

Course Book / Modulhandbuch
International Business B.Sc.

Situation at: 1. July 2020

Course Book

International Business B.Sc.

PO 2019

In this course book you will find detailed information about the modules which are offered in the study program International Business. You will find a description of the competences that can be acquired in the respective modules and you will see if there are any admission requirements and what kind of literature is recommended. The course book is divided in the fields Business Administration, Management & Leadership, Economics, Business Law and Quantitative Methods. In the field self-study modules competences which are prerequisites for the study program or which represent a perfect add-on are described. Credits cannot be achieved in these areas. We recommend our students to make use of these optional and free offers.

The students spend their fifth semester abroad. A workload of 30 Credit Points (ECTS) has to be achieved. Please consider according to which examination regulation you are enrolled. Depending on the respective situation courses may be offered online (for example in Zoom-Meetings). Please find detailed information on https://www.th-koeln.de/hochschule/coronavirus_73114.php

Submission of Papers

Dear students,

The problem of plagiarism has been increasing in the past few years and the consequences of plagiarism have been intensively discussed in the media. Universities should therefore recognize plagiarism, not only in the area of dissertations, and implement procedures in order to protect students who are not cheating.

The faculty of business, economics and law has implemented a standard control of every written assignment. Additionally to the written version you should send a digital version of your assignment to the plagiarism control.

Please make sure that

1. You send the digital version to the email address within the deadline.
2. You send the digital version to **plagiatspruefung@f04.th-koeln.de**.
3. This applies for every kind of written papers, seminar assignments and final thesis within the faculty of business economics and law.
4. You use a well-established word processing program.
5. The file name should content: module, teacher, name / group name of the authors(s)

Here is an example:

Dozent_Modul_(Gruppen-)Name Verfasser_Semester

Beispiel: Halwas_International Projects_Iron_SS 20

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Self-Study Modules

Code of the module	1.01.
Name of the module	Competences in Scientific Working
Courses within this module	
Content of the module	The course content of each seminar can be found on the internet platform for academic training of the academy: https://www.th-koeln.de/studium/schluesselkompetenzen_25490.php
Objective of the module (expected learning results and competences to acquire)	Basic competencies in academic work. In particular, students attending these seminars develop a fundamental understanding of <ul style="list-style-type: none"> • the principles of good scientific practice, • the use of citation and the correct documentation of sources, • literature and database research, • techniques and strategies that facilitate a more effective, efficient, and successful academic writing process.
Semester	Varying offers
Duration	Recommended self-study during the entire duration of the whole study program
Frequency	Varying offers
Number of ECTS-Credits	None
Total workload	
Type of the module (compulsory, elective, etc.)	Optional self-study (recommended)
Applicability of the module	Academic work is a requirement in all courses of this study program as well as of all study programs of the TH Köln.
Admission requirements	According to the guidelines of the academy
Responsible person for the module	Academy for academic training
Name of the lecturer	Varies
Instruction language	German / English
Evaluation (Performance review and duration)	Further information can be found online.
Weightage of the result within the final result	
Teaching and study methods	Further information can be found online.
Others	
Recommended literature	Further information can be found online.

Code of the module	1.02.
Name of the module	Competences in Foreign Languages
Courses within this module	Courses can be found under „Sprachkurse für Studierende“ on the internet platform of the Sprachlernzentrum (SLZ) of TH Köln. https://www.th-koeln.de/internationales/sprachlernangebote_18336.php
Content of the module	The course content of each module can be found under SLZ, https://www.th-koeln.de/internationales/sprachlernangebote_18336.php
Objective of the module (expected learning results and competences to acquire)	Acquisition of language competences according to CEFR, level A1—C2, including professional language skills. The student can deal with cultural diversity. Acquisition of competencies as described in Bloom’s Taxonomy of Educational Objectives in accordance with language levels, with levels 5 and 6 (synthesis and evaluation) being relevant from level B2 of the CEFR.
Semester	Varying offers
Duration	Recommended self-study during the entire duration of the whole study program
Frequency	Varying offers
Number of ECTS-Credits	None
Total workload	Ca. 130 hours per course.
Type of the module (compulsory, elective, etc.)	Optional self-study (recommended)
Applicability of the module	Foreign languages are an optional component of all study programs of the Institute. Accreditation in study programs of other Institutes has to be discussed with the respective study program director on a case-by-case basis.
Admission requirements	According to the guidelines of the SLZ (Language Center)
Responsible person for the module	SLZ of the TH Köln
Name of the lecturer	Varies
Instruction language	German / English / French / Spanish / Italian
Evaluation (Performance review and duration)	Oral performance, presentation or project work and final written examination (90 minutes)
Weightage of the result within the final result	
Teaching and study methods	Task- and project-based learning, learner-centered approach; Cognitive Alignment of learning objective, course content and materials, and assessment.

Others	Language competency tests may be required as a prerequisite for admission. Further information can be found online.
Recommended literature	Further information can be found online.

Code of the module	1.03.
Name of the module	Cultural Competences
Courses within this module	
Content of the module	Students are informed of the study contents of each seminar by the faculty.
Objective of the module (expected learning results and competences to acquire)	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.
Semester	Varying offers
Duration	Recommended self-study during the entire duration of the whole study program
Frequency	Varying offers
Number of ECTS-Credits	None
Total workload	
Type of the module (compulsory, elective, etc.)	Optional self-study (recommended)
Applicability of the module	Cultural competences are particularly relevant for students, who plan a semester abroad. Accreditation in other study programs has to be discussed with the respective study program director on a case-by-case basis.
Admission requirements	According to the guidelines of the faculty
Responsible person for the module	Faculty for Information and Communication Sciences
Name of the lecturer	Varies
Instruction language	Varies
Evaluation (Performance review and duration)	Information will be provided for each seminar.
Weightage of the result within the final result	
Teaching and study methods	Information will be provided for each seminar.
Others	Language competency tests might be required as a prerequisite for admission. Further information can be found online.
Recommended literature	Information will be provided for each seminar.

Code of the module	1.04.
Name of the module	Competences in Quantitative Methods
Courses within this module	
Content of the module	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: https://www.th-koeln.de/studium/fit-fuer-mathe-im-studium_43306.php
Objective of the module (expected learning results and competences to acquire)	The study program is based on a quantitative approach within several modules. Therefore, a continuous improvement in using quantitative methods is recommended.
Semester	1 st semester
Duration	Recommended self-study during the entire duration of the whole study program
Frequency	Varying offers
Number of ECTS-Credits	None
Total workload	
Type of the module (compulsory, elective, etc.)	Optional self-study (recommended)
Applicability of the module	Competences in quantitative methods are a requirement in all courses of this study program as well as of all study programs of the TH Köln.
Admission requirements	According to the guidelines of the relevant seminar
Responsible person for the module	Various central and decentral units of the TH Köln
Name of the lecturer	Varies
Instruction language	German
Evaluation (Performance review and duration)	Information will be provided for each seminar.
Weightage of the result within the final result	
Teaching and study methods	Information will be provided for each seminar.
Others	
Recommended literature	Information will be provided for each seminar.

Preparatory Course – Basics of Accounting

Code of the module	
Name of the module	Preparatory Course - Basics of Accounting (starting: winter semester 2019/20)
Courses within this module	
Content of the module	<p>Preparatory Course – Basics of Accounting teaches first year undergraduate students in International Business with no prior training in or knowledge the basic principles of accounting. These include an overview of accounting terminology and principles, financial statements and financial reporting.</p> <p>This course introduces the basics of double-entry bookkeeping incl. journal entries, accounts, ledgers, trial balances and accrual principle. Additionally, the role of financial statements/-reporting and accounting information systems is discussed. It includes class exercises, homeworks and a Preparatory Course Quiz (P-Quiz).</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p><u>Knowledge</u>: Gain familiarity with accounting terminology and the three financial statements, and the difference between financial- and management accounting</p> <p><u>Understanding</u>: Interpret and describe accrual accounting and the interaction between selected elements of the three financial statements</p> <p><u>Application</u>: Students shall learn to input and apply double-entry bookkeeping incl. journal entries, accounts, ledgers, trial balances in accordance with the accrual principle</p>
Semester	1 st semester
Duration	Three weeks at the beginning of the 1. Semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	1 SWS with total workload of ca. 45 hours, comprising up to 20 contact hours (of 45 minutes each) and 30 hours of independent preparation and homework write-ups
Type of the module (compulsory, elective, etc.)	<p>This course is a prerequisite for International Business BSc students with no prior training in or knowledge of the basic principles of accounting.</p> <p>Exempted from this course are students who (1) are able to officially certify their having passed prior courses or practical training in financial or management accounting (e.g. within</p>

	<i>Kaufmännische Ausbildung</i>), either of which must list and satisfy the equivalent learning objectives of the Preparatory Course, and (2) receive a written waiver from the professor on the basis of such official certification.
Applicability of the module	<p>Modern revenue-, cost- and business- planning and budgeting, controlling and performance measurement, finance and capital markets require Accounting as their universal means of communication.</p> <p>This Preparatory Course helps students with no prior background in accounting to prepare themselves for -and is therefore a prerequisite to- the course Introduction to International Accounting and Taxes.</p> <p>Students must participate in the class exercises and submit all homework assignments. They must also pass the P-Quiz at the end of this Preparatory Course.</p>
Admission requirements	Prerequisite is knowledge of high school-level mathematics
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli
Instruction language	English
Evaluation (Performance review and duration)	<p>Class exercises, homeworks and the P-Quiz. Passing the P-Quiz requires students to achieve a minimum of 50% of the maximum points defined by the professor. There shall be no grade, only Pass/Fail.</p> <p>If students do not pass the first P-Quiz, “make-up” P-Quiz shall be offered in the course of the 1. Semester of the International Business BSc program. Students may -at the discretion of the professor- 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 (incl. assignments and exam (Klausur)) 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>
Weightage of the result within the final result	None
Teaching and study methods	Seminar-like lecture with interactive class exercises, question and answer sessions.
Others	
Recommended literature	Lecture notes, to be uploaded on TH Köln’s ILIAS online course system. All communication and submissions shall be handled through ILIAS.

Main textbook and Lecture Notes: Main textbook and Lecture Notes: Weygandt, J. / Kimmel, P. / Kieso, D., (WKK): Accounting Principles (IFRS Version), Global Edition, 2019, chapters 1-4 (ordered by TH Köln library).

Rusli, R. D., Exercises and Homework Assignments

Business Administration

Code of the module	2.01.
Name of the module	Introduction to International Business
Courses within this module	
Content of the module	<p>The course covers mainly the following aspects:</p> <ul style="list-style-type: none"> • Essentials of global business, including digital business • Settings targets, including financial figures • Strategic and operative management • Selected management methods • Selected management tools (SWOT analysis, industry analysis with five forces, portfolio, balanced scorecard etc.) • Selected value chain activities (especially human resource, sourcing, operations etc.) <p>The course includes also the following sessions:</p> <ul style="list-style-type: none"> • Introduction to scientific writing • Presenting scientific topics • Self- and team management
Objective of the module (expected learning results and competences to acquire)	<p>This course introduces students to the principles and challenges to 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 gives an overview about business functions among the value chain and builds the basis for further modules. Different pre-knowledge of students is supposed to be equalized.</p> <p><u>Knowledge:</u> Students know principles, methods, tools and functions of international business. They are aware of specific tasks and challenges of international acting companies.</p> <p><u>Understanding:</u> They explain principles, methods, tools and functions in an international context.</p> <p><u>Application:</u> Students apply their knowledge to small cases and exercises.</p>
Semester	1 st semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180h work load, divided into 30 contact hours (of 45 minutes each), 157,5h independent studies (incl. Preparation, review and examinations)

Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Admission requirements	The self-study module “Competences in Scientific Working” is recommended. A library tour is required.
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturer	Prof. Dr. Michael Volkmann
Instruction language	English
Evaluation (Performance review and duration)	Written Exam (or digital alternative*): 100% *mode of examination depends on the situation during examination period
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Moderated discussions; workshops; student group papers
Others	Visit of library is required (library tour)
Recommended literature	Class notes Gaspar, J., Arreolo-Risa, A., Bierman, L., Hise, R., Kolari, J., & Smith, L. (2013). <i>Introduction to global business: Understanding the international environment and global business functions</i> . South-Western Cengage Learning Parboteeah, K., & Cullen, J. (2011). <i>Strategic international management</i> . South-Western Cengage Learning, 5 th ed. Rugman, A. & Collinson, S. (2012). <i>International business</i> , Pearson, 6 th ed.
Code of the module	2.02.
Name of the module	Consulting & Digitalization
Courses within this module	
Content of the module	Introduction to business consulting and business informatics Management Consulting: - Market of management consulting - Communication - Sales & Distribution - Methods and tools of enterprise analysis

	<ul style="list-style-type: none"> - Business Development - Case studies <p>Business informatics:</p> <ul style="list-style-type: none"> - Model-based development and introduction of integrated application systems (including process models, project management, requirements engineering, modeling, testing) - Business Intelligence and Big Data - Use of business standard software (SAP, SAS) - Use of enterprise simulation software (AnyLogic), - Use of the Mendix low-coding platform - Further use of office systems like MS Excel and MS Powerpoint
Objective of the module (expected learning results and competences to acquire)	<p><u>Understanding:</u> Students recognize the interdisciplinary spectrum of management consulting and business information technology. They can classify and reproduce the essential concepts and methods in context. For this purpose, definitions, market analyzes, and case studies are interactively discussed and reconstructed with standard software in order to be able to classify the content of discussion partners in future projects and to be able to correctly interpret specialist discussions. In addition, students should be able to use standard business software such as SAP or SAS in basic functions.</p> <p><u>Application:</u> Students can apply analytical methods of data and process modeling, test and quality management by reproducing cybernetic models, analyzing, and creating UML class diagrams, process models in BPMN, defining requirements, and testing applications. The goal is for students to be able to interpret, shape, and improve the results of project partners in practice.</p> <p><u>Analysis:</u> Students can use tools for data analysis and simulation of business processes. The students' analytical and constructive skills are further developed with the help of tools for business intelligence and simulation in order to be able to correctly analyze and evaluate data in further events and in practice, but also to optimize processes and interpret the generated source code from the simulation.</p> <p><u>Synthesis:</u> They can solve case studies with the help of business standard. The students can independently design and manage projects using process models. Based on a case study, a company is being developed in group work, which has been developed in other courses. To do this, the prototype of an application is created using a low-coding platform that is tested and evaluated in the community of the platform. In the end, students see the results as programming code and the success of their own development. This is to ensure that development projects in</p>

	companies can be traced and source codes can be evaluated.
Semester	1 st semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS with total workload of 180h, comprising 60 contact hours (of 45 minutes each), 90 hours independent preparation and homework write-ups, 45 hours of group project work.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	Consulting & Digitalization is part of Business Administration B.Sc., Banking and Finance B.Sc. and International Business B.Sc.
Admission requirements	None
Responsible person for the module	Prof. Dr. Hans-Günter Lindner
Name of the lecturer	Prof. Dr. Hans-Günter Lindner Prof. Dr. Bernd Schnur
Instruction language	German (Business Administration) and English (international Business)
Evaluation (Performance review and duration)	Written Exam 100% (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture
Others	Case studies, practical work on computer; written exam in English
Recommended literature	Kipping, M., The Oxford Handbook of Management Consulting, Oxford University Press, 2013 Laudon, Kl. C. / Laudon, J. P., Management Information Systems: Managing the Digital Firm, Pearson, 16th edition, 2019 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

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

Code of the module	2.03.
Name of the module	Introduction to International Accounting and Taxation
Courses within this module	
Content of the module	<p>Introduction to International Accounting and Tax teaches first year undergraduate students in International Business the basic principles of accounting and taxes. These include an overview of accounting principles, financial statements and financial reporting, as well as key elements in the profit & loss, balance sheet and cash flow statements. Given the increasing importance of multinational companies, cross-border business decisions and transfer prices, the basic concepts of international generally accepted accounting principles (GAAP) and international transfer prices and taxation are introduced:</p> <p>Part 1: Income statements (profit & loss), balance sheets, revenue recognition, costs of goods sold (COGS), sales general and administration costs /SG&A), cash and receivables, inventories, current liabilities, Homework 1</p> <p>Part 2: Cash flow statement, investments, fixed assets and depreciation, intangible assets, long-term debt and other liabilities, shareholder equity, Homework 2</p> <p>Part 3: Multinational companies, basic GAAP comparison (e.g. Germany, US, IAS), principles of taxation (e.g. income-, sales- and withholding taxes, deferred taxes, tax-loss-carry-forward, tax competition & tax havens, cross-border transfer prices), Homework/Group Case 3.</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p>This course's objective is to enable students to:</p> <p>Knowledge: Gain familiarity with the valuation of the important elements in the profit & loss, balance sheet and cash flow statements, differences in GAAP and taxation across countries</p> <p>Understanding: Interpret and describe accrual accounting and the interaction between selected elements of the three financial statements, understand the rationale behind GAAP, principles of taxation, tax competition and transfer prices</p> <p>Application: Calculate revenues, costs and profits, current assets (incl. receivables, inventory) and current liabilities (incl. payables), fixed assets and depreciation, long-term liabilities (incl. debt, pensions, leases), shareholder equity, taxes (income-, sales- and withholding-).</p> <p>Analysis: Analyze the key elements of the financial reports of sample companies, as well as the comparison of selected GAAP, taxation regimes and basic transfer pricing strategies.</p>

Semester	1 st semester
Duration	One full semester spanning 13 weeks (12 lectures and 1 project week), plus one end-of-Semester exam.
Frequency	In Winter Semester, typically 2 parallel classes.
Number of ECTS-Credits	6
Total workload	4 SWS with total workload of 180h, comprising 60 contact hours (of 45 minutes each), 90 hours independent preparation and homework write-ups, 45 hours of group project work.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	<p>Modern revenue-, cost- and business- planning and budgeting, controlling and performance measurement, finance and capital markets require Accounting as their universal means of communication.</p> <p>Introduction to International Accounting and Taxes provides the basis knowledge and is a prerequisite course to many accounting and finance courses in the International Business BSc degree program at TH Köln, incl. International Management Accounting, International Corporate Finance, and International Capital Markets.</p> <p>This course module is applicable to first year Bachelor students in not only international business but also in business administration (<i>BWL</i>), banking and finance, business law, etc., as well as first semester MBA students.</p>
Admission requirements	<p>Introduction to International Accounting and Taxation course is mandatory for all International Business BSc students.</p> <p>Prerequisites incl. students having passed the TH Köln course Preparatory Course – Basics of Accounting course at the beginning of the Semester.¹</p>
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli
Instruction language	English
Evaluation (Performance review and duration)	Individual homework submissions incl. a group case write-up and an individual closed-book exam shall be graded

¹ Important: Refer to the Module Description for the TH Köln course Preparatory Course – Basics of Accounting.

	<p>Grade decomposition comprises 30% for the homework and the Group Case Study submissions, and 70% for the Written Exam.</p> <p>Students must also have successfully passed the P-Quiz of the Preparatory Course – Basics of Accounting course.²</p>
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture with interactive question and answer sessions. Three homework assignments (incl. one group case write-up) will be graded, participation in class discussions strongly encouraged. One individual, closed-book written exam at end of semester.
Others	
Recommended literature	<p>Lecture notes, to be uploaded on TH Köln's ILIAS online course system. All communication and submissions shall be handled through ILIAS</p> <p>Main textbook and Lecture Notes: Weygandt, J. / Kimmel, P. / Kieso, D., (WKK): Accounting Principles (IFRS Version), Global Edition, 2019, chapters 1-18 (ordered by TH Köln library)</p> <p>Rusli, R. D., Exercises and Homework Assignments (HW)</p> <p>Optional Textbook: Dauderis, H. / Annand, D., Introduction to Financial Accounting, Valley, 2nd edition, 2014 (free pdf on Web)</p>

² Important: Refer to the Module Description for the TH Köln course Preparatory Course – Basics of Accounting.

Code of the module	2.04.
Name of the module	Introduction to Marketing
Courses within this module	
Content of the module	<p>This basis course of marketing management is covering the following topics:</p> <ul style="list-style-type: none"> • Understanding marketing management • Consumer behavior • Market research, -methods and -information • Marketing strategy • Marketing Mix (4Ps) <ul style="list-style-type: none"> • Product decisions • Pricing decisions • Distribution decisions • Communication decisions
Objective of the module (expected learning results and competences to acquire)	<p>The course it to impart knowledge and capabilities for planning and realization of concrete marketing actions.</p> <p><u>Knowledge:</u> Students know specific tools and methods for a market and customer analysis. They are able to describe consumer behavior, marketing strategies and activities and they know how to control marketing success.</p> <p><u>Understanding:</u> Students recognize (inter-) dependencies within marketing mix decisions and they are able to explain how to define target groups and marketing strategies. They are aware of the impact of single marketing activities.</p> <p><u>Application:</u> They are able to develop concrete marketing concepts for given products and target groups within several industries.</p> <p><u>Analysis:</u> Students are able to analyze markets, portfolios and target groups with appropriate tools. They can identify successful marketing strategies and activities and conclude success factors.</p>
Semester	2 nd semester
Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6

Total workload	4 SWS; 180h work load, divided into 30 contact hours (of 45 minutes each), 157,5h independent studies (incl. Preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module builds on content from the first semesters, especially "Introduction to International Business" and "Consulting & Digitalization". This course is recommended for attending "International Marketing" and "Exportmanagement".
Admission requirements	Recommended: Modules of the first semesters, especially "Introduction to International Business" and "Consulting & Digitalization" (or comparable courses from other universities).
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturer	Prof. Dr. Michael Volkmann
Instruction language	English
Evaluation (Performance review and duration)	Written Exam 100% (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture; moderated discussions; application of concepts and methods in groups
Others	
Recommended literature	Homburg, C. / Kuester, S. / Krohmer, H., Marketing Management: A contemporary perspective, Mcgraw-Hill Education Ltd, 2 nd ed., 2012

Code of the module	2.05.
Name of the module	International Management Accounting
Courses within this module	
Content of the module	<p>International Management Accounting teaches undergraduate students in International Business the subjects of cost-volume-pricing decisions, budgeting and controlling, multinational companies and transfer prices, performance measurement, principles of corporate financing and valuation:</p> <p>Part 1: Cost, volume and profit incl. break-even and contribution analysis, cost- vs. market-based pricing, multi-product companies, Homework 1 on cost, volume and profit decisions.</p> <p>Part 2: Overhead cost allocation and value-chain activities, activity-based management, Homework 2 on International Activity-based Costing (ABC).</p> <p>Part 3: Budgeting, standard costing and variances, international transfer prices, balanced scorecards, Homework 3 on Multinational Company Budgeting and Transfer Prices.</p> <p>Part 4: Capital investment decisions, corporate financing and valuation, Homework 4 on International Investment and Financing Decisions.</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p><u>Knowledge</u>: Identify different cost types, budgets, multinational and divisional companies, financing and valuation.</p> <p><u>Understanding</u>: Interpret and describe cost-volume-profit relationships, overhead allocation methods, budgeting and controlling, multinational companies and transfer prices, corporate financing and valuation analysis.</p> <p><u>Application</u>: Calculate examples of multi-product and multi-currency cost-volume-price decisions, overhead allocation and ABC, budgets and variances, transfer prices, cash flow projections, corporate financing and valuation calculations incl. NPV, IRR, payback period.</p> <p><u>Analysis</u>: Analyze company-, division- and product-level production and pricing decisions, budgeting, controlling and performance measurement, multinational company transfer prices, investment and financings.</p>
Semester	2 nd semester

Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180h work load, divided into 60 contact hours (of 45 minutes each), 135 hours of individual and group (incl. preparation and review, homeworks, and an end-of-the semester examination)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	<p>International Management Accounting teaches an application-oriented skillset relevant for future corporate managers as well as finance and accounting professionals, bankers and consultants that work with international and multinational corporates and financial institutions.</p> <p>This course module is applicable to Bachelor students in not only international business (IB) but also business administration, banking and finance, business law, etc., as well as MBA students.</p> <p>This course builds the foundational knowledge for further IB (PO2019) courses like International Corporate Finance, International Capital Markets and Simulation Game International Management, as well as for the previous IB (old PO) courses Financial and Investment Management (in German), International Finance and Effective International Planning and Control.</p>
Admission requirements	<p>Mandatory prerequisite: "Introduction to International Accounting and Taxation".</p> <p>Recommended: Modules of the first semesters, especially "Managerial Microeconomics", "Introduction to International Business".</p>
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli (Summer 2020) or Mr. De Wet Herselman
Instruction language	English
Evaluation (Performance review and duration)	Homework, Group Homework Submissions 30% Written Exam 70% (max. 60 minutes)

Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture with interactive question and answer sessions. Four (4) group homework write-ups with participation in class discussions. One individual closed-book written exam at end of semester.
Others	
Recommended literature	<p>Class notes</p> <p>Bowhill, B., Business planning and control: integrating accounting, strategy and people, Wiley, 2008</p> <p>Drury, C., Management Accounting for Business, Cengage Learning EMEA, 5th ed., 2013</p>

Code of the module	2.06.
Name of the module	International Corporate Finance
Courses within this module	
Content of the module	<p>International Corporate Finance teaches advanced undergraduate students in International Business the principles of business and securities valuation, international capital budgeting, capital structure and dividend policy, debt-, equity- and project financings, financial and real derivatives, financial statement analysis and international risk management:</p> <p>Part 1: Risk and portfolio theory, company and securities valuation, Homework 1 on Cost of Capital and Valuation.</p> <p>Part 2: Dividend payouts and cost of debt, capital structure and agency theories, international capital budgeting and performance measurement, Homework 2 on Evaluation of International Projects and Investments.</p> <p>Part 3: Debt-, equity- and project financings, financial planning and working capital management, Individual or Group Case Study 3 on Financing Transactions and/or Financial Planning.</p> <p>Part 4: International financial and operational risk management (incl. transfer prices), financial statement analysis, corporate and debt restructurings and M&A, Group Case Study 4 on Foreign Exchange Risk Management, Restructuring and/or M&A.</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p><u>Knowledge:</u> Gain familiarity with risk, return and valuation methodologies, investment evaluation criteria, financing alternatives, financial statement analysis, international risk management, restructuring and M&A.</p> <p><u>Understanding:</u> Interpret and describe risk and return trade-offs, capital budgeting, capital structure and dividend policy, debt versus equity financings, operational and financial risk management, financial planning, reporting and financial statement analysis, corporate control, restructurings and M&A.</p> <p><u>Application:</u> Calculate company- and securities values, investment and project evaluation criteria, foreign exchange</p>

	<p>hedging instruments and transfer prices, profit & loss-, cash flow statement- and balance sheet- projections and ratios.</p> <p><u>Analysis:</u> Analyze corporate capital structure decisions, compare debt- and equity- financing alternatives, foreign exchange risk management strategies and transfer prices, international financial statement projections and ratios, corporate and debt restructuring and M&A decisions.</p> <p><u>Synthesis and Evaluation:</u> Formulate and evaluate multinational company capital structure decisions, optimal debt- and equity-financing sequences, foreign exchange risk management strategies, corporate and debt restructuring and M&A transactions.</p>
Semester	3 rd Semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180h work load, divided into 30 contact hours (of 45 minutes each), 157,5h independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	<p>International Corporate Finance teaches an application-oriented skillset that is relevant for future finance and accounting professionals, bankers and consultants that work with international and multinational corporates and financial institutions.</p> <p>This course module is applicable to Bachelor students in not only international business but also business administration, banking and finance, business law, etc., as well as MBA students.</p>
Admission requirements	Recommended: Modules of the first semesters, especially “Managerial Microeconomics”, “International Economics”, “Introduction to International Business”, “Introduction to International Accounting and Taxation”, “International Management Accounting”.

Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli De Wet Herselman
Instruction language	English
Evaluation (Performance review and duration)	Homework and Group Case Study Submissions 40% Written Exam 60% (max. 60 minutes).
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture with interactive question and answer sessions. Two to three (2-3) homework write-ups with participation in class discussions. One to two (1-2) group case studies on International Investment, Financing, M&A and/or Restructuring decisions and transactions with group write-ups and presentations. One individual closed-book written exam at end of semester.
Others	
Recommended literature	Class notes Brealey, R. / Myers, S. / Alan J., Fundamentals of Corporate Finance, McGraw Hill, 5 th ed., 2007 Levi, M., International Finance, Routledge, 4 th ed., 2005 Various research articles (to be listed in course syllabus).

Management & Leadership

Code of the module	3.01.
Name of the module	Business Psychology
Courses within this module	
Content of the module	<p>Interpersonal phenomena relevant for the international context</p> <ul style="list-style-type: none"> • Organizational Behavior as science • Motivation • Leadership • Communication • Decision-making • Group dynamics • Conflict <p>Intrapersonal phenomena relevant for the international context</p> <ul style="list-style-type: none"> • Perception • Attribution • Personality • Self • Resilience • Positive psychology
Objective of the module (expected learning results and competences to acquire)	<p>Students develop a basic understanding of how individuals and groups behave in general and particularly in international organizations. The objective is for students to be able to effectively, efficiently and sustainably manage and employ human capital of organizations.</p> <p><u>Knowledge</u>: Students are able to describe the theoretical framework of inter- and intrapersonal phenomena.</p> <p><u>Understanding</u>: They can explain behaviour observed at the place of work.</p> <p><u>Application</u>: They establish healthy and resilient working conditions for individuals and within teams.</p> <p><u>Analysis</u>: Students can make reasonable predictions about work-related behaviour.</p> <p><u>Synthesis</u>: They are able to employ effective methods to manage work-related behaviour.</p> <p><u>Evaluation</u>: They are able to judge and adjust their own behaviour in work-related situations.</p>
Semester	2 nd semester

Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180h' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	None
Responsible person for the module	Prof. Dr. Susann Kowalski
Name of the lecturer	Prof. Dr. Sigrid Khorram Prof. Dr. Susann Kowalski
Instruction language	English
Evaluation (Performance review and duration)	Written Exam 35% (max. 60 minutes) Homework (mini cases) 15% Presentation 20% Research Paper 30%
Weightage of the result within the final result	This module is worth 3.33% percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and study methods	Presentations by instructor Simulations and role games Student discussions Self-reflection of students In-class group work In-class exercises
Others	
Recommended literature	Robbins, S. / Judge, T., Organizational Behavior, Global Edition, Pearson Education Limited, 17 th ed., 2016 (predominantly business-oriented) Zimbardo, P. / McCann, V. / Johnson, R., Psychology: Core Concepts, Pearson, 7 th ed., 2012 (predominantly psychology-oriented) Seligman, M., Authentic Happiness: Using the New Positive Psychology to Realise your Potential for Lasting Fulfilment, Nicholas Brealey Publishing, 2017

Code of the module	3.02.
Name of the module	Cross-Cultural Competence
Courses within this module	
Content of the module	<ul style="list-style-type: none"> • Definitions of culture • Cultural models • Perception of culture • Values, attitudes, behaviours and culture • Bias and stereotypes • Cultural orientation • Dimensions of culture • Our culture / the other culture • Dealing with difference • Effective behaviours in a business environment
Objective of the module (expected learning results and competences to acquire)	<p>After attending the module:</p> <p><u>Knowledge:</u> Students are familiar with culture as a concept and its different models.</p> <p><u>Understanding:</u> Students get thorough understanding of the term “culture“, and different cultural models.</p> <p><u>Application:</u> They work within multi-cultural teams.</p> <p><u>Analysis:</u> Students analyse their own culture and exercise to compare this to other cultures.</p> <p><u>Synthesis:</u> Students experience and combine theoretical and empirical work while working on a topic related project. They develop argumentative support for their findings.</p> <p><u>Evaluation:</u> Students reflect regularly on their experience and draw conclusion for future work.</p> <p>This develops the ability to</p> <ul style="list-style-type: none"> • communicate across cultural borders • manage cross cultural teams • prepare a publishable product under tight time constraints
Semester	3 rd and 4 th semester
Duration	Two semesters
Frequency	First part in winter semester and second part in summer semester/ two semesters
Number of ECTS-Credits	6

Total workload	4 SWS; 180h total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	The self-study module "Cultural Competences" is recommended; to have a basic understanding of what business, business administration and management mean. For incoming non-business students: To have a basic understanding of their future sphere of work and the relevant business related questions.
Responsible person for the module	Prof. Dr. Susann Kowalski
Name of the lecturer	Prof. Dr. Susann Kowalski
Instruction language	English
Evaluation (Performance review and duration)	Documentation of research results 50% Presentation of research results 20% Documentation of the cross-cultural exercises 30%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	<ul style="list-style-type: none"> • 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 situation to business situations • Working out the own cultural repository → to be able to describe the culture of a person • Comparing the own cultural repository with the cultural repositories of teammates and anticipate 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. • Working as a cross-cultural pair on a practical task <ul style="list-style-type: none"> ○ Getting through all the steps of project management (preparation, planning, executing, controlling, ending) under the special circumstances of cross-cultural co-operation → to be able to use methods of project management in a cross-cultural environment, i. e. to

	<p>manage cross-cultural teams, to successfully communicate in cross-cultural teams</p> <ul style="list-style-type: none"> ○ 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) → to be able to co-operate and produce valuable outcome 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. ○ Writing a project documentation → to be able to write a publishable text under the special circumstances of cross-cultural co-operation and tight time constraints, to manage cross-cultural teams, to successfully communicate in cross-cultural teams <p>Reflective usage of learned knowledge and behavior in connection with the actual project situation in the course "Multicultural Entrepreneurship" → to be able to take culturally sensible decisions in practical team work.</p>
Others	<p>Course involves team work on research/project topics. Regular attendance is indispensable.</p> <p>First semester prepares students for the 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 a 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>
Recommended literature	<p>Browaey, J. / Price, R., Understanding Cross-Cultural Management, Harlow, NJ: Pretence Hall/Financial Times, Pearson Education, 3rd ed., 2015</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>

Hampden-Turner, C. / Trompenaars, F., Riding the Waves of Culture: Understanding Diversity in Global Business, Nicholas Brealey International, 3rd ed., 2012

Hall, E. / Hall, M., Understanding Cultural Differences: Germans, French and Americans, Intercultural Press, 2000

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

Code of the module	3.03.
Name of the module	Multicultural Entrepreneurship
Courses within this module	
Content of the module	<p>Workshops:</p> <ul style="list-style-type: none"> • Multi-cultural Entrepreneurship • Design Thinking • Project Management for social projects • Working effectively in Teams • Fundraising • Presentation skills for multi-cultural entrepreneurs <p>Project Management:</p> <ul style="list-style-type: none"> • Entrepreneurship <ul style="list-style-type: none"> - Design Thinking - Creativity techniques • Market Research (Field and Desk Research): <ul style="list-style-type: none"> - Apply quantitative methods - Data analysis - Observation and Interviewing of target groups (empathizing and testing prototype) <ul style="list-style-type: none"> - Create and test a prototype to meet the need • Evaluation of different inventions for multi-cultural target groups <ul style="list-style-type: none"> - Business & Implementation plan - Controlling - Enabling / Implementation
Objective of the module (expected learning results and competences to acquire)	<p>Based on analysis of multicultural target groups in need, environment, markets etc., students take real (business) decisions and operationalize the decision in an appropriate business (action) plan and implement the project. They plan and realize entrepreneurial projects with a multicultural background, which is supposed to include people in need from other nations or social cultures. They start to understand entrepreneurial skills and mind sets as well as practice them. They deepen their knowledge on project management and team work and experience how to solve issues. They organize their individual and group tasks and plan, prepare, implement and evaluate a project with social background. Students justify and defend decisions as well as find compromises and negotiate with entrepreneurial focus (project management skills).</p> <p><u>Knowledge:</u> Students know Design Thinking processes and what innovations mean for organizations and economies. They know the concept of multicultural entrepreneurship.</p>

	<p><u>Understanding</u>: 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><u>Application</u>: They apply diverse, previously covered management tools and conduct a market research using known quantitative methods. Students apply Design Thinking to a real project planned 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.</p> <p><u>Analysis</u>: Students are able to compare different frameworks, models and concepts to identify the most appropriate approach in the situation of their target group. They are able to interpret gained data to take profound decisions for the project.</p> <p><u>Synthesis</u>: Students develop a plan, implementation plan and strategies to solve the issue of their target group. They thus are enabled to control project progress. They realize the reflected decision into a business (action) plan and setting up social projects for multi-cultural target groups.</p> <p><u>Evaluation</u>: Students are able to establish measures to evaluate success. 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 analysis and interpretation as well as evaluating decisions and outcomes with project targets.</p>
Semester	3 rd and 4 th semester
Duration	Two semesters
Frequency	Once a year (First part in winter semester and second part in summer semester/ two semesters)
Number of ECTS-Credits	6
Total workload	4 SWS; 180h work load**, divided into 30 contact hours (of 45 minutes each), 157,5h independent studies (incl. preparation, review and examinations) **Equally distributed across both semesters
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	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.

Admission requirements	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). Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturer	Prof. Dr. Michael Volkmann Stefanie M. Halwas (MBA)
Instruction language	English
Evaluation (Performance review and duration)	Project Plan (20%) Academic Paper (80%)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Moderated discussions; workshops; application of concepts and methods in groups; educated visits and interviews; self-organized building of competences and coaching.
Others	Course work is across two semesters to enable planning, implementation and running of the project <ul style="list-style-type: none"> • Students cannot participate in one semester only • Participation in project week (before semester start) for conducting a Design Thinking workshops is required • Previous registration is required • A social project is planned, tested and implemented • Participation in scheduled activities is required • Visiting organizations / companies (if appropriate) • Online communication and cooperation is used • Invitation of guest speakers (Summer Term) • Cooperation with social organizations is requested • Lectured in part with another Design Thinking course
Recommended literature	Class notes Bornstein, D., & Davis, S. (2010). <i>Social Entrepreneurship: What Everyone Needs to Know</i> , Oxford University Press. Cross, N. (2001). <i>Design Thinking: Understanding How Designers Think and Work</i> , Bloomsbury Academic Elkington, H. (1997). <i>Cannibals with forks - The triple bottom line of 21st century business</i> , Capstone Publishing Ltd Murphy, O. (2005). <i>International Project Management</i> , Thomson. Seelig, T. (2015). <i>Insight Out - Get Ideas Out of Your Head and Into the World</i> , HarperOne.

Code of the module	3.04.
Name of the module	International Management and Ethics
Courses within this module	
Content of the module	<p>A. Cross-cultural aspects of organizational behavior</p> <ul style="list-style-type: none"> • Theories and models of culture • Communication, conflict, and negotiations across cultures • Motivating people from across the world • Leading globally • Managing multi-cultural teams • Managing expatriates effectively • Challenges in doing cross-cultural research <p>B. International strategic management</p> <ul style="list-style-type: none"> • Globalization and introduction to the international business environment • Political environment and political risk • Strategies for international competition • Managing international collaborations • Organizing and controlling international operations • Managing technology and knowledge <p>C. International Business Ethics</p>
Objective of the module (expected learning results and competences to acquire)	<p>Students will develop a global understanding of the challenges faced by international managers. As students move along in this class, they will be increasingly able to appreciate, understand and manage the factors that make overseeing a company and its employees both challenging and fascinating.</p> <p><u>Knowledge</u>: Students are able to describe the theories and application in international management and ethics.</p> <p><u>Understanding</u>: They can explain how specific theories and concepts may be used to respond to the special challenges posed by the international management context.</p> <p><u>Application</u>: They will apply knowledge to novel challenges and ethical dilemmas in international management.</p> <p><u>Analysis</u>: Students can examine and evaluate key diagnostic cultural and contextual factors in international management situations, which form the basis for suggesting appropriate solutions.</p>

	<p><u>Synthesis</u>: Students will be able to generate appropriate alternative solutions to problems that arise in international business.</p> <p><u>Evaluation</u>: They are able assess the appropriateness of international management decisions based on problem analysis.</p>
Semester	3 rd semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180h total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	The self-study module “Cultural Competences” is recommended.
Responsible person for the module	Prof. Dr. Sigrid Khorram
Name of the lecturer	Prof. Dr. Sigrid Khorram
Instruction language	English
Evaluation (Performance review and duration)	Written Exam 60% (max. 60 minutes) Homework (mini cases) 15% Team Project 25%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Presentations by instructor Simulation In-class discussions In-class group work In-class exercises
Others	

Recommended literature

Thomas, D. / Petersen, M., Cross-Cultural Management: Essential Concepts, Sage Publications, 4th ed., 2017

Frynas, J. / Mellahi, K., Global Strategic Management, Oxford University Press, 3rd ed., 2014

Additional Readings as posted on Ilias.

Economics

Code of the module	4.01.
Name of the module	Managerial Microeconomics
Courses within this module	
Content of the module	<ol style="list-style-type: none"> 1. Economic questions and concepts 2. Economic objectives and the theory of the firm 3. Human behaviour and decision-making 4. Theory of demand 5. Estimation of demand 6. Theory of production and costs 7. Competition and markets 8. Game theoretical analysis 9. Risk and uncertainty 10. Governmental intervention
Objective of the module (expected learning results and competences to acquire)	<p>After attending the module:</p> <p><u>Knowledge:</u> Students will have acquired the basic competences to work academically in English. Moreover, students will acquire the necessary knowledge how to apply mathematical tools in economics (static equilibrium analysis, comparative-static analysis as well as concepts for the solution of optimization problems).</p> <p><u>Understanding:</u> They understand the basic concept of the firm, the demand and supply analysis, the functioning of markets as well as the role of the government. Furthermore, they understand the basic aspects of human decision-making.</p> <p><u>Application:</u> Students will apply these concepts and the related data within the context of the business decision making.</p> <p><u>Analysis:</u> By the end of this module students will be capable to analyse the origin and economic logic behind economic decisions of consumers, companies and governments.</p> <p><u>Synthesis:</u> Students will be familiar with embedding microeconomic questions and analysis into a social context by addressing and regarding basic ethical aspects and those of human behaviour.</p> <p><u>Evaluation:</u> Students can evaluate the outcome of a market economy as a principle coordination process based on individual decision-making as well as the different responsibilities of firms, governments and international institutions in the context of competition, environment and economics.</p>
Semester	1 st semester
Duration	One semester

Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180h total workload, consisting of 60 contact hours (45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	The self-study module “Quantitative Methods Competences” is recommended.
Responsible person for the module	Prof. Dr. Agnieszka Gehringer
Name of the lecturers	Prof. Dr. Agnieszka Gehringer Prof. Dr. Frank Gogoll
Instruction language	English
Evaluation (Performance review and duration)	Written Exam (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture/Seminar: Basic concepts of microeconomics will be taught during class accompanied by exercises and problems as well as case studies. Intensive reading and studying of the suggested literature is necessary
Others	Work materials (slides, exercises, case studies) are available on ILIAS (E-Learning-Portal).
Recommended literature	Samuelson, W.F. / Marks, S.G., Managerial Economics, John Willey & Sons, 8 th ed., 2014 Salvatore, D., Managerial Economics in a Global Economy, Oxford University Press, 8 th ed., 2014

Code of the module	4.02.
Name of the module	International Macroeconomics
Content of the module	<ol style="list-style-type: none"> 1. Macroeconomic Data Analysis for Open Economies 2. Short-Run Open Economy Macroeconomics 3. Long-Run Open Economy Macroeconomics 4. Macroeconomic Problems 5. Macroeconomic Policies
Objective of the module (expected learning results and competences to acquire)	<p><u>Knowledge:</u> Macroeconomic concepts, in particular macroeconomics accounting, determinants of production, employment and inflation, fiscal and monetary policy analysis under rigid and flexible prices in open economies, economic growth and growth policies, and cost-benefits analysis of monetary unions.</p> <p><u>Understanding:</u> The students will understand the macroeconomic environment (e.g. economic crisis, inflation, unemployment etc.) of corporate decision making</p> <p><u>Application:</u> Students will be able to incorporate macroeconomic developments in economic decision making</p> <p><u>Analysis:</u> The students will analyse real world case studies on macroeconomic problems and policy issues (e.g. Greek debt crisis, macroeconomic consequences of German unification, Euro crisis)</p> <p><u>Synthesis:</u> The students will write a macroeconomic report on a country, analysing recent macroeconomic data development retrieved from publicly available databases and summarize major macroeconomic developments in that country.</p> <p><u>Evaluation:</u> Based on the macroeconomic country report, the students will give an evaluation of the macroeconomic prospects for that country. The report will be evaluated by the instructor and constitute 30% of the final grade.</p>
Semester/Trimester	2. Semester
Contact hours	4 SWS
Frequency of the module	yearly
Number of ECTS-Credits (based on the workload)	6 ECTS - 180 hours total workload, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	None
Name of the lecturer	Prof. Dr. Harald Sander
Instruction language	English
Evaluation (Performance review and duration)	60 minutes written examination: 70%

	Individual written assignment (Macroeconomic Country Fact Sheet): 30% SUBMISSION Fact Sheet (only hardcopy):
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Mix of lecture, seminar, flipped classroom exercises and case studies
Others	Mix of lecture, seminar, flipped classroom exercises and case studies
Recommended literature	Blanchard, O.: Macroeconomics, latest edition, London: Prentice Hall, latest edition. Sander, H., An Executive('s) Guide to Macroeconomics and Economic Crises. Köln 2017 (mimeo). Handouts and additional readings provided in ILIAS

Code of the module	4.03.
Name of the module	International Economics
Courses within this module	
Content of the module	<p>Key concepts of international trade and their relationship with national policymaking will be presented. The relevance of exchange rates for cross border business decisions will be highlighted and models of exchange rate determination will be introduced.</p> <p>The importance of international policy coordination and the role of international institutions (IMF, World Bank, WTO) will be highlighted.</p> <p>The synthesis of empirical analysis regarding business and economic conditions in the context of international economic decisions will be performed.</p>
Objective of the module (expected learning results and competences to acquire)	<p>By the end of this module:</p> <p><u>Knowledge:</u> Students are familiar with the main theoretical explanations of international trade and finance. They 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><u>Understanding:</u> They have developed an understanding of the basic motives of trade and international financial transactions as well as the role of domestic political constituencies for international economic policy formulation.</p> <p><u>Application:</u> Students describe the effects of international economic policies on firms both at home and abroad. They appreciate and apply the multitude of data source, available for the analysis of issues in the field of international economics. They also manage large datasets.</p> <p><u>Analysis:</u> 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. Simple statistical tools (correlation analysis, OLS) will be employed.</p> <p><u>Synthesis and Evaluation:</u> Students study examples of solutions to problems faced by internationally active firms. They also evaluate current international policy issues. By doing so, they get familiar with the process of developing own solutions and expose them to critical reviews.</p>

Semester	3 rd semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180h total workload, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	The modules of the first semesters, especially "Managerial Microeconomics" and "International Macroeconomics"
Responsible person for the module	Prof. Dr. Agnieszka Gehringer
Name of the lecturers	Prof. Dr. Agnieszka Gehringer Prof. Dr. Frank Gogoll
Instruction language	English
Evaluation (Performance review and duration)	Written Exam 70% (max. 60 minutes) Written assignment 30%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture and seminar
Others	
Recommended literature	Krugman, P. / Obstfeld, M. / Melitz, M., International Economics, Prentice Hall International, 10 th ed., 2014 Gandolfo, G., Elements of International Economics, Springer, 1 st ed., 2004 Doing Business 2018, The World Bank, 15 th ed., 2018

Business Law

Code of the module	5.01.
Name of the module	Introduction to International Business Law
Courses within this module	
Content of the module	<p>This course focuses on the most important legal aspects for students studying international business:</p> <ul style="list-style-type: none"> • Introduction to international business law • Legal fields and sources of law • Conflict of laws • Differences between common law and civil law • Introduction to German contract law • Contractual and non-contractual obligations • International conventions: the CISG • Overview: the law of the European Union • International dispute resolution: how to solve your dispute
Objective of the module (expected learning results and competences to acquire)	<p>This module is focusing on legal cases concerning international sales-, service- and licensing contracts.</p> <p><u>Knowledge:</u> Students know the most relevant legal framework in the context of international business. They are familiar with international methods of dispute settlement.</p> <p><u>Understanding:</u> Students are able to differentiate international contract types from each other and are able to identify major risks. They can prepare a problem for efficient assessment by legal counsel. They are familiar with special legal features of international business in comparison to domestic contracts.</p> <p><u>Application:</u> Students are able to apply their knowledge to some simple international law cases. They can structure a contract and identify key elements.</p>
Semester	1 st semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180h work load, divided into 30 contact hours (of 45 minutes each), 157,5h independent studies (incl. preparation, review and examinations)

Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Admission requirements	None
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturers	RA Dr. Rouven F. Bodenheimer
Instruction language	English
Evaluation (Performance review and duration)	Written Exam 100% (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture; moderated discussions; application of law cases studies in groups.
Others	Block course
Recommended literature	<p>Class notes</p> <p>August, R. / Mayer, D. / Bixby, M., International Business Law, Pearson Education Limited, 7th ed., 2016</p> <p>Chalmers, D. / Davies, G. / Monti, G., European Union Law, Cambridge University Press, 3rd ed., 2014</p> <p>Born, G., International Commercial Arbitration, Kluwer, 2nd ed., 2014</p> <p>Schlechtriem, P. / Schwenger, I., Commentary on the UN Convention on the International Sale of Goods (CISG), Oxford University Press, 4th ed., 2016</p>

Quantitative Methods

Code of the module	6.01.
Name of the module	Quantitative Methods II (A) (Finanzmathematik und Statistik)
Courses within this module	
Content of the module	Zins-, Renten-, Tilgungs-, Investitionsrechnung, Abschreibungsverfahren sowie Kennzahlen von Datensätzen, Lage- und Streuungsparameter, lineare Regression, bedingte und unbedingte Wahrscheinlichkeiten
Objectives of the module (expected learning results and competences to acquire)	Die Studierenden können Zahlungsströme (bspw. Vermögen, Schulden, Renten, etc.) aggregieren, deren Entwicklung sowie deren heutigen Wert berechnen. Des Weiteren beherrschen die Studierenden Grundzüge der Wahrscheinlichkeitsrechnung und sind in der Lage, (uni- und bivariate) Datensätze tabellarisch und grafisch darzustellen, deskriptiv zu analysieren und im Falle bivariater Datensätze Zusammenhänge zwischen den Daten festzustellen und zu quantifizieren. Zur Erreichung der Ziele können Studierende mathematische Methoden und Konzepte (bspw. Folgen und Reihen, Konzepte der Mengenlehre, Zufallsvariablen und Methode der kleinsten Quadrate) sowie finanzwirtschaftliche Bewertungsmethoden (bspw. Barwert, Kapitalwert und Äquivalenzprinzip) anwenden. Die Kenntnisse werden in der betrieblichen Praxis (bspw. in Finanzabteilungen in Industrieunternehmen, Banken und Versicherungen) bei Investitionsentscheidungen in Sach- und einfache Kapitalgüter benötigt und bilden die Grundlage für weitere und finanzmathematisch schwierigere Fragestellungen. Des Weiteren werden die Kenntnisse für die prägnante Darstellung und Quantifizierung ökonomischer Zusammenhänge benötigt und bilden die Grundlage für weitere Module.
Semester	2. Fachsemester
Duration	One semester
Frequency	Summer and winter semester
ECTS-Credits	6
Workload	4 SWS, 180 Stunden Arbeitsaufwand, bestehend aus 60 Unterrichtseinheiten (à 45 Minuten) und 135 Stunden unabhängige Studienzeit
Type of the module (compulsory, elective, etc.)	Pflichtmodul
Applicability of the module	Banking and Finance; Betriebswirtschaftslehre; International Business; Wirtschaftsrecht
Admission requirements	Keine

Responsible persons for the module	Prof. Dr. Jutta Arrenberg Prof. Dr. Ralf Knobloch Prof. Dr. Felix Miebs
Name of the lecturers	Prof. Dr. Jutta Arrenberg Prof. Dr. Ralf Knobloch Prof. Dr. Felix Miebs
Instruction language	Deutsch
Evaluation (Performance review and duration)	Written exam 100% (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods Others	Seminaristischer Unterricht
Recommended literature	Arrenberg J., Wirtschaftsstatistik für Bachelor, 4 th ed., 2020 Bamberg, G. / Baur, F. / Krapp, M., Statistik, 16 th ed., 2011 Schlittgen, R., Einführung in die Statistik, 11 th ed., 2008 Arrenberg, J., Finanzmathematik, 3 rd ed., 2015 Tietze, J., Einführung in die Finanzmathematik, 11 th ed., 2011

Code of the module	6.02.
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Name of the module	Quantitative Methods III (B)
Courses within this module	
Content of the module	Indexrechnung, Binomialverteilung, Normalverteilung, Konfidenzintervalle für $E[X]$ und p , Gaußtest, t -Test, Chi-Quadrat-Unabhängigkeitstest, Chi-Quadrat-Anpassungstest
Objectives of the module (expected learning results and competences to acquire)	Die Studierenden sind mit Verfahren der schließenden Statistik (statistische Schätz- und Testtheorie) vertraut und können diese anwenden, indem sie die notwendigen Methoden (Zentraler Grenzwertsatz, Schätzung von Parametern der Binomial- und Normalverteilung durch Punkt- und Intervallschätzung sowie Berechnung von Wahrscheinlichkeiten auf Basis der beiden Verteilungen, Formulierung von Nullhypothesen und Berechnung zugehöriger p-Werte) zielführend einsetzen und Ergebnisse sicher interpretieren und einordnen können. Die Kenntnisse ermöglichen den Studierenden die Beantwortung einfacher statistischer Fragestellungen im betriebswirtschaftlichen Kontext und bereiten die Studierenden auf weiterführende Module vor.
Semester	3. Fachsemester
Duration	One semester
Frequency	Summer and winter semester
ECTS-Credits	6
Workload	4 SWS, 180 Stunden Arbeitsaufwand, bestehend aus 60 Unterrichtseinheiten (à 45 Minuten) und 135 Stunden unabhängige Studienzeit
Type of the module (compulsory, elective, etc.)	Pflichtmodul
Applicability of the module	Banking and Finance; Betriebswirtschaftslehre; International Business; Wirtschaftsrecht
Admission requirements	Keine
Responsible persons for the module	Prof. Dr. Jutta Arrenberg Prof. Dr. Ralf Knobloch Prof. Dr. Felix Miebs
Name of the lecturers	Prof. Dr. Jutta Arrenberg Dr. Marko Helwich
Instruction language	Deutsch
Evaluation (Performance review and duration)	Written exam 100% (max. 60 minutes)

Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminaristischer Unterricht
Others	Es werden wöchentlich Übungsaufgaben zur Nachbereitung und Festigung der Inhalte zur Verfügung gestellt.
Recommended literature	<p>Arrenberg J., Wirtschaftsstatistik für Bachelor, 4th ed., 2020</p> <p>Bamberg, G. / Baur, F. / Krapp, M., Statistik, 18th ed., 2017</p> <p>Schlittgen, R., Einführung in die Statistik, 12th ed., 2012</p> <p>Arrenberg, J., Finanzmathematik, 3rd ed., 2015</p>