

International Business - Courses in English* –

- Business Law & Taxation*
- Business Statistics**
- Financial Management**
- International Business Law
- International Capital Markets
- International Corporate Finance (last time SoSe24)
- International Economics 2
- International Human Resource Management
- International Management*
- International Marketing
- International Organization & Cooperation
- International Supply Chain Management**
- International Trade & Logistics, FDI
- Management Accounting**
- Microeconomics & Market Studies**
- Programming & Data Organisation*

- Academic Writing & Research*
- Intercultural Business Communication*
- Intercultural Communication & Competence
- Project Work

We are transitioning from the current International Business programme to the new International Business curriculum: * new courses starting summer semester 2024 ** new courses starting winter semester 2024/25. Please see the module descriptions that start on page 14.

Faculty exchange classes:

- Intercultural Learning in Theory and Practice
- Exploring the Hamburg Metropolitan Region (not for English native speakers)

Course Name: International Business Law

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Michael Gille

Work load: 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

The aim of the course is to provide students with a basic understanding of the legal framework within which international businesses operate. Students are able to anticipate, analyse and avoid/solve some of the legal problems that international businesses typically encounter from the perspective of WTO law and EU law. The students will be able to work on and solve simple cases and questions of the international corporate practice and to present the results in a discussion.

Upon successful completion of this module students will be able to

- explain how international law is made;
- demonstrate the legal effects of public and private international law on trade;
- describe important aspects of the legal framework within which international businesses operate;
- analyse practical cases dealing with international legal conflicts (trade law, investment law, etc.);
- formulate persuasive arguments for the resolution of international disputes in consideration of the relevant sources of international law;
- explain how international legal conflicts can be settled through arbitration and in international tribunals
- appreciate critically the values underpinning the system of international trade law.

Content:

The course explores the rules that apply to international trade in goods, services and labour with emphasis on the WTO multilateral trade system and the EC Treaty. In this context, the students will also be introduced to the rules that apply to IP protection, foreign investment and transportation.

About didactics and work load distribution:

Seminar teaching, exercises and case study discussion.

Requirements for participation:

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Course language:
English**Type of exam:**

Written examination (2h). A test (20-30 min.) is a prerequisite for participation in the final examination. Students are allowed to bring primary sources and dictionaries. Electronic devices (laptop or PC) are not allowed, except for non-programmable calculators.

Requirements for credit point allocation:

The students will be assessed on the basis of their performance in the written examination. The grades will vary according to the degree, to which students demonstrate fulfilment of the course objectives.

Literature:

- Materials from wto.org and brochure "Understanding the WTO"
- Materials from www.jeanmonnetprogram.org
- August/Mayer/Bixby, International Business Law, 5th ed., Prentice Hall, 2009
- Primary sources, e.g. EC Treaty and secondary legislation, GATT, GATS, TRIPS

Course Name: International Capital Markets

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Christian Decker

Work load: 150 hours

Lecture hours per week: 4

ECTS Credits: 5

Course objectives:

At the end of the course students are able to

- explain the organisation and structure of international capital markets and its agents
- explain major concepts and to calculate determinants of asset prices and interest rates
- describe the functionality of international money markets and to name selected instruments
- outline the structure of international equity markets and to explain the principles of IPOs
- explain the structure of international bond markets and credit derivatives as well as to conduct selected calculations
- analyse interest rate risk, to develop basic hedging strategies and to conduct calculations in the context of interest rate derivatives
- analyse international portfolio investments and to conduct corresponding calculations
- explain the functionality of asset securitisation and corresponding structured finance as well as to appraise different structural features and credit enhancement techniques
- give examples and to describe the mechanics of financial distress, contagion and crises

Contents:

1. Theory of financial intermediation and selected agents
2. Structure of international financial markets
3. Asset prices and interest rates
4. International money markets
5. International equity markets and IPOs
6. International bond markets and credit derivatives
7. Interest rate derivatives
8. International portfolio investments
9. Asset securitisation and structured finance
10. Economic distress, ways of contagion and financial crisis

About didactics and work load distribution:

Small group size; teaching in seminar-form, blended learning, inverted classroom

Requirements for participation:

Basic knowledge in finance, accounting, mathematics and statistics

Course language:

English

Type of exam:

Written examination

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Ernst, D., Häcker, J.: Applied International Corporate Finance, Vahlen
- Fabozzi, F. J., Modigliani, F., Jones, F. J.: Foundations of Financial Markets, Pearson
- Madura, J.: Financial Institutions & Markets, South-Western/Cengage
- Mayo, H. B.: An Introduction to Institutions, Management & Investments, South-Western Cengage
- Mishkin, F. S., Eakins, S. G.: Financial Markets and Institutions, Pearson
- Rose, P. S. Hudgins, S. C.: Bank Management and Financial Services, McGraw-Hill

Course Name: International Corporate Finance

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Christian Decker

Work load: 150 hours

Lecture hours per week: **online course**

ECTS Credits: 5

Course objectives:

Students are able to analyse the financial implications of international business activities based on the theories, models and techniques of international corporate financial management in order to evaluate and/or create financial solutions by:

- giving examples of specific problems that arise in the context of multinational financial problems,
- analysing financial instruments and/or economic transactions with respect to their vulnerability against country risks,
- analysing FX risk, developing basic hedging strategies and conducting calculations in the context of FX management,
- analysing the risks of lending and evaluating transaction related credit risk,
- explaining the functionality of trade and export finance instruments, agents and institutions as well as structured trade finance techniques,
- appraising syndication strategies in the context of international corporate lending transactions,
- distinguishing between project, asset and leveraged finance methods and explaining the inner logic and suitability for various financing scenarios,
- designing capital structures for international activities and appraising international investment opportunities and alternatives,
- calculating the cost of capital in the context of international and multinational financial management.

Contents:

1. Issues in multinational financial management
2. Country risk analysis and mitigation
3. FX markets and FX risk exposure management
4. International credit risk
5. Trade and export finance, structured trade finance
6. International and syndicated corporate lending
7. Project, asset and leveraged finance
8. International capital structure
9. International capital budgeting
10. International cost of capital

About didactics and work load distribution:

Online course: Digital mastery learning, instructor assisted, tutorials

Requirements for participation:

Basic knowledge in finance, accounting, mathematics and statistics

Course language:

English

Type of exam:

Written examination

Requirements for credit point allocation:

Active participation in online sessions, high level of self-direction required

Literature:

- Bekaert, G., Hodrick, R. J.: International Financial Management, Pearson
- Eiteman, D. K., Stonehill, A. I., Moffet, M. H.: Multinational Business Finance, Pearson
- Ernst, D., Häcker, J.: Applied International Corporate Finance, Vahlen
- Eun, C. S., Resnick, B. G.: International Financial Management, McGraw-Hill
- Gatti, S.: Project Finance in Theory and Practice, Academic Press
- Madura, J., Fox, R.: International Financial Management
- Rhodes, T.: Syndicated Lending, Euromoney Books
- Robin, J. A.: International Corporate Finance, McGraw-Hill

Course Name: International Economics 2 (IVWL2)		
Degree programme: Foreign Trade/International Management (Bachelor)		Responsible Lecturer: Prof. Dr. Stephan Boll
Work load: 150 hours	Lecture hours per week: 4	ECTS Credits: 5
Course objectives: Students will have in-depth insight into the economic effects of globalization, mainly related to foreign trade and the internationalisation of capital and labour markets. They will understand that economic decisions are increasingly based on international factors. As future leaders in international companies or organizations they are able to foresee the consequences of their own decisions and to prepare long-term business strategies based on economic principles.		
Contents: In this course various aspects of the internationalization of entrepreneurial activity are investigated. In particular, economic determinants of international trade relations, the impact of globalization on international business, on the national and international income distribution and economic policy decisions will be discussed on the basis of economic principles. Several case studies that are discussed with the participation of the students, serve as illustrations. <ul style="list-style-type: none"> • Globalisation • International Trade • International Trade Policies • International Factor Movements • Globalisation and supranational regulation 		
About didactics and work load distribution: Seminar-based teaching, blended learning, inverted classroom		
Requirements for participation: Intermediate knowledge in economics; must have participated successfully in courses in micro- and macroeconomics		Course language: English
Type of exam: Presentation on the basis of a written essay + written examination		
Requirements for credit point allocation: Successful presentation (50%) and written examination (50%)		
Literature: <ul style="list-style-type: none"> • Charles W. L. Hill: International Business. Competing in the Global Marketplace. • Robert J. Carbaugh: International Economics. • Paul R. Krugman, Maurice Obstfeld, International Economics: Theory and Policy. • Robert Christopher Feenstra, Alan M. Taylor, International Economics. 		

Course Name: International Human Resource Management

Degree programme:

Foreign Trade/International Management (Bachelor)

Responsible Lecturer: Prof. Dr. Natalia Ribberink

Work load: 150 hours

Lecture hours per week: 4

ECTS Credits: 5

Course objectives:

At the end of the course students are able to:

- outline the structure of international job market as well as to appraise main determinants having impact on international HR management practices
- explain and to distinguish between different approaches to international staffing concepts
- explain major types of international assignment and to analyse different roles of expatriate managers as well as factors to consider while transferring staff
- explain the functionality of staff recruitment and to conduct selected recruitment and selection instruments
- outline the concept of performance appraisal and to analyse its implications for HR training, development and career planning program
- explain different approaches to international compensation and to describe key components of an international compensation program
- explain the functionality and instruments of repatriation programs and to design a re-entry plan for expatriate managers
- distinguish between factors driving standardization and localization of HR management practices in the host-country context and to describe different strategic options
- describe selected approaches to international industrial relations and to explain the implications for international HR management

Contents:

1. International HR management and international business environment
2. Staffing policy
3. International assignments and expatriate managers
4. Recruitment and selection
5. Performance appraisal
6. Training and development
7. International compensation
8. Post-assignment and re-entry program
9. International HR management in the host-country context
10. International Industrial Relations

About didactics and work load distribution:

Small group size; teaching in seminar-form, blended learning, inverted classroom. Can contain walk-in labs and blocked workshops.

Requirements for participation:

Foundation knowledge in management and economics as well as basic knowledge of Marketing and Sales.

Course language:
English

Type of exam:

Written examination

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Dowling, P. J., Festing, M., Engle, A. D.: International Human Resource Management, Thomson
- Price, A.: Human Resource Management, South-Western Cengage Learning
- Werner, S., Schuler, R. S., Jackson, S. E.: Human Resource Management, South-Western Cengage Learning

Course Name: International Marketing

Degree programme:

Foreign Trade/International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Annette Corves

Work load: 150 hours

Lecture hours per week: 4

ECTS Credits: 5

Course objectives:

Students will build their managerial or entrepreneurial thinking in marketing and will be able to support a launch or relaunch of a national or an international brand and to set up the brand building and branding process.

Analysis

- detect new market opportunities by analyzing international consumer values/ need gaps, as well as the competition in international markets
- analyze consumers brand perception on secondary analysis or conduct supporting qualitative research approaches
- segment international markets based on different segmentation variables
- investigate the international market opportunities and competitive positioning

Synthesis:

- evaluate consistence of marketing strategies, brand architecture with brand positioning
- conceptualize brand positioning or repositioning, formulate a brand concept with consistent benefits considering brand architecture and segmentation
- creatively convey branding or brand-enrichment strategies from brand positioning
- derive different branding und brand-enrichment strategies in the context of an international environment
- decide on adaption or standardization degree of marketing mix factors and are able to design
- coherent marketing mix especially considering online und social media marketing for specific
- target groups and give the rational to the decision

Contents:

- Fundamentals of international marketing and international brands
- International marketing strategies
- International market segmentation
- Identification of changes and analysis of future demands
- International brand perception and customer analyses in different countries
- Brand positioning and concept
- Brand architecture
- International branding and brand enrichment strategies
- Digital Marketing
- Customer Journey and online measures
- Reciprocity principle

About didactics and work load distribution:

Seminar-style teaching, Case Studies, creative lab

Requirements for participation:

Foundation course in marketing is compulsory (transcript must be provided); basic knowledge of international management – **places are limited**

Course language:

English

Type of exam:

Written examination, creative lab

Requirements for credit point allocation:

Active participation in group work and lessons, pass grade in the written exam

Literature:

- Kotler, P. et al. Principles of Marketing
- Keller, K. et. a Strategic Brand Management
- Hollensen, S. Global Marketing
- Porter; M. E. Competitive Strategy
- Gillespie, K. / Hennessy, H.D. Global Marketing

Course Name: International Organisation & Cooperation

Degree programme:

Foreign Trade/International Management (Bachelor)

Responsible Lecturer: Prof. Dr. Natalia Ribberink

Work load: 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

At the end of the course students are able to:

- analyse the broad macro-environment of international organisations as well as to appraise key drivers and alternative scenarios with regards to environmental change (analysis, evaluation).
- explain and to distinguish between different organizational architectural choices to be made in international business (knowledge, comprehension).
- describe major concepts of organic (stand-alone) corporate development and to appraise its main principal advantages (knowledge, evaluation).
- explain main types of cross-border mergers and acquisitions (M&A), to appraise M&A processes and to outline key issues in the successful management of M&A deals (evaluation, analysis).
- appraise major motives, types and to evaluate benefits and costs of inter-national equity joint ventures (comprehension, evaluation).
- distinguish between different types of strategic alliance and to explain rationales for alliances and key success factors (knowledge, comprehension).
- describe the functionality of international/global tenders and to explain selected instruments, processes and principles (knowledge, comprehension).
- appraise specific features of long-term contracts, major types and incentives as well as to give examples of regulatory issues (comprehension, evaluation).
- explain major concepts of international corporate governance and to name specific issues for government intervention and regulation (knowledge, comprehension).

Contents:

1. Organisational position in the external environment
2. Organisational architecture
3. Organic development and DIY strategy
4. Cross-border mergers and acquisitions (M&A)
5. International equity joint ventures
6. Cross-border strategic alliances
7. International tenders
8. Long-term contracts
9. International corporate governance
10. Government intervention and regulation

About didactics and work load distribution:

Small group size; teaching in seminar-form, blended learning, inverted classroom. Can contain walk-in labs and blocked workshops.

Requirements for participation:

Foundation knowledge in management and economics

Course language:

English

Type of exam:

Written examination, term paper, project work, oral examination (individual or in combination)

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Brickley, J. A., Smith, C. W., Zimmerman, J. L.: Managerial Economics and Organizational Architecture, McGraw-Hill
- Colquitt, J. A., LePine, J. A., Wesson, M. J.: Organizational Behavior: Improving Performance and Commitment in the Workplace, McGraw-Hill
- Robbins, S. P., Judge, T. A.: Organizational Behavior, Pearson

Course Name: International Trade & Logistics, FDI

Degree programme:

Foreign Trade/International Management (Bachelor)

Responsible Lecturer: Prof. Dr. Natalia Ribberink

Work load: 150 hours

Lecture hours per week: **online course**

ECTS Credits: 5

Course objectives:

At the end of the course students are able to:

- outline the pattern of international trade and investment flows and to analyse international trade and investment statistics
- describe approaches to international trade policy and to explain different instruments of trade policy
- explain the development and functionality of the world trading system and to outline current trade issues, tasks and instruments of WTO
- explain major forms of international trade and to appraise specific features and techniques of selected international trade transactions
- outline main theories explaining FDI and to analyse current FDI trends and policies
- appraise FDI in the context of international expansion strategies and to evaluate major forms of FDI
- distinguish between different FDI policy instruments and to analyse their impact on international investor behaviour and strategic choices
- explain benefits and costs of FDI and to appraise major risks in international investment and trade
- outline specific factors having impact on a firm's production and logistics decision and to give examples of different strategic options

Contents:

1. International trade and investment environment
2. International trade policy and instruments
3. World trading system and WTO
4. Forms of international trade
5. FDI theories and patterns
6. FDI as a market entry mode, forms of FDI
7. FDI policy instruments
8. Benefits and costs of FDI
9. Risks in international investment and trade
10. Global production and logistics

About didactics and work load distribution:

online course

Requirements for participation:

Foundation knowledge in management and economics as well as basic knowledge of Marketing and Sales.

Course language:
English

Type of exam:

Written examination

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- Alden, C., Aran, A.: Foreign Policy Analysis – New Approaches, Routledge
- Eibner, W.: Understanding International Trade: Theory & Policy, R. Oldenburg
- King, P. G.: International Economics, Globalization, and Policy, McGraw-Hill
- Smith, S., Hadfield, A., Dunne, T.: Foreign Policies: Theories, Actors and Cases, Oxford University Press

Course Name: Intercultural communication and competence

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Adelheid Iken

Work load: 150 hours

Lecture hours per week: 4

ECTS Credits: 5

Course objectives:

The main aim of this module is to increase student's level of cultural awareness, knowledge and sensitivity enabling them to work effectively and adequately abroad and with people from different cultural and linguistic backgrounds and to equip them with knowledge and skills needed for adapting to new social and working environments.

After completing the module students are able to

- demonstrate their knowledge of core concepts of intercultural communication and competence
- explain basic conceptual tools used for cultural analysis and comparison and show their ability to critically apply these in different business settings
- to analyse complex communicative situations and practices from different perspectives and evaluate behavioural choices and the possible impact of these on different stakeholders
- describe and apply selected tools to minimise perceived miscommunications and conflicts in different work settings
- understand the concept of diversity and managing diversity and its relevance in the context of labour mobility and migration
- display knowledge of the processes of intercultural transitions and tools of adapting to new and challenging working environments as well as moving between different cultural contexts
- show their capacity to cope with unpredictable outcomes, revise views based on new experiences, develop and adapt multiple perspectives, to negotiate common ground and integrate new values

Content:

1. Intercultural communication and competence, theoretical considerations
2. Developing intercultural competence, approaches, methods and assessment tools
3. Theories of and approaches to cultural analysis and comparison
4. Values and value dimensions and their influence on business behaviour and working practices
5. Communication patterns and styles and its impact on business relations
6. Social relations, networks and network analysis, a cross-cultural perspective
7. Business etiquette and politeness across cultures
8. Tools and strategies for leveraging cultural differences and dealing with miscommunications and conflicts
9. The concept of diversity and managing diversity in the context of labour mobility and migration
10. Sojourners, expats, international adjustment and acculturation strategies

About didactics and work load distribution:

Interactive teaching and student centred learning strategies plus training units

Requirements for participation:

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Course language:

English

Type of exam:

Assignment, paper and written examination. A test and an assignment are prerequisites for participation in the final examination

Requirements for credit point allocation:

Active participation in group work and lessons

Literature:

- General reading list (A compulsory reading list with articles and case studies is being provided at the beginning of each term):
- Miller, Katherine 2012. Organizational Communication: Approaches and Processes. Wadsworth: Cengage Learning (International Edition).
- Schneider, Susan C. & Jean-Louis Barsoux 2003. Managing Across Cultures. Harlow: Pearson Education Limited.
- Spencer-Oatey, Helen & Stefanie Stadler 2009. The Global People Competency Framework-Competencies for Effective Intercultural Interaction. Warwick Occasional Papers in Applied Linguistics#3 http://www2.warwick.ac.uk/fac/cross_fac/globalpeople/resourcebank/gppublications/gp_competency_framework.pdf (06.09.2013)
- Steers, Richard M., Luciana Nardon & Carlos J. Sanchez-Runde 2013. Management Across Cultures: Developing Global Competencies. Cambridge: Cambridge University Press

Course Name: Project work

Degree programme:

Foreign Trade / International Management (Bachelor)

Responsible Lecturer:

Prof. Dr. Adelheid Iken

Work load: 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

The aim of the module is to link theory with real life experiences and enable students to initiate, plan, control, execute and evaluate their own team-based project. They will be taught to work in a team, assess their skills and competencies, develop a plan and a time schedule, monitor, control and manage their own project and evaluate the project itself, the process and the team work.

After successful completion of the course, students will be able:

- to explain what a project and the project life cycle is and understand the challenges and importance of managing a project
- to identify the requirements to carry out a team-based project and successfully manage it
- to explain and employ the different steps in developing and managing a project
- to understand what it requires to work in a team in general and in a cross-cultural team in particular
- to explain and develop basic research tools such as a questionnaire, a focus group discussion or a qualitative interview
- to define the aim and objective of their project, develop a project plan including milestones, phases, allocation of tasks, roles and responsibilities of team members, define constraints and risk factors, carry out a cost estimation, developing and implementing controlling tools and develop status reports and put these into practice
- to discuss and evaluate the progress of the project
- to explain tools to evaluate the project, the project process and the team work and apply these to their own project

Content:

- Introduction to project management
- Initiating a project, developing first ideas
- The project team, skills and competencies
- The aim and the scope of the project
- Resources needed
- Developing a project plan (milestones, phases, activities, resources needed, task allocation)
- Working in a multicultural team
- Develop research tools (questionnaires, interview guidelines)
- Project controlling and monitoring
- Project evaluation tools
- Evaluating the project, the team work and the project process

About didactics and work load distribution:

Seminar teaching, discussion and dialogue with the teams

Requirements for participation:

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Course language:

English

Type of exam:

Project, presentation

Requirements for credit point allocation:

Evaluation of the project work, project report and presentation

Literature:

- Köster, Kathrin 2010. International Project Management. London: Sage
- Bell, Judith 2012. Doing your research project: A guide for first time researchers in education, health, and social science. Maidenhead: Open University Press

Faculty exchange classes

Course Name: Intercultural Learning in Theory and Practice

Degree programme:
Special module

Responsible Lecturer: Prof. Dr. Adelheid Iken

Work load: 150 h

Lecture hours per week: Block seminar

ECTS Credits: 5

Course objectives:

- increase student's level of cultural awareness, knowledge and sensitivity enabling them to work effectively with people from different cultural and linguistic backgrounds in general and in cross-cultural teams in particular, and
- to equip them with knowledge and skills needed for adapting to new social and working environments

Contents:

- Intercultural communication and competence, theoretical considerations
- Developing intercultural competence, approaches, methods and assessment tools
- Theories of and approaches to cultural analysis and comparison
- Cultural values and their influence on working practices in different contexts
- Working effectively and efficiently in cross-cultural teams
- Communication patterns and styles and its impact on social and business relations
- Tools and strategies for leveraging cultural differences and dealing with miscommunications and conflicts
- Sojourners, expats, international adjustment and acculturation strategies

About didactics and work load distribution:

The seminar will take place in two separate blocks both equivalent to 32 teaching units. (2 weekends)

Requirements for participation:

Good level of English

Course language:

English

Type of exam:

Presentation and written report

Requirements for credit point allocation:

Regular participation and fulfilment of the course requirements (exam)

Literature:

- General reading list (A compulsory reading list with articles and case studies is being provided at the beginning of each term):
- Miller, Katherine 2012. Organizational Communication: Approaches and Processes. Wadsworth: Cengage Learning (International Edition).
- Schneider, Susan C. & Jean-Louis Barsoux 2003. Managing Across Cultures. Harlow: Pearson Education Limited.
- Steers, Richard M., Luciana Nardon & Carlos J. Sanchez-Runde 2013. Management Across Cultures: Developing Global Competencies. Cambridge: Cambridge University Press
- Thomas, David & Mark F. Peterson. 2018. Cross-cultural Management: Essential Concepts. London-Sage

Course Name: Exploring the Hamburg Metropolitan Region*

Degree programmes:

Responsible Lecturer: Erika Kullmann

Work load: 150 hours/semester
(1 hour = 60 minutes)**Lecture hours per week:** 4
(1 lecture hour = 45 minutes)**ECTS Credits:** 5**Course objectives:**

To make the students aware of and familiar with, the multiple business opportunities of their host city, Hamburg, and its surroundings.

To further develop the student's

- linguistic (English) competence for international business,
- methodology for acquiring and developing language knowledge and skills in Business English
- autonomy as a learner,
- academic reading skills,
- research skills,
- presentation skills.

Contents:

We will study the Hamburg Metropolitan Region with its multiple business opportunities from the port and global players to small businesses and start-ups. Course work may also include the region's social and cultural institutions as well as the leisure industry, healthcare and the like. We will take our findings as the starting point for further reading and (linguistic) research.

* summer semester only

About didactics and work load distribution:

- Teaching methods:
 1. short lectures
 2. group work
 3. plenary and group discussions
 4. simulations
 5. impromptu presentations (1 -5 online if required by COVID-19 restrictions)
 6. field trips (if COVID-19 restrictions allow)
- Independent study:
 - reading
 - researching
 - studying texts for their linguistic content and relevance
- Work load distribution (1 hour = 60 minutes):
 - class hours: 45 hours
 - preparatory reading, independent study, exam preparation and exam: 105 hours

Requirements for participation:

English at Level B2 – preferably C1 – of the Common European Framework of Reference for Languages (CEFR)

German (reading comprehension only) at CEFR Level B1 desirable, but not compulsory.

Native speakers of English are not eligible for this course.

Course language:

English

Type of exam / Assessment:

Presentation and/or research report in class **plus** a piece of writing done at home **or** oral exam

Literature:

Research topics and required reading to be announced in the first two sessions

Module handbook Bachelor programme International Business, B.Sc.

**Faculty of Business and Social Sciences
Department of Business**

Classes starting in summer semester 2024

Classes starting in winter semester 2024/25

Authorized by the Faculty Board of the Faculty of Business and
Social Sciences on 29.06.2023

No.	Name of module	Abbrev.	CP	Page
First semester				
B-110	Foundations of management	FOMA	6	5
B-120	International management	INTM	6	8
B-130	Intercultural business communication	ICBC	6	10
B-140	Financial accounting	FIAC	6	12
B-150	Business mathematics	MATH	6	14
Second semester				
B-210	Academic research and writing	ARAW	9	16
B-220	Programming and data organisation	PADO	6	19
B-230	Business law and taxation	BLAT	9	21
B-240	Microeconomics and market studies	MEMA	6	24
Third semester				
B-310	Financial management	FIMA	6	26
B-320	International marketing	INMA	6	29
B-330	International supply chain management	ISCM	6	31
B-340	Management accounting	MAAC	6	33
B-350	Business statistics	STAT	6	35
Fourth semester				
B-410	Intercultural project work	INPW	6	38
B-420	International corporate finance	ICFI	6	40
B-430	Macroeconomics and country studies	MACS	6	43

B-440	Quantitative methods in international business	QMIB	6	45
B-451	International accounting (elective)	INAC	6	48
B-452	Digital economics (elective)	DIEC	6	50
B-453	Digital transformation in accounting (elective)	DITR	6	52
B-454	Corporate sustainability (elective)	COSUS	6	54
Fifth semester				
B-500	Internship	INSH	30	56
Sixth semester				
B-610	International controlling	CONT	6	58
B-620	Empirical research methods	EMRM	9	60
B-630	International economics and globalisation	INEG	6	63
B-640	International organisation and human resource management	IOHR	9	65
Seventh semester				
B-710	International business and trade law	IBTL	9	67
B-720	International strategic management	ISMA	9	70
B-730	Bachelor thesis	BATH	12	72

Annex:

Excerpt from the general examination and study regulations of the Department of Business; § 10 (1) and (2) Performances (as amended on 9 December 2021)

International Business, B.Sc.	
Foundations of management (FOMA)	
Module number	B-110
Person responsible	Prof. Dr. Christian Decker
Duration of the module	One semester
Semester	1 st
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	2 SHW (2 * 45 minutes = 90 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 2 SHW * 45 min * 17 weeks = 25 h 30 min Self-study: 180 h – 38 h 15 min = 154 h 30 min
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	None
Teaching language	English
Competencies gained / Learning outcome	<p>Students familiarise themselves with the fundamentals of business management based on selected theories, principles, methods, and tools of modern management sciences to develop an initial understanding of the discipline and thus the foundations for further management studies by...</p> <ul style="list-style-type: none"> • understanding modern management as an applied science, • familiarising themselves with selected management paradigms and economic core concepts, • internalising the relevance of environmental, social and governance criteria for economic decision processes, • comprehending the problem of participation and delegation in processes of goal setting and coordination, • explaining corporate governance principles as well as the shareholder value and the stakeholder value concept, • applying basic instruments and concepts of strategic management to selected business problems, • understanding the concept of the business model as an abstract model for the analysis, assessment, and development of entrepreneurial and business activities, • outlining concepts for the choice of legal form and location of a business venture, • understanding the interdependence between planning, organisation, and different forms of control,

	<ul style="list-style-type: none"> • becoming familiar with various aspects of human resource management and diversity management, • realising the tasks and the challenges of operations and logistics management as well as understanding the concept of supply chain management, • explaining the relevance and concepts of marketing and sales, • understanding the concepts of competition, cooperation, and concentration, • explaining the challenges of change, project, and innovation management, • delineating the concepts of digitalisation and technology management.
Content of the module	<p>The module is designed as a basic introduction to the science of management. It is intended to provide students with a coherent overview of various basic concepts of the discipline. In addition, it serves the enculturation into the subject area and thus the identification with the study contents.</p> <p>The following contents are addressed:</p> <ol style="list-style-type: none"> 1. Management as a science 2. Management paradigms and economic core concepts 3. Social responsibility, sustainability, and ethics 4. Leadership and decision making 5. Participation, coordination, agency, and corporate governance 6. Strategic management 7. Business model concept 8. Choice of legal form and location 9. Planning, organisation, and control 10. Human resource management and diversity 11. Operations, logistics and supply chain management 12. Marketing and sales 13. Competition, cooperation, and concentration 14. Change, project, and innovation management 15. Digitalisation and technology management
Applicability of the module	<p>International Business, B.Sc. programme</p> <p>Recommended for all business-related modules of the programme.</p>
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p>
Corresponding courses	<p>Foundations of management (2 SWH half group size)</p>
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Seminar

	<p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Problem-based and case-based (team) learning <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery learning • Synchronous online and classroom sessions
<p>Literature (latest editions)</p>	<p>Amit, R., & Zott, C. <i>Business model innovation strategy: Transformational concepts and tools for entrepreneurial leaders</i>. Wiley.</p> <p>Bateman, T. S., Snell, S., & Konopaske, R. <i>M: Management</i>. McGraw-Hill.</p> <p>Bateman, T. S., Snell, S., & Konopaske, R. <i>Management: Leading & collaborating in a competitive world</i>. McGraw-Hill.</p> <p>Bovée, C. L., & Thill, J. V. <i>Business in action</i>. Pearson.</p> <p>Certo, S. C., & Certo, S. T. <i>Modern management: Concepts and skills</i>. Pearson.</p> <p>Cole, G. A., & Kelly, P. <i>Management theory and practice</i>. Cengage Learning.</p> <p>Ebert, R. J., & Griffin, R. W. <i>Business essentials</i>. Pearson.</p> <p>Gomez-Mejia, L. R. <i>Management: People, Performance, Change</i>. Prentice Hall.</p> <p>Griffin, R. W. <i>Management</i>. Vle books.</p> <p>Jones, G. R., & George, J. M. <i>Contemporary management</i>. McGraw-Hill Education.</p> <p>Kinicki, A., & Soignet, D. B. <i>Management: A practical introduction</i>. McGraw-Hill Education.</p> <p>Osterwalder, A., Pigneur, Y., & Clark, T. <i>Business model generation: A handbook for visionaries, game changers, and challengers</i>. Wiley.</p> <p>Robbins, S. P., & Coulter, M. K. <i>Management</i>. Pearson.</p> <p>Solomon, M. R., Poatsy, M. A., Kendall, M. J., & Martin, K. <i>Better business</i>. Pearson.</p> <p>Williams, C. <i>MGMT</i>. South-Western College Publishing.</p> <p>Wirtz, B. W. <i>Business model management: Design - process - instruments</i>. Springer.</p> <p>Wirtz, B. W. <i>Digital business and electronic commerce: Strategy, business models and technology</i>. Springer.</p>

International Business, B.Sc.	
International management (INTM)	
Module number	B-120
Person responsible	Prof. Dr. Natalia Ribberink
Duration of the module	One semester
Semester	1 st
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	None
Teaching language	English
Competencies gained / Learning outcome	<p>Students analyse distinctive features of a given international business setting based upon common theories, models, and assessment tools to distinguish between key strategic and operational choices of internationally active companies by...</p> <ul style="list-style-type: none"> • describing and summarising major trends and issues of international business environment, • distinguishing between different political, economic, and legal systems, and analysing selected determinants of economic development, • explaining different levels of regional economic integration, • analysing factors influencing a firm's international expansion decision, • explaining and evaluating major foreign market entry modes, • appraising the impact of international context on strategic and operational decisions of a firm, • describing and summarising ethical and cultural issues in international business and explaining their implications for managers.

Content of the module	The course focuses on the major developments and underlying concepts of international business theory. The core theoretical frameworks and terminology of international business that can be used to analyse and evaluate strategic and operational choices of internationally active companies are studied in detail. The managerial implications of these concepts are discussed. Furthermore, external business environment, institutional setting, as well as organisation and functionality of global markets are addressed.
Applicability of the module	International Business, B.Sc. programme Recommended for all subsequent business-related modules of the programme.
Requirements for the award of credit points (Study and exam requirements)	Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
Corresponding courses	1. International management (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Übungen) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research-based (team) learning • Case-based learning Teaching types: <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery learning • Synchronous online and classroom sessions
Literature (latest editions)	Hill, C. <i>International Business</i> . McGraw-Hill Peng, M. W. <i>Global business</i> . Cengage Learning Steers, R. M., Nardon, L., & Sanches-Runde, C. J. <i>Management Across Cultures</i> . Cambridge University Press Selected journal articles, cases, and institutional publications

Intercultural Business, B.Sc.	
Intercultural business communication (ICBC)	
Module number	B-130
Person responsible	Prof. Dr. Yeliz Yildirim-Krannig
Duration of the module	One semester
Semester	1 st
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	None
Teaching language	English
Competencies gained / Learning outcome	Based on current theories, students analyse intercultural interactions and communication processes in social and work settings to develop a common ground of understanding and enhance their capacity to establish meaningful sustainable global business relations.
Content of the module	<p>A dynamic and multi-faceted approach to culture</p> <ul style="list-style-type: none"> • The concepts of culture • An open culture approach: multi-collectivity • The characteristics of culture <p>Interculturality and intercultural interactions in a professional and personal context</p> <ul style="list-style-type: none"> • Interculturality and intercultural interactions, a theoretical perspective • Interculturality from a multi-collective perspective • Relevance of dealing with intercultural interactions <p>Communication and communication styles</p> <p>Analysing interpersonal encounters</p> <ul style="list-style-type: none"> • Background theories • A culture reflexive approach <p>Creating a common ground of understanding and establishing meaningful business relations</p> <ul style="list-style-type: none"> • Developing a common basis for understanding • Bridging cultural differences

	<ul style="list-style-type: none"> Negotiating culture in theory and practice
Applicability of the module	<p>International Business, B.Sc. programme</p> <p><u>Recommended for:</u> Intercultural project work</p>
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP): Written examination (Klausur)</p> <p>The type of examination will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	<ol style="list-style-type: none"> Intercultural business communication (3 SWH full group size) Exercises and cases (1 SWH 1/3 group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> Tuition in seminars (Seminaristischer Unterricht) Exercises and cases (Praktikum) <p>Learning types:</p> <ul style="list-style-type: none"> Platform-based self-learning programme Problem- and case-based learning <p>Teaching types:</p> <ul style="list-style-type: none"> Asynchronous self-guided digital mastery learning Synchronous online and classroom sessions
Literature (latest editions)	<p>Barmeyer, Ch., Bausch, M., & Mayrhofer, U. <i>Constructive Intercultural Management – Integrating cultural differences successfully</i>. Edward Elgar Publishing Ltd.</p> <p>DiStefano, L. D., Imon, S. S., Lee, H., & DiStefano, J. <i>Bridging differences: a model for effective communication between different disciplines through conservation training programs for professionals</i>. City & Time 1 (2).</p> <p>Henderson, J. K. Language Diversity in International Management Teams. <i>Int. Studies of Mgt & Org.</i>, vol. 35, no. 1, Spring 2005, pp. 66-82.</p> <p>Hoffman, Edwin & Arjan Verdooren. <i>Diversity Competence – Cultures don't meet, people do</i>. Oxfordshire: CAB International</p> <p>Lecture Notes based on the HOOU-project EduBox Intercultural communication: A professional and personal learning journey</p> <p>Yildirim-Krannig, Y. unpublished Lecture Notes: Intercultural Communication, Vol. 2022/1.</p>

International Business, B.Sc.	
Financial accounting (FIAC)	
Module number	B-140
Person responsible	Prof. Dr. Nuran Fazlioglu-Adal
Duration of the module	One semester
Semester	1 st
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	None
Teaching language	English
Competencies gained / Learning outcome	Students create financial statements based on the technique of double-entry bookkeeping and complete the accounting cycle (year-end closing) with application of international financial accounting standards, in particular for industrial companies, in order to obtain relevant accounting information for business decisions.
Content of the module	<ol style="list-style-type: none"> 1. Introduction into Accounting 2. Accounting Rules and Regulations 3. Financial Accounting <ol style="list-style-type: none"> a. The recording process: Basics of double-entry accounting b. Completing the accounting cycle c. Account types: Postings of selected business transactions d. The Annual report e. Financial statement analysis 4. Introduction to Group Accounting and International Accounting
Applicability of the module	<p>International Business, B.Sc. programme</p> <p>The competences acquired in this module are the basis for all further modules of <i>Management accounting</i> and <i>International controlling</i> in Bachelor's and Master's degree programs.</p>

Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP): Written examination (Klausur)</p> <p>The type of examination will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	<ol style="list-style-type: none"> 1. Financial accounting (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Seminar teaching (Seminaristischer Unterricht) • Exercises (Übungen) <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Exercises, case study discussion • Collaborative case work (e.g., SAP use cases) <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery or blended learning • Synchronous online and classroom sessions
Literature (latest editions)	<p>Alexander, D., & Nobes, C. <i>Financial Accounting: An International Introduction</i>. Pearson.</p> <p>Dyson, J.R., & Franklin, E. <i>Accounting for non-accounting students</i>. Pearson.</p> <p>Harrison, W., & Horngren, C. <i>Financial Accounting</i>. Pearson.</p> <p>Miller-Nobles, T., Mattison, B., & Matsumura, E. <i>Horngren's Financial & Managerial Accounting</i>. Pearson.</p> <p>Mullis, D., & Orloff, J. <i>The Accounting Game</i>. Sourcebooks.</p> <p>Weygandt, J., Kimmel, P., & Kieso, D. <i>Financial Accounting</i>. Wiley.</p> <p>William, T., Wendy, T., Walter. H., & Horngren, C. <i>Financial Accounting</i>, Pearson.</p>

International Business, B.Sc.	
Business mathematics (MATH)	
Module number	B-150
Person responsible	Prof. Dr. Stefan Tuschl
Duration of the module	One semester
Semester	1 st
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Fundamentals of mathematical operations, basics of mathematical functions and differential calculus.
Teaching language	English
Competencies gained / Learning outcome	<p>Students solve quantitative problems in the context of economics and international business using mathematical methods and models which can be applied to support business decisions by</p> <ul style="list-style-type: none"> • understanding, describing, and applying the basic principles of differential and integral calculus, linear algebra, and linear programming. • Understanding, describing, and applying basic concepts and methods of financial mathematics. • understanding the principles of mathematical description of economic models with functions and using equations and basic analysis for interpretation of these. • modelling and solving simple linear optimization problems. • selecting and applying the correct and suitable mathematical model or method for solving a specific business-related mathematical problem. • modelling quantitative problems in an economic or international business context using mathematical tools. • understanding the potential and the limitations of mathematical analysis. • correctly interpreting and communicating the obtained results in an application-orientated manner.

Content of the module	The course provides a comprehensive introduction to the use of mathematics in the theories and practical applications for international business and management problems. The module covers fundamental topics from the areas of mathematical and economic functions, differential and integral calculus, linear algebra and equation systems, linear programming and financial mathematics.
Applicability of the module	International Business, B.Sc. programme <u>Recommended for:</u> Business Statistics Quantitative Methods in International Business Empirical Research Methods
Requirements for the award of credit points (Study and exam requirements)	Regular form of the examination performance (EP): Written examination (Klausur) Further possible examination performance (EP): Take-home exam (Take-Home Prüfung) The type of examination will be announced by the lecturer at the beginning of the course.
Corresponding courses	1. Business mathematics (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Praktikum) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research and case study-based (team) learning Teaching types: <ul style="list-style-type: none"> • Synchronous online and classroom sessions • Asynchronous self-guided digital mastery learning
Literature (latest editions)	Bradley, T. <i>Essential mathematics for economics and business</i> . Wiley. Curwin, J. et al. <i>Quantitative Methods for Business Decisions</i> . Cengage Learning. Renshaw, G. <i>Math for economics</i> . Oxford. Sydsæter, K. et. al. <i>Essential Mathematics for Economic Analysis</i> . Pearson. Sydsæter, K. et. al. <i>Further Mathematics for Economic Analysis</i> . Pearson. Ummer, E. K. <i>Basic mathematics for Economics, Business and Finance</i> . Routledge.

International Business, B.Sc.	
Academic research and writing (ARAW)	
Module number	210
Person responsible	Prof. Dr. Christian Decker
Duration of the module	One semester
Semester	2 nd
Frequency of the module	Every semester
Credits (CP)	9 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Foundations of management International management
Teaching language	English
Competencies gained / Learning outcome	<p>Students deduce, document, and present a proposed explanation for a research question based upon the techniques and principles of academic research and writing to derive an answer for an identified research problem by...</p> <ul style="list-style-type: none"> • understanding the foundations of academic research and differentiating them from random approaches of problem solving, • giving examples of generally accepted academic principles and identifying academic misbehaviour, • understanding the concepts of inductive and deductive reasoning as well as falsification and falsifiability, • differentiating between research questions and research hypotheses as well as research approaches and alternative scientific styles and structural designs, • identifying a topic/title and developing a research aim, • conducting literature research and evaluating the quality of information sources, • differentiating possible elements of research papers, • deducing an interpretation of a topic from a theoretical perspective and/or against the background of a given problem setting, • developing a structure of a research paper that corresponds with the interpretation, • applying rules of referencing and citation in a consistent way, • applying the principles of academic language and writing,

	<ul style="list-style-type: none"> applying techniques of argumentation.
Content of the module	<p>This module provides an introductory survey of the field of academic research and writing in the context of business sciences. It examines principles of academic work as well as academic language and writing styles. Furthermore, a focus will be put on structuring, writing and citation techniques that form part of modern economic and management research. The module assumes no prior knowledge in academic research and writing.</p> <ol style="list-style-type: none"> Foundations of academic research Academic principles Research logic Research process Identification of a topic Sourcing of information Elements of a research paper Interpretation of a topic Structuring technique Referencing Academic language and writing style Argumentation
Applicability of the module	<p>International Business, B.Sc. programme</p> <p><u>Recommended for:</u> Bachelor thesis</p>
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p>
Corresponding courses	<ol style="list-style-type: none"> Academic research (2 SWH full group size) Academic writing (2 SWH half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> Tuition in seminars (Seminaristischer Unterricht) Exercises and research case (Übung) <p>Learning types:</p> <ul style="list-style-type: none"> Platform-based self-learning programme Instructor-assisted research-based learning <p>Teaching types:</p> <ul style="list-style-type: none"> Asynchronous self-guided online learning Synchronous online and classroom sessions
Literature (latest editions)	<p>American Psychological Association (Washington, District of Columbia) (Ed.). <i>Publication manual of the American psychological association</i>. American Psychological Association.</p>

	<p>Bryman, A., Bell, E., & Harley, B. <i>Business research methods</i>. Oxford University Press.</p> <p>Creswell, J. W. <i>Research design: Qualitative, quantitative, and mixed methods approaches</i>. SAGE Publications.</p> <p>Decker, C., & Werner, R. <i>Academic research and writing: A concise introduction</i>. iCADEMICUS.</p> <p>Dollahite, N. E., & Haun, J. <i>Sourcework: Academic writing from sources</i>. Heinle/Cengage Learning.</p> <p>Easterby-Smith, M., Thorpe, R., & Jackson, P. <i>Management research: Mark Easterby-Smith, Richard Thorpe and Paul Jackson</i>. SAGE.</p> <p>Macgilchrist, F. <i>Academic writing</i>. Schöningh.</p> <p>Myers, M. D. <i>Qualitative research in business and management</i>. SAGE Publications.</p> <p>Saunders, M. N. K., Lewis, P., & Thornhill, A. <i>Research methods for business students</i>. Pearson.</p> <p>Siepmann, D., Gallagher, J. D., Hannay, M., & Mackenzie, J. L. <i>Writing in English: A guide for advanced learners</i> (2nd ed.). A. Francke Verlag.</p> <p>Turabian, K. L. <i>A manual for writers of research papers, theses, and dissertations: Chicago style for students and researchers</i>. University of Chicago Press.</p> <p>Weber-Wulff, D. <i>False feathers: A perspective on academic plagiarism</i>. Springer.</p>
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International Business, B.Sc.	
Programming and data organisation (PADO)	
Module number	B-220
Person responsible	Prof. Dr. Axel Wagenitz
Duration of the module	One semester
Semester	2 nd
Frequency of the module	Every semester
Credits (CP)	6
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	None
Teaching language	English
Competencies gained / Learning outcome	<p>Students train their ability to abstract by identifying and describing problems, developing, describing, implementing, testing, and evaluating solution procedures and implementing and evaluating basic concepts of data organisation:</p> <ul style="list-style-type: none"> • Develop, describe and be able to communicate solution procedures (algorithms). • Implementing and testing solution procedures • Be able to develop specialised concepts for data organisation, transform them into IT concepts, evaluate them and implement them, • be able to organise, insert, query, and change data by means of a data manipulation language (e.g., SQL).
Content of the module	<p>Part 1: Programming</p> <ul style="list-style-type: none"> • Data types, data structures, variables • Control structures, selection statements, loops • Modules, functions • Exception handling • Files • Controls, graphical user interfaces • Testing <p>Part 2: Data organisation</p> <ul style="list-style-type: none"> • Conceptual data modelling with the entity-relationship model • Relational data modelling • Dealing with a data manipulation language (e.g., SQL)

Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP): Laboratory tutorial (Laborprüfung) Written examination (Klausur)</p> <p>The type of the examination performance will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	<ol style="list-style-type: none"> 1. Programming and data organisation (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Übung) <p>Learning types:</p> <ul style="list-style-type: none"> • Instructor-assisted learning <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided online learning • Synchronous online and classroom sessions
Literature (latest editions)	<p>Gadatsch, A.: Datenmodellierung: Einführung in die Entity-Relationship-Modellierung und das Relationenmodell. Aktuellste Auflage</p> <p>Gogo-Döring, A.; Letschert, T.: Algorithmen und Datenstrukturen für Dummies. Aktuellste Auflage</p> <p>Klein, B.: Einführung in Python – Für Ein- und Umsteiger. Aktuellste Auflage</p> <p>Kleuker, S.: Grundkurs Datenbankentwicklung: Von der Anforderungsanalyse zur komplexen Datenbankanfrage. Aktuellste Auflage</p> <p>Theis, T.: Einstieg in Python – Ideal für Programmierneinsteiger. Aktuellste Auflage</p>

International Business, B.Sc.	
Business law and taxation (BLAT)	
Module number	230
Person responsible	Prof. Dr. Michael Gille
Duration of the module	One semester
Semester	2 nd
Frequency of the module	Every semester
Credits (CP)	9 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Foundations of management International management
Teaching language	English
Competencies gained / Learning Outcome	<p>Students are able to analyse and assess the legal and tax implications of business transactions and operations based on the techniques of case handling methodology and a principle-based understanding of commercial and tax law in order to assess legal implications, options and risks as well as to determine tax implications by</p> <ul style="list-style-type: none"> • explaining the meaning and purpose of regulatory areas and basic legal institutions with relevance for the business enterprise, • demonstrating a basic understanding of contract law and related areas of commercial law, • describing important aspects of tax law in an international business environment, • explaining basic principles of the taxation of international businesses and international transactions, • describing the various principles of company taxation adopted in different countries, • appreciating central fiscal problems typically arising in the context of IFDI, OFDI, and intra- group trade, • analysing risks embedded in legal cases dealing with commercial law and (international) tax issues,

	<ul style="list-style-type: none"> • applying these basic principles to cases by outlining legal opinions and arguing the result in the discussion.
Content of the module	<p>This module provides an introductory survey to</p> <ol style="list-style-type: none"> 1. Introduction to contract law (types, formation, performance, frustration) 2. Acceptance and rejection of goods 3. Tort law 4. Legal form of a company 5. Introduction to tax law 6. Principles underpinning the taxation of businesses 7. (International) corporate income taxation 8. Double taxation treaties 9. Transfer pricing 10. Legal case handling method
Applicability of the module	<p>International Business, B.Sc. programme</p> <p>Recommended for</p> <p>Financial management</p> <p>International corporate finance</p> <p>International business and trade law</p> <p>Bachelor thesis</p>
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP):</p> <p>Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP):</p> <p>Written examination (Klausur)</p> <p>The type of the examination performance will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	<ol style="list-style-type: none"> 1. Business law and taxation (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Praktikum) <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Instructor-assisted research-based learning <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided online learning • Synchronous online and classroom sessions

<p>Literature (latest editions)</p>	<p>Lang, M. et al. <i>Introduction to European Tax Law on Direct Taxation</i>. Linde.</p> <p>McGaughey, E. <i>Principles of Enterprise Law</i>. Cambridge University Press.</p> <p>Oats, L., <i>Principles of International Taxation</i>. Bloomsbury.</p> <p>Peel, E., <i>The Law of Contract</i>. Sweet & Maxwell.</p> <p>Robbers, G., <i>An Introduction to German Law</i>. Nomos.</p> <p>Ryder, N. et al. <i>Commercial Law – Principles and Policy</i>. Cambridge University Press.</p> <p>Schaffer, R., Agusti, F., Dhooge, L. <i>International Business Law and its Environment</i>. Cengage.</p> <p>Schreiber, U. & Müller, P. <i>International Company Taxation: An Introduction to the Legal and Economic Principles</i>. Springer.</p> <p>Van Dam, C. <i>European Tort Law</i>. Oxford University Press.</p> <p>Wernaart, B. <i>International Law and Business: A Global Introduction</i>. Routledge.</p>

International Business, B.Sc.	
Microeconomics and market analysis (MEMA)	
Module number	B-240
Person responsible	Prof. Dr. Stephan Boll
Duration of the module	One semester
Semester	2 nd
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Business mathematics
Teaching language	English
Competencies gained / Learning outcome	<p>Students understand the functioning of markets in an economy as the result of multiple supply and demand decisions. They also understand the welfare-related effects of functioning markets as well as the areas in which government intervention may enhance overall economic welfare. To do so, they apply model-based approaches to the microeconomic analysis of individual private and company behaviour as well as the analysis of different market forms. As an outcome,</p> <ul style="list-style-type: none"> • they are able to describe main determinants of private economic decisions and implications of profit-maximizing company behaviour, • they possess an integrated view on the interaction between supply, demand, prices, and the welfare of an economy, • they draw conclusions about the impact that various policy measures (e.g., taxes, price regulation, competition policy and environmental policies • they incorporate the understanding of microeconomic analysis into the perspective of decision-making bodies in international companies and organisations.

Content of the module	The course covers the main elements of contemporary microeconomics. It deals with the microeconomic theory of private companies and private household decisions. The functioning of market processes with and without government interventions are analysed and welfare analyses of market outcomes in different scenarios are investigated. Also, market failure, in particular in the cases where competition is imperfect or externalities are present, is being dealt with. Basic principles of game theory, the theory of asymmetric information and behavioural economics are also discussed.
Applicability of the module	International Business, B.Sc. programme <u>Recommended for:</u> Macroeconomics and country studies International economics and globalisation
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
Corresponding courses	1. Microeconomics and market analysis (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Übungen) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research-based (team) learning Teaching types: <ul style="list-style-type: none"> • Asynchronous digital teaching content • Synchronous classroom sessions
Literature (latest editions)	Mankiw, N. G. <i>Principles of Economics</i> . Cengage Learning. Mankiw, N. G., Taylor, M. P. <i>Microeconomics</i> . Cengage Learning. Pindyck, R. S., Rubinfeld, D. L. <i>Microeconomics</i> . Pearson.

International Business, B.Sc.	
Financial management (FIMA)	
Module number	B-310
Person responsible	Prof. Dr. Christian Decker
Duration of the module	One semester
Semester	3 rd
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Foundations of management Financial accounting Business mathematics
Teaching language	English
Competencies gained / Learning outcome	<p>Students analyse financial problems based upon the theories, models, and techniques of corporate financial management to support informed financial decisions by...</p> <ul style="list-style-type: none"> • distinguishing the core areas of corporate finance, • reconciling competing financial objectives on financial decisions, • considering the implications of environmental, social and governance aspects on financial decisions, • differentiating between the different functions and structural organisation of financial management, • categorising financial markets, agents, and institutions, • explaining the insolvency law concepts of illiquidity and over-indebtedness, • explaining the different meanings of the terms capital and assets, • differentiating between the meanings and types of financing as well as systematising financing according to various criteria, • depicting financial implications of business activities using the concept of the financial cycle, • understanding different financial descriptive levels and types of liquidity,

	<ul style="list-style-type: none"> • preparing financial plans and calculating different types of cash flow figures, • analysing the net working capital and relating the results to supply chain financing, • applying financing rules, assessing capital structures, and calculating the cost of capital and other financial ratios, • analysing, applying, and evaluating different forms of equity, debt, and mezzanine financing, • differentiating between the meanings and types of investment as well as systematising investments according to various criteria, • distinguishing between different types of investment decisions, • explaining the financial mathematical basics as well as the time value of money and dynamic capital budgeting concepts, • calculating present values, terminal values, net present values, annuities, dynamic amortisation periods, and the internal rate of return, • understanding uncertainty and selected methods to deal with it.
Content of the module	The module introduces the participants to the basics of financial management. The focus is on developing an understanding of how operational activities can be described and analysed from a financial perspective. For this purpose, among other things, emphasis is placed on learning and understanding financial terminology and the relevant calculation methods. The object of study is the analysis and valuation of financial and real assets as well as the appraisal of investment decisions.
Applicability of the module	International Business, B.Sc. programme <u>Recommended for:</u> International corporate finance International controlling International business and trade law
Requirements for the award of credit points (Study and exam requirements)	Regular form of examination performance (EP): Portfolio examination (Portfolio-Prüfung) Further possible examination performance (EP): Written examination (Klausur) The type of examination will be announced by the lecturer at the beginning of the course.
Corresponding courses	1. Financial management (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Praktikum) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme

	<ul style="list-style-type: none"> • Problem-based and case-based (team) learning <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery learning • Synchronous online and classroom sessions
<p>Literature (latest editions)</p>	<p>Berk, J. B., & DeMarzo, P. M. <i>Corporate finance</i>. Pearson Education.</p> <p>Besley, S., & Brigham, E. <i>CFIN</i>. Cengage Learning.</p> <p>Bodie, Z., Kane, A., & Marcus, A. <i>Investments</i>. McGraw-Hill Education.</p> <p>Brealey, R. A., Myers, S. C., & Allen, F. <i>Principles of corporate finance</i>. McGraw-Hill Education.</p> <p>Brigham, E. F., Ehrhardt, M. C., & Fox, R. <i>Financial management: Theory and practice</i>. Cengage Learning.</p> <p>Brigham, E. F., & Ehrhardt, M. C. <i>Corporate Finance: A focused approach</i>. Cengage Learning.</p> <p>Hillier, D., Grinblatt, M., & Titman, S. <i>Financial markets and corporate strategy</i>. McGraw-Hill Higher Education.</p> <p>Hillier, D., Ross, S. L., Westerfield, R., Jaffe, J. F., & Jordan, B. D. <i>Corporate finance</i>. McGraw-Hill Education.</p> <p>Lumby, S., & Jones, C. M. <i>Corporate finance: Theory and practice</i>. Cengage Learning.</p> <p>Mayes, T. R. <i>Financial analysis with Microsoft Excel</i>. Cengage Learning.</p> <p>Moyer, R. C. <i>Contemporary financial management</i>. Cengage Learning.</p> <p>Poggensee, K. <i>Investment valuation and appraisal: Exam training with exercises and solutions</i>. Springer</p> <p>Poggensee, K., & Poggensee, J. <i>Investment valuation and appraisal: Theory and practice</i>. Springer.</p> <p>Titman, S., & Martin, J. D. <i>Valuation: The art and science of corporate investment decisions</i>. Prentice Hall.</p> <p>Welch, I. <i>Corporate finance: An introduction</i>. Pearson Education.</p>

International Business, B.Sc.	
International marketing (INMA)	
Module number	B-320
Person responsible	Programme coordinator
Duration of the module	One semester
Semester	3 rd
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Fundamentals of management International management
Teaching language	English
Competencies gained / Learning outcome	<p>Students set up the brand building and branding process based on the theories and concepts of international marketing management to support a launch or relaunch of a national or an international brand by...</p> <ul style="list-style-type: none"> • Investigation new marketing opportunities and competitive brand positioning • analyzing international consumer values/ need gaps, as well as the competition in international markets • analyzing consumers brand perception on secondary analysis or conduct supporting research • performing segmenting, targeting and positioning (STP) • evaluating consistence of marketing strategies, brand architecture with brand positioning • conceptualizing brand positioning or repositioning • formulating a brand concept with consistent benefits • considering brand architecture and segmentation creatively conveying branding- or brand enrichment strategies from brand positioning • deriving different branding und brand enrichment strategies in context of an international environment • deciding on adaption or standardization degree of marketing mix factors

	<ul style="list-style-type: none"> designing coherent marketing mix especially considering online and social media marketing for specific target groups.
Content of the module	Students conceptualize a launch or relaunch of a national or an international brand online and offline students set up the brand building and branding process by detecting international market opportunities, analyzing a consumer insight, segmenting-targeting-positioning (STP) potential and competition and deriving an international brand & branding strategy and marketing role out online and offline.
Applicability of the module	International Business, B.Sc. programme <u>Recommended for:</u> International strategic management
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination (EP): Portfolio examination (Portfolio-Prüfung) Further possible examination performance (EP): Written examination (Klausur) The type of examination will be announced by the lecturer at the beginning of the course.
Corresponding courses	1. International marketing (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> Tuition in seminars (Seminaristischer Unterricht) Exercises and cases (Übung) Learning types: <ul style="list-style-type: none"> Platform-based self-learning programme Collaborative case-based (team) learning Teaching types: <ul style="list-style-type: none"> Asynchronous self-guided digital mastery learning Synchronous online and classroom sessions
Literature (latest editions)	Hollensen, S. <i>Global Marketing</i> . Pearson Higher Education. Keller, K. L., et al. <i>Strategic Brand Management: Building, Measuring, and Managing Brand Equity</i> . Pearson Higher Education. Kotler, P., Armstrong, G. <i>Marketing: Principles of Marketing</i> . Pearson Higher Education. Green, M.C. Keegan, W.J. <i>Global Marketing</i> . Pearson Higher Education Hooley, G. et al. <i>Marketing Strategy and Competitive Positioning</i> . Pearson Higher Education. Reader with selected journal articles, cases, and book chapters

International Business, B.Sc.	
International supply chain management (ISCM)	
Module number	B-330
Person responsible	Prof. Dr. Matthias Thulesius
Duration of the module	One semester
Semester	3 rd
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	None
Teaching language	English
Competencies gained / Learning outcome	Students can apply knowledge and methods to plan, control and optimize logistics functions to new situations by systematically classifying a given situation, finding the appropriate knowledge and method to solve a problem or improve a logistical situation.
Content of the module	Subjects of the module are basic questions of international logistics, dynamics in and the cross-business cooperation alongside the supply chain as well as the creation of international supply chains in accordance with the companies' strategy.
Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Written examination (Klausur)
Corresponding courses	1. International logistics and supply chain management (3 SWH full group size) 2. Logistics – tutorial (1 SWH 1/3 group size)
Learning and teaching types	International logistics and supply chain management: Tuition in seminars Logistics – tutorial: Tutorial

Literature (latest editions)	<p>Chopra, Sunil, Meindl, Peter. <i>Supply Chain Management</i>, Pearson</p> <p>Christopher, Martin. <i>Logistics and Supply Chain Management</i>, Pearson</p> <p>Harrison, Alan, Hoek, Remko van. <i>Logistics Management & Strategy</i>, Pearson</p> <p>Simchi-Levi, David, Kaminsky, Philip, Simchi-Levi, Edith. <i>Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies</i>. McGraw-Hill</p> <p>Wisner, Joel D., Tan, Keah-Choon, Leong, G. Keong. <i>Principles of Supply Chain Management</i>. Cengage Learning</p>
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International Business, B.Sc.	
Management accounting (MAAC)	
Module number	B-340
Person responsible	Prof. Dr. Nuran Fazlioglu-Adal
Duration of the module	One semester
Semester	3 rd
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Fundamentals of Financial Accounting
Teaching language	English
Competencies gained / Learning outcome	Students analyse companies based on management accounting processes, especially in industry, with the aim of supporting management in operational decisions, in particular by providing decision-relevant information and the planning and control of costs and services to promote an efficient use of resources.
Content of the module	<ol style="list-style-type: none"> 1. Introduction to Management Accounting 2. Introduction to Cost Terms and Purposes 3. Cost Allocation 4. Cost Accounting Systems 5. Cost Planning and Control: Standard Costing 6. Advanced Cost Concepts for Decision-Makers
Applicability of the module	<p>International Business, B.Sc. programme</p> <p>The competences acquired here are the basis for the subsequent module International Controlling.</p>

Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Portfolio-Examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP): Written examination (Klausur)</p> <p>The type of examination will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	<ol style="list-style-type: none"> 1. Management accounting (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Seminar teaching (Seminaristischer Unterricht) • Exercises (Übungen) <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Exercises, case study discussion • Collaborative case work (e.g., SAP use cases) <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery or blended learning • Synchronous online and classroom sessions
Literature (latest editions)	<p>Bhimani, A. <i>Management Accounting in the Digital Economy</i>. Oxford University Press.</p> <p>Bhimani, A., Horngren, C., Datar, S., & Rajan, M. <i>Management & Cost Accounting</i>. Pearson.</p> <p>Brewer, P., Garrison, R., & Noreen, E. <i>Introduction to Managerial Accounting</i>. McGraw Hill.</p> <p>Datar, S., & Rajan, M. <i>Hornrgren's Cost Accounting, A Managerial Emphasis</i>. Pearson.</p> <p>Drury, C. <i>Management and Cost Accounting</i>. Cengage.</p> <p>Miller-Nobles, T., Mattison, B., & Matsumura, E. <i>Hornrgren's Financial & Managerial Accounting</i>. Pearson.</p> <p>Weygandt, J., Kimmel, P., & Kieso, D. <i>Managerial Accounting Tools for Decision Making</i>. Wiley.</p>

International Business, B.Sc.	
Business statistics (STAT)	
Module number	B-350
Person responsible	Prof. Dr. Stefan Tuschl
Duration of the module	One semester
Semester	3 rd
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Business mathematics
Teaching language	English
Competencies gained / Learning outcome	<p>Students solve analytical research problems based on the theories and techniques of descriptive statistics and on models of probability theory using statistical software to support business decisions by</p> <ul style="list-style-type: none"> • understanding the importance of simple statistical concepts in the economic context. • knowing and understanding the procedures for collecting and processing quantitative data. • understanding and applying the basic concepts and techniques of descriptive statistical analysis and probability calculations. • understanding the concepts of probability distributions and applying them to economic problems. • applying statistical knowledge to business and economic problems through identification of analytical questions and selection of appropriate statistical methods. • analysing data sets with the help of computer-assisted statistical computations. • summarizing and presenting decision-relevant information using graphics and correctly interpreting them. • calculating and correctly interpreting parameters of descriptive statistics and indices from given data. • correctly applying and interpreting bivariate techniques of correlation and regression. • recognizing and avoiding sources of error and manipulation attempts in statistical analyses and presentations.

Content of the module	The course offers a systematic approach to the theory and practical application of univariate and bivariate statistical methods and models to quantitative data. A broad range of univariate and bivariate procedures are introduced and consecutively deepened in theory and practical application to business examples with the help of own or software-based computations. The content ranges from data collection methods, survey and scaling, to univariate analysis of quantitative data, to analysis of bivariate relationships in data and to visualization and presentation of analytical results. An introduction to probability theory is given.
Applicability of the module	International Business, B.Sc. programme <u>Recommended for:</u> Quantitative Methods in International Business Empirical Research Methods Bachelor thesis
Requirements for the award of credit points (Study and exam requirements)	Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung) Further possible forms of examination performance (EP): Written examination (Klausur) The type of examination will be announced by the lecturer at the beginning of the course.
Corresponding courses	1. Business statistics (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Praktikum) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research and case study-based (team) learning Teaching types: <ul style="list-style-type: none"> • Synchronous online and classroom sessions • Asynchronous self-guided digital mastery learning
Literature (latest editions)	Agresti, A. et al. <i>Statistics - The Art and Science of Learning from Data</i> . Pearson. Anderson, D.R. et al. <i>Essentials of Statistics for Business and Economics, Cengage Learning</i> . Boston. Berenson, M.L. et al. <i>Basic Business Statistics: Concepts and Applications</i> . Prentice Hall. Curwin, J. et al. <i>Quantitative Methods for Business Decisions</i> . Cengage Learning. Fields, A. <i>Discovering Statistics Using IBM SPSS</i> , SAGE Publications. Newbold, P. et al. <i>Statistics for Business and Economics</i> . Pearson.

	Salkind, N.J. <i>Statistics for People who (Think They) Hate Statistics</i> , SAGE Publications
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	Ubøe, J. <i>Introductory Statistics for Business and Economics</i> . Springer, Berlin.
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International Business, B.Sc.	
Intercultural project work (INPW)	
Module number	B-410
Person responsible	Prof. Dr. Yeliz Yildirim-Krannig
Duration of the module	One semester
Semester	4 th
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	Passed modules: All modules of the first semester
Recommended prior knowledge for the module	None
Teaching language	English
Competencies gained / Learning outcome	Whilst applying the principles of international project management, students implement and critically reflect upon their research and (virtual) intercultural team-based project.
Content of the module	<ol style="list-style-type: none"> 1. Introduction to international project management <ul style="list-style-type: none"> • What is a project and what is project management? • What are central aspects of international project management? • The context of international projects 2. Conceptualising a project <ul style="list-style-type: none"> • Initiating a project, developing first ideas • The aim and the scope of the project • Developing a project plan (e.g., milestones, activities, stakeholder analysis, resources needed, task allocation) 3. Working in virtual intercultural teams (VITeams) <ul style="list-style-type: none"> • Culture and interculturality, a plea for an open and dynamic approach • Developing from a group into a virtual team • Creating mutuality in intercultural virtual teams • Skills and competencies needed for working in VITeams 4. Developing research tools based on empirical social research

	<p>5. Project management</p> <ul style="list-style-type: none"> • Implementing the project • Project controlling and monitoring • Project evaluation <p>6. Learning in and from projects</p> <ul style="list-style-type: none"> • Reflecting upon the process of team-development, the project cycle, implementation, and management • Assessing major learnings
Applicability of the module	<p>International Business, B.Sc. programme</p> <p><u>Recommended for:</u> Internship</p>
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Project report (Projektarbeit)</p>
Corresponding courses	<ol style="list-style-type: none"> 1. Intercultural project work (2 SWH full group size) 2. Project work (2 SWH half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Project (Übung) <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Project-based learning • Collaborative team learning <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery learning • Synchronous online and classroom sessions
Literature (latest editions)	<p>Bell, J., Waters, S. <i>Doing Your Research Project</i>. Open University Press</p> <p>Yildirim-Krannig, Y. et al. <i>EduBox Virtual intercultural teams – a self-learning course. A HOOU-project</i>. HOOU.</p> <p>Köster, K. <i>International Project Management</i>. Sage Publications Ltd.</p>

International Business, B.Sc.	
International corporate finance (ICFI)	
Module number	B-420
Person responsible	Prof. Dr. Christian Decker
Duration of the module	One semester
Semester	4 th
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	Passed modules: All modules of the first semester
Recommended prior knowledge for the module	Financial management Business statistics Business law and taxation
Teaching language	English
Competencies gained / Learning Outcome	<p>Participants analyse financial implications of international business activities based upon the theories, models, and techniques of international corporate financial management to evaluate and/or create financial solutions by...</p> <ul style="list-style-type: none"> • giving examples of specific problems that arise in the context of multinational financial problems, • analysing FX risk, developing basic hedging strategies, and conducting calculations in the context of FX management, • analysing the risks of international corporate lending and evaluating transaction related credit risk, • appraising syndication strategies in the context of international corporate lending transactions, • analysing financial instruments and/or economic transactions with respect to their vulnerability against monetary and other forms of country risks, • explaining the functionality of trade and export finance instruments, agents, and institutions as well as structured trade finance techniques, • distinguishing between project, asset and leveraged finance methods and explaining the inner logic and suitability for various financing scenarios, • designing capital structures for international activities

	<ul style="list-style-type: none"> • appraising international investment opportunities and alternatives, • calculating the cost of capital in the context of international and multinational financial management, • assessing sustainable finance solution.
Content of the module	<ol style="list-style-type: none"> 1. Issues in multinational financial management 2. Foreign exchange risk management 3. International corporate lending 4. Transaction finance 5. Export finance 6. Structured trade finance 7. Project finance, asset finance, leveraged finance 8. M&A 9. International capital structure 10. International cost of capital 11. International capital budgeting 12. Sustainable finance
Applicability of the module	<p>International Business, B.Sc. programme</p> <p><u>Recommended for:</u> International controlling International business and trade law Bachelor thesis</p>
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP): Written examination (Klausur)</p> <p>The type of examination will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	<ol style="list-style-type: none"> 1. International corporate finance (3 SWH full group size) 2. Cases in international corporate finance (1 SWH 1/3 group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Praktikum) <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Case-based learning <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery learning • Synchronous online and classroom sessions

<p>Literature (latest editions)</p>	<p>Bekaert, G., & Hodrick, R. J. <i>International financial management</i>. Cambridge University Press.</p> <p>Bhogal, T., & Trivedi, A. <i>International Trade Finance: A pragmatic approach</i>. Palgrave Macmillan.</p> <p>Finnerty, J. D. <i>Project financing: Asset-based financial engineering</i>. John Wiley & Sons, Inc.</p> <p>Gatti, S. <i>Project finance in theory and practice: Designing, structuring, and financing private and public projects</i>.</p> <p>Jones, S. A. <i>Trade and Receivables Finance: A practical guide to risk evaluation and structuring</i>. Springer Nature.</p> <p>Kirchmayr, R. <i>International structured trade & commodity finance: The circle of opportunity</i>. FIS Finance & Investment Services Ges.</p> <p>Luk, K. W. <i>International trade finance: A practical guide</i>. City Univ. of Hong Kong Press.</p> <p>Madura, J. <i>International Financial Management</i>. Cengage Learning EMEA.</p> <p>Malaket, A. R. <i>Financing trade and international supply chains: Commerce across borders, finance across frontiers</i>. Gower.</p> <p>Nevitt, P. K. & Frank J. Fabozzi. <i>Project Financing</i>. Euromoney Publications.</p> <p>Robin, A. J. <i>International corporate finance</i>. McGraw-Hill Higher Education.</p> <p>Schoenmaker, D., & Schramade, W. <i>Principles of sustainable finance</i>. Oxford University Press.</p> <p>Vinter, G. D. <i>Project finance</i>. Swett & Maxwell.</p> <p>Yescombe, E. R. <i>Principles of project finance</i>. Academic Press is an imprint of Elsevier.</p>
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International Business, B.Sc.	
Macroeconomics and country studies (MACS)	
Module number	B-430
Person responsible	Prof. Dr. Stephan Boll
Duration of the module	One semester
Semester	4 th
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	Passed modules: All modules of the first semester Microeconomics and market analysis
Recommended prior knowledge for the module	Business mathematics Microeconomics
Teaching language	English
Competencies gained / Learning outcome	<p>Students analyse the functioning of macroeconomic systems and the interplay of macroeconomic aggregates with individual decisions, government policies, international influences, and external shocks. They also analyse the short- and long-term causes of economic developments as a general framework in which companies are taking their decisions. To do so, they apply model-based approaches to macroeconomic analysis and investigate recent economic developments on the basis of specific country examples. As an outcome,</p> <ul style="list-style-type: none"> • they understand the meaning and are able to interpret key macroeconomic indicators with a view to applying them to decision-making among individuals, in companies, and in government bodies, • they are able to describe main determinants of short-term fluctuations and long-term trends in countries' economic developments, • they possess an integrated view on the interaction between monetary and fiscal policy measures and the economy, • they incorporate the understanding of macroeconomic analysis into the perspective of decision-making bodies in international companies and organisations.

Content of the module	The course covers the main elements of contemporary macroeconomic theories. In doing so, the course investigates main causes and consequences of economic performance and growth, inflation, unemployment, business cycle fluctuations and government indebtedness. Capital and foreign exchange market aspects are covered and in particular the influence of monetary and fiscal policy measures on the economy is being dealt with on the models and cases from recent developments in specific countries.
Applicability of the module	International Business, B.Sc. programme <u>Recommended for:</u> International economics and globalisation
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
Corresponding courses	1. Macroeconomics and country studies (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Übung) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research-based (team) learning Teaching types: <ul style="list-style-type: none"> • Asynchronous digital teaching content • Synchronous classroom sessions
Literature (latest editions)	Mankiw N. G. <i>Macroeconomics</i> . Cengage Learning. Blanchard, O. <i>Macroeconomics</i> . Pearson Education. Baumohl, B. <i>The secrets of economic indicators</i> . FT Press, Pearson education.

International Business, B.Sc.	
Quantitative methods in international business (QMIB)	
Module number	B-440
Person responsible	Prof. Dr. Stefan Tuschl
Duration of the module	One semester
Semester	4 th
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	Passed modules: All modules of the first semester
Recommended prior knowledge for the module	Business statistics
Teaching language	English
Competencies gained / Learning outcome	<p>Students solve complex data problems based upon the theories, models and techniques of advanced and multivariate quantitative methods using statistical software to support business decisions by</p> <ul style="list-style-type: none"> • creating an adequate and correctly designed analysis plan incorporating all appropriate advanced quantitative methods to answer a business problem. • developing their own basic data literacy skills to apply them to organize and to evaluate multidimensional data. • carrying out exploratory data analytics regarding information content and distribution of multidimensional data. • differentiating between various types of data quality issues, assessing the size of their impact on planned statistical computations, and developing appropriate measures to solve them. • selecting, comparing, and combining inferential and multivariate statistical methods and carrying them out on different types of data bases. • critically evaluating analytical results generated by advanced statistical modelling from different management perspectives. • elaborating concise summaries of the outcome of complex statistical analyses, deriving essential conclusions from them and giving relevant recommendations for supporting business decisions. • applying state-of-the-art data visualization and reporting techniques to present key characteristics of statistical data and analytical outcomes.

Content of the module	The course offers a systematic approach to the theory and practical application of inferential statistics and multivariate data analysis on various kinds of business data. A broad range of statistical tests and advanced statistical approaches are discussed and consecutively deepened in theory and practical application to business and data science examples with the help of software-based computations. The content ranges from data preparation and quality issues to statistical testing of parameters and distributions, to multivariate methods and data mining approaches based on techniques of interdependence and dependence. Emphasis is also laid on the presentation of relationships in data using modern visualization techniques.
Applicability of the module	International Business, B.Sc. programme <u>Recommended for:</u> Empirical Research Methods Bachelor thesis
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung) Further possible examination performance (EP): Written examination (Klausur) The type of examination will be announced by the lecturer at the beginning of the course.
Corresponding courses	1. Quantitative methods in international business (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Praktikum) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research and case study-based (team) learning Teaching types: <ul style="list-style-type: none"> • Synchronous online and classroom sessions • Asynchronous self-guided digital mastery learning
Literature (latest editions)	Backhaus K. et al.: <i>Multivariate Analysis</i> , SpringerGabler. Burns, R.B. & Burns R.A.: <i>Business Research Methods and Statistics Using SPSS</i> , SAGE Publications. Field, A.: <i>Discovering Statistics Using IBM SPSS</i> , SAGE Publications. Field, A. et al.: <i>Discovering Statistics Using R</i> , SAGE Publications. Jones, B.: <i>Communicating data with Tableau: Designing, Developing, and Delivering Data Visualizations</i> . O'Reilly Media. Malhotra, N.K. et al. <i>Marketing Research – An applied approach</i> . Pearson. Mertler, C.A. & Vannatta R.A. <i>Advanced and Multivariate Statistical Methods</i> . Routledge.

Meyers, L.S. et al. *Performing data analysis using IBM SPSS*.

Nussbaumer Knaflic, C. *Storytelling with Data: A Data Visualization Guide for Business Professionals*. Jon Wiley & Sons.

Sarstedt, M. & Mooi, E. *A Concise Guide to Market Research*. Springer.

International Business, B.Sc.	
International accounting (INAC)	
Module number	B-451
Person responsible	Prof. Dr. Anneke Behrendt-Geisler
Duration of the module	One semester
Semester	4 th
Frequency of the module	Annually, winter semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Elective
Required prerequisites for the module	<u>Passed modules:</u> All modules of the first semester
Recommended prior knowledge for the module	Financial management Business law and taxation
Teaching language	English
Competencies gained / Learning outcome	Students analyse and assess the accounting implications of business operations and transactions based on the techniques of double-entry bookkeeping as well as on a principle-based understanding of the International Financial Accounting Standards (IFRS) in order to decide whether to recognize and how to measure an item as well as how to disclose financial information by <ul style="list-style-type: none"> • explaining the objectives of IFRS, • demonstrating a basic understanding of IFRS accounting principles relating to recognition, measurement, and disclosure as well as consolidation principles, • applying these basic principles to cases, • evaluating the harmonization efforts made by various international regulatory bodies.
Content of the module	<ol style="list-style-type: none"> 1. Introduction to international accounting 2. International aspects of double-entry accounting 3. Basic IFRS concepts (asset, revenue, etc.) and principles (control concept, etc.) 4. Asset and liability recognition and measurement under IFRS 5. Selected items (intangibles, liabilities, provisions/non-financial liabilities, etc.) 6. Consolidated statements according to IFRS – fundamental principles

Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Written examination (Klausur)</p> <p>Further possible examination performances (EP): Take-home exam (Take-home Prüfung) Portfolio examination (Portfolio-Prüfung)</p> <p>The type of examination will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	International accounting (4 SWH half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Seminar <p>Learning types:</p> <ul style="list-style-type: none"> • Problem- and case-based learning <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous online and classroom sessions
Literature (latest editions)	<p>Alexander, D., Nobes, C. <i>Financial Accounting</i>. Pearson.</p> <p>Alexander, D., et al. <i>International Financial Reporting & Analysis</i>. Cengage.</p> <p>McKeith, J., Collins, B. <i>Financial Accounting and Reporting</i>. McGraw-Hill Higher Education.</p>

International Business, B.Sc.	
Digital economics (DIEC)	
Module number	B-452
Person responsible	Prof. Dr. Stephan Boll, Prof. Dr. Sven Schulze
Duration of the module	One semester
Semester	4 th
Frequency of the module	Annually, winter semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Elective
Required prerequisites for the module	Passed modules: All modules of the first semester
Recommended prior knowledge for the module	Microeconomics
Teaching language	English
Competencies gained / Learning outcome	<p>Students analyse the transformation of modern economies due to digitalisation, i.e., various areas on a microeconomic as well as macroeconomic level that are affected by digitalisation and shape the scope for economic development as well as business perspectives. To do so, they apply model-based approaches and case studies on the basis of specific country examples. As an outcome,</p> <ul style="list-style-type: none"> • they understand the meaning and are able to interpret key aspects of digitalisation, • they are able to describe main determinants and consequences of digitalised economies, • they possess an integrated view on the interaction between digitalisation and macroeconomic as well as microeconomic effects, • they incorporate the understanding digital economics into the perspective of decision-making bodies in companies and organisations.
Content of the module	This course examines various aspects of digitalisation in modern economies. In this context, basic definitions considered (e.g., forms of goods, digital goods, intangible goods, Big Data, AI, etc.). Moreover, various aspects of a digital economy (opportunities, threats, also conditions and ethical aspects) are discussed. In more detail, effects and success factors of platform economy, monopoly formation, digitization in payment transactions, price developments are analysed. As related topics, the effects of

	digitalisation on innovation and the statutory framework for business in times of digitalisation are investigated.
Applicability of the module	International Business, B.Sc. programme All other B.Sc. programmes of the department
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
Corresponding courses	Digital economics (4 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Seminar Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research-based (team) learning Teaching types: <ul style="list-style-type: none"> • Asynchronous digital teaching content • Synchronous classroom sessions
Literature (latest editions)	<p>Clement, R., Schreiber, D. <i>Internet-Ökonomie: Grundlagen und Fallbeispiele der vernetzten Gesellschaft</i>. Springer.</p> <p>Peitz, M., Waldfoegel, J. <i>The Oxford Handbook of the Digital Economy</i>. Oxford University Press.</p> <p>Haucap, J. <i>Macht, Markt und Wettbewerb: Was steuert die Datenökonomie?</i> Nicolai Publishing & Intelligence.</p> <p>Wambach, A., Müller, H. C. <i>Digitaler Wohlstand für alle: Ein Update der Sozialen Marktwirtschaft ist möglich</i>. Campus.</p> <p>Aghion, P., Antonin, C., Bunel, S. <i>The Power of Creative Destruction: Economic Upheaval and the Wealth of the Nations</i>. Harvard University Press.</p> <p>Antonelli, C. <i>The Economics of Innovation, New Technologies and Structural Change</i>. Routledge.</p> <p>Dodgson, M. <i>The Oxford Handbook of Innovation Management</i>. Oxford University Press.</p> <p>Fagerberg, J. <i>The Oxford Handbook of Innovation</i>. Oxford University Press.</p> <p>Swann, P. <i>The Economics of Innovation: An Introduction</i>. Edward Elgar Publishing.</p>

International Business, B.Sc.	
Digital transformation in accounting (DITR)	
Module number	B-453
Person responsible	Prof. Dr. Nuran Fazlioglu-Adal
Duration of the module	One semester
Semester	4 th
Frequency of the module	Annually, summer semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Elective
Required prerequisites for the module	Passed modules: All modules of the first semester
Recommended prior knowledge for the module	Modules of the second semester
Teaching language	English
Competencies gained / Learning outcome	<p>Students recognize and analyse current developments in the areas of entrepreneurial and economic activity against the background of the digitization of business processes, to develop and evaluate digital transformation concepts by...</p> <ul style="list-style-type: none"> • researching, selecting, validating, verifying, structuring and preparing information on digital transformation in a manner appropriate to the target group, • synthesize the principles, methods and results of internationalization and critically discuss research and trends on digital transformation, • decision-making processes in a social, cultural, legal and ethical context.
Content of the module	<ol style="list-style-type: none"> 1. Business Strategy for Digital Transformation 2. Digital Ecosystems: Innovation to implementation 3. Digital Technology Advancements: Common business and technology drivers (e.g. Cloud Infrastructure, Big Data, Business Intelligence and Business Analytics, IoT, AI, Automation/Robotics, Blockchain)

	<p>4. Business Transformation and Managing Digitalization: The key to resilience and sustainability</p> <p>5. Creating value with data and customer centricity</p>
Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performances (EP): Written examination (Klausur) Report (Referat)</p> <p>The type of examination will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	Digital transformation in accounting (4 SWH half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Seminar <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Exercises, case study discussion <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery or blended learning • Synchronous online and classroom sessions
Literature (latest editions)	<p>Bhimani, A. <i>Accounting Disrupted: How Digitalization is Changing Finance</i>. Wiley.</p> <p>Busulwa, R., & Evans, N. <i>Digital Transformation in Accounting</i>. Routledge.</p> <p>Erl, T., & Stoffers, R. <i>A Field Guide to Digital Transformation</i>. Pearson.</p> <p>Molenaar, C. <i>Demand-Driven Business Strategy: Digital Transformation and Business Model Innovation</i>. Routledge.</p> <p>Upadrista, V. <i>Formula 4.0 for Digital Transformation: Business-Driven Transformation Framework for Industry 4.0</i>. Routledge.</p> <p>Special literature on individual topics (will be announced in the course).</p>

International Business, B.Sc.	
Corporate sustainability (COSUS)	
Module number	B-454
Person responsible	Prof. Dr. Michael Gille
Duration of the module	One semester
Semester	4 th
Frequency of the module	Summer semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Elective
Required prerequisites for the module	Passed modules: All modules of the first semester
Recommended prior knowledge for the module	Modules of the second semester
Teaching language	English
Competencies gained / Learning Outcome	<p>Students are able to assess management implication in the context of sustainability based on an understanding of selected fields and with the aid of the methodological principles of case handling in order to develop sound case solutions with a focus on risk mitigation and avoidance by</p> <ul style="list-style-type: none"> • engaging critically with different meanings of sustainability, • developing a critical understanding of the nature and drivers of climate change and sustainable economic development, • examining the role of the business enterprise and its relationship to environmental and social development challenges, • appraising policy responses to the challenges of non-sustainable economic development, • applying concepts of sustainability to cases from the corporate practice, • conducting independent research in the field of sustainability.

Content of the module	<ol style="list-style-type: none"> 1. Definitions and concepts of sustainability 2. Sustainable development goals (SDG) 3. Sustainability transition 4. Bioeconomy 5. Sustainable finance 6. Environmental, social and governance (ESG) 7. Circular economy and supply chain 8. Human rights due diligence 9. CSR-reporting and EU-taxonomy 10. Sustainability related management systems
Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP): Written examination (Klausur)</p> <p>The type of the examination performance will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	Corporate sustainability (4 SWH, half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Seminar <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Exercises, case study discussion <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery or blended learning • Synchronous online and classroom sessions
Literature (latest editions)	<p>Aluchna, M., & Idowu, S. <i>Responsible Corporate Governance</i>. Springer.</p> <p>Benn S., Edwards M., Williams T. <i>Organizational Change for Corporate Sustainability</i>. Routledge.</p> <p>Brinkman R. <i>Introduction to Sustainability</i>. Wiley Blackwell.</p> <p>Clegg S., & de Matos J. <i>Sustainability and Organizational Change Management</i>. Routledge.</p> <p>Mulligan, M. <i>An Introduction to Sustainability</i>. Routledge.</p> <p>Schoenmaker, D., & Schramade, W. <i>Principles of Sustainable Finance</i>. Oxford University Press.</p> <p>Robertson, M. <i>Sustainability Principles and Practice</i>. Routledge.</p> <p>Thiele, L. <i>Sustainability</i>. Polity Press Cambridge.</p>

International Business, B.Sc.	
Internship (INSH)	
Module number	B-500
Person responsible	Internship advisor
Duration of the module	One semester
Semester	5 th
Frequency of the module	Every semester
Credits (CP)	30 CP
Semester hours per week (SHW)	1 SHW (1 * 45 minutes = 45 minutes)
Workload	900 h (30 CP * 30 h) Contact hours: 1 SHW * 45 min * 17 weeks = 12 h 45 min Self-study: 900 h – 38 h 15 min = 887 h 15 min
Type of module	Mandatory
Required prerequisites for the module	60 CP
Recommended prior knowledge for the module	Intercultural project work
Teaching language	English
Competencies gained / Learning outcome	By doing an internship in an organization/company abroad and adapting to a foreign country and socio-economic environment and by critically evaluating their learning processes during their stay abroad students apply their acquired technical knowledge in a real work setting and enhance their intercultural competences.
Content of the module	<ol style="list-style-type: none"> 1. Preparing for staying abroad 2. Planning and monitoring the internship abroad 3. Evaluating the internship <ul style="list-style-type: none"> • The organisational culture of the company (e.g., level of hierarchies experienced, ways of giving feedback, reporting, and carrying out work assignments) • Adapting to a new social and working environment • Dealing with difficulties/differences and establishing common ground • Developing and evaluating critical incidents encountered • Assessing competencies and skills gained • The process of coming home and readjusting • Benefitting from the knowledge and skills gained
Applicability of the module	International Business, B.Sc. programme

Requirements for the award of credit points (Study and exam requirements)	Regular form of module study performance (SP): Practical course report (Praktikumsbericht)
Corresponding courses	1. Professional practice 2. Internship colloquium (1 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Seminar Learning types: <ul style="list-style-type: none"> • Problem-based learning Teaching types: <ul style="list-style-type: none"> • Synchronous online and classroom sessions
Literature (latest editions)	Learning platform <i>Glocal Campus</i> . https://glocal-campus.org/login/alt-login/index.html

International Business, B.Sc.	
International controlling (CONT)	
Module number	B-610
Person responsible	Prof. Dr. Nuran Fazlioglu-Adal
Duration of the module	One semester
Semester	6 th
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	<u>Passed modules:</u> All modules of the second semester Financial accounting Management accounting
Recommended prior knowledge for the module	Financial accounting Management accounting
Teaching language	English
Competencies gained / Learning outcome	Students identify, analyse, and evaluate management-relevant information and systems with the help of suitable instruments of operational and strategic controlling to support the goal-oriented (ecological, economic and social goals as well as business ethics aspects) management of the company in an international context.
Content of the module	<ol style="list-style-type: none"> 1. Introduction to international controlling 2. Goal-oriented control with key performance indicators 3. Internal management reporting 4. Planning and control: Budgeting 5. Basics and instruments of strategic controlling

Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible forms of examination performance (EP): Written examination (Klausur) Report (Referat)</p> <p>The type of examination will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	<ol style="list-style-type: none"> 1. International controlling (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Seminar teaching (Seminaristischer Unterricht) • Exercises and cases (Übungen) <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Exercises, case study discussion <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery or blended learning • Synchronous online and classroom sessions
Literature (latest editions)	<p>Bhimani, A., Horngren, C., Datar, S., & Rajan, M. <i>Management & Cost Accounting</i>. Pearson.</p> <p>Brewer, P., Garrison, R., & Noreen, E. <i>Introduction to Managerial Accounting</i>. McGraw Hill.</p> <p>Datar, S., & Rajan, M. <i>Hornrgren's Cost Accounting, A Managerial Emphasis</i>. Pearson.</p> <p>Drury, C. <i>Management and Cost Accounting</i>. Cengage.</p> <p>Miller-Nobles, T., Mattison, B., & Matsumura, E. <i>Hornrgren's Financial & Managerial Accounting</i>. Pearson.</p> <p>Weber, J., & Schäffer, U. <i>Introduction to Controlling</i>. Stuttgart.</p> <p>Weygandt, J., Kimmel, P., & Kieso, D. <i>Managerial Accounting Tools for Decision Making</i>. Wiley.</p> <p>Special literature on individual topics (will be announced in the course).</p>

International Business, B.Sc.	
Empirical research methods (EMRM)	
Module number	B-640
Person responsible	Prof. Dr. Stefan Tuschl
Duration of the module	One semester
Semester	6 th
Frequency of the module	Every semester
Credits (CP)	9 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
Type of module	Mandatory
Required prerequisites for the module	<u>Passed modules:</u> All modules of the second semester Business statistics Quantitative methods in international business
Recommended prior knowledge for the module	Academic research and writing
Teaching language	English
Competencies gained / Learning outcome	<p>Students create a structured scientific documentation about an international business research topic (e.g., paper, article, poster) which discusses the essential findings from their own empirical research carried out in regard to the selected topic with the help of the theories and techniques of qualitative and quantitative business research methods by</p> <ul style="list-style-type: none"> transforming an international management problem into a research objective. identifying and applying those qualitative and/or quantitative research methods that are appropriate for the respective research problem/objective. independently organizing the sequential steps of an empirical research project. developing a suitable approach for capturing topic relevant data with the help of primary and secondary data collection and research. analyzing the collected data with appropriate qualitative and quantitative research techniques and advanced statistical methods. interpreting competently the most important findings from their qualitative and/or quantitative analyses carried out with regard to the research objective. working out and presenting a solution to the research problem risen. applying state-of-the-art visualization and reporting techniques to

	present key outcomes from all quantitative analyses performed within the framework of their empirical research.
Content of the module	The course provides students with the empirical research skills necessary for their upcoming bachelor thesis. The course familiarizes students with the analytical framework of scientific research methods at all stages of the research process and offers a systematic approach on how to use academic research methods such as questionnaires and scientific (case) study results. This comprises stating a research problem/question in the context of international business, developing specific objectives of research; undertaking a desk research, selecting an appropriate empirical research method, collecting and analyzing data using qualitative and advanced quantitative methods, drawing conclusions based on the obtained research results in an international business context and developing business implications/ strategies/ solutions from them. The empirical research project is written up in form of a scientific documentation, paper or presentation.
Applicability of the module	International Business, B.Sc. programme <u>Recommended for:</u> Bachelor thesis
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
Corresponding courses	1. Empirical research methods (2 SWH full group size) 2. Research project (2 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and research cases (Übungen) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research and case study-based (team) learning Teaching types: <ul style="list-style-type: none"> • Synchronous online and classroom sessions • Asynchronous self-guided digital mastery learning
Literature (latest editions)	Backhaus K. et al. <i>Multivariate Analysis</i> . SpringerGabler. Bradburn, N. M. et al. <i>Asking Questions</i> . Jossey-Bass. Burns, R.B. & Burns R.A. <i>Business Research Methods and Statistics Using SPSS</i> . SAGE Publications. Denzin, N.K. & Lincoln, Y.S. (ed.). <i>The SAGE Handbook of Qualitative Research</i> . SAGE Publications. Field, A. <i>Discovering Statistics Using IBM SPSS</i> . SAGE Publications. Hair, J.F. et al. <i>Essentials of Business Research Methods</i> . M.E. Sharpe Jones, B. <i>Communicating data with Tableau: Designing, Developing, and Delivering Data Visualizations</i> . O'Reilly Media.

	<p>Kaplan, D. (ed.). <i>The SAGE Handbook of Quantitative Methodology for the social sciences</i>. SAGE Publications.</p> <p>Mertler, C.A. & Vannatta R.A. <i>Advanced and Multivariate Statistical Methods</i>. Routledge.</p> <p>Nussbaumer Knaflic, C. <i>Storytelling with Data: A Data Visualization Guide for Business Professionals</i>. Jon Wiley & Sons.</p> <p>Saris, W. E., Gallhofer, I. <i>Design, Evaluation and Analysis of Questionnaires for Survey Research</i>. Wiley.</p> <p>Sekaran, U. & Bougie, R. <i>Research methods for business – a skill-building approach</i>. Wiley.</p> <p>Quinlan, C. et al. <i>Business research methods</i>. Cengage Learning</p> <p>Taylor, S.J. et al. <i>Introduction to Qualitative Research Methods – a guidebook and resource</i>. Wiley.</p> <p>Tracy, S.J. <i>Qualitative Research Methods</i>. Wiley-Blackwell.</p>
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International Business, B.Sc.	
International economics and globalisation (INEG)	
Module number	B-630
Person responsible	Prof. Dr. Stephan Boll
Duration of the module	One semester
Semester	6 th
Frequency of the module	Every semester
Credits (CP)	6 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
Type of module	Mandatory
Required prerequisites for the module	<u>Passed modules:</u> All modules of the second semester Macroeconomics and country studies
Recommended prior knowledge for the module	Mathematics Microeconomics Macroeconomics
Teaching language	English
Competencies gained / Learning outcome	<p>Students analyse and evaluate various aspects of an international and globalised economy. To do so, they apply model-based approaches to real and monetary aspects of an internationally integrated economy. They also apply a research-based approach in incorporating business-related problems into the analysis of global trends and provide their own evaluation of various solutions. As an outcome,</p> <ul style="list-style-type: none"> • they have in-depth insights into economic effects of globalisation, • they understand that economic decisions must increasingly be aligned with international economic considerations • they are able to foresee the consequences of their own decisions as future managers in internationally active companies or organisations and to prepare long-term entrepreneurial strategies in a complex and unexpected thematic environment.
Content of the module	This course examines various aspects of the internationalisation of entrepreneurial activity against the background of economic theories of foreign trade and international factor movements as well as monetary and foreign exchange flows. In particular, the course investigates the economic determinants of international trade relations, as well as the characteristics and effects of globalisation on international business relations, on national and

	international income distribution and on the scope for economic policy action with an emphasis on trade policy measures. Students are involved in various case studies serve to illustrate quantitative analytical methods and theories.
Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
Corresponding courses	1. International economics and globalisation (2 SWH full group size) 2. Cases and research project (2 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Übungen) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research-based (team) learning Teaching types: <ul style="list-style-type: none"> • Asynchronous digital teaching content • Synchronous classroom sessions
Literature (latest editions)	Hill, C. W. L. <i>International Business. Competing in the Global Marketplace.</i> McGraw Hill. Carbaugh, R.J. <i>International Economics.</i> Cengage Learning. Feenstra, R. C., & Taylor, A. M. <i>International Economics.</i> Palgrave MacMillan. Krugman, P. R., Obstfeld, M., & Melitz, M. J. <i>International Economics: Theory and Policy.</i> , Pearsn Education.

International Business, B.Sc.	
International organization and human resource management (IOHR)	
Module number	B-640
Person responsible	Prof. Dr. Natalia Ribberink
Duration of the module	One semester
Semester	6 th
Frequency of the module	Every semester
Credits (CP)	9 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
Type of module	Mandatory
Required prerequisites for the module	Passed modules: All modules of the second semester
Recommended prior knowledge for the module	None
Teaching language	English
Competencies gained / Learning outcome	<p>Participants analyse selected approaches, instruments and concepts of organisational design and human resource management for internationally active companies to evaluate strategic and operational decisions by...</p> <ul style="list-style-type: none"> • analysing and evaluating external and industrial environment for companies operating internationally/globally, • appraising selected strategic scenarios in response to external environmental and/or institutional change, • distinguishing between different organisational architectural choices, • analysing international labour market determinants in cross-country/regional comparison, • appraising functionality and distinguishing between human resource management concepts and instruments for internationally active companies, • evaluating managerial implications for organisational design and human resources for internationally active companies.
Content of the module	The course focuses on the underlying concepts of organisational design and human resource management, and their practical implications for companies and/or institutions with international activities. Relevant frameworks, approaches and instruments are addressed and studied by mean of collaborative research in international (virtual) teams supported by academic and business professionals. Selected real life business cases are analysed and/or developed.

Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
Corresponding courses	1. International organisation and human resource management (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Übungen) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative research-based (team) learning • Case-based learning Teaching types: <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery learning • Synchronous online and classroom sessions
Literature (latest editions)	Brickley, J. A., Smith, C. W., & Zimmerman, J. L. <i>Managerial Economics and Organizational Architecture</i> . McGraw-Hill Price, A. <i>Human Resource Management</i> . Cengage Learning Robbins, S. P., & Judge, T. A. <i>Organizational Behavior</i> . Pearson Werner, S., Schuler, R. S., & Jackson, S. E. <i>Human Resource Management</i> . Cengage Learning Selected journal articles, cases, and institutional publications

International Business, B.Sc.	
International business and trade law (IBTL)	
Module number	B-710
Person responsible	Prof. Dr. Michael Gille
Duration of the module	One semester
Semester	7 th
Frequency of the module	Every semester
Credits (CP)	9 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
Type of module	Mandatory
Required prerequisites for the module	None
Recommended prior knowledge for the module	Foundations of management International management Business law and taxation
Teaching language	English
Competencies gained / Learning Outcome	<p>Students are able to assess legal cases and problems in the context of the international trade practice based on an understanding of selected fields of international law and with the aid of the methodological principles of case handling in order to develop sound case solutions and avoid risks by</p> <ul style="list-style-type: none"> • demonstrating the legal effects of public and private international law on trade, • describing the concrete practical impact of important aspects of the legal framework within which international businesses operate, • analysing cases from the international corporate practice dealing with transnational legal conflicts (trade law, investment law, etc.), • formulating persuasive arguments for the resolution of international disputes in consideration of the relevant sources of international law, • explaining how international legal conflicts are settled through litigation and arbitration, • appreciating critically the values and economics underpinning the system of international trade law,

	<ul style="list-style-type: none"> • analysing international legal cases, • applying these legal principles to cases with implications from several areas of law by outlining legal opinions and arguing the result in the discussion.
Content of the module	<p>This module provides an introductory survey to</p> <ol style="list-style-type: none"> 1. International sale of goods 2. Trade terms 3. International trade in goods, services, and labour 4. The WTO multilateral trade system 5. Preferential trade agreements 6. International investment agreements 7. EU law 8. Competition law 9. Law of credit and security 10. Economic analysis of law
Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	<p>Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP): Written examination (Klausur)</p> <p>The type of the examination performance will be announced by the lecturer at the beginning of the course.</p>
Corresponding courses	<ol style="list-style-type: none"> 1. International business and trade law (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
Learning and teaching types	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Exercises and cases (Praktikum) <p>Learning types:</p> <ul style="list-style-type: none"> • Platform-based self-learning programme • Instructor-assisted research-based learning <p>Teaching types:</p> <ul style="list-style-type: none"> • Asynchronous self-guided online learning • Synchronous online and classroom sessions

<p>Literature (latest editions)</p>	<p>August, R., Mayer, D., Bixby, M. <i>International Business Law</i>. Pearson.</p> <p>Carr, I., Stone, P. <i>International Trade Law</i>. Taylor & Francis.</p> <p>Dawson, M., de Witte, F. <i>EU Law and Governance</i>. Cambridge University Press.</p> <p>Henriksen, A. <i>International Law</i>. Oxford University Press.</p> <p>Herdegen, M., <i>Principles of International Economic Law</i>. Oxford University Press.</p> <p>Klabbers, L. <i>Introduction to International Organisations Law</i>. Cambridge University Press.</p> <p>Kraakman, R. et al. <i>The Anatomy of Corporate Law: A Comparative and Functional Approach</i>. Oxford University Press.</p> <p>Muchlinsky, P., <i>Multinational Enterprise and the Law</i>, Oxford University Press.</p> <p>Murray, C., <i>The Law and Practice of International Trade</i>. Sweet & Maxwell.</p> <p>Qureshi, A., Ziegler, A., <i>International Economic Law</i>. Sweet & Maxwell.</p> <p>Salacuse, J., <i>The Law of Investment Treaties</i>, Oxford University Press.</p>
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International Business, B.Sc.	
International strategic management (ISMA)	
Module number	B-720
Person responsible	Programme coordinator
Duration of the module	One semester
Semester	7 th
Frequency of the module	Every semester
Credits (CP)	9 CP
Semester hours per week (SHW)	4 SHW (4 * 45 minutes = 180 minutes)
Workload	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
Type of module	Mandatory
Required prerequisites for the module	<u>Passed modules:</u> All modules of the first to the fourth semester
Recommended prior knowledge for the module	Empirical research methods
Teaching language	English
Competencies gained / Learning outcome	<p>Students detect business opportunities in the international environment as well as changes due to the digital transformation that are of strategic relevance from a corporate or entrepreneurial perspective based on theories, methods, and tools of strategic management to develop business level and internationalization strategies and practice project management and leadership skills to create competitive advantage by ...</p> <ul style="list-style-type: none"> • selecting business level and corporate level strategies • defining a strategic framework • after detecting new market opportunities in international markets and reflecting digital transformation of strategic relevance • investigating competition and analyzing consumer segments by conducting secondary analysis • conducting secondary and primary research • evaluating consistence of strategies and positioning, targeting pricing
Content of the module	Students are leading or supporting strategically in a project-based corporate or entrepreneurial context, define a strategic process in groups to evaluate the strategic environment and firms' resources and finally derive a consistent strategic framework and present strategic solution.

Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
Corresponding courses	1. International strategic management (2 SWH full group size) 2. Project and cases (2 SWH half group size)
Learning and teaching types	Regulatory learning and teaching type: <ul style="list-style-type: none"> • Tuition in seminars (Seminaristischer Unterricht) • Project and cases (Übungen) Learning types: <ul style="list-style-type: none"> • Platform-based self-learning programme • Collaborative case-based (team) learning Teaching types: <ul style="list-style-type: none"> • Asynchronous self-guided digital mastery learning • Synchronous online and classroom sessions
Literature (latest editions)	<p>Wheelen T. L. et al. <i>Strategic Management and Business Policy: Globalization, Innovation and Sustainability</i>. Global Edition, Pearson Higher Education.</p> <p>David F. <i>Strategic Management: A Competitive Advantage Approach, Concepts</i>, Pearson Higher Education.</p> <p>Ketchen, <i>Short Strategic Management: Evaluation und Execution</i>. Creative commons.</p> <p>Barney, J. B; Hesterly, W.S. <i>Gaining and Sustaining Competitive Advantage</i>. Pearson Higher Education.</p> <p>Perloff, J. M.; Brander J. A. <i>Managerial Economics and Strategy</i>. Pearson Higher Education.</p> <p>Kotler, P.; Berger, R; Bickhoff, N. <i>The Quintessence of Strategic Management</i>. Springer.</p> <p>Bartlett, C. A. <i>Transnational Management</i>. McGraw Hill Higher Education.</p> <p>De Witt, B., Meyer, R. <i>Strategy-Process, Content, Context</i>. Higher Education.</p> <p>Reader with selected journal articles, cases, and book chapters</p>

International Business, B.Sc.	
Bachelor thesis (BATH)	
Module number	B-730

Person responsible	Programme coordinator together with all full-time instructors
Duration of the module	Eight weeks
Semester	7 th
Frequency of the module	Every semester
Credits (CP)	12 CP
Semester hours per week (SHW)	Not applicable
Workload	360 h (12 CP * 30 h) Contact hours: Not applicable Self-study: 360 h (Coaching by thesis advisor included)
Type of module	Mandatory
Required prerequisites for the module	150 CP <u>Passed modules:</u> Academic research and writing
Recommended prior knowledge for the module	Empirical research methods
Teaching language	English
Competencies gained / Learning outcome	<p>Students deduce, document, and present a proposed explanation for a research question based upon the techniques and principles of academic research and writing to derive an answer for an identified research problem by...</p> <ul style="list-style-type: none"> • identifying a topic/title and developing a corresponding research aim of a given research problem, • conducting literature research and evaluating the quality of sources of information, • deducing an interpretation of a topic from a theoretical perspective and/or against the background of a given problem setting, • developing a structure of a thesis that corresponds with the interpretation, • conducting an empirical analysis or applying other suitable methods to support their research project, • paraphrasing literature and applying rules of referencing and citation in a consistent way, • applying the principles of academic language and writing, • organising their research project and presenting and debating their findings with the instructor and/or other students.
Content of the module	The thesis project enables students to demonstrate that they can resolve independently a research problem that is linked to their field of studies and has a sufficient complexity. Research, documentation, and presentation must be based upon the formal research and citation rules of the department.

Applicability of the module	International Business, B.Sc. programme
Requirements for the award of credit points (Study and exam requirements)	Regular form of module examination performance (EP): Passed bachelor thesis
Corresponding courses	Not applicable
Learning and teaching types	Research-based learning
Literature (latest editions)	<p>American Psychological Association (Ed.). <i>Publication manual of the American Psychological Association</i>. American Psychological Association.</p> <p>Bailey, S. <i>Academic writing: A handbook for international students</i>. Routledge/Taylor & Francis Group.</p> <p>Briggle, A., & Mitcham, C. <i>Ethics and science: An introduction</i>. Cambridge University Press.</p> <p>Bryman, A., Bell, E., & Harley, B. <i>Business research methods</i>. Oxford University Press.</p> <p>Creswell, J. W. <i>Research design: Qualitative, quantitative, and mixed methods approaches</i>. SAGE Publications.</p> <p>D'Angelo, J. <i>Ethics in science: Ethical misconduct in scientific research</i>. Taylor & Francis.</p> <p>Decker, C., & Werner, R. <i>Academic research and writing: A concise introduction</i>. iCADEMICUS.</p> <p>Denscombe, M. <i>The Good Research Guide: For small-scale social research projects</i>. Open University Press.</p> <p>Easterby-Smith, M., Thorpe, R., & Jackson, P. <i>Management research: Mark Easterby-Smith, Richard Thorpe and Paul Jackson</i>. SAGE.</p> <p>Saunders, M. N. K., Lewis, P., & Thornhill, A. <i>Research methods for business students</i>. Pearson.</p> <p>Yin, R. K. <i>Case study research and applications: Design and methods</i>. SAGE.</p>

Annex

Excerpt from the general examination and study regulations of the Department of Business

§ 10 (1) and (2) Performances

(1) The performances are either in the form of examination performance (EP) or study performance (SP) examination type. Examination performances are evaluated and marked. Study performances are only evaluated as pass or fail.

(2) Performances are achieved along with the studies via the following forms of examination:

1 Test (T)

A test is a piece of work to be produced under supervision in which the students process the task given on their own and independently, without the use of aids or using the admissible aids. The duration of a test amounts to a minimum of 60 minutes but no more than 240 minutes. A test may wholly or partially consist of selective exercises (cf. section 5). If a written examination is conducted as an online examination by means of video supervision in accordance with § 10 d, the student assures in writing or in electronic form that he/she has written the performance independently, within the scheduled processing time and using no other than the specified permitted aids.

2 Oral examination (O)

An oral examination is an assessment interview in which the students have to demonstrate in free speech that they have a good command of the examination topics. It usually lasts 15 to 45 minutes per student tested. Oral examinations can be carried out as individual examinations or as group examinations. The test is to be implemented in the presence of an observer. The latter must be one of the persons entitled to examining students according to § 9, section 1. The performance in the oral examination is only assessed and, if applicable, marked by the responsible examiner. The main objects and results of the oral examination are to be recorded in a protocol. This protocol is signed by the examiner and remains attached to the examination file. Members of the Hamburg University of Applied Sciences are admitted as audience to oral examinations in accordance with the free spaces available. Here, students who wish to take the same examination during the next examination period are to be preferred. The admission does not apply to the consultation and the publication of the examination results. Upon a corresponding request by the student, the public will be excluded.

3 Colloquium (Coll)

The colloquium is an assessment interview which also aims at determining if an examination performance which has not been rendered under supervision has been achieved independently by the student. The duration of the colloquium amounts to at least 15 but not more than 45 minutes per student to be examined. The provisions for the oral examination apply correspondingly.

4 Report (Rep)

A report is a lecture of 15 to 45 minutes based on a written elaboration produced by the student themselves. In the written elaboration, the most important results are summarized which are to be presented in free speech in the presentation and to be represented in the subsequent discussion – which is held by the moderator of the discussion. Together with the presentation, a written declaration is to be submitted which indicates that the work – in the case of group work, the correspondingly marked parts of the work (§ 17, section 1) – has been created independently and without the help of others and that only the indicated sources and aids have been used. The written elaboration as well as the presentation and graphics used in the lecture are to be submitted in written and electronic form.

5 Term paper (TP)

A term paper is a piece of work to be produced without supervision, applying scientific methods and findings by means of which the student verifies the independent processing of a stipulated subject matter. The time given for producing a term paper amounts to a maximum of six weeks and it is to be submitted at the end of the respective module. The term paper can be completed with a colloquium or a presentation. Together with the term paper, a written declaration is to be submitted according to which the piece of work - in the case of group work, the correspondingly marked parts of the piece of work (§ 17, section 1) - has been created independently without any help and that only the indicated sources and aids have been used. The term paper may also be created in the lecture-free period.

6 Laboratory tutorial (LT)

In a laboratory tutorial, the students have to successfully execute the tasks stipulated by the examiner and/or verify their knowledge via accompanying colloquiums and/or by means of protocols and/or by a written/electronic task solution. The written elaborations are to be submitted within a period stipulated by the examiner.

7 Project report (P)

A project report is an interdisciplinary task from the respective occupational field of the degree programme which is to be processed. The processing time amounts to a maximum of 24 weeks and ends with the completion of the respective module, at the latest. The project is completed with a colloquium.

8 Practical course report (PracR)

The practical course report is an elaboration to be written without supervision via which the student verifies the independent demonstration of the occupational activities and tasks in the framework of the practical phase, which is completed with a presentation. The processing time for the practical course report including preparing and holding the presentation amounts to four weeks.

9 Take-Home Examination (THP)

A take-home examination consists of the independent processing of one or more specified examination tasks, which is carried out by the student independently of location with the aid of approved aids within the specified processing time. The examination tasks are issued and the solutions are submitted in electronic form. The processing time is a minimum of 60 and a maximum of 300 minutes. The duration of the examination is made up of the processing time and the time allowed to students for the creation and downloading and uploading of the examination documents. The examination is conducted via the software, collaboration, video conferencing systems or learning platforms provided by the university. Students should be given the opportunity to familiarize themselves with the software, collaboration, video conferencing systems or learning platforms prior to the examination as part of the course. When handing in the work, the student assures in writing or in electronic form that he/she has written the work independently, within the time allowed and using no other than the specified approved aids.

10 Portfolio Examination (PP)

A portfolio examination is a form of examination consisting of a maximum of four examination elements. At least two different forms of examination are to be used for the portfolio examination. The possible forms of examination that can be used are derived from the forms of examination mentioned in § 10, paragraph 2, as well as from semester-long exercises. The examiner determines at the beginning of the course which examination elements and with which weighting for the individual examination elements the portfolio examination should take place. In the case of an examination performance, the individual examination elements result in an overall grade for the respective portfolio examination according to their weighting. The total scope of the portfolio examination in terms of workload and degree of difficulty may not exceed the scope of the examination form if it were to be selected as the sole examination element."