



**HOCHSCHULE DER WIRTSCHAFT
FÜR MANAGEMENT**

UNIVERSITY OF APPLIED
MANAGEMENT STUDIES

Module Handbook

B.A. Management in International Business Online Programme

Summer Semester 2024

1. Contents, Structure and Qualifications of the degree

Contents

The Management in International Business (MIB) degree contains all the business-management modules and international business specialisms necessary to qualify graduates for a variety of positions for which a good understanding of international and intercultural complications are essential. Graduates will have the skills to take up junior management positions in smaller companies engaged in import /export activities in a range of countries. In larger companies the jobs are more likely to be trainee or assistant positions in a range of departments in which international business knowledge and intercultural skills are important.

The normal time required to complete the programme is three years (six semesters). Successful completion leads to the award of the degree BA – Management in International Business. The degree course is academically based but also very practically oriented.

Structure

To gain the MIB degree students must achieve a total of 180 ECTS credits, which as a rule can be accomplished in six semesters. The CPs are spread more or less evenly over the six semesters and completion within the three years is normally achieved.

The core business-management modules, such as Introduction to International Business, Business Economics, Principles of Marketing, Human Resource Management, Financial and Management Accounting, Business Computer Applications, Business Process Management and Applied Business Psychology are taught in the first three semesters, and Strategic Management & Leadership is taught in the final semester at a level more suited to final year students.

The foundation for the academic nature of the degree is fostered throughout the curriculum and is directly addressed in the first semester with Academic Writing Skills and with Research Methods in the fifth semester, which prepares the students to develop and apply a quantitative or qualitative method in their sixth-semester bachelor dissertation. The foundation for the quantitative part of the degree begins with Business Mathematics, followed by Business Statistics in the second semester to build skills to be able to apply quantitative methods to business and academic research problems. It is also essential that students learn to present and to work in teams. Hence, we have a Presentation Skills half-credit module in semester two and Teamworking Skills in the third semester.

We teach Business English in the first and second semesters. After both modules, the level of English should be close to C2 level.

After being introduced in the first semester with Introduction to International Business, International Economics follows in the second semester and International Marketing in the third semester. Four of the courses in the fifth semester have an international focus (see below), and Innovation & Entrepreneurship in a Global Context, which is taught in sixth semester.

The fourth semester consists of an 18-week internship to give students a view of how real companies operate and to give them a chance to put some of the theory into practice. MIB students are strongly encouraged and tend to be already highly motivated to find internship opportunities outside of Germany, even outside of Europe, and they are encouraged to extend their internships to a maximum of 26 weeks.

In their fifth semester, students earn 24 ECTS credits in five modules, which are categorised as international business specialisations. These modules include International Sales Management, International Finance, Business Ethics and International Corporate Governance. Students will also take Business Across Cultures, which emphasizes the need to be able to understand different cultures and communicate effectively across cultures. In this semester, we also offer a dissertation colloquium (non-credited) to help students find suitable research topics and to help them write their proposal for their bachelor dissertation, which must be approved before formally applying to write their dissertation in the sixth semester.

Apart from Strategic Management & Leadership and Innovation & Entrepreneurship in a Global Context, the main module of the sixth semester is the bachelor dissertation (12 ECTS credits). Students writing their dissertations are supported by meetings with their supervisors and a series of dissertation colloquiums. Note that in every semester at least one of the modules is assessed through an academic term paper, thus assuring that by the final semester students are well prepared for their bachelor dissertation. Students will also have a final chance to develop their oral communications skills with the Public Speaking & Debating module. These three modules are scheduled on two successive days so that working students, many of whom have extended work contracts from their internships, have sufficient time to concentrate on their dissertations.

The practical orientation of the Management in International Business degree is underpinned by the practical business experience of the professors and adjunct professors, by the fourth semester internship, by a number of guest speakers from industry and commerce and by a series of visits to internationally operating companies such as John Deere, EvoBus and BASF. The academic nature of the degree guarantees that by the structure and content of the modules, and in particular through the Academic Research Skills module and the bachelor dissertation, graduates will be well prepared to study in a Master's program or to apply for management positions.

Qualifications

The degree programme is designed to give the students a range of competences, which is achieved through the structure of the programme, the variety of the modules and their academic and practical applications:

Academic competences

Even in the most practical applications, students are constantly reminded that this is an academic qualification and strict academic standards are expected to be adhered to throughout the programme. In all papers academic citation practices are de jure and students are guided towards good academic practice from the first semester onwards.

Professional and specialist competences

Graduates leave with a sound understanding of modern business management principles, tools and techniques. They are also able to appreciate the impact of macroeconomic changes on business practice and they can apply quantitative methods to solve business problems and to the analysis of management decisions. Graduates have learned the importance of teamwork and how to lead and develop teams. They have also been able to develop the sophisticated intercultural skills essential to those embarking upon international careers. They will be competent public speakers, able to make and defend arguments under pressure. Graduates will also be able to analyse company strategies and develop new, appropriate strategies based on internal company analysis and analysis of the micro- and macro-environments.

Vocational competences

The structure and content of the degree programme ensures that graduates will possess a package of competences that will allow them find employment in a wide range of positions requiring intercultural competences and an understanding of the complications of international business. Graduates with a Management in International Business degree are also likely to be highly motivated to be successful in their chosen international careers.

Interdisciplinary qualifications and competences

Graduates have learned to analyse and view practical problems from various angles. In Strategic Management & Leadership, students must analyse business cases from the Case Centre (e.g., Harvard, Wharton Business School), based on Harvard style case study teaching, on a wide variety of business problems from an interdisciplinary viewpoint. They have been taught presentations skills and public speaking and practiced and developed their communications in many different modules. The same is true of their ability to work in teams.

Reflecting on ethical aspects of management and academic behaviour

In the fifth semester module Business Ethics and International Corporate Governance, and in other modules throughout the curriculum students are required to reflect upon ethical issues facing all business, especially those operating internationally. They are also required to think about the ethical aspects of their own research and to be guided by ethical principles when designing and carrying out their own research.

Internationality

Students on the MIB degree programme live in a truly international environment, both in terms of the number of nationalities in the student body and also the various nationalities of professors and adjunct teachers. Combined with the high percentage of modules that specifically address international themes, this allows students to understand management decisions in an international context. They also have, of course, the necessary English language skills. Their language development is not only due to the Business English, Public Speaking and Debating, and other classes taught by native speakers but also by the total immersion effect of studying 100% in English for three years. Students wishing to add to their language skills can take part in language classes via Mannheim University's "Studium Generale" programme.

Interdisciplinary thinking and personality development

Outside of their academic work, students come together with their colleagues from the other programmes. For those students from outside Germany this helps to develop their German language skills and an understanding of how “other nations” think and live. Personalities are developed through taking part in social and other activities and through working together in teams. We also help students in their cognitive and personal development by requiring them to frequently take responsibility for many aspects of learning, for example, being the “session leader” in Applied Business Psychology and Strategic Management and Leadership.

Module overview: B.A. Management in International Business**Thematic Structure**

| B.A. Management in International Business | | | | | | | | | | | | |
|---|---|---------------|----|----|----|----|----|------|------|------|------|--|
| | Modules | ECTS-Semester | | | | | | | WL | | | |
| Nr. | Title | 1 | 2 | 3 | 4 | 5 | 6 | Ass | CH | SS | ECTS | |
| Core Business Management and Economics | | | | | | | | | | | | |
| IIBU | Introduction to International Business | 5 | | | | | | E | 52 | 73 | 5 | |
| PRMA | Principles of Marketing | 5 | | | | | | E | 52 | 73 | 5 | |
| BUEC | Business Economics | 5 | | | | | | E | 52 | 98 | 5 | |
| FIAC | Financial Accounting | | 5 | | | | | E | 52 | 73 | 5 | |
| HRMA | Human Resource Management | | 5 | | | | | E | 52 | 73 | 5 | |
| BCAP | Business Computer Applications | | 5 | | | | | E | 52 | 73 | 5 | |
| MAAC | Management Accounting | | | 5 | | | | E | 52 | 73 | 5 | |
| ABPS | Applied Business Psychology | | | 6 | | | | E | 52 | 98 | 6 | |
| BPMA | Business Process Management | | | 5 | | | | E | 52 | 73 | 5 | |
| SMLE | Strategic Management & Leadership | | | | | | 6 | TP | 52 | 98 | 6 | |
| Methods and Language | | | | | | | | | | | | |
| BUMA | Business Mathematics | 5 | | | | | | E | 52 | 73 | 5 | |
| AWSK | Academic Writing Skills | 5 | | | | | | TP+E | 52 | 73 | 5 | |
| ENG1 | Business English I | 5 | | | | | | E+O | 52 | 73 | 5 | |
| BUST | Business Statistics | | 5 | | | | | E | 52 | 73 | 5 | |
| ENG2 | Business English II | | 5 | | | | | E+O | 52 | 73 | 5 | |
| PRSK | Presentation Skills | | 2 | | | | | P | 26 | 24 | 2 | |
| REME | Research Methods | | | | | 5 | | TP+O | 52 | 73 | 5 | |
| TESK | Teamworking Skills | | | 2 | | | | P | 26 | 24 | 2 | |
| PSDE | Public Speaking and Debating | | | | | | 5 | O | 52 | 73 | 5 | |
| International Business Specialisations | | | | | | | | | | | | |
| INEC | International Economics | | 5 | | | | | TP | 52 | 73 | 5 | |
| INMA | International Marketing | | | 6 | | | | E | 52 | 98 | 6 | |
| AICG | Artificial Intelligence for Global Business | | | 6 | | | | E | 52 | 98 | 6 | |
| BACU | Business Across Cultures | | | | | 6 | | TP | 52 | 98 | 6 | |
| ISMA | International Sales Management | | | | | 6 | | TP | 52 | 98 | 6 | |
| BECG | Business Ethics & Int. Corporate Governance | | | | | 6 | | E | 52 | 98 | 6 | |
| INFI | International Finance | | | | | 6 | | E | 52 | 98 | 6 | |
| IEGC | Innovation & Entrepreneurship in a Global Context | | | | | | 6 | E | 52 | 98 | 6 | |
| Bachelor Dissertation and Internship | | | | | | | | | | | | |
| INTE | Internship | | | | 30 | | | IR | 10 | 740 | 30 | |
| DISS | Bachelor Dissertation | | | | | | 12 | D | 10 | 290 | 12 | |
| | | 30 | 32 | 30 | 30 | 29 | 29 | | 1372 | 3128 | 180 | |

Note: WL = Workload, CH = Contact hours, SS = Private study, Ass = Assessments, E = Written Examination; TP = Term Paper; P = Presentation; O = Oral Assessment
IR = Internship Report; D = Bachelor Dissertation/Thesis

Module overview: B.A. Management in International Business

Chronological Structure

| B.A. Management in International Business | | | | | | | | | | | | |
|---|---|---------------|----|----|----|----|----|------|------|------|------|--|
| | Modules | ECTS-Semester | | | | | | | WL | | | |
| Nr. | Title | 1 | 2 | 3 | 4 | 5 | 6 | Ass | CH | SS | ECTS | |
| 1. Semester | | | | | | | | | | | | |
| IIBU | Introduction to International Business | 5 | | | | | | E | 52 | 73 | 5 | |
| PRMA | Principles of Marketing | 5 | | | | | | E | 52 | 73 | 5 | |
| BUEC | Business Economics | 5 | | | | | | E | 52 | 73 | 5 | |
| BUMA | Business Mathematics | 5 | | | | | | E | 52 | 73 | 5 | |
| AWSK | Academic Writing Skills | 5 | | | | | | TP+E | 52 | 73 | 5 | |
| ENG1 | Business English I | 5 | | | | | | E+O | 52 | 73 | 5 | |
| 2. Semester | | | | | | | | | | | | |
| FIAC | Financial Accounting | | 5 | | | | | E | 52 | 73 | 5 | |
| HRMA | Human Resource Management | | 5 | | | | | E | 52 | 73 | 5 | |
| INEC | International Economics | | 5 | | | | | TP | 52 | 73 | 5 | |
| BCAP | Business Computer Applications | | 5 | | | | | E | 52 | 73 | 5 | |
| BUST | Business Statistics | | 5 | | | | | E | 52 | 73 | 5 | |
| ENG2 | Business English II | | 5 | | | | | E+O | 52 | 73 | 5 | |
| PRSK | Presentation Skills | | 2 | | | | | P | 26 | 24 | 2 | |
| 3. Semester | | | | | | | | | | | | |
| MAAC | Management Accounting | | | 5 | | | | E | 52 | 73 | 5 | |
| INMA | International Marketing | | | 6 | | | | E | 52 | 98 | 6 | |
| ABPS | Applied Business Psychology | | | 6 | | | | E | 52 | 98 | 6 | |
| BPMA | Business Process Management | | | 5 | | | | E | 52 | 73 | 5 | |
| AIGB | Artificial Intelligence for Global Business | | | 6 | | | | E | 52 | 98 | 6 | |
| TESK | Teamworking Skills | | | 2 | | | | P | 26 | 24 | 2 | |
| 4. Semester | | | | | | | | | | | | |
| INTE | Internship | | | | 30 | | | IR | 10 | 740 | 30 | |
| 5. Semester | | | | | | | | | | | | |
| BACU | Business Across Cultures | | | | | 6 | | TP | 52 | 98 | 6 | |
| ISMA | International Sales Management | | | | | 6 | | TP | 52 | 98 | 6 | |
| INFI | International Finance | | | | | 6 | | P | 52 | 98 | 6 | |
| BECG | Business Ethics & Intern. Corporate Governance | | | | | 6 | | E | 52 | 98 | 6 | |
| REME | Research Methods | | | | | 5 | | TP+O | 52 | 73 | 5 | |
| 6. Semester | | | | | | | | | | | | |
| SMLE | Strategic Management & Leadership | | | | | | 6 | TP | 52 | 98 | 6 | |
| IEGC | Innovation & Entrepreneurship in a Global Context | | | | | | 6 | E | 52 | 98 | 6 | |
| PSDE | Public Speaking and Debating | | | | | | 5 | O | 52 | 73 | 5 | |
| DISS | Bachelor Dissertation | | | | | | 12 | D | 10 | 290 | 12 | |
| | | 30 | 32 | 30 | 30 | 29 | 29 | | 1372 | 3128 | 180 | |

Note: WL = Workload, CH = Contact hours, SS = Private study, Ass = Assessments, E = Written Examination; TP = Term Paper; P = Presentation; O = Oral
IR = Internship Report; D = Bachelor Dissertation/Thesis

2. Overview – Semester Content and Module Descriptors

| BA Management in International Business | |
|--|---|
| Overview of Modules | |
| Semester | 1 |
| Modules | Introduction to International Business Principles of Marketing Business Economics Business Mathematics Academic Writing Skills Business English I |
| Number of ECTS Credit Points awarded | 30 ECTS |
| Description | In the first semester we introduce the core business-management modules, Introduction to International Business, Business Economics, and Principles of Marketing. We also teach basic research skills in the module Academic Research Skills and develop numerical skills in Business Mathematics. Business English I supports and develops students' language skills, in particular helping those students who need to catch up with others. |

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|-----------------------------------|--|
| Module-Nr./ Code | IIBU |
| Module title | Introduction to International Business |
| Outline of module syllabus | <ul style="list-style-type: none"> • Globalization - National Differences in Political, Economic, and Legal Systems • Differences in Culture • Ethics, Corporate Social Responsibility, and Sustainability • The Global Trade and Investment Environment • Government Policy and International Trade • Foreign Direct Investment • Regional Economic Integration • The Foreign Exchange Market - The International Monetary System • The Strategy and Structure of International Business • Entering Foreign Markets • International Business Functions • Exporting, Importing, and Countertrade • Global Production and Supply Chain Management • Global Marketing and R&D • Global Human Resource Management |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge & understanding of how international business works • Understand how the separate business functions are integrated in an organisation • Demonstrate understanding of key principles of accounting and financial management • Demonstrate understanding of key principles of leadership and people management in a global context • Apply specialised business and economic concepts to analyse major factors and issues affecting the development of international business • Demonstrate advanced knowledge of how businesses operate in an international context, particularly with respect to trade and investment decisions • Demonstrate an effective understanding of how social, economic, geographical, institutional and cultural factors shape the environment in which international business make trade and investment decisions. |
| Which semester? | 1st semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every first semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |

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| Use of the module | This module is taught in the first semester and offers students first insights into the environment and competitive strategy of international business. There is no similar course in the other programs. |
| Requirements for participation | No special requirements |
| Responsible academic | Prof Dr Michael Cofrin |
| Instructors | Markus Greß-Heister, M.A. |
| Language of instruction | The module is taught in English |
| Type of assessment | The module is assessed with a final written examination. |
| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small groups to prepare presentations. |
| Special features (e.g. online, company visits, etc.) | Organised company visits, online (TED) lectures and guest lectures, videos, case studies, critical thinking exercises |
| Required text and other literature | Hill, C., Hult, T., Wickramasekera, R., Mackenzie K. & Gordon, C. (2019), Global business today (5th ed.). McGraw Hill. Students will also be provided with a weekly set of PowerPoint slides and be referred to current articles in The Economist |

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| Module-Nr./ Code | PRMA |
| Module title | Principles of Marketing |
| Ggfs. Lehrveranstaltungen des Moduls | |
| Outline of module syllabus | <ul style="list-style-type: none"> • Basics of marketing – and specifics of marketing with regard to consumer goods, industrial goods, services and trade – as well as marketing in non-profit organizations • Marketing planning and marketing processes • Market analysis – market size, market segments, differentiation • Marketing strategy – Objectives, Niche v. mass marketing, portfolio analysis • Market research – primary and secondary research, data collection and analysis • Marketing mix – the 7 Ps of marketing – Product, Price, Promotion, Place, Packaging, Positioning and People • Further aspects of the marketing of services – quality of employees, customer oriented processes, optimisation of the service environment |
| Learning outcomes and competences | <p>After completion of the module students will be able:</p> <ul style="list-style-type: none"> • To demonstrate knowledge and understanding of key marketing activities • To show an understanding of how the elements of the marketing mix work together to achieve desired objectives • To design, develop and write a simple marketing plan • To analyse the market (market research) for a specified product • To show that they understand how the elements of the marketing mix function together • To appreciate the importance of marketing in a given organisation • To understand the way marketing can inform company growth strategies |
| Which semester? | 1st semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every first semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module is taught in the first semester and offers students a comprehensive overview of business marketing activities For students in the other programs it would be a suitable alternative to “Grundlagen Marketing”, subject to an adequate level of English |
| Requirements for participation | No special requirements |
| Responsible academic | Professor Dr. Michael Cofrin |
| Instructors | Angela Weil, MBA |
| Language of instruction | The module is taught in English |

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| Type of assessment | The module finishes with a 90-min written examination |
| Weighting in calculation of final grade in % | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small groups to prepare presentations. |
| Special features (e.g. online, company visits, etc.) | Organised company visits, online (TED) lectures and guest lectures |
| Required text and other literature | Kotler, P, & Armstrong, G. (2021). Principles of marketing, 18th Global Edition, Pearson. |

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|-----------------------------------|---|
| Module-Nr./ Code | BUEC |
| Module title | Business Economics |
| Outline of module syllabus | <ul style="list-style-type: none"> • Micro- and macroeconomic influences on business • Theory and practice of demand and supply – and market equilibrium • Demand elasticity – price-, cross-price, income elasticity • Understanding consumer demand and consumer economic behaviour • Production and cost analysis – short run and long run • Market structures – perfect competition, monopoly, monopolistic competition, oligopoly • Fundamentals of pricing strategies and price formation within differing market scenarios • Key figures of profitability, productivity and efficiency • Effect of governmental decisions on business – government spending and taxation – effects on individual companies |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge & understanding of key economic principles • Show how economic theory help to predict the possible (likely) outcomes of business decisions in specific circumstances • Explain how markets function under conditions of perfect competition, monopoly, or monopolistic competition • Explain how the elasticities of supply and demand affects how markets respond to external stimuli • Explain how markets react to external shocks • Demonstrate the likely effects of government interventions in business, consumer and investment markets under given circumstances • Explain how companies make pricing and output decisions • Analyse the affects of government policies on economic output and employment |
| Which semester? | 1st semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every first semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module is taught in the first semester and gives students a basic understanding of how economic principles impact on markets and business decisions. For students in the other programmes it would be a suitable alternative to “VWL”, subject to an adequate level of English |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Thomas Hermann |
| Instructors | Prof. Dr. Thomas Hermann |
| Language of instruction | The module is taught in English |

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| Type of assessment | 90-minute written examination |
| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and tutorials and will include directed and independent learning. Directed learning will consist largely of practice exercises which students complete at home and which are then discussed in tutorials. Students should also pre-read slides to preparation for lecture and tutorial activities and presentations. There will be a mixture of individual and small groups learning. |
| Special features (e.g. online, company visits, etc.) | Online exercises and videos |
| Required text and other literature | Mankiw, N., Taylor, M., & Ashwin, A. (2019). Business Economics, 3rd ed. Cengage. ISBN: 978-1473762770 Other materials will be provided as required., including a complete set of PowerPoint slides. |

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|--|---|
| Module-Nr./ Code | BUMA |
| Module title | Business Mathematics |
| Outline of module syllabus | <ul style="list-style-type: none"> • Review of the basic terminology and rules of arithmetic, working with fractions, decimals, percentages, and basic algebra • Review of exponents, logs, quadratic functions, and intermediate algebra • Payroll and depreciation • Buying and selling • Stocks and bonds • Interest and discounts – simple interest, promissory notes • Other financial – FV, PV, NPV, IR, annuities • Linear equations – supply and demand equilibrium, break-even and profit analysis, linear programming • Non-linear equations – derivatives, marginal functions, integration, elasticity of demand, consumer/producer surplus |
| Learning outcomes and competences | <p>Students completing the module will be able to:</p> <ul style="list-style-type: none"> • Demonstrate the ability to carry out basic and intermediate mathematical calculations • Understand the impacts of mathematics on a wide range of business and economic scenarios • Perform business financial calculations (FV, PV, NPV, IRR, Annuities) for investment decisions • Analyse growth trends • Analyse basic demand & supply, revenue, and profit functions and to calculate markers for business decisions (e.g., equilibrium, break-even, profit maximization) |
| Which semester? | 1st semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every first semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the first semester the necessary quantitative skills they will need during their degree studies and also when they move into the world of business.</p> <p>For students in the other programmes it would be a suitable alternative to “Wirtschaftsmathe”, subject to an adequate level of English</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Prof. Dr. Michael Cofrin |
| Language of instruction | The module is taught in English |
| Type of assessment | The assessment will be by a combination exam. There are in-class tests (30% weight) during the semester and a written end of semester examination (70% weight). |
| Weighting in calculation of final grade in % | 3.3% |

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| Methods of instruction and student participation | The module will be delivered through weekly lectures and tutorials. Students will be expected to attend seminars to be able to complete regular practice exercises and tests. Directed learning includes a range of activities including pre-reading and preparation for lectures and tutorial activities. Some tutorials will be based on working in small groups. |
| Special features (e.g. online, company visits, etc.) | |
| Required text and other literature | Don, E. & Lerner, J. (2009). Schaum's Basic Business Mathematics (2nd ed.). McGraw Hill. ISBN: 9780071611589 Additional Required Material: Calculator |

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|-----------------------------------|--|
| Module-Nr./ Code | AWSK |
| Module title | Academic Writing Skills |
| Outline of module syllabus | <ul style="list-style-type: none"> • Applying paraphrasing, quoting, summarising, and referencing techniques • Understanding the importance of academic integrity • Understanding and applying annotated reading techniques • Synthesizing and integrating source material • Understanding the process of academic writing for more than one purpose • Approaches to developing and structuring ideas • Integrating sources / evidence, and applying the evidence using reasoning • Exploring research ethics • Identifying the importance of intellectual property (plagiarism) • Using Harvard Anglia citing and referencing (per HdWM guide) • Scientific writing – challenging assumptions and biases to write objectively • Applying strategies for writing academic essays |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Research and critically review the literature (analytical skills) • Use the Harvard referencing system accurately • Develop an academic mindset • Produce papers written in an academic writing style |
| Which semester? | 1 st semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every first semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module is taught in the first semester so that students begin their studies understanding the nature of academic work and the importance of a scientific approach to research. For students in the other programmes it could be a suitable alternative to “Grundlagen der Forschung”, subject to an adequate level of English. |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Birgit Schmitz |
| Instructors | Prof. Birgit Schmitz |
| Language of instruction | The module is taught in English |
| Type of assessment | Exam 50 % essay (text production) 50 % text review/correction (e.g., references) from criteria taught and trained in class |

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|--|--|
| Weighting in calculation of final grade in % | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and tutorials, (constant feedback is provided at this early stage of research). It will include directed and independent learning. Directed learning will consist of actually conducting research complete at home and which are then discussed in class. Practice exercises e.g. paraphrasing, scanning documentation will be done during the class. There will be a mixture of individual and small groups learning. Team research is encouraged as well as team identification of potential mistakes e.g. citation style, reasoning, academic writing) |
| Special features (e.g. online, company visits, etc.) | Online exercises and videos. |
| Required text and other literature | Students will need to obtain a copy of Rush, D. (2023). The Essential Guide to Building Your Argument. Sage. Students will also be provided with the HdWM Harvard Anglia Guide for Harvard Anglia citation and references. |

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| Module-Nr./ Code | BEN1 |
| Module title | Business English I |
| Outline of module syllabus | <ul style="list-style-type: none"> • Business communication: correspondence & telephoning, organisation & making arrangements, meetings & socialising • Dealing with information: exchanging / comparing / analysing information • Dealing with problems: negotiation, issues & solutions to complaints, hypothesizing & taking actions • Language of business: reporting, planning, describing trends • Going international: business travel & company visits • Technical terms & professional language |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate confidence in using English in business emails • Engage in English discussions in a variety of situations • Show they are at or close to level B2 • Read a technical article fluently without stumbling • Communicate clearly, orally or in writing, in business situations • Take accurate notes in a short business meeting |
| Which semester? | 1st semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every first semester |
| Number of ECTS credit points | For successful completion of the module four (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the first semester. An important objective is to close the gap between the different levels of English ability that students bring with them.</p> <p>For students in the other programmes it could be a suitable alternative to “Wirtschaftsenglisch I”, subject to an adequate level of English.</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Anne Steyer |
| Language of instruction | The module is taught in English |
| Type of assessment | The module will be assessed through a Combi exam. 50% Test and 50% a group discussion. |
| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | <p>All the techniques of modern language teaching, such as blended learning, pair work, short presentations, role plays, language games, and progress tests etc. will be used.</p> <p>By combining authentic business materials with a modern textbook and e-learning, business vocabulary will be practised in context and key grammar will be imparted for accurate communication in work situations. A balance of practice, review and strategy will ensure an improvement of the student’s scores. We aim to bridge the gap between classroom theory and on-the-job practice.</p> |

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| Special features (e.g. online, company visits, etc.) | Online exercises and videos |
| Required text and other literature | Business Advantage B2. (2012). Klett Sprachen GmbH ISBN: 9783125028159 |

| BA Management in International Business | |
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| Overview of Modules taught | |
| Semester | 2 |
| Modules | <ul style="list-style-type: none"> • Financial Accounting • Human Resource Management • International Economics • Business Computer Applications • Business Statistics • Business English II • Presentation Skills |
| Number of ECTS Credit Points awarded | 32 ECTS |
| Description | <p>In semester two we have four core business management modules, Financial Accounting, Human Resource Management, Business Computer Applications, and International Economics, which also emphasis the importance that the international business environment plays in this degree programme.</p> <p>The ability to make clear and attractive presentations is a core competence, and we offer a module Presentation Skills.</p> <p>Business English II takes students further on their journey towards more fluency and accuracy in the English language to about the C2 level. Finally, students learn in Business Statistics how to analyse and present business and economic data, and how to analyse and make inferences from data, including how to carry out essential statistical tests for their own research in the 6th semester.</p> |

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| Module-Nr./ Code | FIAC |
| Module title | Financial Accounting |
| Outline of module syllabus | <ul style="list-style-type: none"> • An Introduction to Accountancy and Accounting • Establishing accounting structures and rules • Concepts and Creativity in accounting • The Depreciation of Fixed Assets • Sources of Business Finance • Company Financial and Cash Flow Statements • Preparing a Profit and Loss Account and Balance Sheet from a Trial Balance • Performance Measurement - The Interpretation and Analysis of Financial Statements • The Published Financial Statements of Companies – differences in international accounting rules • Performance Measurement - Other Aspects • Modern ideas in accounting practice |
| Learning outcomes and competences | <p>After completion of the module students will be able:</p> <ul style="list-style-type: none"> • To demonstrate knowledge and understanding of key accounting principles • To demonstrate basic competency in accounting techniques • To analyse the information in company annual reports • To use financial data to prepare a simple Balance Sheet • To use financial data to prepare a simple Profit & Loss statement • To use financial data to prepare a cashflow forecast • To appreciate the use of financial ratios to measure company performance |
| Which semester? | 2nd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every second semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the second semester and introduces students the ways company financial performance is recorded and analysed.</p> <p>For students in the other programmes it would be a suitable alternative to “Buchführung”, subject to an adequate level of English.</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Dr. Geoffrey Writes |
| Language of instruction | The module is taught in English |
| Type of assessment | 90-minute written examination |

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| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small groups to prepare presentations. |
| Special features (e.g. online, company visits, etc.) | |
| Required text and other literature | Wild, J., Shaw, K., & Chiappetta, B. (2019). <i>Fundamental Accounting Principles</i> , (24th ed.). McGraw-Hill |

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|-----------------------------------|--|
| Module-Nr./ Code | HRMA |
| Module title | Human Resource Management |
| Outline of module syllabus | <ul style="list-style-type: none"> • Introducing human resource management • High-performance working: employee engagement through involvement and participation • The employment relationship • Managing Equal Opportunity and Diversity • Human resource strategy and planning • Personnel Planning and Recruiting • Recruitment and selection • Performance Management and Appraisal • Training and Developing Employees • Managing exceptional talents – and also poor performers • Compensating Employees • Ethics and Fair Treatment in Human Resource Management • Dismissal, redundancy and outplacement |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Identify the main roles of the HR function and its strategic role within a corporate • Demonstrate knowledge and understanding of the main HR processes in a company • Understand the importance of a coherent and strategic approach to managing people • Understand and design a diversity concept for an organisation • Draft job descriptions according to best practice • Draft job advertisements according to best practice • Prepare and carry out candidate interviews in role play • Plan, prepare and carry out (role play) performance interviews • Understand hrs role in learning and talent development |
| Which semester? | 2nd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every second semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the second semester and introduces students to the world of human resource management.</p> <p>For students in the other programmes it would be a suitable alternative to “Personalführung”, subject to an adequate level of English.</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Birgit Schmitz |
| Instructors | Prof. Dr. Birgit Schmitz |
| Language of instruction | The module is taught in English |
| Type of assessment | The module is assessed with a presentation (20%) and a final 90-minute written examination (80%). |

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| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small groups to prepare presentations. |
| Special features (e.g. online, company visits, etc.) | Visits to company HR departments, online lectures by HR practitioners, Guest lecturers |
| Required text and other literature | Foot, M., & Hook, C. (2016). <i>Introducing Human Resource Management</i> , 6th ed. Prentice Hall. |

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|-----------------------------------|---|
| Module-Nr./ Code | INEC |
| Module title | International Economics |
| Outline of module syllabus | <ul style="list-style-type: none"> • The economics of the Global economy • International economic institutions since 1945 (e.g. Bretton Woods agreement) • International trade: theory of comparative advantage (CA and the gains from trade & CA and factor endowments) • Theories of Tariffs & Quotas • Commercial policies • International Finance: trade and the balance of payments; exchange rates and exchange rate systems; open economy macroeconomics; International financial crises • Regional Issues: • Economic integration in North America • European Union • Export oriented growth in East Asia • China, India, Brazil, Russia and South Africa in the world economy |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Apply basic economic principles to international business transactions • Show how changes in exchange rates affect international trade • Demonstrate the links between financial capital flows and international business • Demonstrate an understanding of how governmental actions affect international economic events • Evaluate the effects of regional economic groupings on world trade • Explain modern theories of international trade • Research economic data from official databases • Demonstrate awareness of modern developments in tariffs and other barriers to trade |
| Which semester? | 2nd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every second semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module is taught in the second semester and introduces students to the impacts of the global economy on businesses. This module does not have an equivalent in the other programmes |
| Requirements for participation | Students need a basic knowledge of Economics before starting this course |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Markus-Greß-Heister, M.A. |
| Language of instruction | The module is taught in English |
| Type of assessment | 3,000-word term paper |

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| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small groups to prepare presentations. |
| Special features (e.g. online, company visits, etc.) | Online Lectures from TED talks |
| Required text and other literature | Gerber, J. (2017). International Economics, 7th ed., Pearson New International Edition. ISBN: 9780134472096 Articles from The Economist and websites and research publications of the World Bank, IMF, WTO |

| Module-Nr./ Code | BCAP |
|-----------------------------------|---|
| Module title | Business Computer Applications |
| Outline of module syllabus | <ul style="list-style-type: none"> • Data and information concepts • Overview and fundamentals of DBMS • e-Commerce • Electronic payments systems • Integrated business applications: concept, levels and components, requirements and selection, and implementation • Enterprise resource planning (ERP): SAP S/4HAN; advantages and challenges • Customer relationship management (CRM) • Supply chain management (SCM) • Data warehousing • Data mining • Building and management of expert systems • Applied business application using MS Excel: <ul style="list-style-type: none"> ○ Importing data ○ Formatting ○ Using formulas and functions ○ Creating charts ○ Macros ○ Working with tables (e.g., pivot) ○ Forms and reports ○ Data analysis |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Understand the relevant technological terminology used in the operation of computer systems in a business environment. • Understand how database management systems (DBMS) work and how they support and shape internal and external processes. • Understand the central components of various types of database applications and integrated systems used in business (e.g., ERP, CRM, SCM). • Create professional business formula-based spreadsheets at the intermediate level. |
| Which semester? | 2nd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every second semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the second semester. It provides students with a basic understanding of the purpose, design, and implementation of database management systems. The course also prepares students for entry into business world (and for their internships) by developing skills in creating professional spreadsheets in MS Excel.</p> <p>There is no equivalent for students in the other programmes.</p> |

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| Requirements for participation | No specific requirements |
| Responsible academic | Professor Dr. Michael Cofrin |
| Instructors | Amar Kumar, MBA |
| Language of instruction | The module is taught in English |
| Type of assessment | 90-minute written exam |
| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning will consist largely of lecturing in the first half of the course and numerous exercises for Excel project development, which the students complete at home and then presented and discussed in the seminar sessions. |
| Special features (e.g. online, company visits, etc.) | |
| Required text and other literature | TBA Material developed by the instructor |

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| Module-Nr./ Code | BUST |
| Module title | Business Statistics |
| Outline of module syllabus | <ul style="list-style-type: none"> • Critical and statistical thinking • Basic statistical terminology and notation; types of data and scales; graphic representation • Frequency distributions; measures of central tendency and variability • Sampling techniques • Rules of probability and conditional probability • Discrete and normal probability distributions • Hypothesis testing, significance tests, and confidence intervals. • Relationships between variables – correlation and linear regression (least squares method) • Non-parametric tests – Chi-Square, Pearson contingency coefficient |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Sort and present financial and other business data in appropriate diagrammatical forms such as line graphs, histograms and pie charts • Calculate measures of central tendency and dispersion • Use sample statistics to infer population statistics • Demonstrate a clear understanding of probability concerning dependent and independent events • Carry out hypothesis tests appropriate to the data • Identify elements of a study (e.g., independent and dependent variables, control condition) • Calculate t-test, chi-square, ANOVA and other statistics • to be able to calculate linear regression and correlation indices |
| Which semester? | 2nd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every second semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the second semester and introduces students to the presentation of data and analysis to enable inferences to be made from sample data</p> <p>For students in the other programmes it would be a suitable alternative to “Statistik”, subject to an adequate level of English</p> |
| Requirements for participation | Students need a basic knowledge of Economics before starting this course |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Prof. Dr. Michael Cofrin |
| Language of instruction | The module is taught in English |
| Type of assessment | 90-minute written examination |

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| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and tutorials and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for tutorial activities and working in small groups. |
| Special features (e.g. online, company visits, etc.) | Online courses |
| Required text and other literature | Berenson, M., Levine, D., & Szabat, K. (2015). Basic Business Statistics Global Edition, 13th ed., Pearson. ISBN: 9781292069029 Additional Required Material: Calculator |

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| Module-Nr./ Code | BEN2 |
| Module title | Business English II |
| Outline of module syllabus | <ul style="list-style-type: none"> • Dealing with information: exchanging / comparing / analysing information • Dealing with problems: negotiation, issues & solutions to complaints, hypothesizing & taking actions • Language of business: reporting, planning, describing trends • Going international: business travel & company visits • Technical terms & professional language • Advertising copy and promotional materials, business proposals, manuals, internal and external corporate newsletters, brochures, instructions, letters & technical reports |
| Learning outcomes and competences | <p>After completion of the module students will be able:</p> <ul style="list-style-type: none"> • Write business emails competently and correctly • Engage in higher level English discussions in a variety of situations • Demonstrate that they have progressed beyond level B2 • Produce fluent and accurate written material for various business situations • Engage in fluent conversations with people from differing nationalities • Take accurate notes in a short business meeting, despite distractions |
| Which semester? | 2nd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every second semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module is taught in the second semester. For students in the other programmes it could be a suitable alternative to “Wirtschaftsenglisch 3”, subject to an adequate level of English |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Jon Entwistle |
| Language of instruction | The module is taught in English |
| Type of assessment | The module will be assessed through a Combi exam. 50% Test and 50% a group discussion. |
| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | All the techniques of modern language teaching, such as blended learning, pair work, short presentations, role plays, language games, and progress tests etc. will be used. By combining authentic business materials with a modern textbook and e-learning, business vocabulary will be practised in context and |

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| | key grammar will be imparted for accurate communication in work situations. A balance of practice, review and strategy will ensure an improvement of the student's scores. We aim to bridge the gap between classroom theory and on-the-job practice. |
| Special features (e.g. online, company visits, etc.) | Online exercises and videos |
| Required text and other literature | Business Advantage B2. (2012). Klett Sprachen GmbH ISBN: 9783125028159 Murphy, R. (2019). English Grammar in Use, 5th ed. ISBN: 978-1108457651 |

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| Module-Nr./ Code | PRSK |
| Module title | Presentation Skills |
| Outline of module syllabus | <ul style="list-style-type: none"> • Importance of presentations in study and business • Importance of body language – getting rid of bad habits • Engaging with one’s audience appropriately • Importance of timing • Creativity |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Research accurate information from which to develop presentations • Plan and script informative presentations • Deliver presentations to mixed audiences without undue nervousness and with appropriate gestures and body language • Demonstrate presentation styles appropriate to the situation and content of the presentation • Hold the attention of an audience |
| Which semester? | 2nd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every second semester |
| Number of ECTS credit points | For successful completion of the module two (2) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 26 Private study including examination: 24 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the second semester.</p> <p>For students in the other programmes it could be a suitable alternative to “Präsentationstechniken”, subject to an adequate level of English.</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Ridha Mejri |
| Language of instruction | The module is taught in English |
| Type of assessment | The module will be assessed through an end of semester Presentation. |
| Weighting in calculation of final grade | 1.3% |
| Methods of instruction and student participation | Students will prepare and practice presentations under the guidance of an experienced presentations coach. |
| Special features (e.g. online, company visits, etc.) | Online videos will be used as examples of good and bad practice |
| Required text and other literature | No textbook is required for this course. |

| BA Management in International Business | |
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| Overview of Modules taught | |
| Semester | 3 |
| Modules | Management Accounting International Marketing Business Process Management Applied Business Psychology Artificial Intelligence for Global Business Teamworking Skills |
| Number of ECTS Credit Points awarded | 29 ECTS |
| Description | In the third semester, the first stage of the core business management modules is completed with the Management Accounting, Business Process Management, Applied Business Psychology, and Artificial Intelligence for Global Business. Given the importance of working in teams in business, students attend the Teamworking Skills module in this semester. International Marketing continues the international specialisations. |

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| Module-Nr./ Code | MAAC |
| Module title | Management Accounting |
| Outline of module syllabus | <ul style="list-style-type: none"> • An Introduction to Cost and Management Accounting • Basic tools of management accounting • Classification of costs – product costs and job costing • Total Absorption Costing • Activity-Based Costing • Marginal Costs and Break-Even Analysis – short term decision making • Preparing Budgets and using Budgets for Control purposes – performance evaluation and feedback reporting • Capital Investment Appraisal – using static and dynamic appraisal techniques – including net present value, internal rate of return and annuity methods • Management Accounting and Business Strategy • Analysis of Case studies |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of key management accounting principles • Show knowledge of how cost and other financial data is collected in typical companies • Collate financial data • Prepare reports to assist management decision making • Appraise capital investment projects using NPV and IRR methods • Prepare simple budgets for management control purposes • Carry out annuity calculations • Carry out marginal cost and break-even analysis to assist short term decision taking |
| Which semester? | 3rd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every third semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the third semester and completes the accounting section of the course syllabus. In particular students learn how accountants measure the efficiency of processes.</p> <p>For students in the other programmes it would be a suitable alternative to “Kosten & Leistungsrechnung” or “Investition”, subject to an adequate level of English.</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Dr. Geoffrey Writes |
| Language of instruction | The module is taught in English |
| Type of assessment | 90-minute written examination |

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| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small groups to prepare presentations. |
| Special features (e.g. online, company visits, etc.) | |
| Required text and other literature | Students will need to obtain a copy of Wild, J., Shaw, K., & Chiappetta, B. (2019). <i>Fundamental Accounting Principles</i> , (24th ed.). McGraw-Hill |

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|-----------------------------------|---|
| Module-Nr./ Code | INMA |
| Module title | International Marketing |
| Outline of module syllabus | <ul style="list-style-type: none"> • Introduction to international marketing in the firm • Internationalization theories and the initiation of internationalization • Selection of markets – based on Global marketing research • The political, economic and socio-cultural environments • Market entry strategies – including the choice of entry mode • Export modes and intermediate entry modes • International sourcing decisions and the role of the sub-supplier • Designing Global marketing programmes • International Product decisions • International Pricing and Terms of Business decisions • International Distribution decisions • Promotional strategies in an international context – cultural implications • Cross-cultural sales negotiations • Organization and control of the global marketing programme |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of the key principle of international marketing • Explain how the marketing mix has to be adapted to take international circumstances into account • Explain how the “experience effect” is particularly relevant in international markets • Describe and explain concepts like “zones of cultural affinity” and “classes of cultural affinity” • Explain why companies have to make compromises between worldwide product standardisation and local market customisation • Understand to arguments for or against Global Marketing campaigns • Design a global marketing plan • Advise senior managers on pros and cons of various market entry modes |
| Which semester? | 3rd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every third semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the third semester. It widens students’ marketing knowledge to cover specifically international marketing.</p> <p>For students in the other programmes it could be used to develop their Marketing knowledge, subject to adequate English skills.</p> |
| Requirements for participation | Student should have previously taken a Principles of Marketing course. |

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| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Angela Weil |
| Language of instruction | The module is taught in English |
| Type of assessment | 90-minute written examination |
| Weighting in calculation of final grade | 4.0% |
| Methods of instruction and student participation | <p>The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning will consist largely of practice exercises which students complete at home and which are then discussed in seminar sessions.</p> <p>Students should also pre-read slides to preparation for lecture and tutorial activities and presentations. There will be a mixture of individual and small groups learning.</p> |
| Special features (e.g. online, company visits, etc.) | Online exercises and videos |
| Required text and other literature | <p>Usunier, J., & Lee, J. (2013). Marketing across cultures, 6th ed., Pearson.</p> <p>Secondary textbooks: Hollensen, S. (2014). Global marketing, 6th ed., Pearson, and Ghauri, Pervez, N., & Cator, P. (2014).</p> <p>Other materials will be provided, including PowerPoint slides, academic studies, case studies, and a list is included with further readings.</p> |

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| Module-Nr./ Code | BPMA |
| Module title | Business Process Management |
| Outline of module syllabus | <ul style="list-style-type: none"> • Process flow analysis • Queuing systems • Inventory management • Supply chain management • Project management • Enterprise management • Business process modelling • Measurement and analysis of business processes • Methods and tools for business process management and improvement, TQM, and Lean • Global supply chain management • Process integration |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Describe key business processes in an organization and how to manage them • Explain the role of enterprise systems in supporting business processes • Identify and discuss the various integration points among procurement, fulfillment, production, and warehouse management processes • Describe the organizational data related to financial accounting • Effectively use SAP ERP to execute key steps and extract meaningful information in the procurement, fulfillment, production, and material planning processes • Explain how inventory and warehouse management processes and supply chain management and logistics are all interrelated with other processes • Analyze the financial and material impacts of various steps in the integrated processes. • Analyze business processes and evaluate their performance with respect to waste, added value, cost, cycle time, capacity, quality and flexibility. • Identify process improvement opportunities and redesign business processes • Explain the importance of total quality management (TQM), Lean, and business process re-engineering (BPR) in relation to BPM |
| Which semester? | 3rd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every third semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module is taught in the third semester and offers students first insights into how different business processes are interrelated and managed to improve productivity and efficiency. |

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| Requirements for participation | No special requirements |
| Responsible academic | Professor TBA |
| Instructors | Professor TBA |
| Language of instruction | The module is taught in English |
| Type of assessment | The module is assessed with a final written examination. |
| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small groups to prepare presentations. |
| Special features (e.g. online, company visits, etc.) | Guest lectures, videos, case studies, critical thinking exercises, and use of SAP applications. |
| Required text and other literature | Students will need to obtain a copy or otherwise have access to Cachon, G. & Terwiesch, C. Matching supply with demand: An introduction to operations management, 3/e. McGraw-Hill. Students will also be provided with a weekly set of PowerPoint slides |

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| Module-Nr./ Code | ABPS |
| Module title | Applied Business Psychology |
| Outline of module syllabus | <ul style="list-style-type: none"> • A brief introduction to the history, disciplines, and research in psychology in general and industrial/organizational psychology • Brief overview of neurological studies in psychology and sense & perception • Personality and individual differences, personality assessment and other assessments in business • Theories of motivation and outcome measures (e.g., job satisfaction, commitment) • Psychology in the employment processing and employee appraisals • Social influence and group dynamics • Working in groups and building teams • Organizational culture and change • Psychology of leadership and leadership assessment • Psychology of negotiation • Stress and well-being in the workplace • Consumer psychology |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Explain psychometric testing used in business and the advantages and disadvantages of these tests • Explain core aspects of personality from a systems approach and the difference between personality traits and skills; to also understand the most common defense mechanisms a manager is likely to encounter when managing people. • Explain why studying emotions is important in understanding human behavior and how emotions are linked to personality, motivation, learning, and success in business. • Explain the links between motivation, job satisfaction, and commitment and how managers can make practical use of motivation and goal setting theory • Explain the psychology of social cognition, heuristics, and biases and the importance of this knowledge when negotiating with suppliers, colleagues and customers • Explain the factors identified in the literature that are known to contribute to successful teams • Explain how theories and empirical studies in psychology have contributed to our current understanding of the factors that contribute to leadership development and effectiveness • Explain the factors identified in the research that contribute to psychological well-being or stress and the different approaches in managing employee health |
| Which semester? | 3rd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every third semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 |

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| | Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module introduces students to the theory of modern business psychology as it helps to explain the actions of people in the business world and to give students a better understanding of how psychology underpins topics such as employee motivation.</p> <p>For students in the BSc Management Psychology this module could be an alternative to “Introduction to Business Psychology”, subject to satisfactory language skills.</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Prof. Dr. Michael Cofrin |
| Language of instruction | The module is taught in English |
| Type of assessment | The module is assessed with a written examination |
| Weighting in calculation of final grade | 4.0% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning will consist largely of discussion. Students will also learn by taking responsibility and leading class discussion on a chosen topic as “session leaders”. Students should also pre-read articles and to prepare for lectures and tutorial activities and presentations. There will be a mixture of individual and small groups learning. |
| Special features (e.g. online, company visits, etc.) | Online exercises and videos, role playing exercises |
| Required text and other literature | Various peer-reviewed articles and Ted Talk and APA videos will be provided throughout the semester. |

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| Module-Nr./ Code | AIGB |
| Module title | Artificial Intelligence for Global Business |
| Outline of module syllabus | <ul style="list-style-type: none"> • AI introduction and history • Inside of AI – Decision Making, Machine Learning • Challenges, Risks and Ethical Considerations, Regulating AI • Natural Language Processing, Transformers, ChatGPT • Use cases and applications • AI in various business areas (marketing, sales, finance, etc.) • AI and sustainability • Strategic Implications of AI • AI and integration in global companies (AI journey) • AI and studies |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Correctly classify AI in its historical development and future development • Understand and evaluate technical fundamentals and basic technologies • Select and use AI tools depending on the task at hand • Create a strategic AI roadmap for an organization and establish a corresponding organization and successfully implement AI projects • Use AI approaches within different functional groups (HR, marketing, sales, etc.) and in different industries and fields of application • Always consciously identify the opportunities and risks and make the right decisions accordingly |
| Which semester? | 3rd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every fifth semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module is taught in the 5th semester. The course builds on a relational understanding of AI and focuses on opportunities, limitations, and challenges related to organizational use of AI for value creation. The course introduces different types of AI technologies and how they have emerged. Through theories of how the relationship and dynamics between organizations and technology can be understood, the course highlights how AI triggers new organizational and societal challenges. Against this backdrop, the course explores how, on operational and strategic levels, businesses can work with understanding, managing and creating value using AI. |

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| | For students in the Business Management program (BM Bachelor) this module could be an alternative to “KI for Business 1”, subject to satisfactory language skills. |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Prof. Dr. Andrej Lorkovic |
| Language of instruction | The module is taught in English |
| Type of assessment | 90-minute written examination |
| Weighting in calculation of final grade | 4.0% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning will consist largely of lecture and discussion. Students will learn independently and in small groups. They will also produce text and work with case studies. |
| Special features (e.g., online, company visits, etc.) | |
| Required text and other literature | <p>Agrawal, A., Gans, J., & Goldfarb, A. (2018). Prediction Machines: The Simple Economics of Artificial Intelligence. Harvard Business Review Press.</p> <p>Boden, M. (2106). AI: Its Nature and Future,. Oxford University Press.</p> <p>Russel, S. & Norvig, P. (2016). Artificial Intelligence: A Modern Approach, Global ed. Pearson.</p> <p>Wilson, P. & Wilson, J. (2018). Human + Machine: Reimagining Work in the Age of AI. Harvard Business Review Press.</p> |

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| Module-Nr./ Code | TESK |
| Module title | Teamworking Skills |
| Outline of module syllabus | <ul style="list-style-type: none"> • Defining types of teams • Stages in team development • Team roles according to Belbin and others • Characteristics of effective teams • Individual team member competences • Team leading competences • Managing conflict in teams • Leading and working in virtual teams • Team exercises • The 3rd semester team: process, roles, challenges, conflicts |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Build target oriented teams • Moderate and lead teams • Help teams avoid unhelpful conflicts • Analyse team processes • Manage conflicts in teams • Work productively in a team |
| Which semester? | 3rd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every third semester |
| Number of ECTS credit points | For successful completion of the module two (2) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 26 Private study including examination: 24 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the third semester.</p> <p>For students in the other programmes it could be a suitable alternative to “Teamarbeit”, subject to an adequate level of English.</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Ridha Mejri |
| Language of instruction | The module is taught in English |
| Type of assessment | The module will be assessed through an end of semester Presentation. |
| Weighting in calculation of final grade | 1.3% |
| Methods of instruction and student participation | The teaching will involve a mixture of theoretical input, group work, group presentations, discussions and team exercises. |
| Special features (e.g. online, company visits, etc.) | Online videos will be used as examples of good and bad practice |
| Required text and other literature | <p>Gallo. C. (2019). Five stars: The communication secrets to get from good to great. St. Martin’s Griffin.</p> <p>Guggenheim, D. (2023). Public speaking-from competent to captivating: How to be a better public speaker and overcome your speaking anxiety, fear and overthinking. Abyssal Scribe Publications LLC</p> |

| BA Management in International Business | |
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| Overview of Modules | |
| Semester | 4 |
| Module | Internship |
| Number of ECTS CPs awarded | 30 ECTS |
| Description | <p>The fourth semester consists of a compulsory internship, which must last for 18 weeks.</p> <p>MIB students are encouraged to find internships in companies operating outside of Germany and given help where possible, and they are encouraged to extend their internships, if so desired, up to 24 weeks.</p> |

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| Module-Nr./ Code | INTE |
| Module title | Internship |
| Outline of module syllabus | <p>The placement lasts 18 weeks and students are free to find any company. Students on the MIB programme should aim for a placement in a position that constitutes an interface between the parent company and an overseas subsidiary (or vice versa), a supplier or a customer organisation. They are encouraged to go overseas for their internship. The internship gives students an opportunity to put knowledge and competences gained in their first semesters into practice. Ideally they will gain experience of tasks such as:</p> <ul style="list-style-type: none"> • Preparation of presentations and/or reports • Preparation of oral and written reports of an appropriate standard • Preparation and wrapping up of conferences and team meetings • Organising events and travel • Carrying out research on current topics • Making decisions under appropriate supervision |
| Learning outcomes and competences | <p>After completion of the module students will ideally have:</p> <ul style="list-style-type: none"> • Gained insights into the workplace • Improved their knowledge of company organisations • Had the opportunity to relate the theory of the first semesters with company practice • Observed and learned to recognise good management practice • Made valuable contacts in a potential future employer company |
| Which semester? | 4th semester |
| Duration of the module | The module takes place for one complete semester |
| Availability of the module | The module is placed in the fourth semester |
| Number of ECTS credit points | For successful completion of the module thirty (30) ECTS credit points will be awarded |
| Total workload | Contact hours during internship: 5 Internship plus internship report: 745 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module is placed in the fourth semester |
| Requirements for participation | Three study semesters should have been completed prior to starting the internship |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Prof. Dr. Michael Cofrin |
| Language of instruction | The internship is in the language of the company |
| Type of assessment | The module is assessed by an end of placement report – which will be marked as Pass or Fail. In the event of a Fail, the internship is failed and a new internship must be found. |
| Weighting in calculation of final grade | Not graded |
| Methods of instruction and student participation | Before the placement begins students will receive individual and group briefings |
| Special features (e.g. online, company visits, etc.) | |
| Required text and other literature | There is no required textbook for the internship |

| BA Management in International Business | |
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| Overview of Modules taught | |
| Semester | 5 |
| Modules | Business Across Cultures International Sales Management Business Ethics and International Corporate Governance International Finance Research Methods |
| Number of ECTS Credit Points awarded | 30 ECTS |
| Description | <p>The fifth semester focuses mainly on international business. The teaching style and demands of the students also changes because most students tend to return from their internships more mature than when they left us in the third semester.</p> <p>Business Across Cultures focuses on some fundamental cultural theories, the effects of different cultures on business organisations, and communicating across cultures. International Sales Management is concerned with the special problems related to selling in a global context. Business Ethics & International Corporate Governance is an essential module in any modern business programme. Awareness of the ethical issues in conducting business is critical in today's world, and learning how different governance regimes cope with these issues is also important. International. International Finance teaches students about monetary interactions in global business, focusing on areas such as foreign direct investment and currency exchange rates. Finally, Research Methods is a critical course that prepares students for writing their proposals for their 6th-semester thesis and when writing their thesis.</p> |

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| Module-Nr./ Code | BACU |
| Module title | Business Across Cultures |
| Outline of module syllabus | <ul style="list-style-type: none"> • Theoretical cultural frameworks to identify cultural differences between countries and their origins • Culture and globalization – its impact on business • Creating value through reconciling cultural dilemmas • Intercultural communication: <ul style="list-style-type: none"> ○ Basic theories of communication (internal and external) ○ Good communication practice across cultural boundaries ○ Developing sensitivity to potential misunderstandings caused by differing perspectives on cultural values, language, religion ○ Written versus oral communications ○ Non-verbal communication (proxemics, paralinguistic) ○ Complexity and preparation for using interpreters ○ Effective communication in intercultural meetings ○ Communicating in social media and networking • Challenges for the cross-cultural manager |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Understand the importance of learning about different cultures and its impact on business in a global context • Understand how cultural differences can affect communications • Demonstrate knowledge of potential barriers to communication • To explain how different business cultures affect the success or otherwise of acquisitions or mergers • To explain how religion can be a barrier to communication • To analyse intercultural situations and their effect on international businesses • To have developed sensitivity to problems in mixed culture organisations • To have developed their own communications skills in intercultural contexts • To understand the importance of a well planned intercultural communication message |
| Which semester? | 5th semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every fifth semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the fifth semester. It widens students' awareness and knowledge of problems in intercultural communication and helps students develop skills in this area.</p> <p>There is no equivalent for students in the other programmes.</p> |
| Requirements for participation | No specific requirements |
| Responsible academic | Professor Dr Dolores Sanchez Bengoa |
| Instructors | Professor Dr Dolores Sanchez Bengoa |

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| Language of instruction | The module is taught in English |
| Type of assessment | 3,000-word term paper |
| Weighting in calculation of final grade in % | 4.0% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning will consist largely of practice exercises which students complete at home and which are then discussed in seminar sessions. Students should also pre-reading slides to preparation for lecture and tutorial activities and presentations. There will be a mixture of individual and small groups learning. |
| Special features (e.g. online, company visits, etc.) | Online exercises and videos; guest lectures will be invited when available. |
| Required text and other literature | Neuliep, J.W. (2017). <i>Intercultural Communication: A Contextual Approach</i> (7th Ed.). Thousand Oaks, CA: Sage. Samovar, L., Porter, R., McDaniel, E., Roy, S. (2015). <i>Communication Between Cultures</i> (9th ed.). Cengage Learning. Material developed by the instructor. |

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| Module-Nr./ Code | ISMA |
| Module title | International Sales Management |
| Outline of module syllabus | <ul style="list-style-type: none"> • How to understand and master the technical and operational aspects related to international sales • Efficient and successful conduct of negotiations at the international level • Understand the legal complications related to local and international markets • Preparing strategies related to international sales and marketing • Understanding the organization of international marketing and sales activities • Analysing the impact of culture on consumer behaviour • Organisation and operation of international sales and procurement activities (including market research) • Effects on international activities of differing economic systems and currency problems • Selling in a globalised world |
| Learning outcomes and competences | <p>After completion of the module students will be able:</p> <ul style="list-style-type: none"> • To show that they are familiar with typical international sales organisations • To explain how differing economic systems can affect international sales operations • To explain why international sales people need to be aware of cultural issues • To demonstrate a basic knowledge of the effects of different legal systems on international sales contracts • To show that they understand the basic competences for international sales staff • To be aware of the basic requirements for managing other sales people • To be able to prepare an international marketing plan for a given product |
| Which semester? | 5th semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every fifth semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the fifth semester and provides students with insights into international sales activities across different company types and cultures.</p> <p>This would be an alternative to other sales modules for students in the other programmes, assuming they have the necessary level of English.</p> |
| Requirements for participation | Students should have completed courses in Business Economics (ECON) and International Economics (IECO) or equivalent. |

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| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Malte Beyer |
| Language of instruction | The module is taught in English |
| Type of assessment | 3,000-word term paper |
| Weighting in calculation of final grade | 4.0% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning will consist largely of practice exercises which students complete at home and which are then discussed in seminars. Students should also pre-reading slides to preparation for lecture and tutorial activities and presentations. There will be a mixture of individual and small groups learning. |
| Special features (e.g. online, company visits, etc.) | Online exercises and videos. |
| Required text and other literature | Hair, J., Anderson, R., Mehta, R., & Babin, B. (2008). Sales Management: Building Customer Relationships. Cengage ISBN: 978-0618721016 Other articles as directed by instructor |

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|-----------------------------------|---|
| Module-Nr./ Code | BECG |
| Module title | Business Ethics & International Corporate Governance |
| Outline of module syllabus | <ul style="list-style-type: none"> • Ethics and Business, Moral Duty, Rights, and Justice • Moral Responsibility: Individual and Corporate • Corporate Governance, Disclosure, and Executive Compensation • Main philosophers' ethical considerations • The ethics of consumer protection and Marketing • The ethics of job discrimination and Whistle-Blowing • The Information Age: Property and New Technologies • Ethical leadership |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Discuss the relationship between moral responsibilities and ethics • Demonstrate knowledge and understanding of key issues concerning ethical behaviour in modern business • Critically appraise organisations' approaches to ethical issues in today's world • Explain the implications of changing views on Business Ethics for individuals, companies and society • Demonstrate an understanding of the practical difficulties companies face in meeting changed expectations • Assess the impact of different Corporate Governance structures on ethical issues • Engage in knowledgeable discussions on ethical controversies such as whistleblowing • Explain the ethical implications of Industry 4.0 |
| Which semester? | 5th semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every fifth semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module introduces students to the moral and practical arguments in favour of ethical practices in business. The starting point will be the body of research that has grown since the 1970s – and current understanding of the moral desirability as well as, from a pragmatic point of view, the business advantages of ethical behaviour</p> <p>For students in the other programmes, this module could be an alternative to "Wirtschaftsethik", subject to satisfactory language skills.</p> |
| Requirements for participation | No special requirements |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Markus Greß-Heister, M.A. |
| Language of instruction | The module is taught in English |

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| Type of assessment | 90-minute written examination |
| Weighting in calculation of final grade | 4.0% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning will consist largely of practice exercises which students complete at home and which are then discussed in seminars. Students should also pre-read slides to preparation for lecture and tutorial activities and presentations. There will be a mixture of individual and small groups learning. |
| Special features (e.g. online, company visits, etc.) | Online exercises, videos and companies examples. |
| Required text and other literature | Griseri, P. & Seppala, N. (2010). Business Ethics and Corporate Social Responsibility. Cengage. ISBN: 9781408007433 |

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|-----------------------------------|---|
| Module-Nr./ Code | INFI |
| Module title | International Finance |
| Outline of module syllabus | <ul style="list-style-type: none"> • International flow of funds • International financial markets • Exchange rate changes • Currency derivatives • International arbitrage and interest rate parity • Inflation and interest and exchange rates • Exchange Rate Risk Management • Forecasting exchange rates • Measuring exposure to exchange rate fluctuations • Managing transaction, economic and transaction exposure • Foreign direct investment • Country risk analysis • Long-term financing • Ethics • Financing international trade • Short-term financing • International cash management |
| Learning outcomes and competences | <p>After completion of the module students will be able:</p> <ul style="list-style-type: none"> • Understand how international capital markets work • Explain the differences between foreign exchange spot and forward markets • Explain the concepts of international parity relations, such as interest rate parity, purchasing power parity, and the international fisher equation • Employ models to forecast foreign exchange rates • Understand exchange rate exposure for a multinational corporation • Use currency derivatives to hedge currency risk • Make international investment and capital budgeting decision |
| Which semester? | 5th semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every fifth semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the fifth semester and provides students with insights into exchange rate behaviour, exchange rate risk management, long- and short-term asset and liability management and also topics such as different currencies, dissimilar political situations, imperfect markets and diversified opportunity sets.</p> <p>There is no equivalent module in the other programmes.</p> |
| Requirements for participation | Students should have completed a course in Financial Accounting (FACC) Management Accounting (MACC) or equivalents. |

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| Responsible academic | Professor Dr Michael Cofrin |
| Instructors | TBA |
| Language of instruction | The module is taught in English |
| Type of assessment | 90-minute written examination |
| Weighting in calculation of final grade | 4.0% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning includes a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small groups to prepare presentations |
| Special features (e.g. online, company visits, etc.) | |
| Required text and other literature | Madura, J & Fox, R. (2020). International Financial Management (5th ed.). Cengage. Students also read a selection of recommended academic articles (e.g., from Harvard Business Review, The Economist). |

| Module-Nr./ Code | REME |
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| Module title | Research Methods |
| Outline of module syllabus | <ul style="list-style-type: none"> • Refining research topic ideas • Planning, critically reviewing and evaluating the literature • Choosing and formulating the research design and keeping it coherent • Overview of different designs • Understanding the purpose of and choosing a research strategy • Gaining access to primary and secondary data • Using social media for research • Collecting data through observation vs. interviews and diaries • Semi-structured and in-depth interviews • Group interviews and focus groups • Analysing data qualitatively (e.g., thematic, template, grounded theory, narrative, discourse) • Overview of CAQDAS • Collecting primary data using questionnaires • Designing surveys, questionnaires • Pilot testing • Preparing and entering data for quantitative analysis • Analysing data with SPSS, Vassar stats • Research ethics (including data protection and data management of traditional and internet-mediated access) • Writing and presenting the research proposal |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Conduct qualitative, quantitative or mixed-design research in a business context • Conduct a critical review of the literature • Develop a feasible research method • Develop a research strategy • Develop a research design • Employ the appropriate analysis based on the research questions, strategy, and method design • Understand the different qualitative analyses • Develop surveys, questionnaires • Enter data into statistical software and interpret the results • Understand the ethical concerns in research • Write a research proposal • Write and complete an oral research presentation |
| Which semester? | 3rd semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every fifth semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 73 |
| Type of module (core or elective) | This is a core (compulsory) module |

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| Use of the module | This module is taught in the third semester and provides knowledge about various methods used to conduct research in business and prepares students to be able to write a proposal (e.g., for their 6th-semester bachelor thesis). For students in the other programmes, it could be a substitute for “Forschungsmethoden”. |
| Requirements for participation | Student should have previously taken Academic Writing Skills and Business Statistics. |
| Responsible academic | Professor Dr Michael Cofrin |
| Instructors | Professor Dr Michael Cofrin Professor Dr Birgit Schmitz |
| Language of instruction | The module is taught in English |
| Type of assessment | 2,500-word academic term paper Oral research presentation |
| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars and will include directed and independent learning. Directed learning will consist mainly of lecturing. Independent learning will consist of completion of assignments culminating in a research proposal. |
| Special features (e.g. online, company visits, etc.) | |
| Required text and other literature | Saunders, M., Lewis, P. & Thornhill, A. (2019). Research Methods for Business Students (8th ed.). Pearson Peer-reviewed journal articles |

| BA Management in International Business | |
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| Overview of Modules taught | |
| Semester | 6 |
| Modules | Strategic Management and Leadership Innovation & Entrepreneurship in a Global Context Public Speaking and Debating Bachelor Dissertation |
| Number of ECTS Credit Points awarded | 29 ECTS |
| Description | The main feature of the final semester is the writing of the Bachelor Dissertation (12 ECTS) in the first 12 weeks. Students are also required to take three additional modules, Strategic Management & Leadership, which takes a strategic look at corporate management and leadership, and Innovation & Entrepreneurship in a Global Context, which introduces students to important strategies in managing innovations in both startups and large organizations in becoming more entrepreneurial, flexible and innovative. MIB students also get to practice and then demonstrate their rhetorical skills in the English language with the module Public Speaking and Debating. |

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| Module-Nr./ Code | SMLE |
| Module title | Strategic Management & Leadership |
| Outline of module syllabus | <ul style="list-style-type: none"> • Introducing Strategy – the role of the strategic leader, the nature of strategic problems and the context in which decisions are made • The Strategic Environment and Strategic Capability • Tools of strategic analysis: evaluation of the external environment and internal capabilities • Business Level Strategies: Cost Leadership, Product / Service differentiation • Corporate Level Strategies: integration and/or diversification, corporate diversity, innovation & entrepreneurship • Strategic Alliances, Mergers & Acquisitions • Mergers & Acquisitions • Internationalisation Strategies • Implementation issues: Organising for success, Enabling success, Managing change • Leadership and Strategic Change |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Use classical environmental analysis tools • Explain the differences between business and corporate strategies • Demonstrate knowledge & understanding of the key issues in strategic management and leadership • Critically evaluate organisations to identify strategic problems they face and be able to propose viable strategic options • Demonstrate knowledge of key issues in strategic leadership • Understand and explain the major pitfalls in mergers and acquisitions • Carry out strategic reviews of company strengths and weaknesses • Advise companies planning to revise their corporate strategies |
| Which semester? | 6th semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every sixth semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the sixth semester. It represents our belief that students in their final semester of an international business management degree, should spend time analysing international businesses in depth.</p> <p>There is no equivalent module in the other programmes.</p> |
| Requirements for participation | Students should have completed a course in International Economics (IECO) and International Marketing (INMK) or equivalents. |

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| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Prof. Roy Jenkins |
| Language of instruction | The module is taught in English |
| Type of assessment | 3,000-word term paper |
| Weighting in calculation of final grade | 4.0% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars – and will include directed and independent learning. Directed learning will include a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on working in small (ca. 5 students) groups to analyse and make presentations on business Case Studies. |
| Special features (e.g. online, company visits, etc.) | Online videos Intensive use of Business Cases based on real companies |
| Required text and other literature | <p>Johnson, G. et al. (2014). Exploring strategy, 10th ed. Pearson Education. ISBN: 9781292006895.</p> <p>Students also read the following articles:</p> <p>Porter, M. (1996). What is strategy? Harvard Business Review, Nov/Dec, pp. 61-78.</p> <p>Hamel, G. & Prahalad, C. K. (1989). Strategic intent. Harvard Business Review, 67(3).</p> <p>Porter, M. E. (2008). The five competitive forces that shape strategy. Harvard Business Review, Jan, 86(1), p. 78-93.</p> <p>Barney J. (1991) Firm resources and sustained competitive advantage. Journal of Management, 17(1).</p> <p>Prahalad C. K. & Hamel, G. (1990). The core competence of the corporation. Harvard Business Review, May/June.</p> <p>Sharp & Dawes (2001). What is differentiation and how does it work? Journal of Marketing Management, 17, pp. 739-759.</p> <p>Campbell et al. (1995). The quest for parenting advantage. Harvard Business Review, March/April.</p> <p>Bartlett C. A., Ghoshal, S. (2000). Going global. Harvard Business Review. 78(2), pp. 132-142.</p> <p>Amburgey, T. L. & Dacin, T. (1994). As the left foot follows the right. Academy of Management Journal, 37(6).</p> <p>Bartlett C. A., Ghoshal, S. (1994). Changing the role of top management: Beyond strategy to purpose. Harvard Business Review, Nov/Dec, pp. 79-88.</p> <p>Kotter, J. P. (1995). Leading change: Why transformation efforts fail. Harvard Business Review, Mar/Apr.</p> <p>Montgomery, C. A. (2008). Putting Leadership back into strategy. Harvard Business Review, Jan.</p> <p>Student must purchase the following cases from the Case Centre:</p> <p>Lego case study</p> <p>ACLEDA Bank Plc: Making commercial microfinance work in Cambodia</p> <p>Petosan: Helping dogs to a longer life</p> <p>GE's two-decade transformation: Jack Welch's leadership</p> <p>Dare to lead Transformation bank Islam Malaysia Berhad</p> |

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| Module-Nr./ Code | IEGC |
| Module title | Innovation & Entrepreneurship in a Global Context |
| Outline of module syllabus | <ul style="list-style-type: none"> • The Entrepreneurial/Innovative Economy • Creativity and Innovation • Innovation and Entrepreneurship in Context • Managing Innovation and Entrepreneurship • Building an Innovative and Entrepreneurial Organization • Developing Innovation and Entrepreneurship in Both Individuals and Teams • Design Thinking and Innovation • Operationalizing Innovation and Entrepreneurship • Developing New Products, Services, and Ventures • The Global Business Plan • International Opportunities for Innovation and Entrepreneurship |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Explain the key aspects of organisational context that drive an innovation strategy and its execution • Use contemporary tools and processes for identifying new ideas for value creation, opportunity evaluation, and developing and testing ideas • Apply user-centric design and innovation in practice and understand the implications for organisational culture and design • Explain how leadership and organisational culture shape an organisations capacity for being innovative and entrepreneurial • Apply tools for gathering data-based insights about innovative capabilities in organisations • Analyse any organisational context for its innovative capabilities (strategy, processes and culture) and be prepared to make evidence-based recommendations. |
| Which semester? | 6th semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every sixth semester |
| Number of ECTS credit points | For successful completion of the module six (6) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | <p>This module is taught in the sixth semester and provides insights into understanding the concepts, frameworks, and experiences that are useful in managing innovations in both startups and large organizations in becoming more entrepreneurial, flexible and innovative.</p> <p>There is no equivalent module in the other programmes.</p> |
| Requirements for participation | None |
| Responsible academic | Professor Dr Michael Cofrin |
| Instructors | TBA |
| Language of instruction | The module is taught in English |
| Type of assessment | 90-minute written examination |

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| Weighting in calculation of final grade | 4.0% |
| Methods of instruction and student participation | The module will be delivered through weekly lectures and seminars – and will include directed and independent learning. Directed learning will include a range of activities including pre-reading and preparation for seminar activities and presentations. Seminar work will be based on individual and team projects analysing cases and making presentations. |
| Special features (e.g. online, company visits, etc.) | Online videos Journal articles and business case studies International guest speakers |
| Required text and other literature | Hisrich, R. & Kearney, C. (2013). Managing Innovation and Entrepreneurship. Sage. Students also read a selection of recommended academic articles (e.g., from Harvard Business Review, The Economist). |

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| Module-Nr./ Code | PSDE |
| Module title | Public Speaking and Debating |
| Outline of module syllabus | <ul style="list-style-type: none"> • Public speaking & announcing • Business speeches & presentations • Organisation, performance & personal appearance • Openings, body of speech, closing; topic development • Humour, story- telling techniques, tips and tricks • Importance of non-verbal communications • Formal debating rules • Practical debating strategies & tactics • Participation in regular practice debates with coaching by instructor • Attendance at professors' debate |
| Learning outcomes and competences | <p>After completion of the module students will be able to:</p> <ul style="list-style-type: none"> • Communicate confidently and accurately in spoken English • Prepare and deliver speeches in front of audiences • Demonstrate the use of rhetorical skills in the English language • Analyse data and prepare information for use in speeches or debates • Make a persuasive case on a variety of topics • Argue convincingly about something that one does not personally believe in • Demonstrate the ability to change arguments swiftly in response to ones opponents' arguments • Recognise quickly when wit, aggression, humour, etc. are appropriate during the course of a debate |
| Which semester? | 6th semester |
| Duration of the module | The module is taught for one complete semester |
| Availability of the module | The module will be offered in every sixth semester |
| Number of ECTS credit points | For successful completion of the module five (5) ECTS credit points will be awarded |
| Total workload | Contact hours during teaching sessions: 52 Private study including examination: 98 |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | This module introduces students to the theory and practice of public speaking in the English language. They will be introduced to speaking in different situations and under different conditions. They are then given that extra at the end of their English track programme. To augment their English skills that they have already developed, they will learn in the 6th semester to speak extemporaneously and to be able to respond quickly (often with wit) to arguments provided by others. The debating format encourages (even necessitates) free speaking and very careful listening to counter arguments made by the opposition. |
| Requirements for participation | To be successful, students must have reached a level of spoken English close to C2. |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Instructors | Prof. Dr. Michael Cofrin |

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| Language of instruction | The module is taught in English |
| Type of assessment | The module is assessed by the students' public speech performance is pass/fail (survey assessment from students and lecturer). They must pass this speech part and participate in all assigned practice debates (with the exception of one missed debate) to be allowed to participate in the final public debate, which is 100% of the grade. |
| Weighting in calculation of final grade | 3.3% |
| Methods of instruction and student participation | Training & exercises, short presentations with video feedback, preparation of speeches & presentations, simulations, coaching and public debating will all be used. The module will be delivered through weekly workshops with training exercises, practice presentations with video feedback, and group discussion of performance. |
| Special features (e.g. online, company visits, etc.) | Online videos, video feedback of practice |
| Required text and other literature | There is no required textbook for this course. |

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| Module-Nr./ Code | BADI |
| Module title | Bachelor Dissertation |
| Essence of the module | The purpose of the dissertation is for students to demonstrate that they are capable of independent academic work, which involves applying scientific methods to a practical business problem. The Dissertation consists of an individual student led investigation into an applied business problem or issue. For students in the MIB programme the dissertation must have an international aspect and must be written in English. The student must choose and define the topic and have this approved by the Chair of the MIB programme, who will also appoint a supervisor. The work has to be set in an appropriate intellectual framework by including a critical review of relevant academic literature. The student must then research relevant information (by means of primary or secondary research), analyse the information/data and draw relevant conclusions. The results have then to be compared with the reviewed literature. The work has then to be written up and submitted in an approved format. Target length is 11,000 (± 10%) words. |
| Learning outcomes and competences | Students will have demonstrated their ability to: <ul style="list-style-type: none"> • Work independently • Manage their time throughout a major project • Research and critically review academic literature • Carry out new research involving some form of data collection • Analyse such data appropriately • Use appropriate statistical tests • Write in an academic style |
| Which semester? | 6th semester |
| Duration of the module | The module is located in the sixth semester |
| Availability of the module | The module is available in every sixth semester |
| Number of ECTS credit points | For successful completion of the module twelve (12) ECTS credit points will be awarded |
| Total workload | Contact hours: 10 Writing the Dissertation 290 hours |
| Type of module (core or elective) | This is a core (compulsory) module |
| Use of the module | The module is the final demonstration of the students ability to work academically |
| Requirements for participation | To be accepted for submission the student has to be in the 5 th or 6 th semester and may not have more than one outstanding (i.e. not yet passed) module assessment from the first four semesters. All other requirements are contained in the Dissertation regulations / guidelines. |
| Responsible academic | Prof. Dr. Michael Cofrin |
| Supervisors | Prof. Dr. Michael Cofrin Prof. Dr. Dolores Sanchez Prof. Dr. Birgit Schmitz |
| Language of instruction | The dissertation has to be written in English |
| Type of assessment | The assessment is of the final Bachelor Dissertation – 11,000 words ± 10% |

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| Weighting in calculation of final grade | 8.0% |
| Methods of instruction and student participation | <p>There will be a series of support lectures on topics such as:</p> <ul style="list-style-type: none"> • Finding a dissertation topic • Writing an academic literature review • Approaches to researching, analysing and interpreting data <p>Each student also has an academic supervisor and if appropriate an in-company mentor. Students have the right to six formal meetings with their supervisor during the preparation of the dissertation. Supervisors will also respond promptly (within 48 hours) to a reasonable number of questions submitted by email. The supervisor is only responsible for support regarding the dissertation process. Content is the sole responsibility of the student and the student is also responsible for reading and complying with the formal requirements.</p> |
| Special features (e.g. online, company visits, etc.) | Supervision – see above |
| Required text and other literature | <p>The following books are recommended but not required:</p> <p>Saunders, M., Lewis, P., Thornhill, A., (2015), “Research Methods for Business Students” , Financial Times Prentice Hall, UK</p> <p>Saldkind, N.J., (2006), Exploring research, 6th edition, Pearson International Edition</p> <p>Wallance, M., Wray, A. (2006), Critical Reading and Writing for Postgraduates, Sage Publications</p> <p>White, B., (2000), Dissertation Skills for Business and Management Students, Thomson, UK</p> |