

Department: Business

Study program: Business Administration, B.Sc.

(Regulations as of 2018)

Overview of English-taught modules:

- Applied International Economic Research Methods
- Business English (B2/C1 level)
- Elective modules with varying topics
- European Economics and Politics
- International Management
- Project modules with varying topics
- Seminar modules with varying topics

All classes are available in the spring and the winter semester. In German, a “module“ is a combination of more than one class.

Detailed module descriptions:

1. Applied International Economic Research Methods

<p>Name of the module: Applied International Economic Research Methods</p>
<p>Number of credits: 4 credits</p>
<p>Classes the module is made up of:</p> <ul style="list-style-type: none"> • 1 lecture • 1 seminar
<p>Module content: Content: This module provides students with the essentials of applied empirical business research for managers. It also highlights the increasing role of knowledge management and how to efficiently conduct information-gathering activities in a rapidly changing business environment. During the module, students acquire the empirical tools necessary to meaningfully analyze data sets from a wide variety of topics. They will then apply these tools using state-of-the-art statistical software to analyze realistic data sets from a wide range of economic topics, such as digital markets or business surveys. The participants prepare their results in a structured and comprehensible manner in a term paper and present them in a presentation.</p> <p>Learning Outcomes: Upon completion of the module, students will be able to describe the research process and possible research designs in applied empirical economic research. They will know about different data collection methods and their advantages and disadvantages. They will also be able to describe typical empirical data analysis tools. Students will be able to conduct applied empirical research projects. Thus, they will be able to select appropriate research topics and formulate research questions, hypotheses and assumptions appropriately. In addition, you will be able to assess the quality of data sets and samples with regard to their feasibility.</p>

Students will further be able to independently analyze economic data sets from a wide range of topics using current statistical software and thus test the formulated hypotheses in order to either reject or confirm them. They can adapt the research results to the needs of the respective audience (e.g. international, management, economist, controller) and present them in an understandable way.
Final exam(s) and/or assignment(s): <ul style="list-style-type: none"> • Research paper • Additional forms of assessment possible (e.g. by means of a presentation and/or a final exam) <p>The exact type of assessment will be announced at the start of the module.</p>
Duration: 1 semester
Hours per week: 4

2. Business English (B2/C1 level)

Name of the module: Business English (Wirtschaftsenglisch) (B2/C1 level)
Number of credits: 5 credits
Classes the module is made up of: 1 language class
Module content: Content: <p>The ability to communicate in English and in an interculturally sensitive manner, to understand documents and to compose texts in the working world is now considered a key qualification in the globalized working environment.</p> <p>Students choose according to existing, proven prior knowledge, an English course at the B2 level or at the C1 level.</p> <p>In addition to developing efficiency in typical professional forms of communication such as telephone calls and meetings and forming a differentiated picture of intercultural differences, students will be able to accept and pass on most English messages that arise during a normal working day and will be able to respond spontaneously to such messages. In addition, they should be able to understand and write complex business correspondence, reports and product descriptions, handle all routine inquiries about goods and services, participate actively in discussions and present arguments.</p> <p>This corresponds to level B2 in the area of "Profession" (Common European Framework of Reference/GER).</p> <p>Students integrate intercultural competencies into their professional practice as a matter of course. They express themselves spontaneously, fluently and precisely, can present complex issues within their own future field of work in detail and conclude speeches appropriately. They can write letters, essays or reports on complex issues and choose the appropriate style in each case. You can follow longer speeches and understand technical contributions from television, radio or other audio sources without great effort, as well as long, complex texts such as technical articles and technical instructions.</p> <p>This corresponds to level C1 in the area of "Profession" (Common European Framework of Reference/GER).</p>

Learning Outcomes:

For the C1 level:

- Familiarity with difficult grammar topics that affect most aspects of the work environment.
- Competence to master a varied repertoire of specialized vocabulary that allows them to give precise, listener-oriented presentations.
- use of their language skills to independently and effortlessly expand their subject knowledge using foreign language sources.
- In work-related contexts (e.g., group discussions, telephone conversations, negotiations, presentations, conversation), students will be able to communicate fluently, precisely, and in a stylistically appropriate way, know a repertoire of idioms, participate actively and spontaneously in discussions, including with native speakers, and use language creatively to achieve speaking intentions.
- Students will be able to write complex, precise texts on specialized topics (reports, essays, summaries, etc.) as well as sophisticated, stylistically confident business correspondence (letters, emails), detailed notes of conversations, etc., and prepare purpose-specific, convincing presentation materials.
- Students will be able to understand details and nuances of complex audio texts on general and business-related topics, e.g. reports, presentations, etc. and can perceive and interpret stylistic differences.
- Students will be able to understand sophisticated texts such as professional articles or textbooks without much effort and can independently access complex, specialized sources.
- Competencies:
- Students will be able to analyze the intercultural aspects of job-related situations in a differentiated manner and adapt to them spontaneously, creatively and in a partner-related manner.
- Students will be able to interpret complex graphs and data sets, to clearly and concisely re-state them and to summarize their relevance.
- Students will be able to summarize complex technical texts and articles clearly and in detail and to engage with them, orally and in writing, critically and creatively.
- Students will be able to actively support each other in group activities and presentations with feedback and are able to find creative solutions to complex subject-related problems in groups.

For the B2 level:

- Students will be familiar with even difficult grammar topics covering the most important aspects of the work environment.
- Students will have a command of extended specialized vocabulary.
- Students will be able to express and elaborate on their specialized knowledge in the target language.
- In work-related contexts (e.g., group discussions, telephone conversations, negotiations, presentations, conversation), students will be able to communicate fluently and participate actively and spontaneously in discussions, including with native speakers.
- Students will be able to write sophisticated texts on specialized topics (reports, summaries, etc.) as well as demanding business correspondence (letters, emails), minutes of meetings, detailed notes of conversations, etc. and prepare effective presentation materials.

<ul style="list-style-type: none"> • Students will be able to understand details of complex listening texts on general and job-related topics, e.g. reports, presentations, etc. • Students will be able to independently understand sophisticated texts such as professional articles and analyses, as well as many types of business correspondence. • Students will be able to analyze the intercultural aspects of job-related situations in a differentiated manner and adapt to them spontaneously. • Students will be able to analyze and interpret complex graphics. • Students will be able to summarize and critically engage, orally and in writing, with challenging professional texts and articles. • Students will be able to actively provide feedback to each other in group activities and presentations and are able to discuss and independently solve subject-related problems in groups.
<p>Final exam(s) and/or assignment(s):</p> <ul style="list-style-type: none"> • Regular attendance (75%) • Active participation • Submission of Texts and homework to be completed at home • A presentation • Written exam during the semester and at the end of the semester • Additional forms of assessment are possible <p>The exact type of assessment will be announced at the beginning of the module.</p>
<p>Duration: 1 semester</p>
<p>Hours per week: 4</p>

3. Elective modules with varying topics

<p>Name and content of the module: Varying names The modules post online shortly before the start of the semester. Classes in the past have comprised:</p> <ul style="list-style-type: none"> • Smart manufacturing – a business case evaluation. • Project module: sharing economy based on U.S. cases
<p>Number of credits: Typically 5 credits, but changes are possible</p>

4. European Economics and Politics

<p>Name of the module: European Economics and Politics</p>
<p>Number of credits: 5 credits</p>
<p>Classes the module is made up of: 1 seminar</p>
<p>Module content: Content:</p>

This course looks at the European integration from a contextual and politico-economic perspective, using methods from economics, political science, and sociology. It has four main parts:

- An institutional and historical part, looking at motives for economic integration across borders, alternative theories of integration, the evolution of the European Union, from the Marshall to the current crisis situation
- A policy part, looking at the main areas of European policymaking, including monetary and fiscal integration, competition policy, common agricultural policy, industrial policy, trade policy, economic cooperation, regional policy, social policy and labor markets, energy policy, environmental policy
- A part looking at individual country experiences, to reflect upon the national and regional foundations of Europe and upon the effect of Europe on the regional and national levels.
- A part that looks at the current state of the European Union

Learning Outcomes:

Students will be able to describe different motives of economic integration. They will connect corresponding theoretical concepts with these motives, name essential milestones of European integration and give an overview of the essential policy areas of European integration. They will be able to list and explain the reasons for crises in the European integration process. They will be able to describe the current institutional, legal, socio-economic and political constitution of the European Union.

Moreover, students will be able to design, structure and produce a written scientific paper in English. They will be able to classify and evaluate the integration of Europe against the background of relevant economic and political science theories. They will be able to weigh up arguments for and against further integration steps.

Students will further be able to apply theories and motives of integration to the history and current development of European integration. In doing so, they will be able to actively reflect on the limits of economic theories. They will be able to develop their own arguments for and against further integration in different policy areas. They will have methodological resources and a corresponding self-confidence to analyze and evaluate changes in the European integration process.

Literature:

- Baldwin/Wyplosz: The Economics of European Integration
- McCormick: Understanding the European Union: A Concise Introduction, Palgrave Macmillan
- Toemmel: The European Union: What it is and how it works, Palgrave Macmillan
- Wallace et. al.: Policy-Making in the European Union, Oxford University Press
- Hix: The political System of the European Union, Basingstoke: Palgrave Macmillan

Final exam(s) and/or assignment(s):

- Research paper which will be presented in class
- Additional assessments (e.g. by means of a final exam) possible

The exact type of assessment will be announced at the start of the module.

Duration:

1 semester

Hours per week:

4

5. International Management

<p>Name of the module: International Management</p>
<p>Number of credits: 5 credits</p>
<p>Classes the module is made up of:</p> <ul style="list-style-type: none"> • 1 lecture • 1 seminar (practically-oriented)
<p>Module content:</p> <p>Content:</p> <ul style="list-style-type: none"> • Internationalization in the context of social transformation processes (megatrends, e.g. digitalization, diversity, mobility, regulation, urbanization) • Determinants of an international competitive environment • Economic and business theories of internationalization • Entrepreneurship in an international environment • Agility, digitalization and diversity in a networked world • Internationalization in management-related functional areas, e.g. • Cultural, strategic and organizational theoretical aspects of internationalization • Corporate governance, corporate social responsibility and compliance • Risk and crisis management of internationally operating companies • Change processes in internationally operating companies • Internationalization in performance-related functional areas, e.g. • Customer Relationship Management • Product Lifecycle Management • Supply Chain Management • Project Management • Service • Internationalization in supporting functional areas, e.g. • Human Resources Management • Financial management • Quality Management • Information management • Controlling and accounting <p>Learning Outcomes:</p> <p>Graduates will be able to describe current and future megatrends. They will know the development stages of economic integration and regulation in the various world economic regions (e.g. ASEAN, EU, MERCOSUR, NAFTA). They will be able to describe the determinants of entrepreneurial action and their effects in an international competitive environment, which significantly determine the behavior of internationally operating companies. In addition to economic determinants, these will also include political, legal, social, cultural and ecological determinants.</p> <p>Graduates will be able to outline the cultures, strategies and goals of internationally operating companies. They will be familiar with methods and instruments of culture, strategy and goal identification, culture, strategy and goal agreement as well as development. Graduates will also be able to name processes, methods and instruments in selected management and performance-related as well as supporting functional areas in companies and describe how these contribute to the implementation of strategies and ultimately to the achievement of objectives.</p>

Graduates will be able to correctly classify the relevance of current and future megatrends for internationally operating companies, analyze and evaluate options for action. Furthermore, they will be able to derive the right conclusions for the different management- and performance-related as well as supporting functional areas, to determine the right measures and to apply them correctly in the respective entrepreneurial context.

Moreover, graduates will be able to recognize changes in the implementation of measures at an early stage, quantify them in terms of their consequences for entrepreneurial action and react to them in an appropriate manner.

Graduates will have developed their own approaches to solutions for internationally-operating companies, depending on the respective problem, for the management-related, the performance-related or the supporting areas. They will be able to apply the processes, methods and instructions they have learned to the respective company situations in the international environment. For example, from the supporting areas, which includes the implementation and application of a controlling system in an internationally active company across all functional areas of the company, the development and use of a quality management system taking into account the regional requirements for product and process compliance, or the implementation and application of a global information management system that takes into account aspects of data protection and information security as well as compliance issues. From the performance-related areas, these include solutions for the design and use of a global supply and service network as part of a supply chain management concept, the promotion of the development of new products and processes, and the appropriate protection of company-specific know-how or the maintenance of a global service system. At the management level, the focus is on issues relating to the planning, management and control of international business activities, from the coordination of market and product strategies to the optimization of financial strategy.

Literature:

- Beerel: Leadership and Change Management, SAGE Publications
- Drucker: The Practice of Management, Collins
- Ghemawat: Redefining Global Strategy, Harvard Business School Publishing Corporation
- Ghemawat: World 3.0 Global Prosperity and How to Achieve it, Harvard Business Review Press
- Heisterberg/Verma: Creating Business Agility, John Wiley & Sons
- Ohmae: The Next Global Stage. Challenges and Opportunities in our Borderless World, Wharton School Publishing
- Perlitz/Schrank: Internationales Management; UVK Verlagsgesellschaft
- Porter: Competitive Strategy: Techniques for Analyzing Industries and Competitors, The Free Press
- Porter: Competitive Advantage: Creating and Sustaining Superior Performance, Simon & Schuster
- Schneider/ Schmidpeter (Hrsg.): Corporate Social Responsibility, Springer
- Taleb: Antifragile, Random House Publishing Group
- Zentes/Swoboda/Morschett (Hrsg.): Fallstudien zum Internationalen Management; Gabler

Final exam(s) and/or assignment(s):

- Analysis of a case study
- Submission of a learner's diary
- Final exam (possibly online)
- Additional forms of assessment are possible

The exact type of assessment will be announced at the start of the module.

Duration:

1 semester

Hours per week:

4

6. Project module

Name of the module: Project module
Number of credits: 5 credits
Classes the module is made up of: 1 seminar
Module content: Content: The content of the project module is the application of project management techniques and other basic skills to practical cases, especially in the field of public administration and non-profit management in group work (teams). The individual projects offered are newly designed each semester by the faculty and communicated to the students. A project is divided into phases. The first phase includes project planning. Here, the project team develops detailed project goals, a time schedule, a project structure plan and defines the responsibilities in the project, based on the respective objectives of the project. This is followed by the project implementation phase. In this phase, the previously created plan is to be executed. The progress of the project should be presented to the project supervisor (teacher) in regular progress reports, e.g. every two weeks. The last phase is the project completion phase. In this phase, the project results are documented in a project report and presented at a final workshop.
Learning Outcomes: Students will know the challenges of working in a group and will be able to explain the importance of coordinating the activities of the individual acting persons. They will be able to describe the importance of milestones and the characteristic demands of the different interest groups. They will also be able to use project management techniques in a target-oriented manner, define and delimit the project goals, structure the project task, implement plans as well as control and monitor the project success. In addition, they will be able to present the project results in a comprehensible and target group-oriented manner. They will have independently developed solutions and strategies for the accomplishment of the project task. By distributing tasks and controlling and monitoring the achievement of objectives, they will have acquired important leadership skills.
Literature: <ul style="list-style-type: none"> • Project Management Institute: A Guide to the Project Management Body of Knowledge, Pennsylvania/USA • Weitere Literatur abhängig von der Zielsetzung des Projekts.
Final exam(s) and/or assignment(s): <ul style="list-style-type: none"> • Practically-oriented examination • A presentation of the students' process (30 to 60 minutes) and of their project report (60 to 120 minutes) • Additional types of assessment are possible The exact type of assessment will be announced at the start of the module.
Duration: 1 semester
Hours per week: 4

7. Seminar module

Name of the module: Seminar module
Number of credits: 5 credits
Classes the module is made up of: 1 seminar
Module content: Content: The content of the seminar module is the independent in-depth scientific examination of topics in the field of economics. Learning Outcomes: Students will know the literature research and management methods necessary for scientific work as well as the formal requirements for the preparation of a scientific paper. Students will be able to develop scientific knowledge by dealing with current problems. Students will be able to present their findings in a way that is appropriate for the target audience. They will have independently developed solutions and strategies to solve the given problem, and will be able to evaluate the texts of others with regard to compliance with the standards of science-oriented text production.
Final exam(s) and/or assignment(s): <ul style="list-style-type: none"> • Research paper • Group work in class and a presentation • Additional types of assessment are possible The exact type of assessment will be announced at the start of the module.
Duration: 1 semester
Hours per week: 4