounting

## 4.5 Preparatory Course – Basics of Accounting

Module Code:	1.05.
Module Title:	Preparatory Course – Basics of Accounting
Type of Module:	Compulsory
ECTS Credits:	None
Language:	English
Duration of Module:	Four weeks at the beginning of the 1 <sup>st</sup> semester
Recommended for Semester:	1 <sup>st</sup> semester
Frequency:	Every winter semester
Module Coordinator:	Prof. Dr. Ridwan D. Rusli
Lecturers:	Prof. Dr. Ridwan D. Rusli Dr. Selina Orthaus
Learning Outcome:	<p>This accounting course introduces students to the basics of double-entry bookkeeping and how to prepare financial statements (WAS?).</p> <p>After completing the course, students are able to correctly record business transactions and prepare the balance sheet, the profit and loss statement and the cash flow statement (WOMIT?).</p> <p>They also acquire basic knowledge of tax concepts and can apply them in an accounting context (WOZU?).</p> <p><i>Knowledge:</i> Students gain familiarity with the basics of accounting, including double-entry bookkeeping, positions of the balance sheet, the profit and loss statement and the cash flow statement, as well as basic tax concepts.</p> <p><i>Understanding:</i> Students can explain the relationships between the various accounting processes and how business transactions are correctly reflected in the accounting records.</p> <p><i>Application:</i> Students can independently post business transactions, prepare financial statements and perform accounting tasks in practice.</p> <p><i>Analysis:</i> Students are able to interpret financial reports and analyse the impact of business transactions on a company's financial position.</p>
Module Content:	<ul style="list-style-type: none"> <li>• Part 1: Introduction to financial reporting (purpose and relevance of financial reporting, cash vs. accrual accounting)</li> <li>• Part 2: Basics of double-entry booking (including accounting terminology, general accounting equation, transaction analysis, journal entries, accounts, ledgers, trial balances, adjusting entries, closing entries and basics of accounting for taxes)</li> <li>• Part 3: Preparation of financial statements (balance sheet, profit and loss statement and cash flow statement) and their analysis</li> </ul>
Teaching and Learning Methods:	Seminar-like lecture with interactive class exercises, question and answer sessions.
Assessment Method:	Class exercises and the P-Quiz.

	<p>Passing the P-Quiz requires students to achieve a minimum of 50% of the maximum points defined by the lecturer. There will be no grade, only Pass/Fail. If students do not pass the first P-Quiz, “make-up” P-Quiz shall be offered in the course of the first semester of the International Business BSc program. Students may – at the discretion of the lecturer – be allowed to participate in the immediately following Introduction to International Accounting and Taxation (IIAT) course. In this case, however, they must simultaneously pass all requirements for the IIAT course, and the “make-up” P-Quiz at the end of the same semester. Note: Not passing a “make-up” P-Quiz will prevent students from passing the IIAT course.</p>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	1 SWS with total workload of ca. 45 hours
Contact hours:	16 contact hours (45 minutes each)
Self-study:	30 hours of independent preparation
Recommended Prerequisites:	Prerequisite is knowledge of high school-level mathematics.
Required Prerequisites:	
Recommended Reading:	<p>Lecture notes, to be uploaded on TH Köln’s ILIAS online course system.</p> <p>Main textbook: Weygandt, J., et. al., Accounting Principles (IFRS Version), 2019.</p> <p>Optional Textbook: Dauderis, H. &amp; Annand, D., Introduction to Financial Accounting, 2014.</p>
Use of the Module in Other Degree Programs:	This course module is applicable to first year Bachelor students in not only international business but also in business administration (BWL), banking and finance, business law, etc.
Last update:	September 2024



## Business Administration

## 4.6 Introduction to International Business

Module Code:	2.01./1010
Module Title:	Introduction to International Business
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	1 <sup>st</sup> semester
Frequency:	Every winter semester
Module Coordinator:	Prof. Dr. Michael Volkmann
Lecturers:	Prof. Dr. Michael Volkmann
Learning Outcome:	<p>This course introduces students to the principles and challenges of international business. They become familiar with selected business functions, including their specific problems and methods. The module gives a first understanding about the principles of international business as well as an overview about business functions among the value chain and builds the basis for further modules (WAS?).</p> <p>This will be achieved by the analysis of intercultural and interdisciplinary challenges among the value chain of global acting companies. With the help of international interdisciplinary case studies, students sharpen their awareness of the specifics of international business (WOMIT?).</p> <p>The overall objective of the course is to enable students to decision making for selected in-questions among the value chain of global acting companies. On top different pre-knowledge of students is supposed to be equalized (WOZU?).</p> <p><i>Knowledge:</i> Students know principles, methods, tools and functions of international business. They are aware of specific tasks and challenges of internationally acting companies.</p> <p><i>Understanding:</i> They explain principles, methods, tools and functions in an international context.</p> <p><i>Application:</i> Students apply their knowledge to small cases and exercises.</p>
Module Content:	<p>The course mainly covers the following aspects:</p> <ul style="list-style-type: none"> <li>• Essentials of international business, including digital business and sustainability management</li> <li>• Globalization and internationalization strategies</li> <li>• Setting targets, including financial figures as well as sustainability targets (triple bottom line approach)</li> <li>• Strategic and operative management</li> <li>• Selected management methods</li> <li>• Selected management tools</li> <li>• Selected value chain activities (International Human Resource Management, International Supply Chain Management, International Operations etc.)</li> </ul> <p>The course also includes the following session:</p> <ul style="list-style-type: none"> <li>• Introduction to scientific writing</li> </ul>
Teaching and Learning Methods:	Moderated discussions; workshops; student group papers
Assessment Method:	<ul style="list-style-type: none"> <li>• Scientific Writing Exam: 20%</li> <li>• Written Exam: 80% (60 minutes)</li> </ul>
Workload	4 SWS; 180 hours workload,

(25 - 30 h $\triangleq$ 1 ECTS credit):	
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 independent studies (incl. Preparation, review and examinations)
Recommended Prerequisites:	The self-study module "Competences in Scientific Working" as well as the "BRÜCKENKURS WIRTSCHAFTSMATHEMATIK" is recommended. Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	Class notes Gaspar, J. / Arreolo-Risa, A. / Bierman, L. / Hise, R. / Kolari, J. / Smith, L., Introduction to global business: Understanding the international environment and global business functions, South-Western Cengage Learning, 3rd edition, 2024 Parboteeah, K. / Cullen, J., Strategic international management, South-Western Cengage Learning, 5th ed., 2011 Collinson, S., / Narula, R. / Rugman, A., International business, Pearson, 8th ed., 2020
Use of the Module in Other Degree Programs:	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Particularities:	Visit of library
Last update:	September 2024

#### 4.7 Consulting & Digitalization

Module Code:	2.02./1020
Module Title:	Consulting & Digitalization
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	1 <sup>st</sup> semester
Frequency:	Every winter semester
Module Coordinator:	Prof. Dr. Hans-Günter Lindner
Lecturers:	Prof. Dr. Hans-Günter Lindner
Learning Outcome:	<p>By the end of the course, students will be able to conduct a cooperative project for creating functional No-Code Apps based on Salesforce CRM by applying agile project management techniques and development methods, such as SCRUM, BPMN and UML, to real-world business cases (WAS?).</p> <p>They achieve this through iterative learning cycles, team collaboration, and practical experience with various software platforms like Salesforce, Miro, Etherpad, UX-Pressia, Google Workspace and Microsoft 365 (WOMIT?).</p> <p>This equips them to independently manage digital transformation consulting projects, contributing effectively as junior consultants in professional environments (WOZU?).</p> <p><i>Knowledge:</i> Students know key terms, methodologies, and theoretical concepts related to management consulting, business informatics, project management, application development, and agile methods.</p> <p><i>Understanding:</i> Comprehending how to apply business cases, models (Customer Journeys, BPMN, UML), and agile project management techniques (e.g., SCRUM). Understanding project management in diverse settings.</p>

	<p><i>Application:</i> Using learned techniques to analyze business problems, design customer journeys, and develop No-Code Apps.</p> <p><i>Analysis:</i> Breaking down business cases, evaluating data, and assessing the opportunities and risks of different work environments and models.</p> <p><i>Synthesis:</i> Developing functional No-Code Apps and self-defined business models, applying learned methods to solve real-world problems.</p> <p>The development process occurs in diverse settings, including in-person, hybrid, no-madic, and home office environments, allowing students to gain practical experience with various work formats. This includes experiencing and evaluating the opportunities and risks associated with different work environments in practical settings.</p>
Module Content:	<p>Introduction to business consulting and business informatics</p> <p>Management Consulting:</p> <ul style="list-style-type: none"> <li>• Market of management consulting</li> <li>• Communication</li> <li>• Sales &amp; CRM</li> <li>• Methods and tools of enterprise analysis</li> <li>• Project management and development</li> <li>• Case studies</li> </ul> <p>Business informatics:</p> <ul style="list-style-type: none"> <li>• Model-based development and introduction of integrated application systems including project management, requirements engineering, data and process modeling, and test management)</li> <li>• Business Intelligence in theory and practice (e.g. MS Excel Pivot tables, Tableau)</li> <li>• Artificial Intelligence in theory and practice (e.g. ChatGPT, Google Gemini)</li> <li>• Examples of business standard software (e.g. Salesforce Trailhead)</li> <li>• Use of enterprise simulation software (e.g. AnyLogic),</li> <li>• Use of a low-code / no-code platform, e.g. Salesforce Trailhead</li> <li>• Further use of online applications like Google Workspace, Microsoft 365, Etherpad, Miro, and Uxpressia</li> </ul>
Teaching and Learning Methods:	Seminar-like lecture, agile project management, events in plenary sessions in presence, hybrid form, but also online in the home office
Assessment Method:	Term paper: 100%
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	90 hours independent studies, 45 hours group project work
Recommended Prerequisites:	Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Abts, D., Müller, W.: Grundkurs Wirtschaftsinformatik – Eine kompakte und praxisorientierte Einführung, Springer Vieweg, Wiesbaden, 10. Aufl. 2023</p> <p>Hartenstein, M., Billing, F., Schawel, C., Grein, M.: Der Weg in die Unternehmensberatung – Consulting Case Studies erfolgreich bearbeiten, 12. Auflage, Wiesbaden: Springer Gabler, 2016</p> <p>Kipping, M., The Oxford Handbook of Management Consulting, Oxford University Press, 2013</p> <p>Laudon, K. C. / Laudon, J. P., Management Information Systems: Managing the Digital Firm, Pearson, 16th edition, 2019</p> <p>Pohl, K. / Rupp, C., Requirements Engineering Fundamentals: A Study Guide for the Certified Professional for Requirements Engineering Exam - Foundation Level - IREB compliant (English), Rocky Nook, 2nd edition, 2015</p> <p>Spillner, A. / Linz, T. / Rossner, T., Software Testing Practice: Test Management: A Study Guide for the Certified Tester Exam ISTQB Advanced Level (English Edition), Rocky Nook, 1st edition, 2007</p>
Use of the Module in Other Degree Programs:	Consulting & Digitalization is part of Business Administration B.Sc., Banking and Finance B.Sc. and International Business B.Sc.
Particularities:	Case studies, no-coding, practical work on browser-enabled end devices, in presence, online and hybrid in lecture rooms and in the home office; lecture notes in English

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Last update: 28.07.2024

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## 4.8 Introduction to International Accounting and Taxation

Module Code:	2.03./1030
Module Title:	Introduction to International Accounting and Taxation
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One full semester spanning 13 weeks (12 lectures and 1 project week), plus one end-of-Semester exam.
Recommended for Semester:	1 <sup>st</sup> semester
Frequency:	Every winter semester
Module Coordinator:	Prof. Dr. Hendrik Jacobsen
Lecturers:	Prof. Dr. Hendrik Jacobsen
Learning Outcome:	<p>After taking this course, students will be able to analyze financial statements according to relevant accounting and taxation rules (WAS?).</p> <p>This is accomplished by working with an accounting and taxation system and its legal aspects (WOMIT?).</p> <p>Thus, students can avoid accounting and taxation errors, adjust accordingly and elaborate well thought through opinions (WOZU?).</p> <p><i>Knowledge:</i> Students are familiar with the recognition and measurement of assets, provisions, and payables in the balance sheet as well as with the recognition and measurement of proceeds and expenses in the profit and loss statement according to International Financial Reporting Standards (IFRS) and German Commercial Code (GCC). Students know how corporations are taxed and – in the case of cross-border operations – how double taxation is avoided.</p> <p><i>Understanding:</i> Students can explain the relevant accounting standards as well as taxation rules and interpret them considering the rationales of the various regimes.</p> <p><i>Application:</i> Students can identify accounting and taxation errors and infer the required adjustments as well as prepare elaborate opinions.</p> <p><i>Analysis:</i> With respect to given facts, students are able to analyze financial statements in light of the relevant accounting and taxation rules.</p>
Module Content:	<ul style="list-style-type: none"> <li>Part 1: System of accounting and taxation for corporations and groups; legal obligations to account pursuant to IFRS and GCC; scenarios in which voluntary IFRS accounting is recommendable; IFRS and GCC recognition and measurement adjustments; GCC as base for income taxation, technique of tax adjustments pursuant to German Income Tax Act and German Corporate Income Tax Act, individual and group taxation, value added tax.</li> <li>Part 2: Essence of accounting; recognition and measurement for accounting purposes; intangible, tangible, and financial fixed assets, working assets, provisions, payables; legal and economic ownership; acquisition cost and depreciation; impairment test and lower attributable value; fair value and appreciation; revenue recognition, accrued expenses and deferred income, deferred taxes.</li> <li>Part 3: Essence of taxation; recognition and measurement for tax purposes; off-balance adjustments; double taxation avoidance (in case of no treaty, exemption-method treaty, and credit method treaty); tax structuring with legal entities, transfer pricing, and holding companies.</li> </ul>

Teaching and Learning Methods:	Seminar-like lecture with interactive question and answer sessions.
Assessment Method:	Individual closed-book exam: 100%
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload.
Contact hours:	60 contact hours (45 minutes each).
Self-study:	90 hours independent studies, 45 hours group project work.
Recommended Prerequisites:	Students should have at least B2 language skills in English.
Required Prerequisites:	<p>Students must have attended and passed a university accounting class totaling at least 1 SWS.</p> <p>Students who do not meet this requirement may substitute this prerequisite by attending and passing the TH Köln Preparatory Course – Basics of Accounting at the beginning of the semester (see annex below).</p>
Recommended Reading:	<p>Lecturer's mock exams, to be uploaded on TH Köln's ILU online course system.</p> <p>Optional textbooks:</p> <p>Alexander, D., et. al., International Financial Reporting and Analysis, 2023.</p> <p>Weygandt, J., et. al., Accounting Principles (IFRS Version), 2019.</p> <p>Dauderis, H. / Annand, D., Introduction to Financial Accounting, Valley, 2024 (free pdf on Web).</p>
Use of the Module in Other Degree Programs:	This course module is applicable to first year Bachelor students in not only international business but also in business administration (BWL), banking and finance, business law, etc., as well as first semester MBA students.
Last update:	August 2024

#### 4.9 Introduction to Marketing

Module Code:	2.04./1040
Module Title:	Introduction to Marketing
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One full semester spanning 13 weeks (12 lectures and 1 project week), plus one end-of-Semester exam.
Recommended for Semester:	2 <sup>nd</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Michael Volkmann
Lecturers:	Prof. Dr. Zelal Ates
Learning Outcome:	<p>By the end of the course, students will be able to evaluate marketing strategies for their effectiveness (WAS?).</p> <p>This is accomplished by applying concepts and methods with the help of a comprehensive information analysis (WOMIT?).</p> <p>Thus, students are able to design a market-orientated and sustainable product range, prices, communication and distribution as well as act entrepreneurially as well as responsibly in their future positions (WOZU?).</p>

	<p><i>Knowledge:</i> Students can identify and recall essential marketing terminology and concepts and describe the function and significance of marketing in business operations</p> <p><i>Understanding:</i> Students can explain and discuss the components of the marketing mix and their application</p> <p><i>Application:</i> Students can foster dialogue and apply agile working methods in small teams, apply marketing tools and methodologies in real-world case examples and use market segmentation, targeting, and positioning to develop marketing strategies for various products and services.</p> <p><i>Analysis:</i> Students can explore the ambivalent relationship between sustainability and marketing, examine consumer and organizational behavior and how it influences marketing decisions and analyze academic and industry literature.</p> <p><i>Synthesis:</i> Students can write a comprehensive and well-researched academic paper on a marketing topic</p> <p><i>Evaluation:</i> Students are able to assess the effectiveness of marketing strategies while considering their ethical implications.</p>
Module Content:	<p>This basic course of marketing management is covering the following topics:</p> <ul style="list-style-type: none"> <li>• Understanding marketing management</li> <li>• Consumer behavior</li> <li>• Market research, -methods and -information</li> <li>• Marketing strategy</li> <li>• Marketing Mix (4Ps)</li> <li>• Product decisions</li> <li>• Pricing decisions</li> <li>• Distribution decisions</li> <li>• Communication decisions</li> </ul>
Teaching and Learning Methods:	Lecture; moderated discussions; application of concepts and methods in groups
Assessment Method:	<ul style="list-style-type: none"> <li>• Scientific Writing (Hausarbeit): 20%</li> <li>• Written Exam: 80% (60 minutes, single choice questions)</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours independent studies (including preparation, review and examinations)
Recommended Prerequisites:	Recommended: Modules of the first semesters, especially "Introduction to International Business" and "Consulting & Digitalization" (or comparable courses from other universities). Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	Kotler, P. / Keller, K., Marketing Management, Pearson, 16th global ed., 2022 Jobber, D. / Ellis-Chadwick, F., Principles and Practice of Marketing, McGraw-Hill Education Ltd, 10th ed., 2023
Use of the Module in Other Degree Programs:	
Particularities:	
Last update:	September 2024

#### 4.10 International Management Accounting

Module Code: 2.05./1050

Module Title:	International Management Accounting
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	2 <sup>nd</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Ridwan D. Rusli
Lecturer:	Prof. Dr. Marc Beutner
Learning Outcome:	<p>After taking this course, students will be able to critically evaluate the cost structure, production volumes and selling prices, production and sales budgets and variances for multi-product companies, evaluate international projects and the performance of multinational corporations (WAS?).</p> <p>This is accomplished through determination of variable, fixed and overhead costs, analysis of contribution and break-even points, cash flow forecasting, financing needs and returns of international projects and companies, as well as balanced scorecards and key performance indicators (KPI) analysis of multinational corporations (WOMIT?).</p> <p>Thus, students can apply cost accounting, budgeting and controlling and project evaluation i.e. capital budgeting tools and balanced scorecards to plan production volumes and prices, measure the returns on projects and evaluate the performance of international multi-product companies (WOZU?).</p> <p><i>Knowledge:</i> Different cost types, budgeting and controlling, performance measurement, multinational and divisional companies, financial planning and analysis tools.</p> <p><i>Understanding:</i> Cost-volume-profit relationships, overhead allocation, budgeting and performance measurement, financial analysis and capital budgeting, company cashflow derivation.</p> <p><i>Application:</i> Calculate examples of multi-product and multicurrency cost-volume-price decisions, overhead allocation and ABC, budgets and variances, balanced scorecards and KPIs, direct- and indirect cashflow derivation and financial ratios, project payback/NPV/IRR. Analysis: Analyze company-, division- and product-level production and pricing decisions, budgeting and performance measurement systems, investment evaluation.</p>
Module Content:	<p>International Management Accounting teaches undergraduate students in International Business the subjects of cost-volume-pricing decisions, budgeting, controlling and performance measurement, financial analysis and capital budgeting for manufacturing, services, digital platform and social media companies:</p> <ul style="list-style-type: none"> <li>• Part 1: Cost, volume and profit incl. break-even and contribution analysis, cost- vs. market-based pricing, multi-product companies, activity-based costing (ABC).</li> <li>• Part 2: Budgeting, standard costing and variances, balanced scorecards and KPIs.</li> <li>• Group Homework 1 on costing, budgeting and controlling</li> <li>• Part 3: Cashflows and ratio analysis, capital budgeting</li> <li>• Group Homework(s).</li> </ul>
Teaching and Learning Methods:	Seminar-like lecture with multiple class exercises interactive question and answer sessions. Group homework write-ups with participation in class discussions. One individual closed-book written exam at end of semester.
Assessment Method:	<ul style="list-style-type: none"> <li>• Group Homework Submissions 30%</li> <li>• Written Exam 70%</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,



Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of individual and group (incl. preparation and review, homeworks, and an end-of-the semester examination)
Recommended Prerequisites:	Prerequisite: "Introduction to International Accounting and Taxation", "Managerial Microeconomics", and "Introduction to International Business". Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	Main textbook: Bowhill, B., Business planning and control: integrating accounting, strategy and people, Wiley, 2008. Textbook: Weygandt, J. / Kimmel, P. / Kieso, D.: Accounting Principles (IFRS Version), Global Edition, 2019, chapters 9-27. Optional: Drury, C., Management Accounting for Business, Cengage Learning EMEA, 5th ed., 2013.
Use of the Module in Other Degree Programs:	This course module is applicable to Bachelor students in not only international business (IB) but also business administration, banking and finance, business law, as well as engineering and applied sciences students.
Particularities:	
Last update:	October 2024

#### 4.11 International Corporate Finance

Module Code:	2.06./1060
Module Title:	International Corporate Finance
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	3 <sup>rd</sup> semester
Frequency:	Every Winter semester
Module Coordinator:	Prof. Dr. Ridwan D. Rusli
Lecturers:	Prof. Dr. Ridwan D. Rusli
Learning Outcome:	<p>After taking this course, students will be able to critically evaluate investment and financing decisions of internationally operating financial managers (WAS?).</p> <p>This is accomplished through cash flow forecasting and valuation of projects, securities and companies, including case studies (WOMIT?).</p> <p>Thus, students can apply corporate finance tools and insights to evaluate a variety of project-, security- and company investment and financing transactions in their international management careers (WOZU?).</p> <p><i>Knowledge and understanding:</i> Interpret and describe securities and company valuation, risk and return trade-offs, financial and cashflow planning, investment evaluation and capital budgeting tools, capital structure and dividend policy, debt and equity financings.</p> <p><i>Application:</i> Calculate securities- and company values, calculate investment and project returns, forecast financial statements.</p>

	<p><i>Analysis:</i> Derive and compare cashflow forecasts and financial ratios, capital structures, debt- and equity financing instruments.</p> <p><i>Synthesis and Evaluation:</i> Formulate and evaluate optimal financing and investment plans of case study companies.</p>
Module Content:	<p>This course teaches undergraduate students (with basic knowledge of international financial- and management accounting as prerequisite) the principles of present value, securities and company valuation (the latter including manufacturing and services, digital platform and social media companies), financial forecasts and ratio analysis, international capital budgeting, capital structure and dividend policy, debt- and equity financings. Students shall learn about the concepts and analytical tools and solve calculational exercises using Excel and other tools and conceptual questions on:</p> <ul style="list-style-type: none"> <li>• Part 1: Present values, bond- and stock valuation, capital budgeting incl. net present value (NPV), internal rate of return (IRR) and payback period, risk and returns, capital asset pricing model (CAPM), weighted average cost of capital (WACC).</li> <li>• Part 2: Projects valuation and cashflow analysis, corporate debt and equity issuances, dividend- and capital structure policy.</li> <li>• Part 3: Investment and financing plans.</li> </ul>
Teaching and Learning Methods:	Seminar-like lecture with interactive question and answer sessions. One (max. 2-3 members/team) homeworks on securities valuation, project and investment evaluation. One individual closed-book written exam at end of semester.
Assessment Method:	<ul style="list-style-type: none"> <li>• Team Homeworks 30%</li> <li>• Written Exam 70% (90 minutes).</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation and review, homeworks, and an end-of-the semester examination)
Recommended Prerequisites:	Modules of the previous IBB semesters, especially "Managerial Microeconomics", "International Economics", "Introduction to International Business", "Introduction to International Accounting and Taxation", "International Management Accounting". Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Class notes</p> <p>Main textbook: Brealey, R. / Myers, S. / Allan F., Principles of Corporate Finance, McGraw Hill, 13th ed., 2020.</p> <p>Reference textbook: Levi, M., International Finance, Routledge, 5th ed., 2009 (selected chapters).</p> <p>Reference textbook: Weygandt, J. / Kimmel, P. / Kieso, D.: Accounting Principles (IFRS Version), Global Edition, 2019, chapters 1-18.</p>
Use of the Module in Other Degree Programs:	This course is mandatory for International Business BSc (IBB) students of TH Köln. It is relevant to Bachelor students in not only international business but also business administration, banking and finance, business law, etc.
Particularities:	
Last update:	October 2024

## 4.12 International Marketing

Module Code:	2.07./1070
Module Title:	International Marketing
Type of Module:	Compulsory

ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Michael Volkmann
Lecturers:	Prof. Dr. Michael Volkmann
Learning Outcome:	<p>This course focuses on the specifics of international marketing approaches. Especially the question about the constant battle between standardization and individualization within marketing concepts is intensively discussed (WAS?).</p> <p>This will be achieved by applying concepts and methods with the help of international case studies and market research project (WOMIT?).</p> <p>Based on the knowledge about national marketing students are supposed to develop different marketing concepts for several countries taking cultural difference in terms of customer needs, markets, trends and competitors into account (WOZU?).</p> <p><i>Knowledge:</i> Students know the specific principles, concepts and tools of international marketing management as well as the differences between national and international marketing approaches.</p> <p><i>Understanding:</i> They explain the necessity of standardization on the one hand and individualization on the other hand. They describe the impact of an international marketing strategy for the management.</p> <p><i>Application:</i> Students apply national marketing concepts to new cultures to reveal differences.</p> <p><i>Analysis:</i> They are able to analyze potentials for possible market entries.</p> <p><i>Synthesis:</i> Students combine consumer, market and competitor information into management tools and interpret the data to draw a reviewed decision.</p> <p><i>Evaluation:</i> Students are able to evaluate marketing decisions in terms of cultural adaption. The more they assess and compare the extent of complexity and coordination among different cultures and come to a recommendation for market expansion strategies.</p>
Module Content:	<p>The course covers mainly the following aspects:</p> <ul style="list-style-type: none"> <li>• Specifics of international marketing approaches</li> <li>• Specifics of international market research</li> <li>• International market selection process and target group defining</li> <li>• International market entry strategies</li> <li>• International customer journeys</li> <li>• International brand positioning</li> <li>• International marketing mix (focus on social media and artificial intelligence)</li> <li>• International digital marketing trends</li> </ul>
Teaching and Learning Methods:	Weekly seminars with integrated practical tasks & case studies – Possible Student Group presentation
Assessment Method:	<ul style="list-style-type: none"> <li>• Group Presentation: 35%</li> <li>• Individual exam: 65%, (60 minutes, open questions and/or multiple-choice)</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, review and examinations)

Recommended Prerequisites:	Modules of the first semesters, especially "Introduction to International Business", "Introduction to Marketing"; "International Management and Ethics", "Consulting & Digitalization" as well as "Quantitative Methods A" (or comparable courses from other universities). Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	Class notes Hollendsen, S., Global Marketing, Addison Wesley, 8th ed., 2020 Doole I. / Lowe, R. / Kenyon, A., International Marketing Strategy, Cengage Learning Emea, 8th ed., 2019
Use of the Module in Other Degree Programs:	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Particularities:	
Last update:	September 2024

#### 4.13 International Supply Chain Management

Module Code:	2.08./1080
Module Title:	International Supply Chain Management
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Andreas Fries
Lecturers:	Prof. Dr. Andreas Fries
Learning Outcome:	<p>This course's objective is to enable students to be able to develop integrated decisions for the various functions of the global supply chain and evaluate them with regard to their effectiveness and efficiency (WAS?).</p> <p>They achieve this through the application of global supply chain models, methods for process descriptions, and performance indicators/KPIs and the development and evaluation of isolated but also integrated activities across the various functions within a global supply chain (WOMIT?).</p> <p>As a result, the students will later be able to assume a supply chain function in a company as an entry-level employee (WOZU?).</p> <p><i>Knowledge:</i> Explain the key concepts of Supply Chain Management and apply the specific terminology in a correct manner.</p> <p><i>Understanding &amp; Synthesis:</i> Describe the importance of global Supply Chain processes for the corporate success and discuss interconnected activities under consideration of the two megatrends sustainability and digitalization.</p> <p><i>Application &amp; Analysis:</i> Derive key decisions in market-oriented corporate functions such as sales, logistics, purchasing and supply management, operations and production management in a global context based on applied tasks and case studies</p> <p><i>Evaluation:</i> Measure and evaluate international supply chain processes based on key figures and targets</p>

Module Content:	<ul style="list-style-type: none"> <li>• Introduction: Global Supply Chain fundamentals including the SCOR-model</li> <li>• Supply Chain Strategy &amp; Design I</li> <li>• Supply Chain Planning</li> <li>• Logistics: Inventories &amp; Transportation</li> <li>• Sourcing</li> <li>• Supply Chain Controlling &amp; Risk Management</li> <li>• Supply Chain Trends: Sustainable Supply Chain Management, Digital Supply Chains, Future competencies of Supply Chain Managers (integrated into all prior topics)</li> </ul> <p>Selected applied tasks &amp; case studies and/or business simulation game exercises will be implemented during the course to enrich the learning experience.</p>
Teaching and Learning Methods:	Interactive teaching with moderated discussions; in-class exercise-based application of concepts and methods; case study solutioning & presentation
Assessment Method:	<ul style="list-style-type: none"> <li>• Case Study Solutioning (oral and in writing): 35%</li> <li>• Exam: 65% (max. 60 minutes)</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, review and examinations)
Recommended Prerequisites:	Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Main Textbook:</p> <p>Chopra, S. (2019): Supply Chain Management: Strategy, Planning, and Operation, Global Edition, 7th edition, Pearson.</p> <p>Key scientific Articles:</p> <p>Chen I. &amp; Paulraj, A. (2004): Towards a Theory of Supply Chain Management – the Constructs and Measurements, in: Journal of Operations Management, Vol. 22, 119-150.</p> <p>Christopher, M. &amp; Peck, H. (2004): Building the Resilient Supply Chain, in: July 2004The International Journal of Logistics Management, Vol. 15 (2), 1-13.</p> <p>Holmström, J. et al. (2019): The digitalization of operations and supply chain management: Theoretical and methodological implications, in: Journal of Operations Management, Vol. 65, Issue 8, 728-734.</p> <p>Ivanov, D. &amp; Dolgui, A. (2020): Viability of intertwined supply networks: extending the supply chain resilience angles towards survivability. A position paper motivated by COVID-19 outbreak, in: International Journal of Production Research Vol. 58, Issue 10, 2904-2915.</p> <p>Paulraj, A., Chen, I.J., Blome, C. (2017): Motives and performance outcomes of sustainable Supply Chain Management Practices: A multitheoretical perspective, in: Journal of Business Ethics, Vol. 145, 239-258.</p> <p>Pyun, J. &amp; Rha, J. (2021): Review of Research on Digital Supply Chain Management Using Network Text Analysis, in: Sustainability, Vol. 13 (17), 9929.</p> <p>Seuring, S. (2006): Supply chain controlling: Summarizing recent developments in German literature, in Supply Chain Management: An International Journal, Vol. 11/1, 10-14.</p> <p>Other Textbook Alternatives:</p> <p>Christopher, M. (2016) Logistics and Supply Chain Management, 5th ed., Financial Times Prent.</p> <p>Harrison, A., Van Hoek, R., Skipworth, H. (2019): Logistics Management and Strategy, 6th ed., Pearson</p> <p>Levi-Simchy, D., Kaminsky, P., Simchi-Levi, E. (2021): Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, 4th edition, McGraw-Hill.</p> <p>Thonemann, U. (2015): Operations Management: Konzepte, Methoden und Anwendungen, 3. Auflage, München, Pearson.</p>
Use of the Module in Other Degree Programs:	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Particularities:	Guest Speakers and/or workshops from the area of SCM (optional)
Last update:	02.09.2024

#### 4.14 International Capital Markets

Module Code:	2.09./1090
Module Title:	International Capital Markets
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	6 <sup>th</sup> semester
Frequency:	Every Summer semester
Module Coordinator:	Prof. Dr. Ridwan D. Rusli
Lecturers:	Prof. Dr. Ridwan D. Rusli
Learning Outcome:	<p>After taking this course, students will be able to critically evaluate and propose ways to mitigate currency, interest rate, commodity and environmental, social and governance (ESG) risks of multinational corporations (WAS?).</p> <p>This is accomplished through calculation and analysis of, in particular, currency, interest rate and other risks and derivative instruments, including case studies (WOMIT?).</p> <p>Thus, students can apply basic derivatives, financial and operational hedging strategies to help companies manage financial, operational and ESG risks in their international management careers (WOZU?).</p> <p><i>Knowledge and Understanding:</i> Familiar with the international trading and monetary systems; the global equity, debt and foreign exchange (forex) markets; securities valuation tools; forex and other financial derivatives; financial, operational and business risks; international financing and investment alternatives.</p> <p><i>Application:</i> Value bonds, dividend and project cashflow streams; use international parity conditions to predict currency movements; apply forex and other financial derivatives to risk management, hedging and speculation; calculate the net present value (NPV) of international projects.</p> <p><i>Analysis:</i> Analyze financial, operational and business risks; international investment projects.</p> <p><i>Synthesis and Evaluation:</i> Evaluate and compare multinational case companies' operational, financial and Environmental, Social and Governance (ESG) risk management, financing and investment strategies.</p>
Module Content:	<p>International Capital Markets introduces advanced undergraduate students in International Business to the international trading and monetary systems, international financial markets and financial crises, securities valuation and international parity conditions, forex markets, forex and other financial derivatives, international capital budgeting and multinational company risk management, financings and investments. Students will calculate and solve problem sets using Excel and other tools. The module comprises:</p> <ul style="list-style-type: none"> <li>• Part 1: International trade, global monetary systems and balance of payments, international financial markets and crises.</li> <li>• Part 2: Foreign exchange markets, international parity conditions, currency and other financial derivatives.</li> <li>• Part 3: Multinational corporation risk exposure and management.</li> <li>• Part 4: International debt and equity financings, cross-border investments and capital budgeting.</li> </ul>
Teaching and Learning Methods:	Seminar-like lecture with multiple class exercises, interactive question and answer sessions. One (max. 2-3 member team) case study submission. One individual 90 minute closed-book written exam at end of semester.

Assessment Method:	<ul style="list-style-type: none"> <li>• Team Case Study Submission 40%</li> <li>• Written Exam 60% (90 minutes)</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, review and examinations)
Recommended Prerequisites:	Modules of the previous IBB semesters, especially "Managerial Microeconomics", "International Economics", "Introduction to International Business", "Introduction to International Accounting and Taxation", "International Management Accounting". Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Main textbook 1: Levi, M., International Finance, Routledge, 5th ed., 2009 (selected chapters).</p> <p>Main textbook 2: Brealey, R. / Myers, S. / Allan F., Principles of Corporate Finance, McGraw Hill, 13th ed., 2020 (selected chapters).</p> <p>Reference textbook: Weygandt, J. / Kimmel, P. / Kieso, D.: Accounting Principles (IFRS Version), Global Edition, 2019, chapters 1-18.</p>
Use of the Module in Other Degree Programs:	This course is mandatory for International Business BSc (IBB) students of TH Köln. It is relevant to Bachelor students in not only international business but also business administration, banking and finance, business law, etc.
Particularities:	
Last update:	October 2024

## Management & Leadership



## 4.15 Business Psychology

Module Code:	3.01./2011
Module Title:	Business Psychology
Type of Module:	Compulsory module
ECTS Credits:	6
Language:	English
Duration of Module:	One semester
Recommended for Semester:	2 <sup>nd</sup> Semester
Frequency:	Every Summer Semester
Module Coordinator:	Prof. Dr. Susann Kowalski
Lecturers:	Stefanie M. Halwas
Learning Outcome:	<p>Students develop a basic understanding of how individuals and groups behave (WAS?).</p> <p>This is accomplished through participating in the interactive classroom activities, individual learning activities and group discussions (WOMIT?).</p> <p>Thus, students are able to operate more efficiently in the business world (WOZU?).</p> <p><i>Knowledge:</i> Students can describe the theoretical framework of inter- and intrapersonal phenomena by learning basic concepts and different models to understand teamwork, purchasing decisions, pricing and the behaviour of individuals and groups in organizational settings.</p> <p><i>Understanding:</i> Students can explain behaviour observed at the place of work by testing and discussing concepts and observed behaviours individually and in group work to be able to understand business decisions / strategies as well as improve their teamwork and academic skills.</p> <p><i>Application:</i> Students establish healthy and resilient working conditions for individuals and within teams by approaching tasks in teams and exercises during classes to be able to work in different variations of teams in the future.</p> <p><i>Analysis:</i> Students can gather and analyse primary data by following quantitative methods to make reasonable predictions about work-related behaviour and understand behaviour in specific settings.</p> <p><i>Synthesis:</i> Students can manage teams, influence decisions and predict behavioural outcomes by developing and following qualitative research designs to employ effective methods to manage work-related behaviour.</p> <p><i>Evaluation:</i> Students evaluate findings from primary and secondary data analysis, group work and individual experiences by applying coding strategies to reflect up on and improve their own behaviour in work-related situations.</p>
Module Content:	<ul style="list-style-type: none"> <li>• Interpersonal phenomena relevant for the international context</li> <li>• Organizational Behavior as science</li> <li>• Motivation</li> <li>• Leadership</li> <li>• Person Perception</li> <li>• Communication</li> <li>• Decision-making</li> <li>• Group dynamics</li> <li>• Market Research</li> <li>• Intrapersonal phenomena relevant for the international context</li> <li>• Perception</li> <li>• Attribution</li> </ul>

	<ul style="list-style-type: none"> <li>• Personality, incl. reflection task on personality development</li> <li>• Self</li> <li>• Resilience</li> <li>• Positive psychology</li> </ul> <p>Qualitative Methods</p> <ul style="list-style-type: none"> <li>• Qualitative Research Design</li> <li>• Qualitative research questions</li> <li>• Semi-structured interviews</li> <li>• In-vivo Coding</li> <li>• Presenting academic findings</li> </ul>
Teaching and Learning Methods:	Lectures, simulations and role games, student discussions, self-reflection exercises, in-class group work, self-instructed group work, in-class exercises, personality tests, application of qualitative methods (in-vivo coding)
Assessment Method:	<ul style="list-style-type: none"> <li>• Group work with oral exam: 50%</li> <li>• Academic Paper (Hausarbeit): 50%</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours total workload, consisting of
Contact hours:	60 contact hours (of 45 minutes each)
Self-study:	135 hours of independent study
Recommended Prerequisites:	None
Required Prerequisites:	Students should have at least B2 language skills in English
Recommended Reading:	<p>Howitt, D. (2010.) <i>Introduction to Qualitative Research Methods in Psychology</i>. 3rd Edition. Pearson Education.</p> <p>Myers, D. G., &amp; C Nathan Dewart. (2018). <i>Psychology in modules</i> (12th ed.). Worth Publishers, Macmillian Learning.</p> <p>Nolen-Hoeksema, S.; Fredrickson, B.L.; Loftus, G. R. &amp; Lutz, C. (2014). <i>Atkinson and Hilgard's introduction to psychology</i>. Cengage Learning Emea.</p> <p>Saldaña, J. (2021). <i>The Coding Manual for Qualitative Researchers</i>. 4th Edition. Sage Publications.</p> <p>Willig, C. (2013). <i>Introducing Qualitative Research in Psychology</i>. 3rd Edition. Open University Press.</p>
Use of the Module in Other Degree Programs:	This is a module in International Business B.Sc. only. Students from other degrees must check if this module is considered appropriate for their degree programs.
Particularities:	None
Last update:	01.08.2024

#### 4.16 Cross-Cultural Competence

Module Code:	3.02./2021 and 2022
Module Title:	Cross-Cultural Competence
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	Two semesters
Recommended for Semester:	3 <sup>rd</sup> and 4 <sup>th</sup> semester
Frequency:	The first part in the winter semester and the second part in the summer semester/ two semesters

Module Coordinator:	Prof. Dr. Susann Kowalski
Lecturers:	Prof. Dr. Susann Kowalski
Learning Outcome:	<p>After attending the module, students will be able to evaluate – that is regularly reflect - cultural experiences, decide on solutions for cross-cultural incidents and take precautions measures to prevent such incidents (WAS?).</p> <p>This is accomplished by setting up and comparing cultural repositories, working culturally mixed teams, and applying appropriate project management tools (WOMIT?).</p> <p>Thus, students can communicate across cultural borders, manage cross-cultural teams and prepare a publishable product within a tight deadline (WOZU?).</p> <p><i>Knowledge:</i> Students are familiar with culture as a concept and its different models.</p> <p><i>Understanding:</i> Students get a thorough understanding of the term culture and different cultural models.</p> <p><i>Application:</i> They setup their cultural repository and work within multi-cultural teams.</p> <p><i>Analysis:</i> Students analyze their own culture and exercise to compare this to other cultures.</p> <p><i>Synthesis:</i> Students experience and combine theoretical and empirical work while working on a topic-related project and develop argumentative support for their findings. They are able to sensitize cross-cultural problems and can resolve them.</p> <p><i>Evaluation:</i> Students reflect regularly on their experience, draw conclusions for future work and are able to direct their work in order to prevent cross-cultural incidents.</p>
Module Content:	<ul style="list-style-type: none"> <li>• Definitions of culture</li> <li>• Cultural models</li> <li>• Perception of culture</li> <li>• Values, attitudes, behaviours, and culture</li> <li>• Bias and stereotypes</li> <li>• Cultural orientation</li> <li>• Dimensions of culture</li> <li>• Our culture / the other culture</li> <li>• Dealing with difference</li> <li>• Effective behaviors in a business environment</li> </ul>
Teaching and Learning Methods:	<p>Short presentations by teacher followed by discussions → to be able to describe and argue culture, cultural dimensions, pros and cons of differences and similarities, to be able to transfer everyday situations to business situations</p> <ul style="list-style-type: none"> <li>• Working out the own cultural repository → to be able to describe the culture of a person</li> <li>• Comparing the own cultural repository with the cultural repositories of teammates and anticipating changes and risks in working together before the work starts. Presenting this part shortly. At the end of the project reflecting the anticipations and arguing why the expectations became true or didn't become true → to be able to anticipate cultural influences on the co-operation and to take proactive measures to control risks as well as to make chances become true.</li> <li>• Working as a cross-cultural pair on a practical task <ul style="list-style-type: none"> <li>◦ Getting through all the steps of project management (preparation, planning, executing, controlling, ending) under the special circumstances of cross-cultural cooperation → to be able to use methods of project management in a cross-cultural environment, i. e. to manage cross-cultural teams, to successfully communicate in cross-cultural teams</li> <li>◦ Fulfilling the project's task (practical task with connection to the business sphere; if students from other studying programs will take part also interdisciplinary approach) → be able to co-operate and produce valuable outcomes together with colleagues from other cultures, to manage cross-cultural teams, to successfully communicate in cross-cultural teams; also: enhancement of methodical competencies like research for information, reading and summarizing texts, structuring information etc.</li> <li>◦ Writing a project documentation → to be able to write a publishable text under the special circumstances of cross-cultural cooperation and tight time</li> </ul> </li> </ul>

	<p>constraints, to manage cross-cultural teams, to successfully communicate in cross-cultural teams</p> <ul style="list-style-type: none"> <li>○ Reflective usage of learned knowledge and behavior in connection with the actual project situation in the course "Multicultural Entrepreneurship" → to be able to make culturally sensible decisions in practical teamwork.</li> </ul>
Assessment Method:	<ul style="list-style-type: none"> <li>• Documentation of research results: 50%</li> <li>• Presentation of research results: 20%</li> <li>• Documentation of the cross-cultural exercises: 30%</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies
Recommended Prerequisites:	<p>The self-study module "Cultural Competences" is recommended; to have a basic understanding of what business, business administration, and management mean.</p> <p>For incoming non-business students:</p> <p>To have a basic understanding of their future sphere of work and the relevant business-related questions.</p> <p>Students should have at least B2 language skills in English.</p>
Required Prerequisites:	
Recommended Reading:	<p>Kowalski, S.: "Cross-Cultural Sensitivity Training", econcise, 2023</p> <p>Browaeys, Joelle; Price, Roger: Understanding Cross- cultural Management, Pearson, 4th edition, 2019.</p> <p>House, R. / Hanges, P. / Javidan, M. / Dorfman, P. / Gupta, V., Leadership, Culture and Organizations: The GLOBE study of 62 societies, 2004</p> <p>Deresky, H., International Management – Managing Across Borders and Cultures, Text and Cases, Global Edition, Pearson Education, 2016</p> <p>Hofstede, G. / Hofstede, J. / Minkov, M., Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival, McGraw-Hill Education Ltd, 3rd ed., 2010</p> <p>Hampden-Turner, C. / Trompenaars, F., Riding the Waves of Culture: Understanding Diversity in Global Business, Nicholas Brealey International, 3rd ed., 2012</p> <p>Levine, R., Geography of Time: On Tempo, Culture And The Pace Of Life: The Temporal Misadventures of a Social Psychologist, or How Every Culture Keeps Time Just a Little Bit Differently, Oneworld Publications, 2006</p> <p>Hall, E. / Hall, M., Understanding Cultural Differences: Germans, French and Americans, Intercultural Press, 2000</p>
Use of the Module in Other Degree Programs:	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Particularities:	<p>Course involves teamwork on research/project topics. Regular attendance is indispensable. The first semester prepares students for practical team work in connection with the course "Multicultural Entrepreneurship", whereas in the second semester they should apply these abilities.</p> <p>To give incoming students a chance to take this course within one semester, their second half contains tight guidance through and reflection of their experience during their semester abroad at our university (tasks for reflection about preparation, current incidents, and reached goals; presentation of a summary of experience). Please ask the professor or your study program advisor if you are interested in this option.</p>
Last update:	September 2024

#### 4.17 Multicultural Entrepreneurship

Module Code:	3.03./2031 and 2032
Module Title:	Multicultural Entrepreneurship

Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	Two semesters
Recommended for Semester:	3 <sup>rd</sup> and 4 <sup>th</sup> semester
Frequency:	Once a year (in winter semester). The module involves project work in two subsequent semesters starting in winter semester. Students cannot participate in individual semesters only.
Module Coordinator:	Prof. Dr. Michael Volkmann
Lecturers:	Prof. Dr. Michael Volkmann Stefanie M. Halwas, MBA
Learning Outcome:	<p>Based on analysis of multicultural target groups in need, environment, markets etc., students take real (business) decisions in the context of social entrepreneurship. They plan and realize entrepreneurial projects with a multicultural background, which is supposed to include people in need from other national or social cultures (WAS?).</p> <p>This will be achieved by operating a design thinking workshop, following agile project managements tools and deriving all decisions from the business model canvas (WOMIT?).</p> <p>The overall objective of the course is to make students aware of the importance of entrepreneurial skills and mindsets as well as to practice them. Students are enabled to organize their individual and group tasks and to plan, prepare, implement and evaluate social innovations with multicultural background (WOZU?).</p> <p><i>Knowledge:</i> Students know Design Thinking processes and what innovations mean for organizations and economies. They know the concept of social entrepreneurship and meeting the needs of multicultural target groups.</p> <p><i>Understanding:</i> Students understand how to design and lead Design Thinking processes for innovations in multi-cultural settings. They are able to state the implications of multicultural entrepreneurship for organizations, projects and economies.</p> <p><i>Application:</i> They apply diverse, previously covered management tools and conduct a market research using quantitative and qualitative methods. Students apply Design Thinking to a real project planned, tested and implemented in the local economy. They develop concepts, solutions and prototypes for issues in the local economy based on Design Thinking and project management frameworks, models and concepts to achieve the Proof of Concept and prepare for implementation. They apply project management and appropriate management tools to achieve the Proof of Concept and implement the project long-term.</p> <p><i>Analysis:</i> Students are able to compare different frameworks, models and concepts to identify the most appropriate approach in the situation of their PIN (target group). They are able to interpret gathered qualitative and quantitative data to take profound decisions for the project and present their decisions and results clearly towards different audiences.</p> <p><i>Synthesis:</i> Students develop a plan, implementation plan and strategies to solve the issue of their PIN (target group). They thus are enabled to control project progress. They realize the reflected decision into a three-year business plan based on the Business Model Canvas thus setting up social projects for multi-cultural target groups in the local community.</p> <p><i>Evaluation:</i> Students are able to establish measures to evaluate success of social / sustainable projects and forecast a three-year development of their implemented project (Business Plan based on Business Model Canvas). They are able to judge the success of the different stages of their own project as well as they are able to evaluate other projects in terms of suitability of applied theories, quality of data and data analysis and interpretation as well as evaluating decisions and outcomes with project targets.</p>
Module Content:	<p>Sustainable Entrepreneurship</p> <ul style="list-style-type: none"> <li>• Clear definition of needs of people in need (PIN)</li> </ul>

	<ul style="list-style-type: none"> <li>• Clear definition of impact for direct &amp; indirect target groups</li> <li>• Market Research in social settings</li> <li>• Reporting and Presenting within a sustainable setting</li> </ul> <p>Agile Project Management</p> <p>Entrepreneurship</p> <ul style="list-style-type: none"> <li>• Innovation</li> <li>• Design Thinking</li> <li>• Creativity techniques</li> <li>• Business Model Canvas</li> <li>• Business Plan</li> <li>• Agile Methods</li> </ul> <p>Market Research (Field and Desk Research) with a social background</p> <ul style="list-style-type: none"> <li>• Qualitative and quantitative data gathering (application)</li> <li>• Qualitative and quantitative data analysis (application)</li> <li>• Observation and Interviewing of target groups</li> <li>• Create, test and adopt prototypes to meet the need of PIN</li> </ul> <p>Evaluation of different projects for multi-cultural target groups</p> <ul style="list-style-type: none"> <li>• Evaluate the potential of different projects / options</li> <li>• Evaluate the value added of prototypes / solutions for PIN</li> <li>• Evaluate the success of the completed Proof of Concept</li> <li>• Evaluate Implementation</li> <li>• Business &amp; Implementation plan</li> <li>• Enabling, measuring success and impact</li> <li>• Controlling</li> </ul> <p>Personality development in project work teams</p> <ul style="list-style-type: none"> <li>• Definition of personality competences to be developed (incl. action plan)</li> <li>• Measurement of observable behaviors over time based on peer- and self-assessment</li> </ul>
Teaching and Learning Methods:	Moderated discussions; progress presentations; workshops; application of concepts and methods in groups; educated visits and interviews; self-organized building of competences and coaching
Assessment Method:	<ul style="list-style-type: none"> <li>• Scientific Papers (30%)</li> <li>• Oral Exams 70% (max. 60 minutes)</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	30 contact hours (45 minutes each)
Self-study:	157,5 hours of independent studies (incl. preparation, review and examinations)
Recommended Prerequisites:	<p>Recommended: Modules of the first semesters, especially "Introduction to International Business", "Introduction to Marketing"; "International Macroeconomics" and "Quantitative Methods A" (or comparable courses from other universities).</p> <p>Students should have at least B2 language skills in English and ideally B2 language skills in German.</p>
Required Prerequisites:	
Recommended Reading:	<p>Class notes and eLearning elements</p> <p>Bornstein, D. / Davis, S., Social Entrepreneurship: What Everyone Needs to Know, Oxford University Press, 2010</p> <p>Curedale, R.: Design Thinking Process / Methods, 5. Edition, Bloomsbury Academic, 2019</p> <p>Elkington, H., Cannibals with forks - The triple bottom line of 21st century business, Capstone Publishing Ltd, 1997</p> <p>Murphy, O., International Project Management, Thomson, 2005</p> <p>Seelig, T., Insight Out - Get Ideas Out of Your Head and Into the World, HarperOne, 2015</p>
Use of the Module in Other Degree Programs:	The module builds on content of the first semesters and is only used in this degree. Participation is limited to International Business (B.Sc.) students.
Particularities:	<p>Course work is across two semesters to enable planning, implementation and running of the project</p> <ul style="list-style-type: none"> <li>• Students can not participate in one semester only</li> <li>• Registration via ILU replaces PSSO registration</li> </ul>

	<ul style="list-style-type: none"> <li>• Participation in scheduled activities is required</li> <li>• Participation in Design Thinking workshops is essential</li> <li>• Completion of Design Thinking eLearning is required</li> <li>• A social project is planned, tested and implemented</li> <li>• Visiting organizations / companies (if appropriate)</li> <li>• Online communication and cooperation is used</li> <li>• Invitation of guest speakers</li> <li>• Cooperation with social organizations is requested</li> </ul>
Last update:	October 2024

#### 4.18 International Management and Ethics

Module Code:	3.04./2041
Module Title:	International Management and Ethics
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	3 <sup>rd</sup> semester
Frequency:	Every winter semester
Module Coordinator:	Prof. Dr. Andreas Fries
Lecturers:	Prof. Dr. Andreas Fries
Learning Outcome:	<p>Students will develop a detailed understanding of the ethical challenges and dilemmas faced by international managers (WAS?).</p> <p>This is accomplished by equipping them with the necessary conceptual frameworks covering internationalization theories, normative and descriptive ethics as well as ethical analysis frameworks(WOMIT?).</p> <p>By applying these concepts and analyzing international management case studies in a structured way they will be empowered to evaluate ethical conflicts in theory and transfer this knowledge to practical situations faced in their upcoming global management careers (WOZU?).</p> <p><i>Knowledge:</i> Students are able to describe the fundamental theories in international management and ethics.</p> <p><i>Understanding:</i> Students can explain how specific frameworks may be used to respond to ethical challenges in various international management functions.</p> <p><i>Application:</i> Students will apply conceptual knowledge and ethical analysis frameworks to ethical challenges based on a given structure in the international management.</p> <p><i>Analysis:</i> Students are able to identify key cultural and contextual factors in international management forming the basis for developing ethical management solutions.</p> <p><i>Synthesis:</i> Students will be able to generate new alternative solutions to ethical challenges that arise in international business.</p> <p><i>Evaluation:</i> Students are able to assess the appropriateness of international management decisions in light of ethical &amp; CSR standards based on problem analysis.</p>
Module Content:	Part I: International Management, Culture & Leadership

	<ul style="list-style-type: none"> <li>• Intro international management &amp; ethics</li> <li>• Theories of internationalization</li> <li>• Global cultural context, communicating across cultures &amp; transculturality</li> <li>• International leadership theories</li> </ul> <p>Part II: Understanding Ethics, CSR &amp; Sustainability</p> <ul style="list-style-type: none"> <li>• Intro to ethics, morality, CSR &amp; sustainability</li> <li>• Ethics and legal &amp; regulatory compliance</li> <li>• Ethics and the Stakeholder Approach</li> <li>• Normative and descriptive ethical theories</li> <li>• Ethics analysis and decision frameworks</li> </ul> <p>Part III: Applying Ethical Frameworks in International Management</p> <ul style="list-style-type: none"> <li>• Ethics &amp; Sales &amp; Marketing</li> <li>• Ethics &amp; SCM</li> <li>• Ethics in Finance &amp; Controlling, General Management</li> <li>• Ethics &amp; other Stakeholders (e.g., Society, Government, Shareholders)</li> <li>• Ethics &amp; Artificial Intelligence</li> </ul> <p>Part IV: Conclusions of Ethical Learnings</p> <ul style="list-style-type: none"> <li>• Scientific and practical implications</li> <li>• Future outlook</li> </ul>
Teaching and Learning Methods:	<ul style="list-style-type: none"> <li>• Presentations by instructor</li> <li>• In-class discussion &amp; reflection</li> <li>• In-class case application exercises</li> <li>• In-class experimental exercises</li> </ul>
Assessment Method:	<ul style="list-style-type: none"> <li>• Group Project with an oral presentation and written summary/assignment: 50%</li> <li>• Written exam: 50%</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies
Recommended Prerequisites:	Students should have at least B2 language skills in English. The self-study module "Cultural Competences is recommended.
Required Prerequisites:	
Recommended Reading:	<p>Base Literature:</p> <p>Crane, Andrew, Dirk Matten, Sarah Glozer, and Laura Spence. <i>Business ethics: Managing corporate citizenship and sustainability in the age of globalization</i>. Oxford University Press, USA, 2019 (central source for ethical frameworks)</p> <p>Hollensen, S. (2020): <i>Global Marketing</i>, 8. Ed., Pearson, E-ISBN: 978-1-292-25183-7 (central source for internationalization frameworks)</p> <p>Selected scientific literature:</p> <p>Ariely, D., Mazar, N. &amp; Amir, O. (2008). The dishonesty of honest people: A theory of self-concept maintenance. <i>Journal of marketing research</i>, 45(6), 633-644.</p> <p>Trevino, L. K., Hartman, L. P., &amp; Brown, M. (2000). Moral person and moral manager: How executives develop a reputation for ethical leadership. <i>California management review</i>, 42 (4), 128-142.</p> <p>Schwartz, Mark S. "Developing and sustaining an ethical corporate culture: The core elements." <i>Business Horizons</i> 56, no. 1 (2013): 39-50.</p> <p>Additional readings and case studies as posted on ILIAS.</p>
Use of the Module in Other Degree Programs:	Betriebswirtschaftslehre (B.Sc.)
Particularities:	<p>Interactive case study work</p> <p>Self- and group-reflection of ethical dilemmas and potential solutions</p>



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Last update: 03.09.2024

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## 4.19 Export Management

Module Code:	3.05./2051
Module Title:	Export Management
Type of Module:	Compulsory
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	3 <sup>rd</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Galina Kolev-Schaefer
Lecturers:	Prof. Dr. Galina Kolev-Schaefer
Learning Outcome:	<p>After taking this course, students will be able to assess current challenges and opportunities related to the export of goods and to develop an export strategy for a particular product based on macroeconomic and trade data (WAS?).</p> <p>For this purpose, they apply known quantitative methods to gather and analyze data and have planned, implemented, evaluated and communicated appropriately a small market research project with regards to export management (WOMIT?).</p> <p>The aim of their analysis is to assess how different challenges and opportunities of the global economy affect internationally operating firms and to support strategic decisions regarding internationalization, market diversification as well as building resilience and sustainability of global value chains (WOZU?).</p> <p><i>Knowledge:</i> Students are able to describe current challenges and opportunities related to globalization and the activity of internationally operating firms in a globalized world.</p> <p><i>Understanding:</i> Students identify, discuss and question basic challenges and opportunities related to new markets, competition and international trade.</p> <p><i>Application:</i> Students transfer their knowledge of theoretical concepts and models to the analysis of current developments of global markets and international economic policy measures.</p> <p><i>Analysis:</i> Students combine analysis of the current economic situation, trade flows, trade barriers and other market trends to impact strategic decisions of internationally operating companies.</p> <p><i>Synthesis:</i> Students decide between different approaches and choose appropriate structures and frameworks to solve the task at hand and evaluate their own approach as well as the general theories. They justify and defend decisions as well as find compromises (synthesis).</p> <p><i>Evaluation:</i> Students establish measures to evaluate success. They judge the success of the different stages of their own project and they are able to evaluate other projects in terms of suitability of applied theories, quality of data and data analysis and interpretation as well as evaluating decisions and outcomes with project targets.</p>
Module Content:	<p>Introduction to export management</p> <ul style="list-style-type: none"> <li>• An overview of current trends in global trade and investment</li> <li>• Starting international business</li> </ul>

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	<ul style="list-style-type: none"> <li>Country risk and competitiveness analysis: Long-run development profile and business cycle analysis</li> <li>Analysis of trade flows and trade barriers</li> <li>Current topics in international trade and trade policy</li> </ul> <p>Applied export management:</p> <ul style="list-style-type: none"> <li>Assess quality and reliability of sources and validate assumptions in absence of perfect data</li> <li>Elaborate on factors influencing the decision to enter a new market</li> <li>Conduct analysis on demand, trends and production of a certain product in the market</li> <li>Report on developments in the identified market segments</li> <li>Apply previously gained knowledge in the area of Market Research Design, Desk Research, Working with databases (e.g. ITC Trade Map and Access2Markets)</li> <li>Apply quantitative methods to analyze data and derive conclusions and recommendations</li> </ul>
Teaching and Learning Methods:	Moderated discussions; application of concepts and methods in groups; video-assisted instruction; video conferencing; educated visits and interviews; self-organized building of competences and coaching
Assessment Method:	<ul style="list-style-type: none"> <li>Oral contribution: 40% (max. 45 minutes)</li> <li>Open-book examination: 60%</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	Modules of the first semesters, especially "Quantitative Methods A and B"; "Introduction to International Business"; "International Marketing"; "Managerial Microeconomics"; "International Macroeconomics"; "International Economics". Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Class notes</p> <p>Albaum, G., Duerr, E. &amp; Josiassen, A. (2016). International Marketing &amp; Export Management (8th ed.). Prentice Hall. (7th edition is available online at TH Köln Library)</p> <p>European Commission (2024). Access2Markets Database. <a href="https://trade.ec.europa.eu/access-to-markets/en/home">https://trade.ec.europa.eu/access-to-markets/en/home</a>.</p> <p>International Monetary Funds (2024). World Economic Outlook. <a href="https://www.imf.org/en/Publications/WEO">https://www.imf.org/en/Publications/WEO</a>, forthcoming in April.</p> <p>International Trade Center (2024). Tools. <a href="https://www.intracen.org/itc/market-info-tools/market-analysis-tools/">https://www.intracen.org/itc/market-info-tools/market-analysis-tools/</a>.</p> <p>Krugman, P. / Obstfeld, M. / Melitz, M., International Economics: Theory and Policy (2022), 12th Global Edition, Pearson,</p> <p>The World Economic Forum (2024). The Global Risks Report 2024. <a href="https://www.weforum.org/publications/global-risks-report-2024/#:~:text=The%20Global%20Risks%20Report%20explores,a%20warming%20planet%20and%20conflict">https://www.weforum.org/publications/global-risks-report-2024/#:~:text=The%20Global%20Risks%20Report%20explores,a%20warming%20planet%20and%20conflict</a>.</p>
Use of the Module in Other Degree Programs:	The module builds on the content of several modules in the first semesters. This module is only part of the International Business B.Sc. Whether credits might be transferred must be decided on a case-by-case basis by the respective program director.
Particularities:	<ul style="list-style-type: none"> <li>(International) Project Work</li> <li>A country and market brief is prepared individually and discussed in teams</li> <li>Participation in scheduled presentations is required</li> <li>Visiting organizations / companies (if appropriate)</li> <li>Online communication and cooperation (e.g. ZOOM, ILIAS, MIRO, email...) is used by students and lecturers</li> <li>Coaching is essential part of this course</li> </ul>
Last update:	September 2024

## 4.20 Negotiating Across Cultures

Module Code:	3.06.a/2061
Module Title:	Negotiating Across Cultures
Type of Module:	Compulsory elective module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester
Frequency:	Every semester
Module Coordinator:	Sprachlernzentrum (SLZ) der TH Köln
Lecturers:	Anastasia Hoffmann
Learning Outcome:	<p>After successful completion of the module course, students will be able to communicate effectively and to negotiate relevant issues in an international work context (WAS?).</p> <p>In order to achieve these objectives, they can apply a broad range of vocabulary and structures as well as rhetorical devices and linguistic strategies at level B2.2 as defined by the Common European Framework of Reference for Languages. In addition, they can apply their knowledge of models of intercultural communication to analyze and assess potentially critical situations (WOMIT?).</p> <p>They will thus be prepared to cooperate successfully with counterparts from different cultural backgrounds in professional contexts, achieving their own goals while at the same time forging or maintaining good relationships (WOZU?).</p> <p><i>Knowledge:</i> Students acquire and can apply specific vocabulary and typical structures and phrases used in business negotiations in order to reach specific communicative goals. Students familiarize themselves with various negotiation strategies. Students familiarize themselves with different models of intercultural competence.</p> <p><i>Understanding:</i> Students can explain and compare strategies and frameworks used in international negotiations. Students can discuss models of intercultural competence in terms of their relevance to negotiating.</p> <p><i>Application:</i> Students are able to interpret behavior of others and to adapt or modify their own behavior in international negotiations and discourse. Students can apply a variety of negotiation strategies in order to achieve their communicative goals. Students can apply AI tools in a meaningful and constructive way, e.g. to support their learning processes.</p> <p><i>Analysis:</i> Students can analyze classification systems used in models of intercultural competence with a critical mind in order to detect and overcome potential bias. Students can reflect on the impact of culture on language and communication to develop an awareness of their own cultural identity and how it may affect the development of a negotiation. Students can critically assess the usefulness of AI tools for different purposes, e.g. for developing their language skills or when preparing for a negotiation.</p> <p><i>Evaluation:</i> Students can evaluate the effectiveness of different negotiation strategies. Students can give and receive peer feedback. This implies that they can critically but constructively evaluate their own behavior and that of others in terms of reaching communicative goals in negotiations in order to hone their negotiation skills. Students can distinguish facts from inferences and opinions and assess reliability of information.</p> <p><i>Mediation skills:</i> Students can cooperate with people of diverse cultural backgrounds and create a positive atmosphere by offering support and identifying areas of agreement.</p>

	Students can find solutions for impasses in negotiation situations by elaborating on ideas of others, asking questions which invite others to take different perspectives and suggesting next steps in a negotiation. Students can effectively use their plurilingual and/or pluricultural repertoire in order to facilitate communication and the co-construction of meaning.
Module Content:	<p>Successfully negotiating and communicating in intercultural settings</p> <ul style="list-style-type: none"> <li>• Discussing theories and strategies for successful negotiations</li> <li>• Developing language and structures for effective intercultural communication and successful cross-cultural negotiations</li> <li>• Exploring cultural dimensions relevant to deal-making and negotiation</li> <li>• Clarifying and justifying opinions and positions</li> <li>• Anticipating and dealing with conflicts in international negotiations</li> <li>• Negotiating in digital media</li> <li>• Communicating in written correspondence specific to negotiation scenarios</li> <li>• Agreeing on a policy for the critical and constructive use of AI tools for students' learning/competence development</li> </ul>
Teaching and Learning Methods:	Learner-centered, action-oriented language teaching based on interactive learning units. Blended-learning course with synchronous and asynchronous components; asynchronous components include individual and collaborative tasks. For these purposes an ILU course will be used and the different tools it provides will be implemented, such as digital forums, exercises (self-study and collaborative units), glossary, and tools for collaborative writing (wiki, etherpad). In addition, students have access to the self-learning software Speexx, which can be used individually to address specific learning objectives in relation to vocabulary and structures.
Assessment Method:	<p>Constructive Participation (20% of final mark) consisting of:</p> <ul style="list-style-type: none"> <li>• regular and pro-active engagement in the on-site sessions and completion of homework showing level appropriate development [25 % of the constructive participation]</li> <li>• appropriate completion of the e-learning units [25 % of the constructive participation]</li> <li>• portfolio task [50 % of constructive participation]</li> </ul> <p>Oral Exam in the form of a negotiation scenario / role play 20% of final mark]</p> <p>Written Exam [60% of final mark]</p>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	52 contact hours (45 minutes each)
Self-study:	8 E-Learning units (completed asynchronously) and 135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	The self-study module "Cultural Competences" is recommended. A minimum level of B2 is required.
Required Prerequisites:	
Recommended Reading:	<p>Literature is provided to the students of the module.</p> <p>Meyer, Erin, 2015. The culture map: decoding how people think, lead, and get things done across cultures. First edition, international edition. New York, NY: Public Affairs.</p> <p>Fisher, Roger, William Ury and Bruce M. Patton, 2012. Getting to yes: negotiating an agreement without giving in. 3. updated and rev. ed. London: Random House Business Books.</p>
Use of the Module in Other Degree Programs:	The module builds on the first part of the module Cross-Cultural Competences. It serves as a useful preparation for the semester abroad. The module is offered specifically for the institute. Whether credits can be transferred must be decided on a case-by-case basis by the respective program director.
Particularities:	Regular and active participation is compulsory. Compulsory additional e-learning units on ILU.
Last update:	September 2024

## 4.21 Business Ethics

Module Code:	3.06.b/2062
Module Title:	Business Ethics
Type of Module:	Compulsory elective module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Dominik Enste
Lecturers:	Prof. Dr. Dominik Enste
Learning Outcome:	<p>After taking this course, students will be able to critically evaluate ethical challenges and dilemmas faced by managers, consumers, and people in general (WAS?).</p> <p>This is accomplished through problem analysis by applying ethical analysis frameworks on different everyday situations, business cases, ethical issues within companies and regarding the society (corporate social responsibility) including case studies and experiments in class (WOMIT?).</p> <p>Thus, students can act in an ethical way, solve ethical conflicts in theory, and transfer this knowledge to practical situations faced in their management careers as well as in everyday behavior (WOZU?).</p> <p><i>Knowledge:</i> The students will have basic knowledge of ethical concepts relevant to business. They will be aware of ethical and moral conflicts in everyday life and the limits of intuition in ethical decision making.</p> <p><i>Understanding:</i> They can define an ethical problem, understand the challenges, and explain solutions from an ethical and economic perspective based on ethical models.</p> <p><i>Application:</i> Students will know how to build a corporate culture within a company and how to implement a value management system and apply this general knowledge to real life examples.</p> <p><i>Analysis:</i> In this context, students will be able to describe, analyze and discuss the possible conflicts between economics and ethics and develop solutions. They can scrutinize simple arguments and solutions.</p> <p><i>Synthesis:</i> Students can argue how to avoid ethical conflicts by implementing tools and rules on three different levels (micro, meso and macro level) and give examples.</p> <p><i>Evaluation:</i> Students will have the theoretical background to compare different solutions and evaluate their impact on companies and societies. They can evaluate on what level solutions can and should be implemented and can implement them in practice.</p>
Module Content:	<ul style="list-style-type: none"> <li>• Introduction to Business Ethics</li> <li>• Normative Foundations of Institutional and Individual Ethics</li> <li>• Behavioural Ethics. Morality and Psychology</li> <li>• Corporate Social Responsibility</li> <li>• Climate Change and Protection/ Sustainability</li> <li>• Digitalisation and Data protection</li> <li>• Corruption, Child labour</li> <li>• Economic Crime</li> <li>• Corporate Culture</li> <li>• Individual Leadership</li> </ul>

	<p>Among these topics, nowadays, the ethics of digitalisation play an important role as well.</p> <ul style="list-style-type: none"> <li>• autonomic driving, with which kind of ethics should the board computer be programmed</li> <li>• Working and digitalisation (Who is still working anyway? Do we need a basic income?)</li> <li>• Trust and remote Work/ Homeoffice: a question of morality?</li> <li>• Trade and digitalisation: Exploitation inclusive?</li> <li>• Privacy protection and digitalisation (What is the employer allowed to know? What is the insurance allowed to know?)</li> </ul> <p>And we will discuss from different perspectives about sustainability, Climate protection, and long-term justice within capitalistic systems.</p> <p>The course objectives are acquired by evaluating questionnaires, analysis of transnational data and comparisons.</p>
Teaching and Learning Methods:	<p>Presentation of research results by students and lecturer; Case Studies, real life examples from Companies and their marketing strategy; interactive discussion about solutions; workshop on strategies for win-win-Solutions (Profit &amp; People &amp; Planet), Video analyses on business ethical behaviour (e.g., The Insider; Rogue Trader – High Speed Money, Flow), Group work. The lecture will be held at the classroom, but in some parts, we will use Zoom for additional, individual support during breakout sessions. Students will present the results of their individual research by using up to date techniques. Surveys and case Studies of recent cases will be discussed in stakeholder dialogues.</p>
Assessment Method:	<ul style="list-style-type: none"> <li>• Presentation: 80% (45 minutes.)</li> <li>• Written Exam: 20% (30 minutes)</li> </ul> <p>Regular attendance of the course and active participation are expected.</p>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	<p>Helpful: Introduction to Management theory/ Ethics and Microeconomics; Special Interest in philosophical and ethical issues. Students should have at least B2 language skills in English.</p>
Required Prerequisites:	
Recommended Reading:	<p>DeGeorge, R., 2013, Business Ethics, Pearson, 7th ed.</p> <p>Trevino, Linda/ Nelson, Katherine, 2021, Managing Business Ethics: Straight Talk about How to Do It Right 8th ed., Wiley</p> <p>Crane, A. / Matten, D., 2019, Business Ethics, Oxford University Press, (includes case studies), 5th ed.</p> <p>Enste, D., Trilogie zur Wirtschafts- und Unternehmensethik (Mensch und Moral/ Mitverantwortung und Moral/ Markt und Moral), IWK, 2013-2015</p> <p>Noll, B., Wirtschafts- und Unternehmensethik in der Marktwirtschaft, Kohlhammer, 2nd ed., 2013</p>
Use of the Module in Other Degree Programs:	
Particularities:	Guest speakers might be invited from companies
Last update:	September 2024

## 4.22 Behavioural Economics/Economic Psychology

Module Code:	3.06.c/2063
Module Title:	Behavioural Economics/Economic Psychology
Type of Module:	Compulsory elective module
ECTS Credits:	6 ECTS

Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Dominik Enste
Lecturers:	Prof. Dr. Dominik Enste
Learning Outcome:	<p>After taking this course, students will be able to critically evaluate human decision behavior and develop frameworks for better decision-making processes (WAS?).</p> <p>This is accomplished through problem analysis by applying interdisciplinary analysis (e.g. psychology, behavioral economics) frameworks on different practical situations, including case studies (WOMIT?).</p> <p>Thus, students can act and decide in a more reflected way, by making decisions while taking rational arguments and intuitive aspects into account. They can transfer this knowledge to practical situations faced in their management careers and in everyday life (WOZU?).</p> <p><i>Knowledge:</i> Students will be able to describe psychological underpinnings of economic behavior and recent theories in behavioral economics.</p> <p><i>Understanding:</i> They can explain the dominant model of choice in economics (rational choice model), summarize the main assumptions and they will know how to include psychological findings into that model. They will be able to understand individual decision making under risk and uncertainty and the influence of different biases and heuristics on everyday behavior.</p> <p><i>Application:</i> Students will apply key concepts and research techniques of behavioral economics in case studies (e.g., consumer behavior) and/or experiments.</p> <p><i>Analysis:</i> Moreover, by the end of this module students will be capable of analyze the effectiveness and efficiency of interactive decision making like cooperation, competition, or bargaining from an economics psychological point of view.</p> <p><i>Synthesis:</i> Students can combine the key elements of behavioral economics theories and apply them to new situations and find alternative solutions.</p> <p><i>Evaluation:</i> Students can judge, which solutions are the best according to the theories and in different situations. They can evaluate different outcomes and alternatives based on behavioral theories.</p>
Module Content:	<ul style="list-style-type: none"> <li>• Introduction to Economic Psychology and Behavioural Economics</li> <li>• Biases and heuristics (e.g. Status Quo Bias, Do No Harm Heuristics, hindsight bias, anchoring effect)</li> <li>• individual and social preferences</li> <li>• bounded rationality</li> <li>• framing effects</li> <li>• emotional influences on decision making by investors and consumers</li> <li>• altruism and cooperation as alternatives to competition</li> <li>• (Green) Nudging for environmental protection</li> <li>• the determinants of happiness</li> <li>• moral behaviour such as crime and corruption</li> </ul>

	In this context, digitalisation is one of the core subjects of behavioural economics. Since people must get along with all the information overload that comes along with digitalisation (e.g., social media, distrust in KI etc.). We will examine e.g., how biases and heuristics influence decisions and thus contribute to irrational behaviour. Students will develop strategies how to cope with the digital world and how to avoid negative effects like procrastination. The overall topic is to analyse the effects of digitalisation and KI and to find behavioural economic solutions on individual, organizational and social level. The course objectives are acquired by conducting and evaluating experiments. Additionally, sustainability/ climate protection and how behavioural economics can provide support for better regulations/ nudges is a key issue in this course.
Teaching and Learning Methods:	Presentation of students and lecturer; Experiments in class, survey on the street, Case studies (companies using biases and heuristics for selling products); Experiments with real incentives (Hot vs. Cold decisions Making); Interviews/videos prepared by students about specific topics. The students will present the results of their individual research by using up to date techniques. Some lecture will be held via Zoom to use Break: Out Sessions for discussions, experiments and surveys and feedback sessions.
Assessment Method:	<ul style="list-style-type: none"> <li>• Presentation / Experiments: 80%</li> <li>• Written Exam: 20% (30 minutes)</li> </ul> Regular attendance of the course and active participation are expected
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	
Contact hours:	
Self-study:	
Recommended Prerequisites:	Undergraduate knowledge of Microeconomics is helpful; interest in psychology and good English is necessary. Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	Ariely, D., Predictably Irrational, HarperCollins, 2010 Gigerenzer, G., Gut Feelings, Viking Press, 2007 Kahnemann, D., Thinking, Fast and Slow, Penguin, 2012 Enste, Dominik/ Potthoff, Jennifer, 2021; Behavioral Economics and Climate Protection: Better regulation and green nudges for more sustainability, IW Analysis, Cologne De Cremer, David/ Moore, Celia, Toward a Better Understanding of Behavioral Ethics in the Workplace, Annu. Rev. Organ. Psychol. Organ. Behav. 2020.7:369–93
Use of the Module in Other Degree Programs:	
Particularities:	Guest speakers might be invited from companies
Last update:	September 2024

## 4.23 International Human Resource Management

Module Code:	3.06.d/to be determined
Module Title:	International Human Resource Management
Type of Module:	Compulsory elective module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester



Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Carsten Knaut
Lecturers:	Prof. Dr. Carsten Knaut
Learning Outcome:	<p>You can analyse the economic value of human resource management (HRM) for both employees and employers in a differentiated manner (WAS?).</p> <p>This is achieved by transferring and applying theories and findings of work and organisational psychology to real case studies, placing individual cases of operational HRM in a holistic context, reflecting on international differences, viewing and assessing facts in a differentiated way from the perspective of the employee, the manager and the HR department (WOMIT?).</p> <p>Thus, students are able to actively and constructively shape HRM processes later on (WOZU?).</p> <p><i>Knowledge:</i> Students are able to describe core HRM theories and their value for both employees and organisations.</p> <p><i>Understanding:</i> Students can explain how HRM methods apply to real-world use cases, considering both employee and organisational perspectives.</p> <p><i>Application:</i> Students will apply HRM theories to specific organizational scenarios.</p> <p><i>Analysis:</i> Students examine and evaluate HR processes in various contexts from the perspectives of employees, managers, and HR departments.</p> <p><i>Synthesis:</i> Students develop HRM solutions that balance the interests of all stakeholders.</p> <p><i>Evaluation:</i> Students assess the effectiveness of HRM processes and decisions, considering their impact on organizational success and employee well-being.</p>
Module Content:	<p>HRM Fundamentals:</p> <ul style="list-style-type: none"> <li>• HRM fields of action</li> <li>• Organisations</li> <li>• Work performance</li> <li>• Motivation</li> </ul> <p>Strategic HRM Instruments</p> <ul style="list-style-type: none"> <li>• Personnel planning</li> <li>• Recruitment and employer branding</li> <li>• Personnel Development</li> <li>• Compensation &amp; Benefits</li> <li>• Organisational Development</li> </ul> <p>Empirical studies of international HRM challenges</p>
Teaching and Learning Methods:	Presentation of research results by students and lecturer; Case Studies, real life examples from Companies; interactive discussion about solutions; workshop on strategies for win-win-solutions, group work.
Assessment Method:	<ul style="list-style-type: none"> <li>• Written Exam: 50% (30 minutes)</li> <li>• Group Term paper (Hausarbeit): 50% (20 pages)</li> </ul> <p>Regular attendance of the course and active participation are expected</p>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	30 contact hours (45 minutes each) and 30 hours of guided empirical group work
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	Helpful: Introduction to Management theory and Microeconomics; Students should have at least B2 language skills in English.
Required Prerequisites:	

Recommended Reading:	Buchanan, David A. and Huczynski, Andrzej A. (2019): Organizational Behaviour Blomberg, Jesper (2020): Organization Theory Reiche, Sebastian et. al. (2022): International Human Resource Management
Use of the Module in Other Degree Programs:	
Particularities:	Guest speakers might be invited from companies
Last update:	September 2024

#### 4.24 Internationale Wirtschaftsbeziehungen (Summer school)

Module Code:	3.06.e/2065
Module Title:	Internationale Wirtschaftsbeziehungen (Summer School) As part of the Summer School for students of the University of North Florida and other international universities.
Type of Module:	Compulsory elective module
ECTS Credits:	6 ECTS (count as Economics credits)
Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Harald Sander
Lecturers:	Prof. Dr. Harald Sander
Learning Outcome:	<p>By the end of this course, students will be able to evaluate the processes of international and European economic integration, including international trade, foreign direct investment, and the functioning of the European Single Market and currency (WAS?).</p> <p>This will be achieved through a combination of theoretical learning, case studies, and practical application of economic models (WOMIT?).</p> <p>Thus, students will be able to use this knowledge to formulate strategic recommendations for businesses, governments, or international organizations on navigating and capitalizing on the opportunities and challenges posed by global economic integration, positioning them for careers in international economics, policymaking, or trade diplomacy (WOZU?).</p> <p><i>Knowledge:</i> Students will be familiar with the determinants and effects of trade and capital movements as well as the major exchange rate systems.</p> <p><i>Understanding:</i> Students understand the structure and dynamics of international trade and financial relations and the related economic policy issues.</p> <p><i>Application:</i> Students can apply the tools of international economic analysis to real word problems of different countries and regions.</p> <p><i>Analysis:</i> Students can analyse current issues in international trade and finance by employing scientific methods and using relevant data bases.</p> <p><i>Synthesis:</i> Students can incorporate the acquired knowledge and skills into corporate decision making.</p>

	<i>Evaluation:</i> students are able to assess <b>the processes of international and European economic integration</b> , including international trade, foreign direct investment, and the functioning of the European Single Market and currency.
Module Content:	<p>The course analyses international economic integration with a special focus on the European economy. Core topics are:</p> <ul style="list-style-type: none"> <li>• Introduction to Global and European Economic Integration</li> <li>• Understanding Economic Integration <ul style="list-style-type: none"> <li>◦ International Trade</li> <li>◦ Foreign Direct Investment</li> <li>◦ International Money and Finance</li> </ul> </li> <li>• European Economic Integration <ul style="list-style-type: none"> <li>◦ The European Single Market</li> <li>◦ The European Single Currency</li> <li>◦ EU Enlargement</li> </ul> </li> <li>• Advanced Seminar Topics in European Integration</li> </ul>
Teaching and Learning Methods:	Flipped classroom course design: Preassigned readings, classroom debates, role plays, presentation and discussion of seminar research topics.
Assessment Method:	<ul style="list-style-type: none"> <li>• Multiple Choice Tests: 30%</li> <li>• Presentations: 20%</li> <li>• Seminar Paper: 50%</li> </ul> <p>Submission of Seminar Papers: TBA, Plagiarism check required.</p>
Workload (25 - 30 h $\pm$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	30 contact hours (45 minutes each) and 30 hours of guided empirical group work
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	Registration necessary because of a limited number of participants for organizational reasons. Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Sander, H. (2022), Understanding the New Global Economy. A European Perspective. Routledge 2022. (Required Reading)</p> <p>Krugman, P., Obstfeld, M. und M. Melitz, International Economics. Theory and Policy, Addison-Wesley, latest edition</p> <p>Handouts in ILU</p>
Use of the Module in Other Degree Programs:	
Particularities:	<p>We want to encourage a joint learning environment for TH Köln and international students. We are aware that the „Block“ structure of the program can lead to conflicts with other lectures. However, we will do everything to enable a successful participation, especially by using pre-lecture assigned readings and research project work.</p> <p>For more detailed information it is mandatory to participate in the Information &amp; Allocation of Seminar Papers Session:</p>
Last update:	September 2024

## 4.25 Simulation Game International Management

Module Code:	6.03./5030
Module Title:	Simulation Game International Management
Type of Module:	Compulsory module
ECTS Credits:	6 ECTS

Language:	English
Duration of Module:	One semester
Recommended for Semester:	6 <sup>th</sup> semester
Frequency:	Every summer semester, two parallel classes
Module Coordinator:	Prof. Dr. Michael Volkmann
Lecturers:	Prof. Dr. Ridwan D. Rusli Prof. Dr. Andreas Fries
Learning Outcome:	<p>By the end of this course, students will be able to analyze, develop, and evaluate comprehensive international corporate strategies by integrating knowledge of quantitative methods, budgeting, and strategic planning across finance, marketing, and supply chain management (WAS?).</p> <p>This will be achieved through the use of simulation games and the preparation of strategic, business, and financial reports for company stakeholders (WOMIT?).</p> <p>Students will be able to use these skills to navigate complex global business environments, manage risks, and make informed decisions about international expansion, positioning them for leadership roles in global corporations or strategic consultancy (WOZU?).</p> <p>The task for the students is to manage a global company through technological and market evolution. Students will develop and execute strategies for their simulated company operating in several global markets. This course is supposed to combine the knowledge of several business functions and the entrepreneurial abilities which have been acquired during the previous semesters (see below).</p> <p><i>Knowledge:</i> Students are aware of management-related disciplines and the financial implications of the strategic, operational and financial decisions.</p> <p><i>Understanding:</i> They have a clear understanding of the complexity of global business operations in a dynamic competitive environment. They understand the multidisciplinary nature and interdependencies of running business globally and the objectives of the relevant company stakeholders.</p> <p><i>Application:</i> Students apply their knowledge to an international business simulation and the preparation a strategic, business and financial plans for the companies' stakeholders.</p> <p><i>Analysis:</i> They are able to interpret relevant information as well as correlations between internal and external influencing factors. They identify risks and calculate profit, loss, cash flows, investment and funding requirements for several divisions across multiple countries.</p> <p><i>Synthesis:</i> Students combine all relevant information into a pool of possible scenarios, appropriate strategies, business and financial decisions. They convincingly present their strategy and business plans to shareholders and investors.</p> <p><i>Evaluation:</i> They evaluate possible strategies and select the strategy which most likely allows the company to reach its objectives.</p>
Module Content:	<p>The course covers mainly the following aspects:</p> <ul style="list-style-type: none"> <li>• Introduction to simulation games</li> <li>• Quantitative methods</li> <li>• Budgeting process</li> <li>• Integrated international corporate planning (corporate and international expansion strategy, finance, supply chain management, marketing and export management, accounting)</li> <li>• Strategic cost and performance management, price versus quality, advertising competition</li> <li>• Strategic, business and financial reporting to various company stakeholders</li> <li>• Strategic planning tools, digital platform and circular economy business models.</li> </ul>

Teaching and Learning Methods:	Moderated discussions; reverse classroom student presentations; reading texts, team decision making for and simulation of a management game..
Assessment Method:	<ul style="list-style-type: none"> <li>• Game Review presentation 20%</li> <li>• Game Analysis, Decision Making and Documentation 40%</li> <li>• Strategy and Business Plan Presentation to Shareholders 40%</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	Modules of the IB BSc curriculum especially "Introduction to International Business", "Introduction to International Accounting & Taxation", "International Management Accounting", "International Corporate Finance", "Introduction to Marketing", "International Marketing", "International Management & Ethics", "Digitalization & Consulting", "Quantitative Methods A", "Quantitative Methods B", "Managerial Microeconomics", "International Macroeconomics" and "International Economics" (or comparable courses from other universities). Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Class notes</p> <p>TOPSIM GOING GLOBAL Participants' Manuals 1 &amp; 2, periodic Factsheets, Scenario- and Project Sheers</p> <p>Bowhill, B., Business planning and control, John Wiley/Son Ltd, 2008</p> <p>Evans, V., Developing a Business Strategy: How to Use Strategic Planning to Start Up or Grow Your Business, 2013 (or any book about how to prepare Business Plans)</p> <p>Gaspar, J. / Arreolo-Risa, A. / Bierman, L. / Hise, R. / Kolari, J. / Smith, L., Introduction to global business: Understanding the international environment and global business functions, South-Western Cengage Learning, 2013</p> <p>Parboteeah, K. / Cullen, J., Strategic international management. South-Western Cengage Learning, 5th ed., 2011</p> <p>Rugman, A. / Collinson, S., International business, Pearson, 6th ed., 2012</p>
Use of the Module in Other Degree Programs:	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Particularities:	
Last update:	October 2024

## Economics

## 4.26 Managerial Microeconomics

Module Code:	4.01./3010
Module Title:	Managerial Microeconomics.
Type of Module:	Compulsory module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	1 <sup>st</sup> semester
Frequency:	Every winter semester
Module Coordinator:	Prof. Dr. Agnieszka Gehringer
Lecturers:	Prof. Dr. Agnieszka Gehringer
Learning Outcome:	<p>By the end of this module students will be able to describe and analyse the main characteristics and processes of economic decision making (WAS?).</p> <p>This is accomplished by means of the main tools and models of microeconomic analysis as well as data and case studies, taken from real world examples (WOMIT?).</p> <p>The eventual aim is for the students to recognize patterns in behaviours of firms, consumers and policy makers and apply them in taking sound and robust managerial decisions (WOZU?).</p> <p><i>Knowledge:</i> Students can describe the main characteristics and processes underlying economic decision making.</p> <p><i>Understanding:</i> Students can explain the contextual differences between the various economic decision situations and the complex interactions between actors taking economic decisions.</p> <p><i>Application:</i> Students can apply the relevant concepts to different situations involving economic decision-making.</p> <p><i>Analysis:</i> Students can independently examine and evaluate real-world situations in which economic decisions and market interactions take place.</p> <p><i>Synthesis:</i> Students can formulate appropriate implications stemming from economic decision making.</p> <p><i>Evaluation:</i> Students can assess the appropriateness of economic decisions in various market situations and provide recommendations for improvements thereof.</p>
Module Content:	<ul style="list-style-type: none"> <li>• Economic questions and concepts</li> <li>• Principles and rules of decision making</li> <li>• Theory of demand</li> <li>• Estimation of demand</li> <li>• Economic analysis of production</li> <li>• Economic analysis of costs</li> <li>• Competition and market structure</li> <li>• Monopoly</li> <li>• Game theoretical analysis</li> <li>• Behavioural aspects of decision making</li> </ul>
Teaching and Learning Methods:	<p>Lecture/Seminar:</p> <p>Basic concepts of microeconomics will be transferred via learning videos, which should be viewed remotely prior to the classes. During the lectures, different conceptual and applied topics will be discussed, accompanied by the analysis of exercises, problems, data and case studies. Intensive reading and studying of the suggested literature is necessary.</p>

Assessment Method:	Written Exam: 100 % (60 minutes)
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	The self-study module "Quantitative Methods Competences" is recommended. As a preparation for the module, please refer also to the online resources on ILU under "Maths for economists". Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	Samuelson, W.F. / Marks, S.G., Managerial Economics, John Wiley & Sons, 8th ed., 2014 Salvatore, D., Managerial Economics in a Global Economy, Oxford University Press, 8th ed., 2014
Use of the Module in Other Degree Programs:	
Particularities:	Learning resources (learning videos, slides, exercises, case studies) are available on ILU (E-Learning-Portal).
Last update:	August 2024

## 4.27 International Macroeconomics

Module Code:	4.02./3020
Module Title:	International Macroeconomics.
Type of Module:	Compulsory module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	2 <sup>nd</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Agnieszka Gehringer
Lecturers:	Prof. Dr. Agnieszka Gehringer
Learning Outcome:	<p>By the end of this module students will be familiar with the main macroeconomic concepts, in particular, national accounting, aggregate production, employment, inflation, exchange rates, interest rates, fiscal and monetary policy (WAS?).</p> <p>This will be achieved by analyzing of the main macroeconomic theories as well as macroeconomic data and the interpretation of current macroeconomic developments across the major countries in the global economy (WOMIT?).</p> <p>The eventual aim is to enable students to incorporate macroeconomic developments in managerial decision making (WOZU?).</p> <p><i>Knowledge:</i> Students can describe the main macroeconomic concepts and theories.</p> <p><i>Understanding:</i> Students can explain the interdependencies between the relevant macroeconomic variables and phenomena.</p>



	<p><i>Application:</i> Students can apply the relevant concepts to analyse the relevant macroeconomic developments.</p> <p><i>Analysis:</i> Students can independently examine and evaluate real-world macroeconomic developments in the domestic and international context.</p> <p><i>Synthesis:</i> Students can formulate appropriate implications stemming from various macroeconomic developments.</p> <p><i>Evaluation:</i> Students can assess the impact of macroeconomic phenomena on managerial decision making and the appropriateness economic policy measures implemented to steer macroeconomic developments.</p>
Module Content:	<ul style="list-style-type: none"> <li>• Introduction to Macroeconomic Analysis</li> <li>• Macroeconomic Data Analysis for Open Economies</li> <li>• Short-Run Open Economy Macroeconomics</li> <li>• Long-Run Open Economy Macroeconomics</li> <li>• Macroeconomic Problems</li> <li>• Macroeconomic Policies</li> </ul>
Teaching and Learning Methods:	Mix of lecture, seminar, flipped classroom exercises and case studies
Assessment Method:	<ul style="list-style-type: none"> <li>• written examination: 70% (60 minutes)</li> <li>• Individual written assignment (Macroeconomic Country Fact Sheet): 30%</li> </ul>
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	Students should have at least B2 language skills in English..
Required Prerequisites:	
Recommended Reading:	Blanchard, O.: Macroeconomics, latest edition, London: Prentice Hall, latest edition. Handouts and additional readings provided in ILU.
Use of the Module in Other Degree Programs:	
Particularities:	
Last update:	September 2024

## 4.28 International Economics

Module Code:	4.03./3030
Module Title:	International Economics.
Type of Module:	Compulsory module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester
Frequency:	Every winter semester
Module Coordinator:	Prof. Dr. Galina Kolev-Schaefer

Lecturers:	Prof. Dr. Galina Kolev-Schaefer
Learning Outcome:	<p>After taking this course, students will be able to identify international economic interdependences and assess the effects of changes in different variables on prices and quantities of internationally traded goods and on international movement of capital and labour (WAS?).</p> <p>For this purpose, they apply context, markets and data analysis as well as basic theoretical concepts and models from the field of International economics (WOMIT?).</p> <p>The aim of their analysis is to assess how these different aspects of the global economy affect internationally operating firms and to support strategic decisions regarding internationalization, market diversification as well as resilience and sustainability of global value chains (WOZU?).</p> <p><i>Knowledge:</i> Students are able to identify the relevant sources of information for empirical analysis of international economic issues and for verification of the role of domestic political constituencies in the international economic policy formulation.</p> <p><i>Understanding:</i> Students discuss the basic motives of trade and international financial transactions as well as the role of domestic political constituencies for international trade and investment policy formulation.</p> <p><i>Application:</i> Students are able to transfer their knowledge of theoretical concepts and empirical evidence to describe the effects of international economic policies and developments on firms both at home and abroad.</p> <p><i>Analysis:</i> Students use data freely provided on the internet to analyse the decision making by firms active in a global context as well as the impact of international policy making on firms' activity.</p> <p><i>Synthesis:</i> Students generate appropriate own solutions to current challenges related to the activity of internationally operating firms in the global economy.</p> <p><i>Evaluation:</i> Students evaluate the suitability of applied theories, quality of data and data analysis as well as the outcomes of their analysis.</p>
Module Content:	<ul style="list-style-type: none"> <li>• Key concepts and developments of international trade and its interaction with national policymaking will be presented and analysed with economic data.</li> <li>• The relevance and driving forces of exchange rates and the balance of payments for cross border business decisions will be highlighted and models of exchange rate determination will be briefly discussed.</li> <li>• The importance of international policy coordination and the role of international institutions (IMF, World Bank, WTO) will be emphasized.</li> <li>• The synthesis of empirical analysis regarding business and economic conditions in the context of international economic decisions will be performed.</li> </ul>
Teaching and Learning Methods:	Lecture and seminar; online research of data and relevant literature; remote agile working on a selected issue from the field of International Economics
Assessment Method:	Written Exam: 100% (60 minutes)
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	The modules of the first semesters, especially "Managerial Microeconomics", "International Macroeconomics". Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	Krugman, P. / Obstfeld, M. / Melitz, M., International Economics: Theory and Policy (2022), 12th Global Edition, Pearson, The World Economic Forum (2024). The Global Risks Report 2024. <a href="https://www3.weforum.org/docs/WEF_The_Global_Risks_Report_2024.pdf">https://www3.weforum.org/docs/WEF_The_Global_Risks_Report_2024.pdf</a>

Use of the Module in Other Degree Programs:	
Particularities:	
Last update:	September 2024

## 4.29 Economic Policy and Empirical Evidence

Module Code:	4.04./3040
Module Title:	Economic Policy and Empirical Evidence.
Type of Module:	Compulsory module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	4 <sup>th</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Katharina Eckartz
Lecturers:	Prof. Dr. Katharina Eckartz
Learning Outcome:	<p>After attending this course, students will be able to evaluate economic policy measures and the economic environment of national and international companies (WAS?).</p> <p>This is accomplished by understanding basic concepts of economic policy and econometrics and working on case studies (WOMIT?).</p> <p>Therefore, students are able to use empirical evidence while taking general political and ethical aspects into account (WOZU?).</p> <p><i>Knowledge:</i> Students can describe the national and international economic and political environment of companies. This includes political actors as well as a set of possible policy instruments.</p> <p><i>Understanding:</i> The students will understand the decision-making process in political economy and the basic functioning of economic policy measures in an open economy. Students are aware of the challenges to analyze economic policy and can discuss potential solutions.</p> <p><i>Application:</i> Students are able to phrase, explain and communicate economic policy objectives and to design a policy mix of economic instruments.</p> <p><i>Analysis:</i> They analyze the consequences of economic policy mixes on different economic and societal actors. Students use economic and social databases for research.</p> <p><i>Synthesis:</i> On the basis of already acquired knowledge on micro- and macroeconomics as well as international economics, students are able to study and evaluate the effects of economic policy using existing empirical evidence from scientific publications while considering general political and ethical aspects.</p> <p><i>Evaluation:</i> Students evaluate the outcome of economic policy measures as well as the economic environment of companies (on national as well as international basis) against the background of sustainability in economic, social and ecological terms and taking ethical aspects into account.</p>
Module Content:	<ul style="list-style-type: none"> <li>Theory of economic policy and political decision-making</li> </ul>

	<ul style="list-style-type: none"> <li>• Evidence based policy: Empirical evidence and empirical economic research</li> <li>• Basic Econometrics</li> <li>• Case studies</li> </ul>
Teaching and Learning Methods:	Lecture/Seminar: Basic concepts of economic policy and econometrics are taught in class, accompanied by exercises and problems as well as case studies. Intensive reading and study of the proposed literature are required.
Assessment Method:	Written Exam: 100%
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Gogoll, F. Theorie der Wirtschaftspolitik, Ordnungspolitik, in: Clement, R.; Gogoll, F.; Kiy, J., Terlau, W. und Veit, W.: Wirtschaftspolitik, Berliner WissenschaftsVerlag 2017 (englischsprachige Übersetzung)</p> <p>Asteriou, D. / Hall, S., Applied Econometrics, Palgrave ,3rd ed., 2015</p> <p>Latest reports of IMF, World Bank, OECD, ECB, Federal Statistical Office, etc</p> <p>More literature will be announced during the course of the class</p>
Use of the Module in Other Degree Programs:	
Particularities:	Practical work with econometrical methods by using digital databases and computer-based software.
Last update:	September 2024

## Business Law

### 4.30 Introduction to International Business Law

Module Code:	5.01./4010
Module Title:	Introduction to International Business Law.
Type of Module:	Compulsory module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	1 <sup>st</sup> semester
Frequency:	Every winter semester
Module Coordinator:	Prof. Dr. Michael Volkmann
Lecturers:	Prof. Dr. Albrecht Drobnig, Prof. Dr. N.N.
Learning Outcome:	<p>Students are able to explain the most relevant legal framework in the context of international business (WAS?).</p> <p>Students analyze facts of cases, find in the internet (digital learning) applicable national and supranational (European Union) laws and develop understanding of legal language (WOMIT?).</p> <p>Students respect national and international legal frame work as fair, value comprising assistance for business transactions (WOZU?).</p> <p><i>Knowledge:</i> Students know the most relevant legal framework in the context of international business. They appreciate the threefold fragmentation of power in legislation, administration and jurisdiction in democratic states. Students are aware of different sources of law – national as well as European Union – and understand the role of United Nations Commission of International Trade Law (UNCITRAL) for discussing and designing Model Laws. Students know to differentiate between the democratic procedure of resolving laws by national parliaments or by European Parliament and the international object of a law, e.g. cross border international sales. Students are familiar with different methods of dispute settlement originating from international private-law contracts. They are able to compare advantages and disadvantages of different dispute settling methods.</p> <p><i>Understanding:</i> Students are able to differentiate international contract types from each other and are able to identify major risks. They can prepare a problem efficiently for assessment by a legal counsel. They are familiar with special legal features of international business in comparison to domestic contracts.</p> <p><i>Application:</i> Students are able to apply their knowledge to some simple international law cases. They can analyse the structure of a contract and identify key elements.</p>
Module Content:	<p>This course focuses on the most important legal aspects for students studying international business:</p> <ul style="list-style-type: none"> <li>• Introduction to International Business Law</li> <li>• Legal fields (public law, private law)</li> <li>• Sources of law (national, European Union)</li> <li>• Differences between common law countries and civil law countries</li> <li>• Contractual and non-contractual obligations</li> <li>• Transfer of property</li> <li>• Overview: European Union (EU), institutions, competences, laws by EU</li> <li>• Overview: German law, different types of contracts and non-contractual obligations</li> <li>• United Nations International Sales Law: Convention on Contracts for the International Sale of Goods (CISG)</li> <li>• International Commercial Terms (INCOTERMS 2020) by International Chamber of Commerce (ICC), Paris</li> <li>• Choice of law clause (private autonomy)</li> </ul>

	<ul style="list-style-type: none"> <li>• Conflict of laws and its solution by Private International Law</li> <li>• Choice of jurisdiction clause (private autonomy)</li> <li>• Bill of lading and its function for property transfer of shipped goods</li> <li>• International dispute resolution: Litigation, arbitration, mediation.</li> </ul>
Teaching and Learning Methods:	Lecture; moderated discussions; application of law cases studies in groups.
Assessment Method:	Written Exam: 100% (max. 60 minutes)
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, teamwork, review and examinations).
Recommended Prerequisites:	Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Class notes</p> <p>Jaeger, Thomas, Introduction to European Union Law, Foundations – Institutions – Enforcement – Internal Market Rules 240 p., 2. edition 2024</p> <p>Elspeth Berry, Barbara Bogusz, Matthew Homewood and Sophie Strecker, Complete EU Law: Text, Cases, and Materials, 5<sup>th</sup> edition., 2022</p> <p>Schlechtriem / Butler UN Law on International Sales, The UN Convention on the International Sale of Goods, eBook. PDF 352 p., 2008</p> <p>Schlechtriem, P. / Schwenzer, I., Commentary on the UN Convention on the International Sale of Goods (CISG), Oxford University Press, 5th ed., 2022, 2,144 pages.</p> <p>Wevers, Harm, A Basic Guide to International Business Law, Subjects, Economics, Finance, Business &amp; Industry, Law, 5th Edition, 2021, eBook Pages 224</p> <p>August, R. / Mayer, D. / Bixby, M., International Business Law, 6th ed., 2014, 736 pages</p>
Use of the Module in Other Degree Programs:	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Particularities:	
Last update:	September 2024

## Quantitative Methods



### 4.31 Quantitative Methods A

Module Code:	6.01./5010
Module Title:	Quantitative Methods A
Type of Module:	Compulsory module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	2 <sup>nd</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Marc Kastner Prof. Dr. Ralf Knobloch Prof. Dr. Felix Miebs Prof. Dr. Tobias Schlüter
Lecturers:	Prof. Dr. Felix Miebs
Learning Outcome:	<p>After taking this course, students can examine and evaluate aggregate cash flows (e.g. assets, liabilities, etc.) and their patterns. They are able to use the acquired knowledge to independently analyze new types of cash flow streams as well as their present and final value. Furthermore, students are able to present (univariate and multivariate) data sets in tabular and graphical form, analyze them descriptively and, in the case of multivariate data sets, determine and quantify relationships within the data (WAS?).</p> <p>This is accomplished by applying mathematical methods and concepts (e.g. sequences and series, (partial) derivatives and the method of least squares) as well as financial valuation methods (e.g. (net) present value and equivalence principle) to new situations (WOMIT?).</p> <p>The acquired knowledge is required in business practice (e.g. in finance departments of industrial companies, banks and insurance companies) for investment decisions in tangible and simple capital goods and forms the basis for further financial mathematics modules. The ability to describe and analyze data is required to quantify economic relationships and provides the basis for first independent empirical analyses and further statistics modules (WOZU?).</p> <p><i>Knowledge:</i> Students know different interest conventions and data scales.</p> <p><i>Understanding:</i> Students can recognize and explain cash flow patterns. Further, students can explain i) metrics to describe the central tendency and dispersion of a univariate data set and ii) metrics to measure the strength of relationship in a multivariate data set.</p> <p><i>Application:</i> Students can aggregate known cash flows following known patterns over time. Further, students can apply statistical techniques to i) describe data sets and ii) to identify and quantify relationships within a data set.</p> <p><i>Analysis:</i> Students can examine and evaluate unknown cash flow patterns using mathematical techniques taught in this module.</p>
Module Content:	<p>Financial mathematics: Interest rate calculus, annuity calculation, redemption calculus, investment analysis.</p> <p>Statistics: Key metrics to describe data (measures of location and variation), measures of dependency, linear and multiple regression.</p>
Teaching and Learning Methods:	Lecture, tutorials

Assessment Method:	Written exam (100%), consisting of two separate examination parts, each worth 50%. The examination parts are graded with points, which are then added together to form a total score that determines the final grade.
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each) and 135h independent studies (incl. preparation of and participation in tutorials, review of covered material and individual exercises from the literature)
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation of and participation in tutorials, review of covered material and individual exercises from the literature)
Recommended Prerequisites:	Students should have at least B2 language skills in English.
Required Prerequisites:	
Recommended Reading:	<p>Arrenberg, Jutta: Finanzmathematik: Lehrbuch mit Übungen. Berlin, München, Boston: De Gruyter Oldenbourg, 3rd edition, 2015.</p> <p>Arrenberg, Jutta: Wirtschaftsstatistik für Bachelor. München: UVK, 4th edition, 2020.</p> <p>Bosch, Karl: Finanzmathematik. München, Wien: Oldenbourg, 7th edition, 2007.</p> <p>Freed, Ned, Jones, Stacey, and Bergquist, Timothy. Understanding Business Statistics. New York: Wiley, 1st edition, 2013.</p> <p>Garrett, Stephen. J.: An Introduction to the Mathematics of Finance: A Deterministic Approach. New York: Elsevier, 1st edition, 2013.</p> <p>Kahle, Egbert and Lohse, Dieter: Grundkurs Finanzmathematik. München, Wien: Oldenbourg, 4th edition, 1998.</p> <p>Kastner, Marc: Deskriptive Statistik. Eine Einführung in Methoden und Anwendungen. Nordstedt: Books on Demand, 2024.</p> <p>Kruschwitz, Lutz: Finanzmathematik. Lehrbuch der Zins-, Renten-, Tilgungs-, Kurs- und Renditerechnung. Berlin, München, Boston: De Gruyter Oldenbourg, 6th edition, 2018.</p> <p>Mosler, Karl C. and Schmid, Friedrich: Beschreibende Statistik und Wirtschaftsstatistik. Berlin, Heidelberg: Springer, 4th edition, 2009.</p> <p>Schlittgen, Rainer: Einführung in die Statistik. Analyse und Modellierung von Daten. München: Oldenbourg, 12th edition, 2012.</p> <p>Tietze, Jürgen: Einführung in die Finanzmathematik. Wiesbaden: Springer Spektrum, 12th edition, 2015.</p> <p>Tietze, Jürgen: Übungsbuch zur Finanzmathematik: Aufgaben, Testklausuren und ausführliche Lösungen. Wiesbaden: Springer Spektrum, 8th edition, 2015.</p> <p>Toutenburg, Helge and Heumann, Christian: Deskriptive Statistik. Eine Einführung in Methoden und Anwendungen mit R und SPSS. Berlin, Heidelberg: Springer, 7th edition, 2009.</p> <p>Toutenburg, Helge, Schomaker, Michael, Wißmann, Malte, and Heumann, Christian: Arbeitsbuch zur deskriptiven und induktiven Statistik. Berlin, Heidelberg: Springer, 2nd edition, 2009.</p>
Use of the Module in Other Degree Programs:	
Particularities:	Sound knowledge of elementary calculus rules, solving systems of linear equations, familiarity with elementary functions, and taking derivatives of functions with one or more variables are prerequisites for this course. In case you feel uncomfortable with one or more topics, review the respective topics thoroughly before the beginning of this module.

	An ungraded, voluntary assessment regarding the required prerequisites for this module (high school mathematics, material from the "Brückenkurs Wirtschaftsmathematik") takes place in the first lecture. Any electronic devices (e.g. calculators) or tools are not permitted in this test.
Last update:	March 2025


#### 4.32 Quantitative Methods B

Module Code:	6.02./5020
Module Title:	Quantitative Methods B
Type of Module:	Compulsory module
ECTS Credits:	6 ECTS
Language:	English
Duration of Module:	One semester
Recommended for Semester:	3 <sup>rd</sup> semester
Frequency:	Every summer semester
Module Coordinator:	Prof. Dr. Tobias Schlüter
Lecturers:	Dr. Thorsten Heck
Learning Outcome:	<p>Upon completing this course, students will be equipped to critically evaluate business questions through the application of inferential statistics, probability theory, and statistical testing (what). This will be achieved by introducing fundamental concepts in probability theory, statistical estimation, and hypothesis testing (how).</p> <ul style="list-style-type: none"> <li>Students will be able to recognize, describe, and explain the key characteristics and aspects of probabilities, distributions, inferential statistics, and testing, along with their practical applications.</li> <li>They will learn to select and apply appropriate methods in a goal-oriented manner, including the central limit theorem, parameter estimation for binomial and normal distributions through point and interval estimation, probability calculations, formulating null hypotheses, and determining associated p-values.</li> <li>Furthermore, they will be trained to independently analyze and evaluate real-world scenarios that require data-driven economic decisions. Based on their data analysis, students will be able to formulate relevant implications for business decisions.</li> </ul> <p>This knowledge empowers students to address statistical questions within a business management context and supports them in making robust managerial decisions based on data analysis (why).</p>
Module Content:	Probability Theory, Discrete & continuous distributions, Point- & interval estimates, Statistical testing
Teaching and Learning Methods:	Lecture
Assessment Method:	Written exam 100% (60 minutes)
Workload (25 - 30 h $\triangleq$ 1 ECTS credit):	4 SWS; 180 hours workload,
Contact hours:	60 contact hours (45 minutes each)
Self-study:	135 hours of independent studies (incl. preparation, participation in tutorials, review of covered material and individual practice).
Recommended Prerequisites:	Quantitative Methods I & A, Students should have at least B2 language skills in English.

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Required Prerequisites:	
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Recommended Reading:	Miller, Michael: Mathematics and Statistics for Financial Risk Management, 2nd Edition; Wiley Finance Series, 2013 Arrenberg, Jutta: Wirtschaftsstatistik für Bachelor, 3. Auflage (oder aktueller), München: UVK Verlag, 2019 Bamberg, Günter; Baur, Franz; Krapp, Michael: Statistik, 18. Auflage (oder aktueller), München: Oldenbourg-Verlag, 2017
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Use of the Module in Other Degree Programs:	IBB
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Particularities:	
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Last update:	October 2024
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## 5 Module Matrix

Module / Lehrveranstaltungen			ECTS - Punkte		Handlungsfelder / Aufteilung ECTS-Punkte						Zuordnung Kompetenzen Absolvent*innenprofil						Anordnung Studiengangskriterien			
Semester	Modul	Teilmodul / Lehrveranstaltung (optional)	Teilmodul	Gesamt	0	0	0	0	0	0	Fachkompetenz in internationaler BWL, VWL und Rechtswissenschaft	Methodenkompetenz in Quantitativen und qualitativen Methoden, agilen Arbeitsweisen und Forschungsmethoden in interkulturellen, kritischen Reflexions- und Entscheidungsfähigkeit	Sozialkompetenz in Präsentations-/Kommunikation, Teamfähigkeit	Global Citizenship	Internationalisierung	Interdisziplinärität	Transfer	Employability	Wissenschaftlichkeit	
					Analyse, Planung und Geschäftsaktivitäten internationaler Wirtschaftsunternehmen	Verhaltenspsychologisches Agieren in interkulturellen Wirtschaftsbeziehungen	Kontrolle, Bewertung, und Finanzierung von Geschäftsaktivitäten internationaler Wirtschaftsunternehmen	Analyse, Planung und Entscheidung in internationaler Ökonomie und Wirtschaftspolitik	Fachkompetenz in internationaler BWL, VWL und Rechtswissenschaft	Methodenkompetenz in Quantitativen und qualitativen Methoden, agilen Arbeitsweisen und Forschungsmethoden in interkulturellen, kritischen Reflexions- und Entscheidungsfähigkeit	Sozialkompetenz in Präsentations-/Kommunikation, Teamfähigkeit									
1	Introduction to International Business	2.01.		6	x						x	x	x	x	x			x	x	
1	Consulting & Digitalisation	2.02.		6	x						x	x	x	x		x				
1	Introduction to International Accounting and Taxation	2.03.		6				x			x	x			x			x		
1	Managerial Microeconomics	4.01.		6					x		x	x			x					
1	Introduction to International Business Law	5.01.		6	x						x				x			x		
2	Introduction to Marketing	2.04.		6	x						x	x		x	x			x	x	
2	International Management	2.05.		6				x			x				x					
2	Accounting	3.01.		6			x				x	x		x	x		x			
2	Business Psychology	3.01.		6						x		x			x			x		
2	International Macroeconomics	4.02.		6							x	x			x					
2	Quantitative Methods A	6.01.		6	x						x						x			
3	International Corporate Finance	2.06.		6				x			x	x		x	x		x			
3	Cross Cultural Competence I	3.02.		3			x							x	x		x		x	
3	Multicultural Entrepreneurship I	3.03.		3							x			x	x		x		x	
3	International Management and Ethics	3.04.		6			x				x			x	x		x			
3	International Economics	4.03.		6						x	x	x			x					
3	Quantitative Methods B	6.02.		6	x						x				x		x			
4	International Marketing	2.07.		6	x						x	x		x	x		x		x	
4	Cross Cultural Competence II	3.02.		3			x					x		x	x		x		x	
4	Multicultural Entrepreneurship II	3.03.		3			x				x	x		x	x		x		x	
4	Export Management	3.05.		6						x					x		x			
4	Management Elective:	3.06.		6																
	Negotiating across Cultures	3.06.a				x					x	x			x		x			
	Business Ethics	3.06.b									x				x			x		
	Behavioral Economics	3.06.c									x				x					
	International Human Resource Management	3.06.d									x				x				x	
4	Economic Policy and Empirical Evidence	3.06.e																		
4	4.04.																			
5	Semester Abroad - Electives	7		30	x	x		x												
6	International Supply Chain Management	2.08.		6	x															
6	International Capital Markets	2.09.		6				x												
6	Simulation Game International Management	6.03.		6																
6	Bachelor Thesis*	8		12	x	x		x												
7	Practical Semester Abroad (optional)			30	x	x		x												



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