

# **Module handbook Bachelor programme International Business, B.Sc.**

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

Authorized by the Faculty Board of the Faculty of Business and  
Social Sciences on 19.12.2023

## **Preamble**

The Hamburg University of Applied Sciences has the legal mandate to deliver **academic education on a scientific basis** (§ 4 Para. 2 Sentence 1 Hamburg University Act). The aim of the academic studies is to prepare students for professional fields of activity which require the independent application of **scientific methods and knowledge** (§ 3, Para. 1, Sentence 2 Hamburg University Act in conjunction with § 4, Para. 2, Sentence 2 Hamburg University Act). As a result, in addition to the mere transfer of knowledge in individually taught modules, the overarching goal of the degree programme is to enable graduates to conduct **independent scientific work** and **to solve problems at an academic level**.

The Hamburg University of Applied Sciences uses the concept of academic competence orientation, which is concretised in the following five objectives (Schaper, Niclas, et al. Fachgutachten zur Kompetenzorientierung in Studium und Lehre. HRK projekt nexus (2012): P. 22 f.):

### **1. Reflexivity and explicitness**

*Aim of study: Ability to critically examine one's own professional actions and to analyse and precisely explain discipline-relevant problems*

### **2. Cognitive orientation**

*Aim of study: Systematic, methodical, and theory-based analysis of problems*

### **3. Disciplinary organisation**

*Aim of study: Orientation towards the specifics of the discipline with simultaneous openness to interdisciplinary aspects*

### **4. Reference to complex new situations and tasks**

*Aim of study: Ability to connect to changing, demanding and non-standardised contexts of requirements through flexible adaptation of one's own knowledge or development of individual problem-solving strategies*

### **5. Relevance to the field of activity**

*Aim of study: Ability to adapt to the requirements in a field related to the discipline*

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

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

<b>International Business, B.Sc.</b>	
<b>Foundations of management (FOMA)</b>	
<b>Module number</b>	B-110
<b>Person responsible</b>	Prof. Dr. Christian Decker
<b>Duration of the module</b>	One semester
<b>Semester</b>	1 <sup>st</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	2 SHW (2 * 45 minutes = 90 minutes)
<b>Workload</b>	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
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	None
<b>Recommended prior knowledge for the module</b>	None
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• understanding modern management as an applied science,</li> <li>• familiarising themselves with selected management paradigms and economic core concepts,</li> <li>• internalising the relevance of environmental, social and governance criteria for economic decision processes,</li> <li>• comprehending the problem of participation and delegation in processes of goal setting and coordination,</li> <li>• explaining corporate governance principles as well as the shareholder value and the stakeholder value concept,</li> <li>• applying basic instruments and concepts of strategic management to selected business problems,</li> <li>• understanding the concept of the business model as an abstract model for the analysis, assessment, and development of entrepreneurial and business activities,</li> <li>• outlining concepts for the choice of legal form and location of a business venture,</li> <li>• understanding the interdependence between planning, organisation, and different forms of control,</li> </ul>

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

	<p>Learning types:</p> <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Problem-based and case-based (team) learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<p><b>Literature (latest editions)</b></p>	<p>Amit, R., &amp; Zott, C. <i>Business model innovation strategy: Transformational concepts and tools for entrepreneurial leaders</i>. Wiley.</p> <p>Bateman, T. S., Snell, S., &amp; Konopaske, R. <i>M: Management</i>. McGraw-Hill.</p> <p>Bateman, T. S., Snell, S., &amp; Konopaske, R. <i>Management: Leading &amp; collaborating in a competitive world</i>. McGraw-Hill.</p> <p>Bovée, C. L., &amp; Thill, J. V. <i>Business in action</i>. Pearson.</p> <p>Certo, S. C., &amp; Certo, S. T. <i>Modern management: Concepts and skills</i>. Pearson.</p> <p>Cole, G. A., &amp; Kelly, P. <i>Management theory and practice</i>. Cengage Learning.</p> <p>Ebert, R. J., &amp; 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., &amp; George, J. M. <i>Contemporary management</i>. McGraw-Hill Education.</p> <p>Kinicki, A., &amp; Soignet, D. B. <i>Management: A practical introduction</i>. McGraw-Hill Education.</p> <p>Osterwalder, A., Pigneur, Y., &amp; Clark, T. <i>Business model generation: A handbook for visionaries, game changers, and challengers</i>. Wiley.</p> <p>Robbins, S. P., &amp; Coulter, M. K. <i>Management</i>. Pearson.</p> <p>Solomon, M. R., Poatsy, M. A., Kendall, M. J., &amp; 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>

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



<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme  Recommended for all subsequent business-related modules of the programme.
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
<b>Corresponding courses</b>	1. International management (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Übungen)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research-based (team) learning</li> <li>• Case-based learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	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

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

	<ul style="list-style-type: none"> <li>Negotiating culture in theory and practice</li> </ul>
<b>Applicability of the module</b>	<p>International Business, B.Sc. programme</p> <p><u>Recommended for:</u> Intercultural project work</p>
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	<ol style="list-style-type: none"> <li>Intercultural business communication (3 SWH full group size)</li> <li>Exercises and cases (1 SWH 1/3 group size)</li> </ol>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>Tuition in seminars (Seminaristischer Unterricht)</li> <li>Exercises and cases (Praktikum)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>Platform-based self-learning programme</li> <li>Problem- and case-based learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>Asynchronous self-guided digital mastery learning</li> <li>Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<p>Barmeyer, Ch., Bausch, M., &amp; 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., &amp; DiStefano, J. <i>Bridging differences: a model for effective communication between different disciplines through conservation training programs for professionals</i>. City &amp; Time 1 (2).</p> <p>Henderson, J. K. Language Diversity in International Management Teams. <i>Int. Studies of Mgt &amp; Org.</i>, vol. 35, no. 1, Spring 2005, pp. 66-82.</p> <p>Hoffman, Edwin &amp; 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>

<b>International Business, B.Sc.</b>	
<b>Financial accounting (FIAC)</b>	
<b>Module number</b>	B-140
<b>Person responsible</b>	Prof. Dr. Nuran Fazlioglu-Adal
<b>Duration of the module</b>	One semester
<b>Semester</b>	1 <sup>st</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	None
<b>Recommended prior knowledge for the module</b>	None
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	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.
<b>Content of the module</b>	<ol style="list-style-type: none"> <li>1. Introduction into Accounting</li> <li>2. Accounting Rules and Regulations</li> <li>3. Financial Accounting <ol style="list-style-type: none"> <li>a. The recording process: Basics of double-entry accounting</li> <li>b. Completing the accounting cycle</li> <li>c. Account types: Postings of selected business transactions</li> <li>d. The Annual report</li> <li>e. Financial statement analysis</li> </ol> </li> <li>4. Introduction to Group Accounting and International Accounting</li> </ol>
<b>Applicability of the module</b>	<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>

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

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

<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme  <u>Recommended for:</u> Business Statistics Quantitative Methods in International Business Empirical Research Methods
<b>Requirements for the award of credit points (Study and exam requirements)</b>	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.
<b>Corresponding courses</b>	1. Business mathematics (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Praktikum)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research and case study-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Synchronous online and classroom sessions</li> <li>• Asynchronous self-guided digital mastery learning</li> </ul>
<b>Literature (latest editions)</b>	Asano, A. <i>An Introduction to Mathematics for Economics</i> . Cambridge University Press Bradley, T. <i>Essential mathematics for economics and business</i> . Wiley. Curwin, J. et al. <i>Quantitative Methods for Business Decisions</i> . Cengage Learning. Jaques, I. <i>Mathematics for economics and business</i> . Pearson 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.

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



	<ul style="list-style-type: none"> <li>applying techniques of argumentation.</li> </ul>
<b>Content of the module</b>	<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"> <li>Foundations of academic research</li> <li>Academic principles</li> <li>Research logic</li> <li>Research process</li> <li>Identification of a topic</li> <li>Sourcing of information</li> <li>Elements of a research paper</li> <li>Interpretation of a topic</li> <li>Structuring technique</li> <li>Referencing</li> <li>Academic language and writing style</li> <li>Argumentation</li> </ol>
<b>Applicability of the module</b>	<p>International Business, B.Sc. programme</p> <p><u>Recommended for:</u> Bachelor thesis</p>
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<p>Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p>
<b>Corresponding courses</b>	<ol style="list-style-type: none"> <li>Academic research (2 SWH full group size)</li> <li>Academic writing (2 SWH half group size)</li> </ol>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>Tuition in seminars (Seminaristischer Unterricht)</li> <li>Exercises and research case (Übung)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>Platform-based self-learning programme</li> <li>Instructor-assisted research-based learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>Asynchronous self-guided online learning</li> <li>Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<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., &amp; 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., &amp; Werner, R. <i>Academic research and writing: A concise introduction</i>. iCADEMICUS.</p> <p>Dollahite, N. E., &amp; Haun, J. <i>Sourcework: Academic writing from sources</i>. Heinle/Cengage Learning.</p> <p>Easterby-Smith, M., Thorpe, R., &amp; 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., &amp; Thornhill, A. <i>Research methods for business students</i>. Pearson.</p> <p>Siepmann, D., Gallagher, J. D., Hannay, M., &amp; 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. Stefan Tuschl
Duration of the module	One semester
Semester	2 <sup>nd</sup>
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"> <li>• Develop, describe and be able to communicate solution procedures (algorithms).</li> <li>• Implementing and testing solution procedures</li> <li>• Be able to develop specialised concepts for data organisation, transform them into IT concepts, evaluate them and implement them,</li> <li>• be able to organise, insert, query, and change data by means of a data manipulation language (e.g., SQL).</li> </ul>
Content of the module	<p><b>Part 1: Programming</b></p> <ul style="list-style-type: none"> <li>• Data types, data structures, variables</li> <li>• Control structures, selection statements, loops</li> <li>• Modules, functions</li> <li>• Exception handling</li> <li>• Files</li> <li>• Controls, graphical user interfaces</li> <li>• Testing</li> </ul> <p><b>Part 2: Data organisation</b></p> <ul style="list-style-type: none"> <li>• Conceptual data modelling with the entity-relationship model</li> <li>• Relational data modelling</li> <li>• Dealing with a data manipulation language (e.g., SQL)</li> </ul>

<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	<ol style="list-style-type: none"> <li>1. Programming and data organisation (2 SWH full group size)</li> <li>2. Exercises and cases (2 SWH half group size)</li> </ol>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Übung)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Instructor-assisted learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous self-guided online learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<p>Beaulieu, A. <i>Learning SQL</i>. O'Reilly</p> <p>Bonnell, J. &amp; Ogihara, M. <i>Exploring Data Science with R and the Tidyverse - A Concise Introduction</i>. Taylor &amp; Francis</p> <p>Elmasri, R. &amp; Navathe S.B. <i>Fundamentals of Database Systems</i>. Pearson</p> <p>Hernandez, M.J. <i>Database Design for Mere Mortals</i>. Pearson Addison-Wesley</p> <p>Kuncicky, D. &amp; Larsen, R.W. <i>Introduction to Excel</i>. Pearson</p> <p>Silva, R. <i>MySQL Crash Course</i>. No Starch Press</p> <p>Simsion, G.C. &amp; Witt G.C. <i>Data Modeling Essentials</i>. Morgan Kaufmann Publishers</p> <p>Wickham, H. et al. <i>R for Data Science</i>. O'Reilly</p>

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

	<ul style="list-style-type: none"> <li>applying these basic principles to cases by outlining legal opinions and arguing the result in the discussion.</li> </ul>
<b>Content of the module</b>	<p>This module provides an introductory survey to ....</p> <ol style="list-style-type: none"> <li>Foundations of business law</li> <li>Introduction to contract law (types, formation, performance, frustration)</li> <li>Acceptance and rejection of goods</li> <li>Tort law</li> <li>Legal form of a company</li> <li>Introduction to tax law</li> <li>Principles underpinning the taxation of businesses</li> <li>Legal case handling method</li> </ol>
<b>Applicability of the module</b>	<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>
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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 will be announced by the lecturer at the beginning of the course.</p>
<b>Corresponding courses</b>	<ol style="list-style-type: none"> <li>Business law and taxation (3 SWH full group size)</li> <li>Exercises and cases (1 SWH 1/3 group size)</li> </ol>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>Tuition in seminars (Seminaristischer Unterricht)</li> <li>Exercises and cases (Praktikum)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>Platform-based self-learning programme</li> <li>Instructor-assisted research-based learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>Asynchronous self-guided online learning</li> <li>Synchronous online and classroom sessions</li> </ul>

<p><b>Literature (latest editions)</b></p>	<p>Kraakman, R <i>The Anatomy of Corporate Law: A Comparative and Functional Approach</i>. Oxford University Press.</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 &amp; 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. &amp; 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>
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<b>International Business, B.Sc.</b>	
<b>Microeconomics and market analysis (MEMA)</b>	
<b>Module number</b>	B-240
<b>Person responsible</b>	Prof. Dr. Stephan Boll
<b>Duration of the module</b>	One semester
<b>Semester</b>	2 <sup>nd</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	None
<b>Recommended prior knowledge for the module</b>	Business mathematics
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• they are able to describe main determinants of private economic decisions and implications of profit-maximizing company behaviour,</li> <li>• they possess an integrated view on the interaction between supply, demand, prices, and the welfare of an economy,</li> <li>• they draw conclusions about the impact that various policy measures (e.g., taxes, price regulation, competition policy and environmental policies</li> <li>• they incorporate the understanding of microeconomic analysis into the perspective of decision-making bodies in international companies and organisations.</li> </ul>



<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme  <u>Recommended for:</u> Macroeconomics and country studies International economics and globalisation
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
<b>Corresponding courses</b>	1. Microeconomics and market analysis (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Übungen)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Asynchronous digital teaching content</li> <li>• Synchronous classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	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.

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

	<ul style="list-style-type: none"> <li>• preparing financial plans and calculating different types of cash flow figures,</li> <li>• analysing the net working capital and relating the results to supply chain financing,</li> <li>• applying financing rules, assessing capital structures, and calculating the cost of capital and other financial ratios,</li> <li>• analysing, applying, and evaluating different forms of equity, debt, and mezzanine financing,</li> <li>• differentiating between the meanings and types of investment as well as systematising investments according to various criteria,</li> <li>• distinguishing between different types of investment decisions,</li> <li>• explaining the financial mathematical basics as well as the time value of money and dynamic capital budgeting concepts,</li> <li>• calculating present values, terminal values, net present values, annuities, dynamic amortisation periods, and the internal rate of return,</li> <li>• understanding uncertainty and selected methods to deal with it.</li> </ul>
<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme  <u>Recommended for:</u> International corporate finance International controlling International business and trade law
<b>Requirements for the award of credit points (Study and exam requirements)</b>	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.
<b>Corresponding courses</b>	1. Financial management (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Praktikum)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> </ul>

	<ul style="list-style-type: none"> <li>• Problem-based and case-based (team) learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<p>Berk, J. B., &amp; DeMarzo, P. M. <i>Corporate finance</i>. Pearson Education.</p> <p>Besley, S., &amp; Brigham, E. <i>CFIN</i>. Cengage Learning.</p> <p>Bodie, Z., Kane, A., &amp; Marcus, A. <i>Investments</i>. McGraw-Hill Education.</p> <p>Brealey, R. A., Myers, S. C., &amp; Allen, F. <i>Principles of corporate finance</i>. McGraw-Hill Education.</p> <p>Brigham, E. F., Ehrhardt, M. C., &amp; Fox, R. <i>Financial management: Theory and practice</i>. Cengage Learning.</p> <p>Brigham, E. F., &amp; Ehrhardt, M. C. <i>Corporate Finance: A focused approach</i>. Cengage Learning.</p> <p>Hillier, D., Grinblatt, M., &amp; 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., &amp; Jordan, B. D. <i>Corporate finance</i>. McGraw-Hill Education.</p> <p>Lumby, S., &amp; 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., &amp; Poggensee, J. <i>Investment valuation and appraisal: Theory and practice</i>. Springer.</p> <p>Titman, S., &amp; 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>

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

	<ul style="list-style-type: none"> <li>designing coherent marketing mix especially considering online and social media marketing for specific target groups.</li> </ul>
<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme  <u>Recommended for:</u> International strategic management
<b>Requirements for the award of credit points (Study and exam requirements)</b>	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.
<b>Corresponding courses</b>	1. International marketing (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>Tuition in seminars (Seminaristischer Unterricht)</li> <li>Exercises and cases (Übung)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>Platform-based self-learning programme</li> <li>Collaborative case-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>Asynchronous self-guided digital mastery learning</li> <li>Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	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

<b>International Business, B.Sc.</b>	
<b>International supply chain management (ISCM)</b>	
<b>Module number</b>	B-330
<b>Person responsible</b>	Prof. Dr. Matthias Thulesius
<b>Duration of the module</b>	One semester
<b>Semester</b>	3 <sup>rd</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	None
<b>Recommended prior knowledge for the module</b>	None
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	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.
<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Written examination (Klausur)
<b>Corresponding courses</b>	1. International logistics and supply chain management (3 SWH full group size) 2. Logistics – tutorial (1 SWH 1/3 group size)
<b>Learning and teaching types</b>	International logistics and supply chain management: Tuition in seminars Logistics – tutorial: Tutorial

<b>Literature (latest editions)</b>	<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 &amp; 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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<b>International Business, B.Sc.</b>	
<b>Management accounting (MAAC)</b>	
<b>Module number</b>	B-340
<b>Person responsible</b>	Prof. Dr. Nuran Fazlioglu-Adal
<b>Duration of the module</b>	One semester
<b>Semester</b>	3 <sup>rd</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	None
<b>Recommended prior knowledge for the module</b>	Fundamentals of Financial Accounting
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	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.
<b>Content of the module</b>	<ol style="list-style-type: none"> <li>1. Introduction to Management Accounting</li> <li>2. Introduction to Cost Terms and Purposes</li> <li>3. Cost Allocation</li> <li>4. Cost Accounting Systems</li> <li>5. Cost Planning and Control: Standard Costing</li> <li>6. Advanced Cost Concepts for Decision-Makers</li> </ol>
<b>Applicability of the module</b>	<p>International Business, B.Sc. programme</p> <p>The competences acquired here are the basis for the subsequent module International Controlling.</p>

<b>Requirements for the award of credit points</b> <b>(Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	<ol style="list-style-type: none"> <li>1. Management accounting (2 SWH full group size)</li> <li>2. Exercises and cases (2 SWH half group size)</li> </ol>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Seminar teaching (Seminaristischer Unterricht)</li> <li>• Exercises (Übungen)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Exercises, case study discussion</li> <li>• Collaborative case work (e.g., SAP use cases)</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery or blended learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<p>Bhimani, A. <i>Management Accounting in the Digital Economy</i>. Oxford University Press.</p> <p>Bhimani, A., Horngren, C., Datar, S., &amp; Rajan, M. <i>Management &amp; Cost Accounting</i>. Pearson.</p> <p>Brewer, P., Garrison, R., &amp; Noreen, E. <i>Introduction to Managerial Accounting</i>. McGraw Hill.</p> <p>Datar, S., &amp; 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., &amp; Matsumura, E. <i>Hornrgren's Financial &amp; Managerial Accounting</i>. Pearson.</p> <p>Weygandt, J., Kimmel, P., &amp; Kieso, D. <i>Managerial Accounting Tools for Decision Making</i>. Wiley.</p>

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

<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme  <u>Recommended for:</u> Quantitative Methods in International Business Empirical Research Methods Bachelor thesis
<b>Requirements for the award of credit points (Study and exam requirements)</b>	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.
<b>Corresponding courses</b>	1. Business statistics (3 SWH full group size) 2. Exercises and cases (1 SWH 1/3 group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Praktikum)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research and case study-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Synchronous online and classroom sessions</li> <li>• Asynchronous self-guided digital mastery learning</li> </ul>
<b>Literature (latest editions)</b>	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.  Diamantopoulos, A. et al: <i>Taking the Fear out of Data Analysis</i> , Edward Elgar Publishing  Field, A. <i>Discovering Statistics Using R</i> , SAGE Publications.

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

	<p>5. Project management</p> <ul style="list-style-type: none"> <li>• Implementing the project</li> <li>• Project controlling and monitoring</li> <li>• Project evaluation</li> </ul> <p>6. Learning in and from projects</p> <ul style="list-style-type: none"> <li>• Reflecting upon the process of team-development, the project cycle, implementation, and management</li> <li>• Assessing major learnings</li> </ul>
<b>Applicability of the module</b>	<p>International Business, B.Sc. programme</p> <p><u>Recommended for:</u> Internship</p>
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<p>Regular form of module examination performance (EP): Project report (Projektbericht)</p>
<b>Corresponding courses</b>	<p>1. Intercultural project work (2 SWH full group size) 2. Project work (2 SWH half group size)</p>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Project (Übung)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Project-based learning</li> <li>• Collaborative team learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<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>

<b>International Business, B.Sc.</b>	
<b>International corporate finance (ICFI)</b>	
<b>Module number</b>	B-420
<b>Person responsible</b>	Prof. Dr. Christian Decker
<b>Duration of the module</b>	One semester
<b>Semester</b>	4 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	Passed modules: All modules of the first semester
<b>Recommended prior knowledge for the module</b>	Financial management Business statistics Business law and taxation
<b>Teaching language</b>	English
<b>Competencies gained / Learning Outcome</b>	<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"> <li>• giving examples of specific problems that arise in the context of multinational financial problems,</li> <li>• analysing FX risk, developing basic hedging strategies, and conducting calculations in the context of FX management,</li> <li>• analysing the risks of international corporate lending and evaluating transaction related credit risk,</li> <li>• appraising syndication strategies in the context of international corporate lending transactions,</li> <li>• analysing financial instruments and/or economic transactions with respect to their vulnerability against monetary and other forms of country risks,</li> <li>• explaining the functionality of trade and export finance instruments, agents, and institutions as well as structured trade finance techniques,</li> <li>• distinguishing between project, asset and leveraged finance methods and explaining the inner logic and suitability for various financing scenarios,</li> <li>• designing capital structures for international activities</li> </ul>



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

<p><b>Literature (latest editions)</b></p>	<p>Bekaert, G., &amp; Hodrick, R. J. <i>International financial management</i>. Cambridge University Press.</p> <p>Bhogal, T., &amp; 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 &amp; 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 &amp; commodity finance: The circle of opportunity</i>. FIS Finance &amp; 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. &amp; 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., &amp; Schramade, W. <i>Principles of sustainable finance</i>. Oxford University Press.</p> <p>Vinter, G. D. <i>Project finance</i>. Swett &amp; Maxwell.</p> <p>Yescombe, E. R. <i>Principles of project finance</i>. Academic Press is an imprint of Elsevier.</p>
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<b>International Business, B.Sc.</b>	
<b>Macroeconomics and country studies (MACS)</b>	
<b>Module number</b>	B-430
<b>Person responsible</b>	Prof. Dr. Stephan Boll
<b>Duration of the module</b>	One semester
<b>Semester</b>	4 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	Passed modules: All modules of the first semester Microeconomics and market analysis
<b>Recommended prior knowledge for the module</b>	Business mathematics Microeconomics
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• 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,</li> <li>• they are able to describe main determinants of short-term fluctuations and long-term trends in countries' economic developments,</li> <li>• they possess an integrated view on the interaction between monetary and fiscal policy measures and the economy,</li> <li>• they incorporate the understanding of macroeconomic analysis into the perspective of decision-making bodies in international companies and organisations.</li> </ul>

<b>Content of the module</b>	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 basis of models and cases from recent developments in specific countries.
<b>Applicability of the module</b>	International Business, B.Sc. programme  <u>Recommended for:</u> International economics and globalisation
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
<b>Corresponding courses</b>	1. Macroeconomics and country studies (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Übung)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Asynchronous digital teaching content</li> <li>• Synchronous classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	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.

<b>International Business, B.Sc.</b>	
<b>Quantitative methods in international business (QMIB)</b>	
<b>Module number</b>	B-440
<b>Person responsible</b>	Prof. Dr. Stefan Tuschl
<b>Duration of the module</b>	One semester
<b>Semester</b>	4 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	Passed modules: All modules of the first semester
<b>Recommended prior knowledge for the module</b>	Business statistics
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• creating an adequate and correctly designed analysis plan incorporating all appropriate advanced quantitative methods to answer a business problem.</li> <li>• developing their own basic data literacy skills to apply them to organize and to evaluate multidimensional data.</li> <li>• carrying out exploratory data analytics regarding information content and distribution of multidimensional data.</li> <li>• 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.</li> <li>• selecting, comparing, and combining inferential and multivariate statistical methods and carrying them out on different types of data bases.</li> <li>• critically evaluating analytical results generated by advanced statistical modelling from different management perspectives.</li> <li>• elaborating concise summaries of the outcome of complex statistical analyses, deriving essential conclusions from them and giving relevant recommendations for supporting business decisions.</li> <li>• applying state-of-the-art data visualization and reporting techniques to present key characteristics of statistical data and analytical outcomes.</li> </ul>

<b>Content of the module</b>	<p>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.</p>
<b>Applicability of the module</b>	<p>International Business, B.Sc. programme</p> <p><u>Recommended for:</u>  Empirical Research Methods  Bachelor thesis</p>
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	<ol style="list-style-type: none"> <li>1. Quantitative methods in international business (3 SWH full group size)</li> <li>2. Exercises and cases (1 SWH 1/3 group size)</li> </ol>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Praktikum)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research and case study-based (team) learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Synchronous online and classroom sessions</li> <li>• Asynchronous self-guided digital mastery learning</li> </ul>
<b>Literature (latest editions)</b>	<p>Agresti, A. et al. <i>Statistics - The Art and Science of Learning from Data</i>. Pearson.</p> <p>Anderson, D.R. et al. <i>Essentials of Statistics for Business and Economics</i>, Cengage Learning. Boston.</p> <p>Backhaus K. et al.: <i>Multivariate Analysis</i>. SpringerGabler.</p> <p>Chapman, C &amp; McDonnell Feit, E. <i>R for Marketing Research and Analytics</i>. Springer</p> <p>Diamantopoulos, A. et al: <i>Taking the Fear out of Data Analysis</i>. Edward Elgar Publishing</p> <p>Denis, D.J. <i>Univariate, Bivariate, and Multivariate Statistics Using R</i>. Wiley</p>

	<p>Field, A. et al.: <i>Discovering Statistics Using R</i>. SAGE Publications.</p> <p>Malhotra, N.K. et al. <i>Marketing Research – An applied approach</i>. Pearson.</p> <p>Mertler, C.A. &amp; 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 &amp; Sons.</p> <p>Sarstedt, M. &amp; Mooi, E. <i>A Concise Guide to Market Research</i>. Springer.</p> <p>Shmueli, G. et al. <i>Machine Learning for Business Analytics - Concepts, Techniques, and Applications in R</i>. Wiley</p> <p>Wilke, C.O. <i>Fundamentals of Data Visualization</i>. O'Reilly</p>
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<b>International Business, B.Sc.</b>	
<b>International accounting (INAC)</b>	
<b>Module number</b>	B-451
<b>Person responsible</b>	Prof. Dr. Anneke Behrendt-Geisler
<b>Duration of the module</b>	One semester
<b>Semester</b>	4 <sup>th</sup>
<b>Frequency of the module</b>	Annually, either summer or winter semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Elective
<b>Required prerequisites for the module</b>	<u>Passed modules:</u> All modules of the first semester
<b>Recommended prior knowledge for the module</b>	Financial management Business law and taxation
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	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) and non-financial disclosure requirements in order to evaluate accounting business decisions by <ul style="list-style-type: none"> <li>• explaining the objectives of IFRS,</li> <li>• demonstrating a basic understanding of IFRS accounting principles relating to recognition, measurement, and disclosure as well as consolidation principles,</li> <li>• applying these basic principles to cases,</li> <li>• evaluating the commitment of Corporate Social Sustainability (CSR)-Reporting by companies.</li> </ul>
<b>Content of the module</b>	<ol style="list-style-type: none"> <li>1. Introduction to international accounting</li> <li>2. International aspects of double-entry accounting</li> <li>3. Basic IFRS concepts (asset, revenue, etc.) and principles (control concept, etc.)</li> <li>4. Asset and liability recognition and measurement under IFRS</li> <li>5. Selected items (intangibles, liabilities, provisions/non-financial liabilities, etc.)</li> <li>6. Consolidated statements according to IFRS – fundamental principles</li> <li>7. Non-financial disclosure requirements of CSR-Reporting</li> </ol>



<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	International accounting (4 SWH half group size)
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Seminar</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Problem- and case-based learning</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<p>Alexander, D., Nobes, C. <i>Financial Accounting</i>. Pearson.</p> <p>Alexander, D., et al. <i>International Financial Reporting &amp; Analysis</i>. Cengage.</p> <p>McKeith, J., Collins, B. <i>Financial Accounting and Reporting</i>. McGraw-Hill Higher Education.</p>

<b>International Business, B.Sc.</b>	
<b>Digital economics (DIEC)</b>	
<b>Module number</b>	B-452
<b>Person responsible</b>	Prof. Dr. Stephan Boll, Prof. Dr. Sven Schulze
<b>Duration of the module</b>	One semester
<b>Semester</b>	4 <sup>th</sup>
<b>Frequency of the module</b>	Annually, either summer or winter semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Elective
<b>Required prerequisites for the module</b>	Passed modules: All modules of the first semester
<b>Recommended prior knowledge for the module</b>	Microeconomics
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• they understand the meaning and are able to interpret key aspects of digitalisation,</li> <li>• they are able to describe main determinants and consequences of digitalised economies,</li> <li>• they possess an integrated view on the interaction between digitalisation and macroeconomic as well as microeconomic effects,</li> <li>• they incorporate the understanding digital economics into the perspective of decision-making bodies in companies and organisations.</li> </ul>
<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme All other B.Sc. programmes of the department
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
<b>Corresponding courses</b>	Digital economics (4 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Seminar</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Asynchronous digital teaching content</li> <li>• Synchronous classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<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 &amp; 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>

<b>International Business, B.Sc.</b>	
<b>Digital transformation in accounting (DITR)</b>	
<b>Module number</b>	B-453
<b>Person responsible</b>	Prof. Dr. Nuran Fazlioglu-Adal
<b>Duration of the module</b>	One semester
<b>Semester</b>	4 <sup>th</sup>
<b>Frequency of the module</b>	Annually, either summer or winter semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Elective
<b>Required prerequisites for the module</b>	Passed modules: All modules of the first semester
<b>Recommended prior knowledge for the module</b>	Modules of the second semester
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• researching, selecting, validating, verifying, structuring and preparing information on digital transformation in a manner appropriate to the target group,</li> <li>• synthesize the principles, methods and results of internationalization and critically discuss research and trends on digital transformation,</li> <li>• decision-making processes in a social, cultural, legal and ethical context.</li> </ul>
<b>Content of the module</b>	<ol style="list-style-type: none"> <li>1. Business Strategy for Digital Transformation</li> <li>2. Digital Ecosystems: Innovation to implementation</li> <li>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)</li> </ol>

	<p>4. Business Transformation and Managing Digitalization: The key to resilience and sustainability</p> <p>5. Creating value with data and customer centricity</p>
<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	Digital transformation in accounting (4 SWH half group size)
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Seminar</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Exercises, case study discussion</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery or blended learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<p>Bhimani, A. <i>Accounting Disrupted: How Digitalization is Changing Finance</i>. Wiley.</p> <p>Busulwa, R., &amp; Evans, N. <i>Digital Transformation in Accounting</i>. Routledge.</p> <p>Erl, T., &amp; 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>

<b>International Business, B.Sc.</b>	
<b>Corporate sustainability (COSUS)</b>	
<b>Module number</b>	B-454
<b>Person responsible</b>	Prof. Dr. Michael Gille
<b>Duration of the module</b>	One semester
<b>Semester</b>	4 <sup>th</sup>
<b>Frequency of the module</b>	Annually, either summer or winter semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Elective
<b>Required prerequisites for the module</b>	Passed modules: All modules of the first semester
<b>Recommended prior knowledge for the module</b>	Modules of the second semester
<b>Teaching language</b>	English
<b>Competencies gained / Learning Outcome</b>	<p><b>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</b></p> <ul style="list-style-type: none"> <li>• engaging critically with different meanings of sustainability,</li> <li>• developing a critical understanding of the nature and drivers of climate change and sustainable economic development,</li> <li>• examining the role of the business enterprise and its relationship to environmental and social development challenges as well as governance implications,</li> <li>• appraising policy responses to the challenges of non-sustainable economic development,</li> <li>• applying concepts of sustainability to cases from the corporate practice,</li> <li>• conducting independent research in the field of sustainability.</li> </ul>

<b>Content of the module</b>	<ol style="list-style-type: none"> <li>1. Definitions and concepts of sustainability</li> <li>2. Sustainable development goals (SDG)</li> <li>3. Sustainability transition</li> <li>4. Sustainability management</li> <li>5. Bioeconomy</li> <li>6. Sustainable finance</li> <li>7. Environmental, social and governance (ESG)</li> <li>8. Circular economy and supply chain</li> <li>9. Human rights due diligence</li> <li>10. CSR-reporting and Taxonomies</li> <li>11. Sustainability related management systems</li> </ol>
<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	Corporate sustainability (4 SWH, half group size)
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Seminar</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Exercises, case study discussion</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery or blended learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<p>Aluchna, M., &amp; 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., &amp; de Matos J. <i>Sustainability and Organizational Change Management</i>. Routledge.</p> <p>Hahn, Rüdiger, <i>Sustainability management: Global perspectives on concepts, instruments, and stakeholders</i>.</p> <p>Mulligan, M. <i>An Introduction to Sustainability</i>. Routledge.</p> <p>Schoenmaker, D., &amp; Schramade, W. <i>Principles of Sustainable Finance</i>. Oxford University Press.</p> <p>Robertson, M. <i>Sustainability Principles and Practice</i>. Routledge.</p>

	Thiele, L. <i>Sustainability</i> . Polity Press Cambridge.
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<b>International Business, B.Sc.</b>	
<b>Internship (INSH)</b>	
<b>Module number</b>	B-500
<b>Person responsible</b>	Internship advisor
<b>Duration of the module</b>	One semester
<b>Semester</b>	5 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	30 CP
<b>Semester hours per week (SHW)</b>	1 SHW (1 * 45 minutes = 45 minutes)
<b>Workload</b>	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 = 167 h 15 min
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	60 CP
<b>Recommended prior knowledge for the module</b>	Intercultural project work
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	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.
<b>Content of the module</b>	<ol style="list-style-type: none"> <li>1. Preparing for staying abroad</li> <li>2. Planning and monitoring the internship abroad</li> <li>3. Evaluating the internship <ul style="list-style-type: none"> <li>• The organisational culture of the company (e.g., level of hierarchies experienced, ways of giving feedback, reporting, and carrying out work assignments)</li> <li>• Adapting to a new social and working environment</li> <li>• Dealing with difficulties/differences and establishing common ground</li> <li>• Developing and evaluating critical incidents encountered</li> <li>• Assessing competencies and skills gained</li> <li>• The process of coming home and readjusting</li> <li>• Benefitting from the knowledge and skills gained</li> </ul> </li> </ol>
<b>Applicability of the module</b>	International Business, B.Sc. programme

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

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

<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	<ol style="list-style-type: none"> <li>1. International controlling (2 SWH full group size)</li> <li>2. Exercises and cases (2 SWH half group size)</li> </ol>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Seminar teaching (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Übungen)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Exercises, case study discussion</li> </ul> <p>Teaching types:</p> <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery or blended learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<p>Bhimani, A., Horngren, C., Datar, S., &amp; Rajan, M. <i>Management &amp; Cost Accounting</i>. Pearson.</p> <p>Brewer, P., Garrison, R., &amp; Noreen, E. <i>Introduction to Managerial Accounting</i>. McGraw Hill.</p> <p>Datar, S., &amp; 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., &amp; Matsumura, E. <i>Hornrgren's Financial &amp; Managerial Accounting</i>. Pearson.</p> <p>Weber, J., &amp; Schäffer, U. <i>Introduction to Controlling</i>. Stuttgart.</p> <p>Weygandt, J., Kimmel, P., &amp; 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>

<b>International Business, B.Sc.</b>	
<b>Empirical research methods (EMRM)</b>	
<b>Module number</b>	B-640
<b>Person responsible</b>	Prof. Dr. Stefan Tuschl
<b>Duration of the module</b>	One semester
<b>Semester</b>	6 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	9 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	<u>Passed modules:</u> All modules of the second semester Business statistics Quantitative methods in international business
<b>Recommended prior knowledge for the module</b>	Academic research and writing
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• transforming an international management problem into a research objective.</li> <li>• identifying and applying those qualitative and/or quantitative research methods that are appropriate for the respective research problem/objective.</li> <li>• independently organizing the sequential steps of an empirical research project.</li> <li>• developing a suitable approach for capturing topic relevant data with the help of primary and secondary data collection and research.</li> <li>• analyzing the collected data with appropriate qualitative and quantitative research techniques and advanced statistical methods.</li> <li>• interpreting competently the most important findings from their qualitative and/or quantitative analyses carried out with regard to the research objective.</li> <li>• working out and presenting a solution to the research problem risen.</li> <li>• applying state-of-the-art visualization and reporting techniques to</li> </ul>

	present key outcomes from all quantitative analyses performed within the framework of their empirical research.
<b>Content of the module</b>	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.
<b>Applicability of the module</b>	International Business, B.Sc. programme  <u>Recommended for:</u> Bachelor thesis
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
<b>Corresponding courses</b>	1. Empirical research methods (2 SWH full group size) 2. Research project (2 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and research cases (Übungen)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research and case study-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Synchronous online and classroom sessions</li> <li>• Asynchronous self-guided digital mastery learning</li> </ul>
<b>Literature (latest editions)</b>	Backhaus K. et al. <i>Multivariate Analysis</i> . SpringerGabler. Bradburn, N. M. et al. <i>Asking Questions</i> . Jossey-Bass. . Chapman, C & McDonnell Feit, E. <i>R for Marketing Research and Analytics</i> . Springer Diamantopoulos, A. et al: <i>Taking the Fear out of Data Analysis</i> . Edward Elgar Publishing Denis, D.J. <i>Univariate, Bivariate, and Multivariate Statistics Using R</i> . Wiley Denzin, N.K. & Lincoln, Y.S. (ed.). <i>The SAGE Handbook of Qualitative Research</i> . SAGE Publications. Field, A. <i>Discovering Statistics Using R</i> . SAGE Publications.

	<p>Hair, J.F. et al. <i>Essentials of Business Research Methods</i>. M.E. Sharpe</p> <p>Jones, B. <i>Communicating data with Tableau: Designing, Developing, and Delivering Data Visualizations</i>. O'Reilly Media.</p> <p>Kaplan, D. (ed.). <i>The SAGE Handbook of Quantitative Methodology for the social sciences</i>. SAGE Publications.</p> <p>Mertler, C.A. &amp; 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 &amp; Sons.</p> <p>Saris, W. E., Gallhofer, I. <i>Design, Evaluation and Analysis of Questionnaires for Survey Research</i>. Wiley.</p> <p>Sarstedt, M. &amp; Mooi, E. <i>A Concise Guide to Market Research</i>. Springer.</p> <p>Sekaran, U. &amp; 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 guide-book and resource</i>. Wiley.</p> <p>Tracy, S.J. <i>Qualitative Research Methods</i>. Wiley-Blackwell.</p> <p>Wexler, S. et al. <i>The big book of dashboards</i>. Wiley.</p> <p>Wilke, C.O. <i>Fundamentals of Data Visualization</i>. O'Reilly</p>
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<b>International Business, B.Sc.</b>	
<b>International economics and globalisation (INEG)</b>	
<b>Module number</b>	B-630
<b>Person responsible</b>	Prof. Dr. Stephan Boll
<b>Duration of the module</b>	One semester
<b>Semester</b>	6 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	6 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	180 h (6 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	<u>Passed modules:</u> All modules of the second semester Macroeconomics and country studies
<b>Recommended prior knowledge for the module</b>	Mathematics Microeconomics Macroeconomics
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• they have in-depth insights into economic effects of globalisation,</li> <li>• they understand that economic decisions must increasingly be aligned with international economic considerations</li> <li>• 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.</li> </ul>
<b>Content of the module</b>	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 that serve to illustrate quantitative analytical methods and theories.
<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
<b>Corresponding courses</b>	1. International economics and globalisation (2 SWH full group size) 2. Cases and research project (2 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Übungen)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Asynchronous digital teaching content</li> <li>• Synchronous classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	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.

<b>International Business, B.Sc.</b>	
<b>International organisation and human resource management (IOHR)</b>	
<b>Module number</b>	B-640
<b>Person responsible</b>	Prof. Dr. Natalia Ribberink
<b>Duration of the module</b>	One semester
<b>Semester</b>	6 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	9 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	Passed modules: All modules of the second semester
<b>Recommended prior knowledge for the module</b>	None
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• analysing and evaluating external and industrial environment for companies operating internationally/globally,</li> <li>• appraising selected strategic scenarios in response to external environmental and/or institutional change,</li> <li>• distinguishing between different organisational architectural choices,</li> <li>• analysing international labour market determinants in cross-country/regional comparison,</li> <li>• appraising functionality and distinguishing between human resource management concepts and instruments for internationally active companies,</li> <li>• evaluating managerial implications for organisational design and human resources for internationally active companies.</li> </ul>
<b>Content of the module</b>	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.

<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
<b>Corresponding courses</b>	1. International organisation and human resource management (2 SWH full group size) 2. Exercises and cases (2 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Übungen)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative research-based (team) learning</li> <li>• Case-based learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	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

<b>International Business, B.Sc.</b>	
<b>International business and trade law (IBTL)</b>	
<b>Module number</b>	B-710
<b>Person responsible</b>	Prof. Dr. Michael Gille
<b>Duration of the module</b>	One semester
<b>Semester</b>	7 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	9 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	None
<b>Recommended prior knowledge for the module</b>	Foundations of management International management Business law and taxation Financial accounting
<b>Teaching language</b>	English
<b>Competencies gained / Learning Outcome</b>	<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"> <li>• demonstrating the legal effects of public and private international law on trade,</li> <li>• describing the concrete practical impact of important aspects of the legal framework within which international businesses operate,</li> <li>• analysing cases from the international corporate practice dealing with transnational legal conflicts (trade law, investment law, tax law etc.),</li> <li>• formulating persuasive arguments for the resolution of international disputes in consideration of the relevant sources of international law,</li> <li>• explaining how international legal conflicts are settled through litigation and arbitration,</li> </ul>

	<ul style="list-style-type: none"> <li>• appreciating critically the values and economics underpinning the system of international trade law,</li> <li>• analysing international legal cases,</li> <li>• applying these legal principles to cases with implications from several areas of law by outlining legal opinions and arguing the result in the discussion.</li> </ul>
<b>Content of the module</b>	<p>This module provides an introductory survey to ....</p> <ol style="list-style-type: none"> <li>1. International sale of goods</li> <li>2. Trade terms</li> <li>3. International trade in goods, services, and labour</li> <li>4. The WTO multilateral trade system</li> <li>5. Preferential trade agreements</li> <li>6. International investment agreements</li> <li>7. EU law</li> <li>8. Competition law</li> <li>9. Law of credit and security</li> <li>10. Double taxation treaties</li> <li>11. Transfer pricing</li> <li>12. Economic analysis of law</li> </ol>
<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	<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>
<b>Corresponding courses</b>	<ol style="list-style-type: none"> <li>1. International business and trade law (3 SWH full group size)</li> <li>2. Exercises and cases (1 SWH 1/3 group size)</li> </ol>
<b>Learning and teaching types</b>	<p>Regulatory learning and teaching type:</p> <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Exercises and cases (Praktikum)</li> </ul> <p>Learning types:</p> <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Instructor-assisted research-based learning</li> </ul> <p>Teaching types:</p>

	<ul style="list-style-type: none"> <li>• Asynchronous self-guided online learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<p><b>Literature (latest editions)</b></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 &amp; 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 &amp; Maxwell.</p> <p>Qureshi, A., Ziegler, A., <i>International Economic Law</i>. Sweet &amp; Maxwell.</p> <p>Salacuse, J., <i>The Law of Investment Treaties</i>, Oxford University Press.</p>

<b>International Business, B.Sc.</b>	
<b>International strategic management (ISMA)</b>	
<b>Module number</b>	B-720
<b>Person responsible</b>	Programme coordinator
<b>Duration of the module</b>	One semester
<b>Semester</b>	7 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	9 CP
<b>Semester hours per week (SHW)</b>	4 SHW (4 * 45 minutes = 180 minutes)
<b>Workload</b>	270 h (9 CP * 30 h) Contact hours: 4 SHW * 45 min * 17 weeks = 51 h Self-study: 270 h – 51 h = 219 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	<u>Passed modules:</u> All modules of the first to the fourth semester
<b>Recommended prior knowledge for the module</b>	Empirical research methods
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• selecting business level and corporate level strategies</li> <li>• defining a strategic framework</li> <li>• after detecting new market opportunities in international markets and reflecting digital transformation of strategic relevance</li> <li>• investigating competition and analyzing consumer segments by conducting secondary analysis</li> <li>• conducting secondary and primary research</li> <li>• evaluating consistence of strategies and positioning, targeting pricing</li> </ul>
<b>Content of the module</b>	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.

<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Portfolio examination (Portfolio-Prüfung)
<b>Corresponding courses</b>	1. International strategic management (2 SWH full group size) 2. Project and cases (2 SWH half group size)
<b>Learning and teaching types</b>	Regulatory learning and teaching type: <ul style="list-style-type: none"> <li>• Tuition in seminars (Seminaristischer Unterricht)</li> <li>• Project and cases (Übungen)</li> </ul> Learning types: <ul style="list-style-type: none"> <li>• Platform-based self-learning programme</li> <li>• Collaborative case-based (team) learning</li> </ul> Teaching types: <ul style="list-style-type: none"> <li>• Asynchronous self-guided digital mastery learning</li> <li>• Synchronous online and classroom sessions</li> </ul>
<b>Literature (latest editions)</b>	<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>

<b>International Business, B.Sc.</b>	
<b>Bachelor thesis (BATH)</b>	
<b>Module number</b>	B-730



<b>Person responsible</b>	Programme coordinator together with all full-time instructors
<b>Duration of the module</b>	Eight weeks
<b>Semester</b>	7 <sup>th</sup>
<b>Frequency of the module</b>	Every semester
<b>Credits (CP)</b>	12 CP
<b>Semester hours per week (SHW)</b>	Not applicable
<b>Workload</b>	360 h (12 CP * 30 h) Contact hours: Not applicable Self-study: 360 h (Coaching by thesis advisor included)
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	150 CP <u>Passed modules:</u> Academic research and writing
<b>Recommended prior knowledge for the module</b>	Empirical research methods
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	<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"> <li>• identifying a topic/title and developing a corresponding research aim of a given research problem,</li> <li>• conducting literature research and evaluating the quality of sources of information,</li> <li>• deducing an interpretation of a topic from a theoretical perspective and/or against the background of a given problem setting,</li> <li>• developing a structure of a thesis that corresponds with the interpretation,</li> <li>• conducting an empirical analysis or applying other suitable methods to support their research project,</li> <li>• paraphrasing literature and applying rules of referencing and citation in a consistent way,</li> <li>• applying the principles of academic language and writing,</li> <li>• organising their research project and presenting and debating their findings with the instructor and/or other students.</li> </ul>
<b>Content of the module</b>	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.

<b>Applicability of the module</b>	International Business, B.Sc. programme
<b>Requirements for the award of credit points (Study and exam requirements)</b>	Regular form of module examination performance (EP): Passed bachelor thesis
<b>Corresponding courses</b>	Not applicable
<b>Learning and teaching types</b>	Research-based learning
<b>Literature (latest editions)</b>	<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 &amp; Francis Group.</p> <p>Briggle, A., &amp; Mitcham, C. <i>Ethics and science: An introduction</i>. Cambridge University Press.</p> <p>Bryman, A., Bell, E., &amp; 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 &amp; Francis.</p> <p>Decker, C., &amp; 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., &amp; Jackson, P. <i>Management research: Mark Easterby-Smith, Richard Thorpe and Paul Jackson</i>. SAGE.</p> <p>Saunders, M. N. K., Lewis, P., &amp; 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."