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Module Manual

Study beginning at OTH Regensburg
Modules at OTH Regensburg
Module number
01

Module title
Statistics
(Betriebsstatistik)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>SK</td>
<td>1</td>
<td>6</td>
<td>Every academic year</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>(winter semester)</td>
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Module coordinator
Prof. Dr. Schreck

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Bourier

Compulsory/Elective
Compulsory

Module language
German

Access requirements
n/a

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
With a basic knowledge of descriptive statistics, students are able to independently plan and perform descriptive analyses, to select the right method according to a situation and problem and interpret the results correctly and critically. Students can use their knowledge of probability theory to identify, model and resolve quantitatively detectable and high-risk problems. With a basic knowledge of inferential statistics, students are able to take a sample from a population and by identifying its characteristics make inferences about that population.

Method skills
Students can also professionally and methodically handle a set of statistical tools and competently apply their analytical skills.

Social skills
Students are proficient at problem-solving within a group or team.

Personal skills
Students are capable of applying problem-solving techniques.

Content
The focus of the course is to provide a basic working knowledge of descriptive statistics, probability theory and inferential statistics.

- Statistical study procedure
- Data collection and data processing
- Parameters of frequency distributions
- Ratios and indicators
- Regression and correlation analysis
- Theoretical distribution
- Simple linear regression: inferential methods
- Supervised exercises
Literature

Required reading

Fahrmeir, Ludwig/Künstler, Rita/Pigeot, Iris/Tutz, Gerhard: Statistik. Der Weg zur Datenanalyse, Springer-Verlag
Schira, Josef: Statistische Methoden der VWL und BWL, Theorie und Praxis, Pearson, München

Recommended reading

Bourier, Günther: Beschreibende Statistik, Gabler
Bourier, Günther: Wahrscheinlichkeitsrechnung und schließende Statistik, Gabler
Wewel, Max C.: Statistik im Bachelor-Studium der BWL und VWL. Methoden, Anwendung, Interpretation, Pearson
Schwarze, Jochen: Grundlagen der Statistik I – Beschreibende Verfahren, Herne/Berlin, Verlag NWB
Schwarze, Jochen: Grundlagen der Statistik II – Wahrscheinlichkeitsrechnung und induktive Statistik, Herne/Berlin, Verlag NWB

Latest edition

Teaching and learning methods

Seminar-style tuition with dialogue and supervised exercises (problem-orientated teaching and working, exploratory learning)
Unsupervised exercises with solutions for monitoring progress; control questions
Use of educational software: Microsoft Excel
Lecture with Powerpoint slides or projector slides – occasional handouts
Independent project work by students on specific aspects of the lecture

Type of examination/Requirements for the award of credit points

Written examination
Duration: 120 minutes

Other information

ECTS Credits
7

Workload
210 hours
Contact/attendance time: 90 h
Additional work: 120 h

Weighting of the grade in the overall grade
3.5
Module number
02

Module title
Bookkeeping and Accounting
(Buchführung und Bilanzierung)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tr>
<td>BBI</td>
<td>1</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
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</table>

Module coordinator
Prof. Dr. Koss

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Koss

Compulsory/Elective
Compulsory

Module language
German (Introduction and HGB-part)
English (IFRS)

Access requirements
n/a

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to understand standard double-entry book keeping entries, preparing opening statements of financial position and basic financial reports. Students are familiar with German GAAP, accounting legislation and IFRS financial reporting. They are able to analyse financial reports for preparing investment decisions in particular.

Social skills
Students are able to communicate accounting issues effectively.

Method skills
Students will be able to apply HGB-rules and international standards in reporting business transactions. They will be able to read and understand legal requirements (legal skills) and interpret financial reports (economic skills). On completing the module the students will use accounting and financial reporting as a tool to conduct, control and optimize business transactions.

Personal skills
Students will have a deep understanding of financial reports as a basic skill for business studies.

Content
The course instructs in basic concepts of financial accounting and techniques of bookkeeping. The lecture provides an introduction to German GAAP, focusing on small and medium-sized businesses. The module also provides an introduction to international financial reporting according to international financial reporting standards, focusing on EU-accepted IFRSs (EU-IFRSs).

- Introduction: accounting terms and definitions
  - German technical terms
  - English technical terms
- Business models and their presentation in financial reports
- Accrual vs. Cash Flow accounting
- HGB vs. IFRS
- Opening balance sheet and primary entries
- Introductory bookkeeping
- Financial reporting
  - Financial reports according to German HGB and German Tax Accounting
  - Financial reports according to International Standards
- Analysis of Financial Reports

**Literature**

**Required reading**

Koss: Bilanzen lesen und verstehen

**Codes:**

HGB (German Commercial Code)

IFRSs as accepted by the European Commission (EU-IFRSs)

**Recommended reading**

-

**Teaching and learning methods**

Seminar-style tuition with group exercises and discussion

Lectures given by professor

Oral presentation with PowerPoint slides / Overhead projector

Oral presentations of group discussions

**Type of examination/Requirements for the award of credit points**

Written examination
Duration: 90 minutes

**Other information**

-

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<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tr>
<td>5</td>
<td>150 hours</td>
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<tr>
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<tr>
<td></td>
<td>Additional work: 90 h</td>
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</table>
Module number
03

Module title
Introduction to Business Studies
(Grundlagen der Betriebswirtschaftslehre)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tr>
<td>BW</td>
<td>1</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
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</table>

Module coordinator
Prof. Dr. Dr. Goertzen

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturers
Prof. Dr. Dr. Goertzen
Dipl.-Bw. (FH) Hamella

Compulsory/Elective
Compulsory

Module language
German

Access requirements
n/a

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students gain knowledge of the framework within which companies can operate commercially. In addition, students gain the ability to recognize how business decisions have to be prepared.

Social skills
Students can contribute appropriate views and ideas on planning and decision making. They are able to present reasoned arguments to a target group.

Method skills
Students acquire commercial and legal thinking and reasoning techniques that enable them to select targeted solutions from a set of alternative choices of action.

Personal skills
Students are able to deal with economic problems independently. They possess independence, criticism and discussion skills.

Content
The course aims to outline first business principles and to introduce problems of everyday operations by examining typical operational issues and questions. The main emphasis of the course is on applying commercial and legal thought and reasoning techniques. It covers key economic issues by examining selected problem areas.

- Introduction to the problem of the choice of legal form
- Basic principles of tax law
- Principles of company law
- Basics of business valuation and corporate acquisition
- Basics of business accounting (accounting, annual financial statement, cost accounting, financial plan)
- Fundamentals of corporate governance
- Fundamentals of insolvency
- Basic concepts and terminology of business administration
- Basic issues in the key functions of a corporation
- Introduction to employment, industrial and work context of human relations
- Basic process, planning and control aspects of operations management

Literature

Required reading
Schmalen, Helmut, Grundlagen und Probleme der Betriebswirtschaft (Arbeits- und Übungsbuch)
Wöhe, Günter, Einführung in die Allgemeine Betriebswirtschaftslehre

Recommended reading
Bosser, Unternehmensbesteuerung und Bilanzsteuerrecht
Klunzinger, Grundzüge des Gesellschaftsrechts
Zimmermann, Grundriss des Insolvenzrechts
Peemöller, Praxishandbuch der Unternehmensbewertung

Latest edition

Teaching and learning methods
Seminar-style tuition with exercises

Type of examination/Requirements for the award of credit points
Written examination
Duration: 90 minutes

Other information
- 

ECTS Credits
5

Workload
150 hours
Contact/attendance time: 60 h
Additional work: 90 h

Weighting of the grade in the overall grade
2.5
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tr>
<td>04</td>
<td>Foundation Economics (Grundlagen der Volkswirtschaftslehre)</td>
<td>VW</td>
<td>2</td>
<td>4</td>
<td>Every academic year (summer semester)</td>
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</table>

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<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
<th>Module language</th>
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</thead>
<tbody>
<tr>
<td>Prof. Dr. Weiss</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
<td>German</td>
</tr>
</tbody>
</table>

**Access requirements**

n/a

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students understand basic macroeconomic issues and relationships and can place them in an overall economic context. The acquired ability of economic reasoning enables students to analyse and assess social and political issues. Moreover, it provides a theory-based guidance in the implementation of internal optimization strategies (cost, production, profit theory).

**Social skills**

Students are able to discuss current topics. They are encouraged to discuss critical, sometimes even controversial topics in an objective atmosphere. Students gain experience in solving individual assignments and in accepting constructive criticism directed at their exercise results.

**Method skills**

Students gain insights into the various representation modes of economic reasoning. They are able to handle complex economic issues graphically, arithmetically and verbally.

**Personal skills**

Students are able to discuss by means of group work. They can both exercise and respond to constructive criticism, and present their conclusions in a rational manner.

**Content**

The course teaches students to recognise, understand and analyse basic economic relationships.

- **Introduction**
  - "Economics" as a discipline
  - Basic components of the economy: Needs, shortages, economic principle, division of labour, specialisation

- **Economic systems**
  - Command economy and market economy
  - Free market economy –market failure, government failure
  - The social market economy
- Theory of demand (households)
  - Introduction (consumption plan of households – determinants)
  - Derivation of the demand curve
  - Aggregation of total demand
  - Elasticities
- Theory of supply (firms)
  - Introduction (determinants of production planning)
  - Production, production function, factors of production
  - Costs, cost function, cost curves
  - Derivation of the supply curve (aggregate marginal costs)
- Market and price theory
  - Market forms
  - Pricing in different market and competitive conditions (perfect competition, oligopolistic competition, monopoly, monopolistic competition)
- Competition theory and policy
- National economic accounting and balance of payments (ex-post analysis)
  - National economic accounting
  - Accounting systems in the Federal Republic of Germany
  - Gross national product and balance of payments
- Macroeconomics
  - Say’s law
  - Keynesian consumption and saving functions, investment function, government activity
  - Multiplier phenomenon
  - Simultaneous equilibrium on goods and money market

### Literature

**Required reading**

Lecture notes and slides

Mankiw: Grundzüge der Volkswirtschaftslehre, Stuttgart

**Recommended reading**

Baßeler/Heinrich/Utecht: Grundlagen und Probleme der Volkswirtschaft, Stuttgart

**Latest edition**

### Teaching and learning methods

Seminar-style tuition with exercises

Presentation by lecturer using PowerPoint, black board, plenary discussions, group work, videos, extensive online resources, and current news articles

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
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<tbody>
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<td>Duration: 90 minutes</td>
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### Other information

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<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tbody>
<tr>
<td>5</td>
<td>150 hours Contact/attendance time: 60 h Additional work: 90 h</td>
<td>2.5</td>
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### Module number
05

### Module title
Foundation IT (IT-Grundlagen)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tbody>
<tr>
<td>ITG</td>
<td>1</td>
<td>2</td>
<td>Every academic year (winter semester)</td>
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### Module coordinator
Michl M.A.

### Tuition type
Seminar-style tuition with exercises (in CIP-Pools)

### Module duration
1 semester

### Lecturers
Michl M.A.
Lecturers team

### Compulsory/Elective
Compulsory

### Module language
German

### Access requirements
n/a

### Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students understand the importance of IT and the possibilities and limitations of IT support. Students can protect their own security when using software and the Internet.

**Social skills**
Students acquire "soft skills" such as consultation and consensus within a group, empathy for the views of others and insights into human nature (team skills).

**Method skills**
Students can deploy IT systems efficiently. They can use office and business communication software for everyday business tasks. Students are able to produce reports, presentations and scientific essays.

**Personal skills**
Students acquire personal skills such as manner and demeanor, self-discipline and self-confidence.

### Content
Introduction to subscribing / unsubscribing to the OTH Regensburg network; overview of network resources.
- Chapter 1: Microsoft Word
- Chapter 2: Microsoft Excel
- Chapter 3: Microsoft PowerPoint
- Chapter 4: Microsoft Access

### Literature
**Required reading**
Learning materials on the e-Learning Platform / Moodle Network
(including control questions and exercises on each chapter)

Notes supplied by the RRZN (Regional Computing Centre for Lower Saxony) on Windows and offline products (to suit current equipment)

**Recommended reading**

Online help for software products

**Teaching and learning methods**

Seminar-style tuition with group exercises

Presentation by lecturer using PowerPoint or the software used

Control questions and exercises will be available

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
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<tbody>
<tr>
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<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tr>
<td>3</td>
<td>90 hours</td>
<td>1.5</td>
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Contact/attendance time: 30 h

Additional work: 60 h
Module number
06

Module title
Business Language and Scientific Working in the Host Country
(Wirtschaftssprache und akademisches Arbeiten im Zielland)

Code
EN1
FR1
SP1

Semester
1 & 2

Number of WSH
4
(2 winter semester, 2 summer semester)

Module offered
Every semester
(starts in winter semester)

Module coordinator
Hager M.A.

Tuition type
Seminar

Module duration
2 semesters

Lecturers
Hager M.A.
Schönauer M.A.
Rohleder

Courses
One of modules 6a-6c should be selected depending on the chosen partner university
6a: Business Language English and Scientific Working
6b: Business Language French and Scientific Working
6c: Business Language Spanish and Scientific Working

Access requirements
The module to be selected will be decided during the admission process

Course description
This module has two aims: It gives students the opportunity to practise and improve their language skills and it is an introduction to scientific working methods prevalent in the host country.

Students actively participate in group work and specific tasks applying Business English/French/Spanish in a professional, scientific and international context. They gain in-depth knowledge of key areas of business and economics vocabulary.

They are introduced to methods of enhancing their understanding and production of academic texts related to their study program.

Content
• Comprehension, text work and discussions
• Dealing with typical business situations in different functional fields
• Developing presentation techniques and negotiation strategies
• Case studies and role plays
• Analysis of economics-related texts (corporate and industrial reports and textbooks)
• Text production according to academic requirements

Type of examination/ Requirements for the award of credit points
Semester 1: Written examination
Duration: 60 minutes (50 %)
Semester 2: Course work (50 %)
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<thead>
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<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tr>
<td>5</td>
<td>150 hours</td>
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<tr>
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<tr>
<td></td>
<td>Additional work: 90 h</td>
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</table>
Course number
06a

Course title
Business Language English and Scientific Working
(Wirtschaftssprache Englisch und akademisches Arbeiten)

Code
EN1

Semester
1 & 2

Number of WSH
4
(2 winter semester,
2 summer semester)

Module offered
Every semester
(starts in winter semester)

Lecturer
Rohleder

Tuition type
Seminar

Compulsory/Elective
Compulsory

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students understand complex English spoken and written texts dealing with current economics topics and events of the day and are able to reproduce the essential content of these. They are familiar with day-to-day business, specific business, economics and technical vocabulary. They are able to apply relevant grammar skills correctly. They have internalized methods of analysing and producing scientific texts relevant to their degree course.

Social skills
Students can communicate their own point of view in an appropriate, transparent and appreciative manner in English within a group context. They are also able to change perspective.

Method skills
Students are capable of working on English texts and small projects independently and of presenting their results orally and in writing according to academic requirements.

Personal skills
Students can successfully work in an English speaking team. They are able to talk and write about a wide range of topics and form ethical and responsible views and defend them.

Content
- Current texts on economic issues
- Videos on course-related subjects
- Case studies and role plays
- Exercises on selected chapters of English grammar and vocabulary
- Presentations in English
- Academic working methods e.g. structure of an academic paper, correct citing and referencing
- Specific texts on economic issues

Literature
Required reading
Handouts and online material provided by the module leader

Recommended reading
G. Butzphal, Career Express, Business English C1, Cornelsen
| Teaching and learning methods | Written examination  
Duration: 60 minutes and Course work |
<table>
<thead>
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<tr>
<td>Other information</td>
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</tr>
<tr>
<td>ECTS Credits</td>
<td>5</td>
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</tbody>
</table>
| Workload                      | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h |
| Course language               | English                         |
## Learning outcomes

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

### Subject skills

Students understand complex French spoken and written texts dealing with current economics topics and events of the day and are able to reproduce the essential content of these. They are familiar with day-to-day business, specific business, economics and technical vocabulary. They are able to apply relevant grammar skills correctly. They have internalized methods of analysing and producing scientific texts relevant to their degree course.

### Social skills

Students can communicate their own point of view in an appropriate, transparent and appreciative manner in French within a group context. They are also able to change perspective.

### Method skills

Students are capable of working on French texts and small projects independently and of presenting their results orally and in writing according to academic requirements.

### Personal skills

Students can successfully work in an French speaking team. They are able to talk and write about a wide range of topics and form ethical and responsible views and defend them.

## Content

- Current texts on economic issues
- Videos on course-related subjects
- Case studies and role plays
- Exercises on selected chapters of French grammar and vocabulary
- Presentations in French
- Academic working methods e.g. structure of an academic paper, correct citing and referencing
- Specific texts on economic issues

## Literature

### Required reading

J. Penfornis, affaires.com, Niveau avancé, Paris, (Klett/Cle International)

M. Gregoire, O. Thievena, Grammaire progressive du français, Niveau intermédiaire, Paris, (Cle International)
| **H. Klein, H. Kleineidam, Grammatik des heutigen Französisch, Lern- und Nachschlagegrammatik für Fortgeschrittene, Stuttgart** |
| **Handouts and online material provided by the module leader** |
| **Recommended reading** |
| **Froße E./ Lüger H, Frankreich verstehen, Primus Verlag** |
| **Latest edition** |

**Teaching and learning methods**
Seminar-style tuition with group projects (oral and written)
Discussions
Presentations and abstracts

| **Type of examination/Requirements for the award of credit points** | **Written examination** |
| **Duration: 60 minutes** |
| **and Course work** |

**Other information**

| **ECTS Credits** | **5** |
| **Workload** | **150 hours** |
| **Contact/attendance time: 60 h** |
| **Additional work: 90 h** |
| **Course language** | **French** |
### Course number
06c

### Course title
Business Language Spanish and Scientific Working  
(Wirtschaftssprache Spanisch und akademisches Arbeiten)

### Code
SP1

### Semester
1 & 2

### Number of WSH
4  
(2 winter semester, 2 summer semester)

### Module offered
Every semester  
(starts in winter semester)

### Lecturer
Hager M.A.

### Tuition type
Seminar

### Compulsory/Elective
Compulsory

### Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students understand complex Spanish spoken and written texts dealing with current economics topics and events of the day and are able to reproduce the essential content of these. They are familiar with day-to-day business, specific business, economics and technical vocabulary. They are able to apply relevant grammar skills correctly. They have internalized methods of analysing and producing scientific texts relevant to their degree course.

**Social skills**

Students can communicate their own point of view in an appropriate, transparent and appreciative manner in Spanish within a group context. They are also able to change perspective.

**Method skills**

Students are capable of working on Spanish texts and small projects independently and of presenting their results orally and in writing according to academic requirements.

**Personal skills**

Students can successfully work in an Spanish speaking team. They are able to talk and write about a wide range of topics and form ethical and responsible views and defend them.

### Content
- Current texts on economic issues
- Videos on course-related subjects
- Case studies and role plays
- Exercises on selected chapters of Spanish grammar and vocabulary
- Presentations in Spanish
- Academic working methods e.g. structure of an academic paper, correct citing and referencing
- Specific texts on economic issues

### Literature

**Required reading**

H. Köhler, et al., Éxito, Bildungsverlag EINS

J.M. Domínguez, M. Valle, Spanische Übungsgrammatik für Fortgeschrittene, Erich Schmidt Verlag

Handouts and online material provided by the module leader
## Recommended reading

J. Schnitzer, J. Martí, Wirtschaftsspanisch - Terminologisches Handbuch, Oldenbourg  
P. Álvarez Olañeta, T. Bonachera Álvarez, Großer Lernwortschatz Spanisch, Hueber  

Latest edition

## Teaching and learning methods

Seminar-style tuition with group projects (oral and written)  
Discussions  
Presentations and abstracts

| Type of examination/Requirements for the award of credit points | Written examination  
| Duration: 60 minutes and Course work |

## Other information

-  

| ECTS Credits | 5  
| Workload | 150 hours  
| Contact/attendance time: 60 h  
| Additional work: 90 h  
| Course language | Spanish |
Module number
07a-c

Module title
Business and Cultural Competence in the Host Country
(Wirtschaftliche und kulturelle Kompetenz im Zielsprachraum)

Code
WIKE
WIKF
WIKS

Semester
2

Number of WSH
4

Module offered
Every academic year
(summer semester)

Module coordinator
Hager M.A.

Tuition type
Seminar

Module duration
1 semester

Lecturers
Prof. Dr. Dreyer de Ponte

Module courses
One of modules 7a-7c should be selected depending on the chosen partner university
07a: Business and Cultural Competence - English
07b: Business and Cultural Competence - French
07c: Business and Cultural Competence - Spanish

Module language
German

Access requirements
The module to be selected will be decided during the admission process

Learning outcomes
On completing the module students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students have a basic understanding of different economic environments. They have internalized methods to understand specific cultural aspects of international cooperation forms through case studies and role plays, thereby evaluating central concepts of the integration of corporate cultures in different cultural environments. Students are able to apply knowledge about culture and management to typical intercultural work situations. They can apply interpersonal skills based on cross cultural understanding and communication to organize group and organizational processes successfully. Students will be familiar with the main effects of dynamic group processes in a multicultural business environment. They develop a comprehensive understanding of the potentials for synergies and conflicts in such an environment.

Social skills
Students develop a sense of their own particular responsibility when working with colleagues and business partners from different cultural backgrounds. They are able to change perspective and to communicate their own point of view in an appropriate, transparent and appreciative manner. Students will understand the relation between culture and business and will be able to apply appropriate techniques to improve cross-cultural collaboration.

Method skills
Students are able to translate proactively cultural concepts and business communication techniques into action in intercultural work situations.

Personal skills
Students have refined their own cognitive and behavioural abilities in situations of intercultural
interaction. They are able to independently analyse typical problems stemming from a multicultural business environment and use adequate problem solving techniques. They are confident and capable of communicating adequately and putting forth their own ideas in an international business environment.

**Content**

This module is an introduction to the European business landscape, its management and communication styles based on different cultural backgrounds, and the cultural competences necessary to conduct business successfully in this area.

- Analysis of economic differences between selected European countries
- Categories of cultural differences
- Influence of culture on business and organizational models
- Communication theory
- Appropriate communication in an international environment
- Case studies and role plays
- Analysis of potentials and risks resulting from cultural diversity

**Literature**

**Required reading**

- Baldwin, Richard, Wyplosz, Charles: The Economics of European Integration, McGraw Hill
- Blanchard, Olivier: Macroeconomics: A European Perspective, Pearson
- Guirdham, Maureen: Communicating Across Cultures at Work, Palgrave
- Hansen, Klaus P.: Kultur und Kulturwissenschaft. UTB
- Hofstede, Geert: Cultures and Organizations. McGraw Hill
- Jandt, Fred: An Introduction to Intercultural Communication: Identities in a Global Community, Sage Publications

**Online resources:**

- Eurostat: http://ec.europa.eu/eurostat/data/database
- OECD: http://stats.oecd.org/

**Recommended reading**

- Adler, Nancy J.: International Dimensions of Organizational Behavior, Thomson
- Rothlauf, Jürgen: A Global View on Intercultural Management: Challenges in a globalized world. De Gruyter Oldenbourg

**Latest edition**

**Type of examination/ Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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</table>
## Module number
08

## Module title
Business Language 2 and Cross-Cultural Competence
(Wirtschaftssprache 2 und Interkulturelle Kompetenz)

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<td></td>
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<tr>
<td>SP2</td>
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<table>
<thead>
<tr>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tbody>
<tr>
<td>1 &amp; 2</td>
<td>4</td>
<td>Every semester</td>
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<tr>
<td></td>
<td>(2 winter semester, 2 summer semester)</td>
<td>(starts in winter semester)</td>
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## Module coordinator
Hager M.A.

## Tuition type
Seminar

## Module duration
2 semesters

## Lecturers
Hager M.A.
Schönauer M.A.
Rohleder

## Courses
- 08a: Business Language English and Cross-Cultural Competence
- 08b: Business Language French and Cross-Cultural Competence
- 08c: Business Language Spanish and Cross-Cultural Competence

## Access requirements
n/a

## Course description
This module has two aims: It is designed to give students the opportunity to practice and improve their language skills on an entry level and it is an introduction to cross-cultural competence relevant to the host country.

Students actively participate in group work and basic tasks, applying English/French/Spanish in an everyday, professional, and international context. They gain knowledge of basic grammar structures and key areas of business and general vocabulary.

They are familiarized with methods of identifying cultural differences and improving their cultural awareness.

## Content
- Speaking, listening, reading, writing
- Analysis of basic grammar structures
- Special areas of vocabulary
- Practising basic real-life and business situations in an international environment
- Developing cross-cultural competence

## Type of examination/ Requirements for the award of credit points
- Semester 1: Written examination
  - Duration: 60 minutes (50 %)
- Semester 2: Oral examination (50 %)

## ECTS Credits
5

## Workload
- 150 hours
  - Contact/attendance time: 60 h
  - Additional work: 90 h

## Weighting of the grade in the overall grade
2.5
Course number
08a

Course title
Business Language English and Cross-Cultural Competence
(Wirtschaftssprache Englisch und Interkulturelle Kompetenz)

Code
EN2

Semester
1 & 2

Number of WSH
4
(2 winter semester,
2 summer semester)

Module offered
Every semester
(starts in winter semester)

Lecturer
Rohleder

Tuition type
Seminar

Compulsory/Elective
Compulsory

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to understand and reproduce the essential content of economics texts both orally and in writing. Students are able to apply the basic skills of listening, speaking, reading and writing. They can also apply basic grammar skills correctly and use specific business and economics vocabulary. Students can give presentations in English. Students have a basic understanding of cultural aspects of business. They are able to use the knowledge of cultural theory in communication situations.

Social skills
Students can communicate in an appreciative manner in English within a group context. They can express their reasoned views and opinions within a group context and react adequately to language stimuli.

Method skills
Students are able to apply the basic structures of language and cultural theory properly. They are able to work on English texts independently and present their results correctly.

Personal skills
Students are able to react to language stimuli adequately and put forward their own views in a cross cultural context. Students are able to communicate on a basic level and consider cultural norms.

Content
- Oral and written texts
- Videos on course-related subjects
- Exercises on selected chapters of English grammar and vocabulary
- Presentations in English
- English texts on various issues
- Role plays

Literature
Required reading
Handouts and online material provided by the module leader

Recommended reading
G. Butzphal, Career Express Business English B2, Cornelsen
| *Englisch-G Grammatik*, Cornelsen |
| *Englisch-G Grammatik, Test- u. Übungsbuch*, Cornelsen |
| Kate Fox, *Watching the English*, Hodder |
| Oxford Advanced Learner’s Dictionary |

**Teaching and learning methods**

Seminar-style tuition with group exercises (oral and written)

Discussions

Presentations

Role plays

**Type of examination/Requirements for the award of credit points**

| Semester 1: Written examination |
| Duration: 60 minutes (50 %) |
| Semester 2: Oral examination (50 %) |

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
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</table>

<p>| Course language | English |</p>
<table>
<thead>
<tr>
<th>Course number</th>
<th>Course title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
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</thead>
<tbody>
<tr>
<td>08b</td>
<td>Business Language French and Cross-Cultural Competence (Wirtschaftssprache Französisch und Interkulturelle Kompetenz)</td>
<td>FR2</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>Every semester (starts in winter semester)</td>
<td>Schönauer M.A.</td>
<td>Seminar</td>
<td>Compulsory</td>
</tr>
</tbody>
</table>

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students are able to understand and reproduce the essential content of economics texts both orally and in writing.

Students are able to apply the basic skills of listening, speaking, reading and writing. They can also apply basic grammar skills correctly and use specific business and economics vocabulary. Students can give presentations in French. Students have a basic understanding of cultural aspects of business. They are able to use the knowledge of cultural theory in communication situations.

**Social skills**

Students can communicate in an appreciative manner in French within a group context. They can express their reasoned views and opinions within a group context and react adequately to language stimuli.

**Method skills**

Students are able to apply the basic structures of language and cultural theory properly. They are able to work on French texts independently and present their results correctly.

**Personal skills**

Students are able to react to language stimuli adequately and put forward their own views in a cross cultural context. Students are able to communicate on a basic level and consider cultural norms.

**Content**

- Oral and written texts
- Videos on course-related subjects
- Exercises on selected chapters of French grammar and vocabulary
- Presentations in French
- French texts on various issues
- Role plays

**Literature**

**Required reading**

M. Mitchell ; A Fleuranceau, *Pour parler affaires*, Stuttgart
Handouts and online material provided by the module leader

Recommended reading
Große E./ Lüger H, Frankreich verstehen, Darmstadt

Recommended reading
Große E./ Lüger H, Frankreich verstehen, Darmstadt

Latest edition

Teaching and learning methods
Seminar-style tuition with group exercises (oral and written)
Discussions
Presentations
Role plays

| Type of examination/Requirements for the award of credit points | Semester 1: Written examination  
Duration: 60 minutes (50 %)  
Semester 2: Oral examination (50 %) |
|---------------------------------------------------------------|

Other information

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
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</table>
| 5            | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h | French |
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<tr>
<th>Course number</th>
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<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tr>
<td>08c</td>
<td>Business Language Spanish and Cross-Cultural Competence (Wirtschaftssprache Spanish und Interkulturelle Kompetenz)</td>
<td>SP2</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>Every semester (starts in winter semester)</td>
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<tr>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
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<tr>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>Compulsory</td>
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</table>

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students are able to understand and reproduce the essential content of economics texts both orally and in writing.

Students are able to apply the basic skills of listening, speaking, reading and writing. They can also apply basic grammar skills correctly and use specific business and economics vocabulary. Students can give presentations in Spanish. Students have a basic understanding of cultural aspects of business. They are able to use the knowledge of cultural theory in communication situations.

**Social skills**

Students can communicate in an appreciative manner in Spanish within a group context. They can express their reasoned views and opinions within a group context and react adequately to language stimuli.

**Method skills**

Students are able to apply the basic structures of language and cultural theory properly. They are able to work on Spanish texts independently and present their results correctly.

**Personal skills**

Students are able to react to language stimuli adequately and put forward their own views in a cross-cultural context. Students are able to communicate on a basic level and consider cultural norms.

**Content**

- Oral and written texts
- Videos on course-related subjects
- Exercises on selected chapters of Spanish grammar and vocabulary
- Presentations in Spanish
- Spanish texts on various issues
- Role plays

**Literature**

**Required reading**

Horstmann, W. et al., ¡Claro que sí!, Bildungsverlag EINS

Handouts and online material provided by the module leader
### Recommended reading

- P. Álvarez Olañeta, T. Bonachera Álvarez, Großer Lernwortschatz Spanisch, Hueber
- J. Martí i Pérez, F. Lalana Lac, Tramontana, Kieser

**Latest edition**

### Teaching and learning methods

Seminar-style tuition with group exercises (oral and written)

- Discussions
- Presentations
- Role plays

### Type of examination/Requirements for the award of credit points

<table>
<thead>
<tr>
<th>Semester 1: Written examination</th>
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<td>Duration: 60 minutes (50 %)</td>
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### Other information

- **ECTS Credits**
  - 5

- **Workload**
  - 150 hours
  - Contact/attendance time: 60 h
  - Additional work: 90 h

- **Course language**
  - Spanish
Module number
09

Module title
Business Plan Writing
(Business Plan)

<table>
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<tr>
<th>Code</th>
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Module coordinator
Prof. Dr. Saßmannshausen

Tuition type
Project work

Module duration
1 semester

Lecturers
Prof. Dr. Saßmannshausen
Kauer M.A.

Compulsory/Elective
Compulsory

Module language
German

Access requirements
n/a

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students assimilate detailed information about company formation, strategic positioning, business modelling, new venture finance, resource assembly, break even analyses, going concerns and the target audiences for whom business plans are written; they are able to present business plans to bankers, investors and venture capitalists, or, in case of corporate venturing, to senior management. Students have an in-depth knowledge of marketing concepts such as market segmentation, target marketing, positioning, branding, buying behaviour in consumer and business markets, the role of product/service planning, pricing, distribution and communication as well as forces in the external business environment that influence marketing decisions.

Social skills
Students are able to reason and articulate their viewpoints convincingly in planning and decision making processes. They are able to facilitate group work directed at the development of business plans. Students are able to reason and present their viewpoints convincingly in planning and decision making processes.

Method skills
Students can take decisions related to business startups, small businesses and the development of new business units; they can appraise the outcomes of their own decisions/ideas. They are able to make effective use of marketing opportunities by analysing customers, competitors and their own company, and to design effective marketing programmes by selecting appropriate strategies for pricing, promotion, location and product.

Personal skills
Students learn to comprehend business planning as a holistic process in new venture formation and the creation and establishment of new opportunities and organisations, reasoned argumentation through working in groups, they develop the ability to criticise constructively and to present their outcomes professionally. Students are able to work in small teams, build arguments and reason logically in team discussions. They can deploy market instruments in an ethical way.
Content

Business Plan Writing

The main aim of the course is to equip students with an understanding of the content of a business plan. By the end of the course students can draw up business plans based on ideas which they have themselves formulated.

Topic 1 Reasons for and processes in business planning
- Why write a business plan?
- Start with a contingent business mission, vision, strategy and model
- Planning the Business Plan
- Business plan outline
- Writing the business plan

Topic 2 – What a business plan should include
- An executive summary
- A brief description of the business opportunity, the (potential) market and related industry
- The marketing and sales strategy and related activities (marketing action plan), distribution
- The management team and personnel
- The operations
- The investment plan, financial forecasts and exit options

Topic 3 – Useful tools and theories in business planning
- Porter’s Five Forces
- Osterwalder’s “Business Model Generator”
- Leschke’s “Business Model Map”
- Causation vs. effectuation theory
- The Buyer-Utility Map
- “Blue” vs. “red ocean” strategy
- Sassmannshausen’s “Opportunity Diamond”
- Harvard Business School’s entrepreneurship model “opportunity-people-deal-context”

Also: The audience for a business plan and how to present a business plan to bankers, investors and venture capitalists

Marketing

The course enables students to define and apply their knowledge of key marketing concepts in the context of their business plan.
- Introduction to marketing management
- External environment
- Marketing strategy and process
- Marketing insights, consumer behaviour and market segmentation
- Product and programme
- Pricing
- Distribution
- Marketing communication
- Marketing coordination
Literature

Business Plan Writing

Required reading

Textbooks:

Articles:

Recommended reading

Articles:

Books and textbooks:

Latest edition

**Marketing**

**Required reading**

Homburg, C./Krohmer, H.: Marketingmanagement, Studienausgabe, Wiesbaden

**Recommended reading**

Kotler, P.: Kotler on Marketing, New York
Kotler, P./Keller, K.L./Bliemel, F.: Marketing Management, München
Kotler, P./Keller, K.L.: Marketing Management, Harlow

Latest edition

**Teaching and learning methods**

Seminar-style tuition with group exercises
Presentation of contents by students
The course is based on seminar-style tuition and selected exercises.

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Seminar paper</th>
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**Other information**

Online market and label research

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<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tr>
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Module number: 10
Module title: Foundation Business Law (Grundlagen des Wirtschaftsrechts)

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<th>Code</th>
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<td>2</td>
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<td>Every academic year</td>
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<td></td>
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<td>(summer semester)</td>
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Module coordinator: Prof. Dr. Betten
Tuition type: Seminar-style tuition with exercises
Module duration: 1 semester

Lecturer: Prof. Dr. Betten
Compulsory/Elective: Compulsory
Module language: German

Access requirements:
N/A

Learning outcomes:
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills:
Students acquire basic knowledge in the field of commercial law with particular emphasis on the general parts of the German civil and commercial codes. Students also know the principles of legal working techniques and will be able to resolve basic legal problems in everyday life.

Social skills:
Students can contribute appropriate positions to the process of corporate decision-making.

Method skills:
Students can readily identify legal problems and assess their results.

Personal skills:
Students can resolve basic legal cases unassisted.

Content:
The main emphasis of the course is on providing a basic overview of the German legal system.
- Legal terminology and elements of the general parts of the German civil and commercial codes and of the law of obligations
- Declaration of intent: constituent elements, delivery and access
- Conclusion of a contract
- Disposition and executory agreement and abstraction principle
- Rescission
- Legal capacity and capability
- Freedom of contract: freedom of conclusion, content and design and its exceptions
- Substitution
- Nature and extent of compensation for damages
- Breaches of contractual obligations
- Commercial Law
Literature

Required reading
Legal text: German Civil Code (Bürgerliches Gesetzbuch - BGB)

Recommended reading
Fürster, Christian: Allgemeiner Teil des BGB, Schuldrecht Allgemeiner Teil, Schuldrecht; Besonderer Teil, Start ins Rechtsgebiet, C.F. Müller Verlag
Jaensch, Michael: Grundzüge des Bürgerlichen Rechts, 3. Auflage, C.F. Müller 2012
Rumpf-Rometsch: Die Fälle, Schuldrecht AT, Schuldrecht BT; fall-fallg Verlag
Schnauder, Franz: Grundzüge des Privatrechts für den Bachelor, 3. Auflage, 2014, Start ins Rechtsgebiet C.F. Müller Verlag

Latest edition

Teaching and learning methods
Seminar-style tuition with legal case work

Type of examination/Requirements for the award of credit points
Written examination
Duration: 90 minutes

Other information
- 

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<tr>
<td>11</td>
<td>Cost Accounting</td>
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<tbody>
<tr>
<td>Prof. Dr. Koss</td>
<td>Seminar-style tuition</td>
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<table>
<thead>
<tr>
<th>Learning outcomes</th>
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<tbody>
<tr>
<td>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:</td>
</tr>
<tr>
<td><strong>Subject skills</strong></td>
</tr>
<tr>
<td>The students are familiar with the methods and objectives of management accounting as an effective information system of an entity. They know the controlling terminology and several management accounting techniques. By being able to use various management tools themselves they will be able to critically analyze management reports.</td>
</tr>
<tr>
<td><strong>Social skills</strong></td>
</tr>
<tr>
<td>Students can make appropriate contributions to controlling and management processes, and are able to contribute effectively to discussions in peer groups.</td>
</tr>
<tr>
<td><strong>Method skills</strong></td>
</tr>
<tr>
<td>Students will be able to choose between several and apply an appropriate management accounting tool. They will be able to generate and analyse data in a business environment.</td>
</tr>
<tr>
<td><strong>Personal skills</strong></td>
</tr>
<tr>
<td>Students will develop a data based decision approach in a business environment.</td>
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<table>
<thead>
<tr>
<th>Content</th>
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<tbody>
<tr>
<td>The course teaches the fundamental principles and techniques of management accounting. These are applied in practical examples and supported by illustrative case studies.</td>
</tr>
<tr>
<td><strong>Fundamentals of management accounting</strong></td>
</tr>
<tr>
<td>Tasks, structure and areas of accounting</td>
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<tr>
<td>Technical terms and concepts</td>
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<tr>
<td><strong>Fundamentals of management accounting</strong></td>
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<tr>
<td>Cost concepts and categories</td>
</tr>
<tr>
<td>Mathematical tools for optimization</td>
</tr>
<tr>
<td><strong>Identification of cost drivers</strong></td>
</tr>
<tr>
<td>Recognition, valuation of cost drivers in several categories (personnel costs, material costs and service costs, imputed costs)</td>
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</tbody>
</table>
• Cost allocation
  o Purposes of cost allocation
  o Tools for cost allocation
  o Overhead cost allocation

• Pricing decision and calculation of unit-costs
  o Objectives
  o Tools and calculations
  o Short term profitability analysis

• Direct costing and break even analysis
  o Terminology
  o Break-even analysis

• Introductory cost planning
  o Terminology and tools
  o Overhead cost management

---

**Literature**

**Required reading**

Lecture notes

**Recommended reading**

Olfert, K.: Kostenrechnung, Ludwigshafen
Däumler, K.-D./Grabe, J.: Kostenrechnung 1, Grundlagen, Herne/ Berlin
Däumler, K.-D./Grabe, J.: Kostenrechnung 2, Deckungsbeitragsrechnung, Herne/Berlin
Haberstock, L.: Kostenrechnung 1, Einführung, Hamburg
Haberstock, L.: Kostenrechnung 2, Plankostenrechnung, Hamburg
Hummel, S./Männel, W.: Kostenrechnung 1 und 2, Wiesbaden

Latest edition

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**Teaching and learning methods**

Seminar-style tuition

Dialogue with students based on joint development of solutions to the selected exercises

Discussion of the practical application of the taught instruments

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<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
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<tbody>
<tr>
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**Other information**

- ECTS Credits
  - 5

- Workload
  - 150 hours
  - Contact/attendance time: 60 h
  - Additional work: 90 h

- Weighting of the grade in the overall grade
  - 2.5
<table>
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<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
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<tr>
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<tr>
<td></td>
<td>(Wirtschaftsmathematik)</td>
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<td>(winter semester)</td>
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<th>Module duration</th>
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<tbody>
<tr>
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<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
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<th>Module language</th>
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<tbody>
<tr>
<td>Prof. Dr. Süß-Gebhard</td>
<td>Compulsory</td>
<td>German</td>
</tr>
</tbody>
</table>

**Access requirements**

n/a

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students know essential methods of business mathematics and they have the ability to apply them to issues of economics and professional practice. Students acquire a basic knowledge of mathematical modelling in economics.

**Social skills**

Students are able to solve problems within a group or team.

**Method skills**

Students have an in-depth knowledge of mathematical methods for processing business tasks (financial functions, linear equations, functions with (multiple) variables used to gain a basic understanding of models).

**Personal skills**

Students enhance their ability to manage their own time and private study.

**Content**

- Basics
  - Sets
  - The real numbers
  - Real sequences
- Financial mathematics
  - Interest and compound interest
  - Comparison of payment services
  - Pension bill
  - Repayment bill
- Analysis
  - Functions with one variable
  - Major functional classes and important economic functions
Consistency

The derivative of a function

Differentiation

Study of functions (curve discussion)

Functions with multiple variables

Partial differentiation

Integral

**Literature**

**Required reading**

Eichholz, W., Vilkner, E.: (Formelsammlung) Taschenbuch der Wirtschaftsmathematik, Fachbuchverlag Leipzig

König, W. et al (Publ.): (Formelsammlung) Taschenbuch der Wirtschaftsinformatik und Wirtschaftsmathematik, Verlag Harri Deutsch

Luderer, B., Nollau, V., Vettes, K.: Mathematische Formeln für Wirtschaftswissenschaftler, B.G. Teubner Verlag

**Recommended reading**

Auer, B.; Seitz, F.: Grundkurs Wirtschaftsmathematik, Gabler Verlag

Benker, H.: Wirtschaftsmathematik mit dem Computer, Vieweg Verlag

Bosch, K.: Mathematik für Wirtschaftswissenschaftler, R. Oldenburg Verlag

Bosch, K.: Übungs- und Arbeitsbuch Mathematik für Ökonomen, R. Oldenburg V.

Körth H., Dück, W., Kluge P.D., Runge, W.: Wirtschaftsmathematik Band 1, Verlag Die Wirtschaft


Precht, M., Voit, K., Kraft, R.: Mathematik 1/2 für Nichtmathematiker, Oldenburg Verlag

**Latest edition**

**Teaching and learning methods**

Seminar-style tuition with group exercises

The students are assigned exercises to work on in their own time – these are then discussed at the beginning of every lecture

**Type of examination/Requirements for the award of credit points**

Written examination

Duration: 90 minutes

**Other information**

Use of the e-Learning Platform for exercises, specific examples, discussion of lecture content etc.

<table>
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<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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Modules at Partner University
### Module number
13-27

### Module title
Courses at Partner University (Semester 3 and 4)  
(Studium an der Partnerhochschule (Semester 3 und 4))

<table>
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<tr>
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<td>2 semesters</td>
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</thead>
</table>
| Depending on the partner university and selected modules | Compulsory/Elective  
( Depending on the partner university and selected modules) | Depending on the partner university and selected modules |

### Access requirements
In order to enter a first semester at a partner university after commencing study at the OTH Regensburg, a student must have first obtained at least 55 ECTS credits in modules of the first study period (semesters 1 and 2).

### Learning outcomes
Depending on selected modules.

On completing the modules the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students have a thorough and well-founded knowledge of the different business departments and units which function within a company, with a clear understanding of the way in which they interact.

**Social skills**
Students can convincingly present professional standpoints in the different departments of a business and can work together with representatives of other operating units to develop effective solutions.

**Method skills**
Students are versed in the use of the subject-specific methods which they have been taught on a scientific basis and which are applied in actual business contexts.

**Personal skills**
Students can move with ease and confidence within the business and academic environment of their chosen cultural area, and can apply their acquired business expertise to that specific culture.

### Content
Depending on the selected module. Students must have at least 20 credits from the following subjects:
- Finance
- Marketing
• HR Management  
• IT  
• Economics  
• Accounting  
• Business Language  

The remaining credits can be chosen from an elective subject.

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<thead>
<tr>
<th>Literature</th>
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<tbody>
<tr>
<td>Required reading</td>
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<tr>
<td>Recommended reading</td>
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<table>
<thead>
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Module number 13
Module title Finance (Finanz- und Investitionswirtschaft)

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Module coordinator Prof. Dr. Schöntag

Tuition type Seminar-style tuition with exercises

Module duration 1 semester

Lecturers Lecturers from the partner university

Compulsory/Elective Elective subject

Module language Language of the target language area

Access requirements Course period 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire the skills needed to analyse, plan, manage and govern a company in terms of the raising and use of capital, and with a view to maintaining financial equilibrium. They are familiar with a range of methods used to evaluate investment opportunities, and can assess their relative merits. Students can characterise different sources of financing and appraise their relative advantages and drawbacks.

Method skills
Students are able to make focused and meaningful comparisons and analyses of methodical approaches to investment and financial management.

Social skills
Students can exercise constructive criticism. They can contribute appropriate and reasoned positions to planning and decision-making processes, and can present and defend their own solution statements.

Personal skills
Students will be able to contribute and critically discuss solution statements on issues of finance and investment to business decision-making processes. A comparative examination of different methodical approaches to investment and financial management enables students to build those approaches into their own value systems.

Content
The course is designed to enable students to acquire a grounding in the investment and financial management of businesses and organisations from a functional and institutional standpoint. A further goal is the acquisition of subject and knowledge skills relating to financial relationships in businesses and on the capital markets.

- Finance management and financial markets
- Objectives of business finance
- Forms of financing
- Investment appraisal
- Capital market and interest
- Investment and profitability accounting

**Literature**
See the module description of the partner university

**Teaching and learning methods**
See the module description of the partner university

**Type of examination/Requirements for the award of credit points**
See the module description of the partner university

**Other information**
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Module number 14
Module title Marketing (Marketing)

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Module coordinator Prof. Dr. Wolfrum
Tuition type Seminar-style tuition with exercises
Module duration 1 semester

Lecturers Lecturers from the partner university
Compulsory/Elective Elective subject
Module language Language of the target language area

Access requirements Course period 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire a fundamental understanding of marketing, specifically in the areas of marketing planning and market development/cultivation as well as market research.

Method skills
Students have an insight into the instruments of marketing planning and marketing cultivation (marketing mix instruments). They have a command of the fundamental instruments of market research.

Social skills
The students have a basic understanding of how to handle customers, employees and the target groups of market surveys and observations.

Personal skills
Students are capable of assessing the relative advantages and disadvantages of a range of decision alternatives in marketing and to take decisions that are sound and well founded.

Content
The aim of the course is to develop a basic understanding of the need for market-oriented and customer-oriented management, to familiarise students with marketing instruments and to give them an insight into the methods of market research as used to gather information on which to base business decisions.

- Marketing as a management concept
- Marketing instruments
- Marketing policies
- Communication
- The marketing mix
- Introduction to market research

Literature
See the module description of the partner university
<table>
<thead>
<tr>
<th><strong>Teaching and learning methods</strong></th>
<th>See the module description of the partner university</th>
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<tbody>
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| **Workload** | 150 hours  
  Contact/attendance time: 60 h  
  Additional work: 90 h |
| **Weighting of the grade in the overall grade** | 5 |
Module number  
15

Module title  
HR Management  
(Personalführung)

Code  
HRM

Semester  
3/4

Number of WSH  
4

Module offered  
Set by partner university

Module coordinator  
Prof. Dr. Braun

Tuition type  
Seminar-style tuition with exercises

Module duration  
1 semester

Lecturers  
Lecturers from the partner university

Compulsory/Elective  
Elective subject

Module language  
Language of the target language area

Access requirements  
Course period 2

Learning outcomes  
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills  
Students are familiar with the instruments available for a range of HR management functions, including staff recruitment, selection and release. They assimilate the behavioural principles of personnel management and can apply them in ways appropriate to the given situation. They acquire a broad grounding in relevant approaches to HR policy and HR organisation.

Social skills  
Students are able to adopt and apply appropriate forms of communication and behaviour in management situations. They possess the expertise required to conduct structured job interviews.

Method skills  
Students can deal with issues of personnel administration in general, and management problems in particular, by reference to relevant situations taken from practice. They are able to correctly apply business-related, psychological and legal structures of thought, reasoning and action.

Personal skills  
Students are capable of analysing and judging management situations with sensitivity. They can critically appraise management tasks, techniques and models. As potential future managers, they are conscious of their responsibilities in general and to their employees in particular.

Content

- Aims and organisation of HR management
- HR Management Framework
- HR Marketing
- Recruitment
- Personnel development
- Personnel layoff
- Management techniques and instruments
<table>
<thead>
<tr>
<th>Literature</th>
<th>See the module description of the partner university</th>
</tr>
</thead>
<tbody>
<tr>
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Module number
16

16
Module title
Information Technology
(Datenverarbeitung)

Code
IT

Semester
3/4

Number of WSH
4

Module offered
Set by partner university

Module coordinator
Michl

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturers
Lecturers from the partner university

Compulsory/Elective
Elective subject

Module language
Language of the target language area

Access requirements
Course period 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to work with computer systems: operating systems, computer networks and the internet, email programs and business software.

Social skills
Students are able to engage in-group debates to challenge academic enquiry.

Method skills
Students are able to apply professional software knowledge to practical problems.

Personal skills
Students can manage their time and organize their course workload to meet specified deadlines. They can work independently.

Content
- MS Office
- Other relevant applications

Literature
See the module description of the partner university

Teaching and learning methods
See the module description of the partner university

Type of examination/Requirements for the award of credit points
See the module description of the partner university

Other information
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<tr>
<td>17</td>
<td>Economics (Volkswirtschaft)</td>
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**Tuition type**

Compulsory/Elective

**Elective subject**

**Module language**

**Access requirements**

Course period 2

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

The students have an understanding of, and can categorise, fundamental macroeconomic problems and relationships. An ability to reason and argue in a macroeconomic context enables the students to apply a structured rationale to economic and socio-political themes.

**Method skills**

Students gain an insight into different presentation techniques of economic thought patterns, and are proficient in methods of analysis techniques and their presentation. They are able to work with complex economic issues graphically, analytically and verbally.

**Social skills**

Students acquire enhanced discussion skills and are able to conduct animated, critical and often controversial discussions in a rational, objective atmosphere. They gain experience in resolving individual assignments through group work and can deal with and respond to constructive criticism.

**Personal skills**

Students will be aware of the consequences of their planning and organisational decisions and can incorporate them in a personal value concept.

**Content**

- Economic systems
- Theory of demand (households)
- Theory of supply
- Market and price theory
- Economic accounting and balance of payments
- Macroeconomic markets and the classical system

**Literature**

See the module description of the partner university
<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
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Module number
18

Module title
Accounting
(Rechnungswesen/Controlling)

Code
AC

Semester
3/4

Number of WSH
4

Module offered
Set by partner university

Module coordinator
Prof. Dr. Seidel

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturers
Lecturers from the partner university

Compulsory/Elective
Elective subject

Module language
Language of the target language area

Access requirements
Course period 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
The students have an understanding of, and can categorise, fundamental macroeconomic problems and relationships. An ability to reason and argue in a macroeconomic context enables the students to apply a structured rationale to economic and socio-political themes.

Method skills
Students gain an insight into different presentation techniques of economic thought patterns, and are proficient in methods of analysis techniques and their presentation. They are able to work with complex economic issues graphically, analytically and verbally.

Social skills
Students acquire enhanced discussion skills and are able to conduct animated, critical and often controversial discussions in a rational, objective atmosphere. They gain experience in resolving individual assignments through group work and can deal with and respond to constructive criticism.

Personal skills
Students will be aware of the consequences of their planning and organisational decisions and can incorporate them in a personal value concept.

Content
Introduction
- Review of the basic principles of bookkeeping and accounting
- Different success concepts

Introduction to national and international accounting
- Introduction
- Balance sheets
- Statement of income and accumulated earnings, with P&L account
- Funds flow statement
- Balancing and valuation of selected balance sheet items
<table>
<thead>
<tr>
<th>Appendix</th>
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<tbody>
<tr>
<td><strong>Literature</strong></td>
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<tr>
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<table>
<thead>
<tr>
<th>Learning outcomes</th>
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</thead>
<tbody>
<tr>
<td>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:</td>
</tr>
</tbody>
</table>

**Subject skills**

Students are able to understand and reproduce the essential content of economics texts both orally and in writing. Students are able to apply the basic skills of listening, speaking, reading and writing. They can also apply basic grammar skills correctly and use specific business and economics vocabulary. Students can give presentations. Students have a basic understanding of cultural aspects of business. They are able to use the knowledge of cultural theory in communication situations.

**Social skills**

Students can communicate in an appreciative manner within a group context. They can express their reasoned views and opinions within a group context and react adequately to language stimuli.

**Method skills**

Students are able to apply the basic structures of language and cultural theory properly. They are able to work on texts independently and present their results correctly.

**Personal skills**

Students are able to react to language stimuli adequately and put forward their own views in a cross cultural context. Students are able to communicate on a basic level and consider cultural norms.

<table>
<thead>
<tr>
<th>Content</th>
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<tbody>
<tr>
<td>• Speaking, listening, reading, writing</td>
</tr>
<tr>
<td>• Analysis of basic grammar structures</td>
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<tr>
<td>• Special areas of vocabulary</td>
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<tr>
<td>• Practising basic real-life and business situations in an international environment</td>
</tr>
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<td>• Developing cross-cultural competence</td>
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<table>
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</tr>
<tr>
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</tr>
<tr>
<td>Type of examination/Requirements for the award of credit points</td>
</tr>
<tr>
<td>Other information</td>
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<tr>
<td><strong>ECTS Credits</strong></td>
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</table>
Module number

20-27

Module title

Specialised Elective Modules
(Fachwissenschaftliche Wahlpflichtmodule)

Code

FW

Semester

3/4

Number of WSH

4

Module offered

Every semester

Module coordinator

The Dean

Tuition type

Seminar-style tuition with exercises

Module duration

1 semester

Lecturers

Lecturers from the partner university

Compulsory/Elective

Elective

Course language

Language of the target language area

Module courses

Alternating courses from the course catalogue of the partner university

Access requirements

Course period 2

Learning outcomes

Familiarity with selected subject-related knowledge areas or enhanced skills in specific applications which will support individual preparation for professional practice.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Depending on their selected module, students acquire in-depth knowledge and techniques in business administration.

Social skills

Depending on their selected module, students become proficient in working within a group and deploying specialist communication skills.

Method skills

Depending on their selected module, students gain a thorough command of the required presentation and moderation techniques.

Personal skills

Students acquire confidence in their own personalities and in their ability to tackle specialist themes and deal with interlocutors.

Content

Selection of a module from the course catalogue

Depending on the module

Literature

Required reading

Depending on the module

See the module description of the partner university

Recommended reading

Depending on the module
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Oxford Brookes University

Descriptions from Partner University not from OTH Regensburg

Detailed information:
https://kmis.brookes.ac.uk/csms/wprin_chb.modmain?pid=54770245841537522
https://kmis.brookes.ac.uk/csms/wprin_chb.main

Overview:

Regensburg Associate Year

Stage II
The following acceptable modules are compulsory:
U58038 Placement Search and Preparation (non-credit) Semesters 1 and 2

The following acceptable modules are also alternative compulsory:

1 module from
- U61512 French B1 (1) Semester 1 or 2
- U61513 French B1 (2) Semester 2
- U61536 French B2 (1) Semester 1
- U61537 French B2 (2) Semester 2
- U63510 Spanish A2 (1) Semester 2
- U63511 Spanish A2 (2) Semester 1
- U63512 Spanish B1 (1) Semester 1 or 2
- U63513 Spanish B1 (2) Semester 2
- U63536 Spanish B2 (1) Semester 1
- U63537 Spanish B2 (2) Semester 2
- U63580 Spanish 6 (double Honours Component) Semesters 1 and 2
3 modules from
- **U50034** eBusiness Semester 1 or 2
- **U51050** Managing Knowledge for Competitive Advantage Semester 1
- **U51056** Environmentally Sustainable Business Semester 2
- **U51068** Independent Study in Business Semester 1 or 2
- **U52025** Financial Markets and Institutions Semester 1
- **U52026** International Labour Markets Semester 2
- **U55038** Managing Business Operations Semester 1
- **U58020** Creativity and Innovation Semester 2
- **U58022** Enterprise and Entrepreneurship Semester 1
- **U58023** Ethics in Business Semester 1 or 2
- **U58032** Organisational Behaviour and Management Semester 1 or 2
- **U58034** Evaluating Options for Entrepreneurial Organisations Semester 2

4 modules from
- **U50037** Management Information Systems Semester 1
- **U52022** International Finance Semester 2
- **U52029** International Markets and Competition Semester 2
- **U55039** Managing Business Projects Semester 2
- **U55043** Customer Experience Management Semester 1

The following modules are alternative acceptable:

not more than 2 credits from
- **U61512** French B1 (1) Semester 1 or 2
- **U61513** French B1 (2) Semester 2
- **U61536** French B2 (1) Semester 1
- **U61537** French B2 (2) Semester 2
- **U63510** Spanish A2 (1) Semester 2
- **U63511** Spanish A2 (2) Semester 1
- **U63512** Spanish B1 (1) Semester 1 or 2
- **U63513** Spanish B1 (2) Semester 2
- **U63536** Spanish B2 (1) Semester 1
- **U63537** Spanish B2 (2) Semester 2
- **U63580** Spanish 6(double Honours Component) Semesters 1 and 2

This is a double subject and cannot be combined with another subject.
Ècole Supérieure de Commerce de La Rochelle

Descriptions from Partner University not from OTH Regensburg

**Detailed information:**

[www.esc-larochelle.fr](http://www.esc-larochelle.fr)

**Overview:**


Programme details

Year 1:

Acquiring management fundamentals

During the first year of the Programme, students follow a common core of foundation courses which aim to:

- Provide a foundation for understanding the nature of business and of management.
- Provide a grounding in the basic analytical and decision-making skills required by business.
- Develop linguistic skills to enable students to study abroad in Year 3.
- Develop communications and other interpersonal skills.
- Prepare students for their work placement in France.
- Enable students to gain practical experience in a business organisation.

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<th>Year 1 courses</th>
<th>Semester 1 or 2</th>
<th>ECTS credits</th>
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<tr>
<td>Management of Organisations</td>
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<td>4</td>
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<tr>
<td>Fundamentals of Marketing</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Principles of Economics 1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Fundamentals of Human Resources Manage-</td>
<td>1</td>
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<tr>
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<tr>
<td>Fundamentals of Accounting</td>
<td>1</td>
<td>4</td>
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<tr>
<td>Social and Cultural trends 1</td>
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<td>English and second Language modules</td>
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<tr>
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<tr>
<td>Learning expedition</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Business Law Organizational Behaviour Principe of Economics 2 Sales</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Techniques Financial</td>
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<tr>
<td>Analysis</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Statistical Methods for Business</td>
<td>2</td>
<td>4</td>
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<tr>
<td>English and second Language modules</td>
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<td>Humacité Project</td>
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<td>Themes of Business courses</td>
<td>Semester 1</td>
<td></td>
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<tr>
<td>----------------------------</td>
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<td></td>
</tr>
<tr>
<td><strong>Management of Organisations</strong></td>
<td><strong>Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td>Memorise and explain the theoretical and conceptual foundations of the theory of organisations.</td>
<td>Apply organisational theory and concepts to situations.</td>
<td></td>
</tr>
<tr>
<td>Explain the manager’s job, be a manager by his self-knowledge and know-how. Evaluate and critique the evolutions and transformations of the surrounding world and their impact on corporations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fundamentals of Marketing</strong></td>
<td><strong>Principles of Economics 1</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Explain the discipline of marketing and its role in the management of the company. | Introduction to Economics  
The Market Mechanism: Supply and Demand |
| Understanding marketing and its fundamentals | |
| Understand the marketing approach | |
| Explain the planning process strategic and operational marketing and its implementation. | |
| Understand and know the elements of the Marketing Mix | |
| Knowing the marketing vocabulary | |
| **Fundamentals of Human Resources Management** | **Fundamentals of Accounting** |
| This course aims to introduce students to the field of Human Resources Management (HRM). The importance of this field and its relation with other aspects of the organisation and organisational effectiveness will be made clear. Furthermore, the main concepts in this field will be explained and the underlying theories and processes will be discussed. Training, development, communications, motivation, recruitment, selection and rewards systems will be covered. Finally, the changing role of HRM in corporations is outlined and the need for different skills and competencies nowadays is stressed. | This course introduces the basic techniques of financial accounting (analysis of current operations):  
Construction of accounting documents  
Development and analysis of the financial statements: balance sheets and profit and loss accounts |
<p>| <strong>Social and Cultural trends 1</strong> | |
| Through a historical and sociological approach, students will be confronted with contemporary issues, on current issues concerning all themes, whether in marketing, finance, economics, organizational, human resources, but also in more remote areas such as politics, science, geopolitical issues or art .... The aim of this course is to give at once a comprehensive methodology to students they can later apply as in their research (presentations, memoranda, reports) and in their future professional life. In addition, this course will give an overall sense of their school curriculum. The final objective is to develop their curiosity and imagination qualities. The first year will be devoted to knowledge and basic methods to understand current events in the broadest sense (economic, social, political). Students will carry out thematic to be able to understand the basic phenomena (innovation, markets, products, new social relations, etc ....). The aim is to enable students to make the link between each discipline. | |</p>
<table>
<thead>
<tr>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Law</strong></td>
</tr>
<tr>
<td>Explain conceptual vocabulary of international business law. Applying these concepts to business issues and situations. Identifying basic legal issues and categorising them according to areas of law. Recognising the incumbent issues in the Commercial arena. Analysing the organisation of the French and European legal systems including the role of the judicial, legislative and executive branches. Analysing various ethical and professional issues facing legal professionals. Recognising legal vocabulary and knowledge of applied legal theory. Using the library and understanding the law or legal texts and brief cases.</td>
</tr>
<tr>
<td><strong>Organisational Behaviour</strong></td>
</tr>
<tr>
<td>Understand the main principles of how an organisation works. Understand the behaviour and the personality of individuals and groups in the organisation. Identify the different functions and responsibilities of a manager/leader in the global marketplace. Assimilate the factors that motivate individuals and groups. Position oneself at a personal level with regards to taking on future corporate responsibilities.</td>
</tr>
<tr>
<td><strong>Principles of Economics 2</strong></td>
</tr>
<tr>
<td>Economics of the Public Sector Industrial Economics Topics in Macroeconomics</td>
</tr>
<tr>
<td><strong>Sales Techniques</strong></td>
</tr>
<tr>
<td>Understand the basic elements of a business negotiation and apply different strategies in a range of business environments. Compare the conditions under which one strategy is most likely to be effective. Use a systematic approach to planning and implementing a negotiation.</td>
</tr>
<tr>
<td><strong>Financial Analysis</strong></td>
</tr>
<tr>
<td><strong>Statistical Methods for Business</strong></td>
</tr>
<tr>
<td>Use descriptive statistics and graphical methods to accurately summarise data. Design and plan basic experiments in order to estimate parameters. Conduct, interpret, and apply hypothesis testing. Use descriptive statistics and simple linear regression to describe the relationship between two variables.</td>
</tr>
</tbody>
</table>
Year 2: Discovering other environments

Students continue to follow a Programme of core courses which aim to:

- Encourage students to broaden and apply their knowledge of management tools acquired in Year 1 to business issues in an international environment.
- Prepare students for their first international internship and for study abroad.
- Enable students to develop their language skills, both oral and written.

<table>
<thead>
<tr>
<th>Year 2 courses</th>
<th>Semester 3 or 4</th>
<th>ECTS credits</th>
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<td>Marketing Diagnosis</td>
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<tr>
<td>Cross-Cultural Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Leadership and Management</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Information Systems and ERP</td>
<td>3</td>
<td>4</td>
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<tr>
<td>International Economy &amp; Sustainable Development</td>
<td>3</td>
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<tr>
<td>Fundamentals of Management Control</td>
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<tr>
<td>English and second Language modules</td>
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<td>Learning Expedition n°2</td>
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<tr>
<td>Marketing Research</td>
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<td>4</td>
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<tr>
<td>Geopolitical areas Introduction to Logistics</td>
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<tr>
<td>Corporate Finance in an International Context</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Quantitative Methods and Decision making</td>
<td>4</td>
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<tr>
<td>International Trade Techniques</td>
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<td>4</td>
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<tr>
<td>Cultural trends 2</td>
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## Themes of Business courses

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<tr>
<td>Semester 4</td>
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</table>
| **Marketing Research** | This course covers seven identified steps in a research process:  
Problem formulation.  
Determination of the research design.  
Design of data collection tools.  
Sample design.  
Data collection.  
Analysis of results.  
Presentation of results via a report and/or a presentation. |
| **Geopolitical areas** | In an internationally competitive world every company must:  
- Understand the international context to control the decision criteria.  
- Linking cultural issues in business management issues inter / multi  
- Understand the physical constraints of the development on international markets and all operational aspects. |
| **Introduction to Logistics** | “Introduction to logistics” is one of the first logistics class that students from BBA programme follow. This class aims at giving the key concepts to the students. They will discover logistics overall through its tasks, jobs and some operational tools. |
| **Corporate Finance in an International Context** | Apply the processes and techniques used to make international investment decisions.  
Explain the influence of international business on financial management.  
Perform an ethical analysis of the financial rules governing multinational companies’ financial. |
| **Quantitative Methods and Decision making** | Identify and diagnosed problems.  
Select the quantitative technique or model appropriate in problem solving and decision making situations.  
Apply various quantitative models in decision making situations.  
Interpret results and the impacts they have upon the problems being studied.  
Decide the appropriate course of action based on the quantitative analysis performed. |
| **International Trade Techniques** | How to take into account the main elements to consider when realising an international sale contract:  
Price and risk management.  
Transport and delivery conditions.  
Terms, techniques and means of payment. |
| **Cultural trends 2** | The second year will allow to deepen scientific logic and development issues in each area. The idea is to expand the students’ knowledge of the field so that they are able to adapt to new situations of today’s economy, its globalization and its virtualization. |
Cámarabilbao University Business School

Descriptions from Partner University not from OTH Regensburg

Detailed information:
https://www.camarabilbaoubs.com/cubs/portal.portal.action
### Overview:

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<th>1st YEAR</th>
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<td>Introduction to Economics II: Principles of Macroeconomics</td>
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<td>Mathematics of Financial Transactions</td>
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<td>Strategic Management: Business Policy</td>
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<td>Strategic Management: Growth and Business Development</td>
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<tr>
<td>Company Law</td>
<td>6</td>
<td>O</td>
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<td>Business Management Computer Systems</td>
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| End-of-Degree Work               | 12   | Y    |
University of the Sunshine Coast

Descriptions from Partner University not from OTH Regensburg

Detailed information:

Overview:

Program structure

Introductory courses (7) 84 units
- BUS1001 Business Analytics
- BUS1002 Introduction to Economics
- BUS904 Introduction to Management
- BUS1003 Introduction to Marketing
- BUS905 Accounting for Business
- BUS906 Introduction to Informatics
- GL7008 Communication and Thought

Developing and Graduate courses (2) 24 units
- BUS907 Business Law and Ethics
- BUS908 Corporate Governance and Social Responsibility

Elective courses (15) 180 units
Select 15 electives (180 units). A minimum of 63 units must be from the University of the Sunshine Coast and the remaining 6 (12 units) may be from either faculty (Arts, Business and Law or Science, Health, Education and Engineering).

Students can choose to use these electives towards a major or a double major from the Business majors listed below:
- Accounting
- Economics
- Entrepreneurship
- Human Resource Management
- International Business
- Management
- Marketing
- Tourism, Leisure and Event Management

Program requirements

In order to graduate you must:
- Successfully complete 216 units as outlined in the Program Structure.
- Complete more than an introductory level (100- coded) course.

Program notes

- Completing this program within the specified full-time duration is based on studying 48 units per semester (normally 4 courses) and following the recommended study sequence.
- The unit value of all courses is 12 units unless otherwise specified.
- It is each student's responsibility to enrol correctly according to your course requirements, program rules and requirements, and be aware of the academic calendar dates
- Courses within this program are assessed using a variety of assessment methods, which may include essays, seminar presentations, reports, in-class tests and examinations.
- As part of your USC program, you may apply to Study Overseas to undertake courses with an overseas higher education provider.
- Only a full-time study option is available to international students on a Student Visa.
- Refer to the Managing your progression page for help in understanding your program structure, reviewing your progress and planning remaining courses.
- Register your selected major(s) and/or minor(s).

*As a student enrolled in the Bachelor of Business, you may choose to complete an additional professional training major to enhance your international career potential.
Important information regarding the USC program requirements can be found at the following link: [www.usc.edu.au/BU301](http://www.usc.edu.au/BU301)

**Study details:**

<table>
<thead>
<tr>
<th>Commencing teaching period:</th>
<th>Semester 1 or Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total credit transfer:</td>
<td>16 courses</td>
</tr>
<tr>
<td>Total courses to be completed at USC:</td>
<td>8 courses</td>
</tr>
<tr>
<td>Number of consecutive teaching periods of study at USC:</td>
<td>2 Semesters</td>
</tr>
<tr>
<td>Commencing teaching period:</td>
<td>Semester 1 or Semester 2</td>
</tr>
</tbody>
</table>

**Credit transfer details:**

<table>
<thead>
<tr>
<th>Credit (8 courses – 60 ECTS)</th>
<th>BUS101 Business Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BUS102 Introduction to Economics</td>
</tr>
<tr>
<td></td>
<td>BUS104 Management and Organisational Behaviour</td>
</tr>
<tr>
<td></td>
<td>BUS105 Introduction to Marketing</td>
</tr>
<tr>
<td></td>
<td>BUS106 Accounting for Business</td>
</tr>
<tr>
<td></td>
<td>BUS108 Introduction to Informatics</td>
</tr>
<tr>
<td></td>
<td>BUS201 Business Law and Ethics</td>
</tr>
<tr>
<td>Provisional Credit: (8 courses – 60 ECTS)</td>
<td>CSO109 Communication and Thought</td>
</tr>
<tr>
<td>Provisional credit conditions:</td>
<td>3 x 100 level Business Electives (BUS199)</td>
</tr>
<tr>
<td></td>
<td>5 x 200 level Business Electives (BUS299)</td>
</tr>
<tr>
<td></td>
<td>1) Academic transcript/award certificate for studies at OTH Regensburg, detailing successful completion of the Bachelor of European Business Studies.</td>
</tr>
<tr>
<td></td>
<td>2) Successful completion of a minimum of 120 ECTS</td>
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</table>

**Courses remaining to be completed:**

<table>
<thead>
<tr>
<th>Advanced Courses (1)</th>
<th>BUS320 Corporate Governance and Social Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective courses (7)</td>
<td>Select 7 advanced level (200/300 coded) courses. A minimum of 1 must be from the School of Business, and the remaining 6 may be from either faculty (Arts, Business and Law or Science, Health, Education and Engineering).</td>
</tr>
<tr>
<td></td>
<td>The courses listed are correct at the time of writing, but are subject to change. Advice should be sought from Student Central prior to enrolling in courses.</td>
</tr>
</tbody>
</table>
Important information regarding the USC program requirements can be found at the following link: [www.usc.edu.au/BUS01](http://www.usc.edu.au/BUS01)

**Study details:**

<table>
<thead>
<tr>
<th>Commencing teaching period:</th>
<th>Semester 1 or Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total credit transfer:</td>
<td>16 courses</td>
</tr>
<tr>
<td>Total courses to be completed at USC:</td>
<td>8 courses</td>
</tr>
<tr>
<td>Number of consecutive teaching periods of study at USC:</td>
<td>2 semesters</td>
</tr>
</tbody>
</table>

**Credit:**

- **DO NOT enrol in these courses**
  - BUS101 Business Analytics
  - BUS102 Introduction to Economics
  - BUS104 Management and Organisational Behaviour
  - BUS106 Accounting for Business
  - BUS108 Introduction to Informatics
  - COR109 Communication and Thought
  - 2 x 100 level Business Electives (BUS199)

**Provisional Credit:**

- **DO NOT enrol in these courses**
  - 1 x 100 level Business Elective (BUS199)
  - 7 x 200 level Business Electives (BUS299)

**Provisional Credit Conditions:**

Provisional credit will be converted to credit when we receive an official OTH Regensburg academic transcript confirming completion of the Bachelor of Business Administration with 180 ECTS.

**Courses remaining to be completed:**

**Introductory courses (1)**
- BUS105 Introduction to Marketing

**Advanced Courses (2)**
- BUS202 Business Law and Ethics
- BUS221 Corporate Governance and Social Responsibility

**Elective courses (5)**

Select 5 advanced level (200/300 coded) courses from either faculty (Arts, Business and Law or Science, Health, Education and Engineering).

The courses listed are correct at the time of writing, but are subject to change. Advice should be sought from Student Central prior to enrolling in courses.
Turku University of Applied Sciences

Descriptions from Partner University not from OTH Regensburg

Detailed information:

Overview:

INTERNATIONAL SEMESTER 2018 – 2019

Business Semester

Guidelines:

- These are preliminary course lists and some changes might occur.
- You can choose courses from one module only
- You cannot select courses from several modules
- You can choose additional courses from the optional course list
- Please note that there is an allotment of 20 exchange students for each module. It is therefore recommended to select a second option for your module.
- In addition to the module, we encourage you to take courses from our summer school. The courses are delivered during August 2018.
Autumn 2018

BUSINESS ACADEMY MODULE 1

The courses are implemented within the Business Academy (BA) Junior Startup Business Incubator and in context of BA’s regional and global entrepreneurial ecosystems. Learning in BA is inspired by Innovation Pedagogy principles, a well balanced self-driven and team learning environment under the support and guidance of the team coach. Business Academy learning way. Business Academy is an exceptional learning environment, where students can reach entrepreneurial and teamwork capabilities by doing real business. The students staying for the whole academic year have the possibility to continue with the Business Academy module in the Spring 2019.

<table>
<thead>
<tr>
<th>Code</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>N/A</td>
<td>Responsible and Innovative Working Teams</td>
</tr>
<tr>
<td>N/A</td>
<td>Team Leadership and Management</td>
</tr>
<tr>
<td>3011539</td>
<td>Project Management</td>
</tr>
<tr>
<td>3011543</td>
<td>Intercultural Networking</td>
</tr>
<tr>
<td>3011548</td>
<td>International Marketing and Selling</td>
</tr>
<tr>
<td>3011610</td>
<td>Marketing Project</td>
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</table>

BUSINESS MODULE 1

<table>
<thead>
<tr>
<th>Code</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>3041232</td>
<td>Introduction to Digital Business</td>
</tr>
<tr>
<td>3041230</td>
<td>Logistics and Supply Chain Systems vava</td>
</tr>
<tr>
<td>3011598</td>
<td>Basics of Big Data in Business</td>
</tr>
<tr>
<td>3041212</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>3011663</td>
<td>Cases in International Business</td>
</tr>
<tr>
<td>1002309</td>
<td>Innovation project (continue on Spring 2019)*</td>
</tr>
</tbody>
</table>

* Exchange students staying for the whole Academic year 2018-2019 will have the possibility to continue working their Innovation project during the spring 2019 (15 ECTS altogether). Exchange students staying for the autumn 2018 only can also participate in an innovation project and get 5 ECTS from it.

BUSINESS MODULE 2

<table>
<thead>
<tr>
<th>Code</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>3041227</td>
<td>Research Methods</td>
</tr>
<tr>
<td>3011532</td>
<td>Emerging Markets vava</td>
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<tr>
<td>3011585</td>
<td>Communication and Cultural Sensitivity in Service Encounters</td>
</tr>
<tr>
<td>3041212</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>3011629</td>
<td>Contracting in the Global Operational Environment</td>
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Optional courses Autumn 2018

<table>
<thead>
<tr>
<th>Code</th>
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<tr>
<td>N/A</td>
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<td>N/A</td>
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</tr>
<tr>
<td>N/A</td>
<td>Turku Summer School (August 2018 only!)</td>
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<tr>
<td>3011652</td>
<td>Open Studies in Business 1 (mostly online)</td>
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Spring 2019

BUSINESS ACADEMY MODULE 2

The courses are implemented within the Business Academy (BA) Junior Startup Business Incubator and in context of BA’s regional and global entrepreneurial ecosystems. Learning in BA is inspired by Innovation Pedagogy principles, a well balanced self-driven and team learning environment under the support and guidance of the team coach. Business Academy learning way. Business Academy is an exceptional learning environment, where students can reach entrepreneurial and teamwork capabilities by doing real business.

New incoming exchange students for the Spring 2019 also have the possibility to join this Business Academy Module2.

<table>
<thead>
<tr>
<th>Code</th>
<th>Optional courses</th>
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<tbody>
<tr>
<td>N/A</td>
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<td>N/A</td>
<td>Team Leadership and Management 2</td>
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<td>3011539</td>
<td>Project Management 2</td>
<td>5</td>
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<tr>
<td>3011543</td>
<td>Intercultural Networking 2</td>
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<td>International Marketing and Selling 2</td>
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<td>3011610</td>
<td>Marketing Project 2</td>
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BUSINESS MODULE 1

<table>
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<th>Optional courses</th>
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<tr>
<td>4021106</td>
<td>Research Methods</td>
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</tr>
<tr>
<td>1002309</td>
<td>Innovation Project (continues from Autumn 2017)</td>
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<tr>
<td>3011532</td>
<td>Emerging Markets (VAVA)</td>
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<tr>
<td>3041234</td>
<td>Creativity and Innovativeness</td>
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</tr>
<tr>
<td>3011554</td>
<td>Customer Oriented Product Development</td>
<td>5</td>
</tr>
<tr>
<td>3011657</td>
<td>Brand Management (VAVA)</td>
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<td>3011586</td>
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<tr>
<td></td>
<td>Finnish for exchange students</td>
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<tr>
<td>3011652</td>
<td>Experience Management</td>
<td>5</td>
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<tr>
<td></td>
<td>Open Studies in Business (mostly online)</td>
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Modules at OTH Regensburg
<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semesters</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
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<tbody>
<tr>
<td>28</td>
<td>International Management</td>
<td>IM</td>
<td>7/8</td>
<td>10</td>
<td>Every academic year</td>
</tr>
<tr>
<td></td>
<td>(Internationales Management)</td>
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<td></td>
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<td>Lecture</td>
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<td>Module duration</td>
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<td></td>
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<td>2 semesters</td>
</tr>
<tr>
<td></td>
<td>1) Business Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2) Internationalisation Strategies</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>3) International Law</td>
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<tr>
<td>Access</td>
<td>Requirements</td>
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<td>Course segment 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Learning</td>
<td>Learning outcomes</td>
<td></td>
<td></td>
<td></td>
<td>Students are prepared for working in an international environment.</td>
</tr>
<tr>
<td>outcomes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Content</td>
<td></td>
<td></td>
<td></td>
<td>The course offers a broad overview of the basic principles required to run an (international) business - including relevant organisational aspects - and to internationalise business activities and international law.</td>
</tr>
<tr>
<td></td>
<td>Type of examination/ Requirements for the award of credit points</td>
<td></td>
<td></td>
<td></td>
<td>Written examination</td>
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<tr>
<td></td>
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<td></td>
<td></td>
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<td>2 Written examination</td>
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<td></td>
<td>Workload</td>
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<td>Contact/attendance time: 150 h</td>
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<td>Additional work: 180 h</td>
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<td></td>
<td>Weighting of the grade in the overall grade</td>
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<td></td>
<td>11</td>
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</table>
Course number
28.1

Course title
Business Management
(Internationale Unternehmensführung)

Code
IUF

Semester
7

Number of WSH
6

Module offered
Every academic year (winter semester)

Lecturers
Prof. Dr. Sassmannshausen
Dipl.-BW (FH) Hamella

Tuition type
Seminar-style tuition with exercises

Compulsory/Elective
Compulsory

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Part 1:

Subject skills
Students have a detailed knowledge of the basic principles required to run a business. Following integrated management theory, students are able to distinguish between normative, strategic and operative management dimensions as well as managerial accounting.

Social skills
Students can express their views convincingly in group discussions, construct viable arguments and listen to arguments put forward by others.

Method skills
Students are able to apply concepts of normative, strategic and operative management as well as managerial accounting.

Personal skills
Students are able to recognise the need to balance stakeholder and shareholder values.

Part 2:

Subject skills
Students acquire a detailed knowledge of the key forms of organisation and tools of integration. They are familiar with the latest insights gained by empirical management research as well as selected management (training) concepts. They understand differences in organisational needs for start-ups, SMEs, family firms, and publicly traded corporations. They are familiar with life cycle concepts of organisational evolution and innovation.

Social skills
Students are conscious of the need for socio-emotional support in any change process. They can discuss cases and perform well grounded argumentations on organisational development.

Method skills
Students are able to improve on existing organisational structures. They can comprehend and analyse case studies in organisational practice.

Personal skills
Students can take human needs into account when designing an organisation structure and taking management decisions. They develop content-bond judgement skills in organisational design and development.
### Content

**Part 1:**

- **Introduction**
  - Functional and institutional aspects of management
  - Management skills
  - Management dimensions

- **Normative Management**
  - Corporate policy
  - Value orientation
  - Internal legal structure
  - Corporate governance
  - Corporate culture

- **Strategic Management**
  - Strategic decision making
  - Methods and instruments of strategic management
  - Strategies of internationalisation

- **Operative Management**
  - Functions
  - Instruments

- **Managerial Accounting**
  - Functions
  - Elements
  - Instruments

**Part 2:**

- **Organisation - Concepts and issues**
  - Evolving organisations
  - Life cycles of organisational development
  - Organisational differentiation (processes and forms of organisations)
  - Particularities in the organisation of start-ups, SMEs, family businesses, publicly traded companies and during crises and turnaround
  - Instruments (hierarchy, rules, horizontal coordination, secondary organisation)
  - Organisational design and innovation
  - Change management
  - Research insights
  - Case studies on evolving organisations

- **Selected management concepts**

### Literature

**Required reading**

Lecture notes

Steinmann, Horst; Schreyögg, Georg; Management
**Recommended reading**

Hungenberg, Harald; Wulf, Torsten; Grundlagen der Unternehmensführung

Macharzina, Klaus; Wolf, Joachim; Unternehmensführung


**Latest edition**

**Teaching and learning methods**

The course is based on seminar-style tuition and selected exercises

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
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<tbody>
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**Other information**

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<th>Course language</th>
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<tbody>
<tr>
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<td>210 hours</td>
<td>German</td>
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| Additional work: 120 h        |</p>
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<th>Course title</th>
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<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
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</thead>
<tbody>
<tr>
<td>28.2</td>
<td>Internationalisation Strategies (Internationalisierungsstrategien)</td>
<td>IST</td>
<td>8</td>
<td>2</td>
<td>Every academic year (summer semester)</td>
<td>Prof. Dr. Leffers</td>
<td>Seminar-style tuition with exercises</td>
<td>Compulsory</td>
</tr>
</tbody>
</table>

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students have a clear conceptual understanding of the economic, political and financial factors affecting international expansion as distinct from purely domestic factors. They have a clear knowledge of the persistence of deep and momentous cross-national differences in the world affecting the strategy, performance and value of international firms. Students have a clear conceptual understanding of the optimal sequence, speed and mode of international expansion as a function of the characteristics of the industry, the firm and the host country. Students have a detailed knowledge of internationalisation strategies. They are able to deal with selected issues concerning the management of international businesses.

**Social skills**

Students are able to express their views convincingly in planning and decision making processes.

**Method skills**

Students are able to assess strategic alternatives in the context of internationalisation, and evaluate the outcomes of those decisions. They have a clear conceptual understanding of models for organising and managing a multinational network of subsidiaries, including how to coordinate and transfer useful knowledge across borders and take independent decisions in the field of asset management.

**Personal skills**

Students are able to build arguments and reason logically in a group discussion.

**Content**

- Introduction to International Business
- Process of Internationalisation
- Designing the Value Chain Across Borders
- Managing the Value Chain Across Borders
- Foreign Location decision
- Market Entry Strategies
- Strategic Alliances
- Cross-Cultural Negotiation

**Literature**

**Required reading**

Recommended reading


Topic 8: Salacas, J., Making Global Deals, Chapter on negotiation, New York 1991

Latest edition

Teaching and learning methods

The course will be conducted primarily as seminar-style tuition supplemented with case studies and discussion.

<table>
<thead>
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<th>Type of examination/Requirements for the award of credit points</th>
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Other information

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<tr>
<td>2</td>
<td>60 hours</td>
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<tr>
<td></td>
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<tr>
<td></td>
<td>Additional work: 30 h</td>
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</tbody>
</table>
Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire a knowledge of the particular features of European and international legal relations. They can appraise the challenges of a globalised business world from a legal perspective and readily recognise the pitfalls of international legal relations.

Social skills
Students know how to work in a team and acquire discussion skills. They are able to exercise criticism in a constructive manner and to give presentations in front of their colleagues.

Method skills
Students are able to appraise international and European legal situations by reference to case configurations of low to medium complexity.

Personal skills
The students understand and appreciate the legal consequences of their decisions, and can incorporate them into their own value systems.

Content
Part 1: Comparative Law
- Legal systems and their origins
- Tradition and law
- Selected problems in different legal systems
  - Law of contract
  - Abstraction principle
  - Commercial law
  - Law of torts

Part 2: International Private Law (IPL)
- Meaning and purpose
  - Legal sources
  - Related disciplines
  - History of IPL
- General doctrines
  - Substantive rules and conflict rules
- Connecting factors
- Qualification
- Referral
- Ordre Public

- Special doctrines
  - Contracts of obligation (esp. CISG)
  - Non-contractual obligations
  - Law of property
  - International law of civil procedure, esp. EC Regulation 44/2001

**Literature**

**Required reading**
Lecturer’s notes and worksheets

**Recommended reading**
Jayme/Hausmann, Internationales Zivil- und Verfahrensrecht, München
v. Hoffmann/Thorn, Internationales Privatrecht, München
Fuchs/Hau/Thorn, Fälle zum Internationalen Privatrecht, München
v. Bar/Mankowski, Internationales Privatrecht I, München
Dilling/Munte, Das Internationale Privatrecht, Münster
Koch/Magnus/Winkler von Mohrenfels, IPR und Rechtsvergleichung, München
Zweigert/Kötz, Einführung in die Rechtsvergleichung, Tübingen
div., Einführung in das [ausländische] Recht, JuS-Schriftenreihe/Ausländisches Recht, München
Latest edition

**Teaching and learning methods**
Seminar-style tuition with individual and group work

**Type of examination/Requirements for the award of credit points**
- Written examination
- Duration: 60 minutes

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
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<tbody>
<tr>
<td>2</td>
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<td>29</td>
<td>Economic Policy (Wirtschaftspolitik)</td>
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<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
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<tbody>
<tr>
<td>Prof. Dr. Ruddies</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
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<th>Lecturer</th>
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<th>Module language</th>
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</thead>
<tbody>
<tr>
<td>Prof. Dr. Ruddies</td>
<td>Compulsory</td>
<td>German</td>
</tr>
</tbody>
</table>

**Access requirements**

Course segment 2
Basic knowledge in Economics (Module 04).

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students are capable of choosing the appropriate theoretical framework within which to assess, analyse and predict the effects, spillovers and interactions of economic policy measures. They can also draw on related economic concepts. Students are able to infer conclusions from a set of assumptions.

**Social skills**

Students are capable of solving problems by working together in groups. They can present their findings with reasoned argument, and can respond to constructive criticism.

**Method skills**

Students are able to interpret statistical evidence so as to analyse economic phenomena. They understand the definition, computation and limitations of major economic indicators and are familiar with possible remedies to meet these shortcomings. Students are able to expertly discuss and analyse economic phenomena.

**Personal skills**

Students can communicate major economic concepts both in writing and orally both to a technical and non-technical audience.

**Content**

The focus of the course is to provide students with a thorough knowledge of relevant topics of economic policy and to enable them to “think like economists”. This involves the three core skills of 1. analytical reasoning, 2. critical thinking and 3. problem solving.

- Challenges of economic policy
  - Reasons for economic policy
  - Goals of economic policy

- Concepts of stabilization policy
  - Neoclassical economics and monetarism
  - Keynesianism
IS/LM and AS/AD analysis

- Fiscal policy
  - Automatic stabilisers
  - Active stabilisation policy – Fiscal stimulus
  - Crowding-out effect
  - Public debt
- Monetary theory
  - Definitions and functions of money
  - The role of central banks
  - Banks and money supply
  - The demand for money
  - Money growth and inflation
- Monetary policy
  - The European Central Bank and the Euro system
  - ECB strategy and monetary instruments
- Labour markets and employment policy
  - Identifying unemployment
  - Short-term trade-off between inflation and unemployment

**Literature**

**Required reading**
Brunner/Kehrle: Volkswirtschaftslehre, München
Görgens, Egon / Ruckriegel, Karlheinz / Seitz, Franz: Europäische Geldpolitik, Stuttgart
Mussel, Gerhard/ Pätzold, Jürgen: Grundfragen der Wirtschaftspolitik, Stuttgart

**Recommended reading**
Clement/Terlau: Grundlagen der Angewandten Makroökonomie, München

**Latest edition**

**Teaching and learning methods**
Seminar-style tuition with exercises
Oral presentation with PowerPoint slides which students can download; occasional handouts.

**Type of examination/Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Written examination</th>
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**Other information**

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<td>Additional work: 90 h</td>
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Module number
30

Module title
International Economics
(Internationale Wirtschaftsbeziehungen)

Code
IWB

Semester
7

Number of WSH
4

Module offered
Every academic year
(winter semester)

Module coordinator
Prof. Dr. Ruddies

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Ruddies

Compulsory/Elective
Compulsory

Module language
German

Access requirements
Course segment 2

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire a detailed knowledge of incentives for involvement in international trade as well as for the specialisation and importance of relative prices in the field of international trade. They know the meaning of the terms of trade as well as the description of the welfare effects of foreign trade. Students are able to deal with selected questions on issues such as the balance of payments, how exchange rates are determined and its effects, and the international capital markets. Students have a detailed knowledge of the possibilities of economic policy management within international trade relations and international institutions.

Social skills
Students are able to express reasoned opinions in planning and decision making processes.

Method skills
Students are able to take decisions in the context of international economics and evaluate the outcomes of those decisions. They are able to analyse developments in pure as well as in monetary foreign trade and make decisions in the field of international trade policy.

Personal skills
Students are able to discuss by means of group work. They can both exercise and respond to constructive criticism, and present their conclusions in a rational manner.

Content
The main emphasis of the course is on informing/updating students on latest developments in the fundamental causal connections between foreign trade networks in our increasingly globalised environment as they impact our daily lives.

Part I - Fundamentals of pure international trade

- Chapter 1 - Germany's integration into world trade
  - Regional and merchandise structure
  - Position of Germany in international trade

- Chapter 2 – Balance of payments
  - Function and purpose
Part II - Theoretical analysis of international economic relations

- Chapter 3 – Reasons for establishing foreign trade relations
  - Non-availability of certain goods and resources
  - Inter-industry trade
  - Intra-industry trade
  - Gain from trade
  - RICARDO's Theorem of comparative advantage
  - Heterogeneous preferences and marginal costs
  - Factor proportions theorem
  - Leontief paradoxon

- Chapter 4 – Terms of Trade
  - Commodity Terms of Trade
  - Income Terms of Trade
  - Factor Terms of Trade

- Chapter 5 – International finance
  - Opportunities and risks
  - Structure and manifestations
  - Autonomous international finance transactions

- Chapter 6 – Currency markets, exchange rates and international monetary system
  - Currency markets (definition, objective, spot and forward exchange market, currency swaps and options, arbitrage transactions)
  - Determination measures of exchange rate movements (purchasing power parity theory, interest rate parity theory, expectations theory, simultaneous equilibrium)

- Chapter 7 – Economic interdependency of open economies
  - International business cycles (impulses and mechanisms) within fixed and flexible exchange rates
  - International interests within fixed and flexible exchange rates
  - Imported inflation within fixed and flexible exchange rates

- Chapter 8 – Problems of stabilisation in open economies
  - Fiscal and monetary policy within fixed and flexible exchange rates
  - Mundell - Fleming Model

Part III - International design and implementation of macroeconomic policy

- Chapter 9 – General Principles
  - Integration and nationalisation
  - Fixed vs. flexible exchange rates
  - Convertibility vs. foreign exchange controls

- Chapter 10 – International economic integration
  - Patterns and steps
  - Theory of optimum currency area
• International monetary order and European monetary union

• Chapter 11 – Foundations of tariff policy and protectionism
  o Goals and instruments of protectionism
  o Effects of tariffs
  o Non-tariff trade barriers
  o Free trade doctrine and protectionism: summary

Literature

Required reading
Eibner: Understanding International Trade: Theory & Policy; Anwendungsorientierte Außenwirtschaft: Theorie & Politik, English-German, München/Wien
Krugman/Obstfeld: Internationale Wirtschaft, München

Recommended reading
Dieckheuer: Internationale Wirtschaftsbeziehungen, München
Eibner: Internationale wirtschaftliche Integration, München/Wien
Güida: Internationale Volkswirtschaftslehre, Stuttgart
Koch/Czogalla: Grundlagen und Probleme der Wirtschaftspolitik, Chap. 8, Köln
Krugman/Obstfeld: International Economy, Prentice Hall, Boston

Latest edition

Teaching and learning methods
Seminar-style tuition with exercises
Oral presentation with PowerPoint – occasional handouts
Unsupervised project work on topical questions.

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<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
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<td>Duration: 90 minutes</td>
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Other information

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<th>Weighting of the grade in the overall grade</th>
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<tr>
<td>31</td>
<td>Information Management (Informationsmanagement)</td>
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<td>Module courses</td>
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<tr>
<td>Prof. Dr. Höschl</td>
<td>Seminar-style tuition with exercises</td>
<td>4) Business Game</td>
</tr>
<tr>
<td>Prof. Dr. Jaritz</td>
<td>5) Business Communication</td>
<td></td>
</tr>
<tr>
<td>Lecturers</td>
<td></td>
<td>Learning outcomes</td>
</tr>
<tr>
<td>Prof. Dr. Höschl</td>
<td>1) Business Game</td>
<td>Skills needed to successfully manage a virtual business under competitive conditions</td>
</tr>
<tr>
<td>Prof. Dr. Jaritz</td>
<td>2) Business Communication</td>
<td>Proficiency in a range of techniques, and ability to communicate effectively within a business</td>
</tr>
<tr>
<td>Content</td>
<td></td>
<td>1) Business Game</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Setting up and linking business strategies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Using (financial) accounting and key indicators for corporate management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Analysis, preparing decisions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2) Business Communication</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Communication models, content, target groups, formats and media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Leadership, Culture and Change Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Negotiation and decision making processes</td>
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<tr>
<td></td>
<td></td>
<td>• Appraisal Interviews and Coaching</td>
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<td>Type of examination/ Requirements for the award of credit points</td>
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<td>7</td>
<td>210 hours</td>
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<td>Additional work: 120h</td>
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95
Course number: 31.1
Course title: Business Game (Unternehmensplanspiel)

Code: UPS
Semester: 8
Number of WSH: 4
Module offered: Every semester

Lecturer: Prof. Dr. Jaritz
Tuition type: Seminar-style lecture with exercises
Compulsory/Elective: Compulsory

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire knowledge of how businesses are set up and managed. They are able to apply managerial and financial accounting and key indicators for corporate management.

Method skills
Students are able to think strategically and know how to relate strategies to targets and how to implement their decisions. They can deal with problems and important success factors involved in setting up and managing a business. Students gain a knowledge of budgeting and can evaluate results.

Social skills
Students are able to work in groups and make decisions within a team. They can work in a team and organise team work. Students know how to deal with conflicts and resolve them as part of a team.

Personal skills
Students appreciate the impact of competitive and success-oriented decisions and can incorporate personal values into their decisions.

Content
- Managing a company over 8 periods – virtual business under competitive conditions
- Analyzing the following decision areas: Marketing, Sales, HR, R&D, Procurement, Production, and Finance
- Submitting decisions in every period
- Creating simulation worksheets (MS Office Excel file) to analyze and proceed with the different scenarios within Cost Accounting / Financial Statements environment
- Preparing and presenting results in general meeting

Literature
Required reading
Manual for the TOPSIM General Management or TOPSIM Startup! Production
Teaching material
Recommended reading
Books about managerial and financial accounting
<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
<th>Coaching of the teams by the lecturer, individual meetings with the lecturer, and occasional outlining of relevant business topics.</th>
</tr>
</thead>
</table>
| Type of examination/Requirements for the award of credit points | Grading: Written examination (90 minutes)  
Prerequisites to take part in the exam:  
- Online reading test  
- Active participation throughout the course  
- Development of a xls based planning tool  
- Presentation of the results |
| Other information | Computer based business simulation  
Learning business by doing business approach |
| ECTS Credits | Workload | Course language |
| 5 | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h | German/English |
Course number: 31.2
Course title: Business Communication (Unternehmenskommunikation)

<table>
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<th>Code</th>
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<th>Module offered</th>
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<td>(winter semester)</td>
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Lecturer: Prof. Dr. Höschl
Tuition type: Seminar-style tuition with exercises
Compulsory/Elective: Compulsory

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students gain an in-depth knowledge of business communication with the focus on internal communication within an organisation.

Method skills
Students are able to link strategies to effective communication. They can resolve problems and apply important success factors of communication as a business process. Students are able to prepare and apply business negotiations, decision making processes as well as employee attitude surveys.

Social skills
Students are able to work in groups and make decisions within a team. They can deal with conflicts and resolve them in a team. They are familiar with leadership, culture and change management techniques.

Personal skills
Students gain presentation, negotiation and moderation skills and can communicate effectively with different target groups.

Content
- Communication models, content, target groups, formats and media
- Meetings and Workshops
- Leadership, culture and change management concepts
- Negotiation and decision making processes
- Appraisal Interviews and Coaching
- Employee attitude surveys

Literature
Required reading
Manfred Piwinger, Ansgar Zerfass (Publ.): Handbuch Unternehmenskommunikation, 2. Aufl., Wiesbaden 2014, Gabler Verlag, Chapters regarding internal business communication

Recommended reading
Smith Lyn, Mounter Pamela: Effective Internal Communication, Kogan Page; 2008
Latest edition

<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
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<tbody>
<tr>
<td>Lectures providing definitions, overview and structure</td>
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<tr>
<td>Group work in which theoretical knowledge is applied to case studies</td>
<td></td>
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<tr>
<td>Practitioners will provide presentations about actual topics and examples in their business</td>
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<th>Written examination</th>
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<th>Other information</th>
<th>Guest speakers (CEOs and business communicators from industry)</th>
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Contact/attendance time: 30 h
Additional work: 30 h
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<td>32a</td>
<td>Study Option International Financial Management (Schwerpunkt Internationales Finanzmanagement)</td>
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<th>Module duration</th>
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<tbody>
<tr>
<td>Prof. Dr. Hößl</td>
<td>Seminar-style tuition with exercises</td>
<td>2 semesters</td>
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<table>
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<th>Lecturers</th>
<th>Access requirements</th>
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<tbody>
<tr>
<td>Prof. Dr. Hößl</td>
<td>Course segment 2</td>
</tr>
<tr>
<td>Prof. Dr. Schöntag</td>
<td>Knowledge in “Finance”</td>
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<tr>
<td>Dr. Lienland</td>
<td></td>
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<tr>
<td>Michl M.A.</td>
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<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Content</th>
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</table>
| The International Finance study option teaches the essentials of the financial management of companies and financial institutions in practice, based on knowledge of the principles of finance and investment in companies. Students acquire skills in analysing and taking decisions in the context of corporate finance, financial controlling and financial services. | International Finance  
Discussion of investment and financing questions of firms that are involved in foreign trade transactions and/or using international capital marktes and are in relation with international investors. In particular decisions of foreign trade financing, hedging financial risks, and business valuation.  
International Capital Markets and Asset Management  
International Controlling  
Financial characteristics of international companies. Foreign exchange risk, convertibility and profit transfer. Direct investment and acquisitions.  
External and internal sources of finance. Capital costs, financial budgeting by holding companies. Divisionalisation of finance. |

<table>
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<th>Module courses</th>
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<tbody>
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<td>1) International Finance</td>
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<tr>
<td>2) International Capital Markets and Asset Management</td>
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<tr>
<td>3) International Controlling</td>
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| Type of examination/ Requirements for the award of credit points | 3 written examinations  
Duration: 90 minutes each |
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| Workload            | 450 hours  
Contact/attendance time: 180 h  
Additional work: 270 h |
<p>| Weighting of the grade in the overall grade | 15 |</p>
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<td><strong>Course title</strong></td>
<td>International Finance (Internationale Finanzierung)</td>
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<td><strong>Code</strong></td>
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<td><strong>Module offered</strong></td>
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<td><strong>Lecturer</strong></td>
<td>Prof. Dr. Schöntag</td>
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<tr>
<td><strong>Tuition type</strong></td>
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<tr>
<td><strong>Compulsory/Elective</strong></td>
<td>Compulsory</td>
</tr>
</tbody>
</table>

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students have a sound understanding of the tasks and duties of a chief financial officer (CFO), with particular emphasis being placed on the context of internationalisation strategies, risk management, business, and project valuation. They are able to assess the financial risks involved in foreign trade transactions and hedge them with a range of financial instruments, including derivatives. Students are able to value both individual investment projects and entire businesses using capital market data and the WACC-approach. They also acquire expertise in assessing a company's financial performance.

**Social skills**

Students acquire the ability to develop, analyse and critically appraise alternative courses of action through group work, case studies and discussion sessions. They benefit from debating and reasoning skills, are able to work in a team and can present and defend results in front of an audience.

**Method skills**

Students can apply modern capital market instruments and valuation methods in order to resolve selected problems in the field of corporate finance, and can translate their proposed solutions into business practice.

**Personal skills**

Students are able to contribute theoretically sound and practicable ideas for resolving financial problems to the corporate decision-making process, and to critically discuss them.

**Content**

- Introduction (basic terms, cash flow analysis, capital budgeting)
- Foreign Trade Financing (risk analysis, terms of payment, export finance)
- Hedging Financial Risks
- Basics of Valuation (WACC-approach, Capital Asset Pricing Model, Multiples)

**Literature (each latest edition)**

**Required reading**

Brealey, R./Myers, S./Allen, F., Principles of Corporate Finance
Drukarczyk, J./Schüler, A., Unternehmensbewertung
Hull, J., Optionen, Futures und andere Derivate

**Recommended reading**

Ballwieser, W./Hachmeister, D., Unternehmensbewertung
Bösch, M., Derivate
Perridon L./Steiner M./Rathgeber, A., Finanzwirtschaft der Unternehmung
Ernst, D./Schneider, S./Thielen, B., Unternehmensbewertungen erstellen und verstehen
Schüler, A., Finanzmanagement mit Excel

**Teaching and learning methods**
Lectures with exercises, eLearning (moodle, online-voting)

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
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**Other information**
Excel-based case study

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<th>Workload</th>
<th>Course language</th>
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<tr>
<td>5</td>
<td>150 hours</td>
<td>German</td>
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<td>Additional work: 90 h</td>
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</table>
Course number | Course title
---|---
32a 2 | International Capital Markets and Asset Management (Globale Finanzmärkte und Asset Management)

Code | Semester | Number of WSH | Module offered
---|---|---|---
GFA | 8 | 4 | Every academic year (summer semester)

Lecturer | Tuition type | Compulsory/Elective
Prof. Dr. Hößl | Seminar-style tuition with exercises | Compulsory

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students will leave this course with a deeper appreciation of the characteristics of asset classes and financial products (e.g. stocks, bonds, mutual funds and exchange traded funds). They know how to construct portfolios in order to meet investment goals and how to assess the advantages and disadvantages of investment approaches. Students gain a deeper understanding of the theory and practice of equity and bond asset management. Special emphasis will also be put on human behaviour and incentives, e.g. due to market intervention. Students deal with selected issues regarding products and current events on national and international financial markets.

**Social skills**
Students are able to reason, present and defend their viewpoints cohesively in planning and decision making processes. They support and develop their competences in analysing and solving problems through group work, case studies and discussions.

**Method skills**
Students can take decisions in regard to asset management and evaluate the outcomes of those decisions. They can apply theoretical models for portfolio construction and asset valuation.

**Personal skills**
Students acquire discussion skills. They learn to exercise constructive criticism and to present their outcomes in a professional way. At the end of the course students will be able to take their own independent decisions on asset management and evaluate current events affecting capital markets.

Content
The main focus of the course is to convey a knowledge of asset management and financial markets

- Introduction
  - financial and capital markets
  - asset classes
  - financial products
  - investment objectives
- Risk and Return
  - simple and log returns
  - symmetric and asymmetric risk
  - liquidity
• Portfolio Theory (Markowitz portfolio selection theory and it’s limitations)
• Asset Pricing
  o CAPM
  o APT
  o Market Model
• Market Efficiency
  o Market Efficiency
  o Asset Bubbles
  o Anomalies
  o Behavioral Finance
  o Intervention
• Bonds
  o Characteristics
  o Valuation
  o measures of interest rate risk
  o bond management strategies
• Stocks
  o fundamental and technical analysis
  o function of exchanges

Literature

Required reading

Recommended reading
Marty, W.: Portfolio Analytics, Springer, 2013, Cham [u.a.].

Latest edition

Teaching and learning methods
Seminar-style tuition with group exercises
"Highlights of the business press from the past week" presented by a student
Individual project work by students

Type of examination/Requirements for the award of credit points
<table>
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<tbody>
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<td>Additional work: 90 h</td>
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<td><strong>Course language</strong></td>
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Course number
32a 3

Course title
International Controlling
(Internationales Controlling)

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<th>Code</th>
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<th>Module offered</th>
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Lecturers
Dr. Lienland
Michl M.A.

Tuition type
Seminar-style tuition with exercises

Compulsory/Elective
Compulsory

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students understand the objectives and functions of management accounting, they understand and can apply concepts and methods of planning, evaluation and control, and gain insights into their possibilities and limitations. Students have confidence in their ability to deploy SAP-CO in a range of business areas. Students are capable of handling an ERP system. They know the interfaces which exist between controlling and other SAP ERP modules.

Social skills
Students are able to discuss and solve problems in small groups and to develop appropriate solutions in the context of small case studies.

Method skills
Students are able to understand and apply traditional and modern concepts and methods of evaluation and control. They are proficient in the use of methods for operational controlling in SAP, and are skilled in their practical application. They understand the necessity of financial controlling with the aid of SAP or another ERP system. Students learn how to integrate the controlling information system and can apply it.

Personal skills
Students acquire personal skills such as manner and demeanour, self-discipline and self-confidence. They are aware of the ways in which a business can be managed with the use of key indicators.

Content
The focus of the course is to understand management accounting processes in the particular context of the international firm. An integral part of the course is a complex, end-to-end case study which enables students to categorize cost centers, identify problems within the cost center accounting system and undertake a primary costs breakdown, as well as perform internal activity allocation.

Part I: Introduction to Management Accounting
Part II: Basic Concepts of Planning and Control in the International Firm
- The international firm
- Strategic planning
- Budgeting
- Beyond or better budgeting?
- Reporting
- Special issues of budgeting and reporting in the international firm

Part III: Selected Methods of Evaluation and Control
- Profit Center Accounting
- Traditional and modern performance measurement (ROI, value-based concepts, balanced scorecard)
- Target Costing
- Activity based costing

Part IV: International Issues in Management Accounting
- Currency Changes and Management Control
- Management of cultural distance

Part V: SAP
- Introduction to SAP-ERP and SAP-ERP system handling
- External accounting (module: FI)
- Cost element accounting (module: CO-OM-CEL)
- Cost center accounting (module: CO-OM-CCA)

Literature

Required reading
Course materials
Hoffjan, A., Internationales Controlling, Stuttgart
Reichmann, Th., Controlling mit Kennzahlen und Management-Tools. Die systemgestützte Controlling – Konzeption, München

Recommended reading
Horvath, P., Controlling, München
Weber, J., Schäffer, U., Einführung in das Controlling, Stuttgart
2. Praxishandbuch SAP-Controlling, SAP PRESS, Uwe Brück, Gileio Press, Bonn 2011

Online help for SAP ERP CO
Latest edition

Teaching and learning methods
Seminar-style tuition
Group exercises
Small-scale case studies
Seminar-style tuition with exercises on the computer in small groups
Presentation by lecturer using Powerpoint or slides; course materials will be provided
Explanations of the SAP system and support at PC workstations
| **Type of examination/Requirements for the award of credit points** | Written examination  
Duration: 90 minutes |
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Contact/attendance time: 60 h  
Additional work: 90 h |
<p>| <strong>Course language</strong>     | German                            |</p>
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<th>Semesters</th>
<th>Number of WSH</th>
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<tr>
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<td>Study Option International HR Management (Studienschwerpunkt Internationales Personalmanagement)</td>
<td>IPM</td>
<td>7/8</td>
<td>12</td>
<td>Every academic year</td>
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<tr>
<td>Module coordinator</td>
<td>Prof. Dr. Nonnast</td>
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</table>
| Lecturers    | Prof. Dr. Braun
Prof. Dr. Nonnast
Prof. Dr. Striepling
Prof. Dr. Voußem
Beringer
Springs M.A. | Module courses                                                                  |       |           |                              |                               |
|              | 1) Human Resource Planning and Marketing
2) Human Resource and Organisational Development
3) Labour Law and Health Management | Tuition type | Seminar-style tuition with exercises |                               |                               |
| Access requirements | Course segment 2                                                              |       |           |                |                               |
| Learning outcomes of the module | Students gain proficiency in Human Resource Management techniques and an ability to resolve Human Resource Management problems. |       |           |                |                               |
| Module content | • Techniques of personnel planning
• Methods of personnel recruitment
• Approach to personnel release
• Concepts of personnel and organisation development
• Educational planning
• Advanced labour law
• Principles of ergonomic knowledge and health management
• Topical HR management issues |       |           |                |                               |
| Type of examination/ Requirements for the award of credit points | 2 Written examinations
Duration 90 minutes each
2 Written examinations
Duration: 60 Minutes each |       |           |                |                               |
| ECTS Credits | 15                                                                              |       |           |                |                               |
| Workload     | 450 hours
Contact/attendance time: 180 h
Additional work: 270 h |       |           |                |                               |
<p>| Weighting of the grade in the overall grade | 15 |       |           |                |                               |</p>
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<table>
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<th>Module offered</th>
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<tr>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
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<tbody>
<tr>
<td>Prof. Dr. Braun</td>
<td>Seminar-style tuition with exercises</td>
<td>Compulsory</td>
</tr>
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</table>

### Learning outcomes

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students are able to plan HR requirements and HR deployment within a business context. They understand the relationships between planning domains and problems of method. Students can both recruit and release personnel in a target-oriented way and with a sense of responsibility both commercially and ethically.

**Social skills**

Students can conduct job application interviews and redundancy interviews in ways that are structured and responsible. They acquire skills in communicating planning decisions and outcomes.

**Method skills**

Students learn how to perform HR-related tasks responsibly and purposefully. They are able to correctly apply business-related, psychological and legal structures of thought, reasoning and action.

**Personal skills**

Students can evaluate the relative benefits and disadvantages of HR programmes which in turn enables them to take responsible decisions in matters of HR management. They have a well-grounded sense of self-confidence when it comes to dealing with other departments within the company on matters of HR management.

### Content

- HR planning and recruitment process
- Tasks and methods within different areas of HR planning, specifically personnel requirements planning, planning staff numbers, HR deployment planning and personnel cost planning
- Redundancy management - options and problems
- Approaches to strategic HR marketing, including information sources and market analysis
- Methods of HR recruitment, selection and integration

### Literature

**Required reading**

RKW-Handbuch der Personalplanung

**Recommended reading**

Bühner, Rolf, Personalmanagement
Scholz, Christian, Personalmanagement
<table>
<thead>
<tr>
<th>Latest edition</th>
<th>Topical articles from HR management periodicals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Teaching and learning methods</strong></td>
<td>Seminar-style tuition with group development of the material, intensive discussion and analysis of case studies</td>
</tr>
<tr>
<td>Specialist input by the lecturer</td>
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<tr>
<td><strong>Type of examination/Requirements for the award of credit points</strong></td>
<td>Written examination</td>
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<td>Duration: 90 minutes</td>
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<tr>
<td></td>
<td>Preparation for written paper through appropriate exercises with guidance in class</td>
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<td><strong>Other information</strong></td>
<td>HR management practitioners as guest speakers where possible</td>
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<p>| <strong>ECTS Credits</strong> | 5 |
| <strong>Workload</strong> | 150 hours |
| | Contact/attendance time: 60 h |
| | Additional work: 90 h |
| <strong>Course language</strong> | German |</p>
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<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tr>
<td>32b 2</td>
<td>Human Resource and Organisational Development</td>
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<td>7</td>
<td>4</td>
<td>Every academic year</td>
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<td>(Personal- und Organisationsentwicklung)</td>
<td></td>
<td></td>
<td></td>
<td>(winter semester)</td>
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<td>Lecturers</td>
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<td>Compulsory/Elective</td>
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<tr>
<td></td>
<td>Prof. Dr. Nonnast</td>
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<td>Seminar-style tuition with exercises</td>
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<td></td>
<td>Beringer</td>
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</table>

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students understand the central and strategic importance of personnel development and organisational development for the development of a company as a whole, especially where change processes are involved. They understand the methodical approaches, system components and processes of personnel and organisational development, and are able to deploy them purposefully. They learn how to use and apply the practical tools of personnel development and organisational development.

**Social skills**

Students acquire team skills, discussion skills and critical abilities, developing common solutions and presenting their findings and results in a whole-group context.

**Method skills**

Students are able to handle tasks in the fields of personnel and organisational development purposefully and responsibly. They are able to correctly apply business-related, psychological and legal structures of thought, reasoning and action.

**Personal skills**

Students understand the processes of personnel and organisational development so are capable of taking responsible decisions in these fields. They are able to advise the company, its departments as well as individual employees in their choice of appropriate development programmes for employees and/or organisations.

**Content**

- The place of personnel development/organisational development in the HR management system
- The basic concepts, principles and target groups of personnel development
- Education and skills management
- Promotion, especially succession and career planning, structured personnel interview
- Process and concept of HR and organisational development, specifically HR development planning, team development, change management and motivational management

**Literature**

Required reading
Lecture notes
<table>
<thead>
<tr>
<th><strong>Recommended reading</strong></th>
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</thead>
<tbody>
<tr>
<td>Becker, Manfred: Personalentwicklung, Schäffer Poeschel</td>
</tr>
<tr>
<td>Meifert (Publ.), strategische Personalentwicklung, Springer, Berlin</td>
</tr>
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<td>Latest edition</td>
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<table>
<thead>
<tr>
<th><strong>Teaching and learning methods</strong></th>
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</thead>
<tbody>
<tr>
<td>Seminar-style tuition with practical exercises, e.g. designing and holding a training course (partly possible in block form)</td>
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<table>
<thead>
<tr>
<th><strong>Type of examination/Requirements for the award of credit points</strong></th>
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<tbody>
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<td>32b 3.1</td>
<td>Labour Law (Arbeitsrecht)</td>
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**Lecturer** RA Weinmann  
**Tuition type** Seminar-style tuition with exercises  
**Compulsory/Elective** Compulsory

**Learning outcomes**  
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**  
Students acquire an in-depth knowledge of individual labour law and collective employment law. Specifically, when they design contracts of employment they will be able to apply legal instruments in ways that meet the needs and interests of both employees and business. Students have an in-depth knowledge of labour law as it relates to business administration, especially in relation to tools used for designing industrial relations in a collective bargaining context (employment contracts, works agreements, pay agreements). With the support of a manager, they are able to find appropriate solutions to relatively complex disputes between employer and employees and their representatives, and to communicate effectively with works councils, arbitration services, employer federations, trade unions, employment lawyers and industrial tribunals.

**Social skills**  
Students acquire team skills, discussion skills and critical abilities. They are able to take labour-law situations and analyse them from a variety of perspectives (employer/employee). Through their encounters with practitioners they acquire basic experience in dealing with the different interest groups they are likely to encounter in labour-law environments.

**Method skills**  
Students become versed in the correct application of the structures of legal thought, reasoning and action.

**Personal skills**  
Students are aware of the implications of action taken within a labour-law framework and can take account of these when selecting appropriate legal solutions while at the same time giving consideration to the personal interests of the employee and the business aims of the company.

**Content**  
This course familiarises students with the specific requirements of employment laws and social insurance legislation for HR managers in a corporate context.

- **Advanced individual labour law**  
  - Employment contract law  
  - Rights and obligations of employers and employees  
  - Employment termination  
  - Selected protection laws

- **Collective labour law**  
  - Industrial relations law  
  - Collective agreement law and industrial disputes
- Co-determination at company level
- Conflict management with legal instruments
  - Main features of the industrial tribunal process
  - Mediation in labour law

**Literature**

**Required reading**
- Arbeitsgesetze, Beck-Texte im dtv
- Senne, Arbeitsrecht, München
- Hromadka/Maschmann, Arbeitsrecht Band 2, Berlin

**Recommended reading**
- Hromadka/Maschmann, Arbeitsrecht Band 1, Berlin
- Löwisch/Caspers/Klumpp, Arbeitsrecht, München
- Marschollek, Arbeitsrecht, Münster
- Marschollek, Kollektives Arbeitsrecht, Münster
- Schaub, Arbeitsrechts-Handbuch, München

**Teaching and learning methods**
- Seminar tuition
- Lectures
- Case examples
- Exercises

**Type of examination/Requirements for the award of credit points**

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**Other information**

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<td>32b 3.2</td>
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<td>(Gesundheitsmanagement)</td>
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**Lecturer**
Springs M.A.

**Tuition type**
Seminar-style tuition with exercises

**Compulsory/Elective**
Compulsory

### Learning outcomes

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students know the different views, positions and tasks of the various stakeholders in occupational health and safety, and are made aware of the established instruments, measures and management systems used in occupational health management. They have a fundamental understanding of ergonomics and the health sciences. They are familiar with the necessary steps of the work processes and can implement them within businesses that promote a healthy environment. Students also acquire a solid grounding in the method skills used in workplace health promotion, and are aware of the different responsibilities and tasks of the various stakeholders.

**Social skills**

Students are able to put forward reasoned and professional arguments in the planning and decision-making processes involved in health issues at the different levels within a business. They can fully engage with the different interest groups and incorporate the viewpoints of these groups into the business processes. They can recognize health hazards at the workplace and initiate appropriate response strategies.

**Method skills**

Students can incorporate a health strategy for the business with a process model. They acquire the ability to prepare a balanced scorecard for occupational health management. They are also familiar with the structure of project management in a corporate context, and can implement it within a health strategy framework.

**Personal skills**

Students learn to recognize the health hazards which modern working life can present, and develop a comprehensive health awareness both in their own conduct and in their interaction with co-workers. They are aware of the effects which pressure of work can have, and appreciate the desirability of a work/life balance, which promotes health. They are able to recognize health problems in co-workers and raise awareness with the appropriate departments.

### Content

The course is designed to provide a grounding in the fundamental legal, medical and ergonomic knowledge of modern health management. The focus ultimately is on the practical implementation of a health strategy whose costs and benefits can be evaluated using performance indicators. The health hazards, which exist in selected businesses and sectors, are analysed using individual scientific fields.

- The importance of health policies in business
- Man: Aspects of physical and mental performance as a function of sex and age
- Salutogenesis and the man/machine model
- Stakeholders in occupational health and safety management, and their legal basis
• Planning, instruments, measures and evaluation of corporate health promotion
• Best Practice in German businesses
• Occupational integration management in practice
• Changes at the modern workplace and their health implications: Demographic change, globalisation or networking in the context of increasing forms of mental and stress-related disorders
• Sensitive health issues at the workplace: Alcohol, drugs, burnout and bullying
• Future trends in corporate health management

Literature

Required reading
Schambortski, H (Hrsg.) 2008. Mitarbeitergesundheit und Arbeitsschutz: Gesundheitsförderung als Führungsaufgabe, München, Urban & Fischer Verlag

Recommended reading

Teaching and learning methods

Seminars
Lectures
Case examples
Exercises

Type of examination/Requirements for the award of credit points
Written examination
Duration: 60 minutes

Other information

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<th>Module duration</th>
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<tbody>
<tr>
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<td>Seminar-style tuition with exercises</td>
<td>2 semesters</td>
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<table>
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<th>Module courses</th>
<th>Access requirements</th>
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<tbody>
<tr>
<td>Prof. Dr. Dach</td>
<td>1) International Marketing</td>
<td>Course segment 2</td>
</tr>
<tr>
<td>Prof. Dr. Woerz-Hackenberg</td>
<td>2) International Marketing Research</td>
<td>Knowledge in “Marketing”</td>
</tr>
<tr>
<td>Prof. Dr. Wolfrum</td>
<td>3) Retail and Service Marketing</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The International Marketing study option extends the marketing knowledge acquired in Course Period 2 to allow students to gain an ability to independently apply marketing methods, develop, and implement marketing concepts in practice.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing methods and marketing tools in an international and intercultural environment, including market segmentation, positioning, product, brand and portfolio management, pricing and promotion as well as the extension of marketing to relevant areas such as digital media and sustainability.</td>
</tr>
<tr>
<td>Methods and tools of marketing research focussing on international and intercultural markets and relevant issues.</td>
</tr>
<tr>
<td>Marketing strategies and instruments of trading and service companies against the background of consumer behaviour in service environments.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Written examinations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>450 hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 180 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 270 h</td>
<td>15</td>
</tr>
<tr>
<td>Number of course</td>
<td>Course title</td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>32c 1</td>
<td>International Marketing (Internationales Marketing)</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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</thead>
<tbody>
<tr>
<td>IMA</td>
<td>7</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Woerz-Hackenberg</td>
<td>Seminar-style tuition with exercises</td>
<td>Compulsory</td>
</tr>
</tbody>
</table>

**Learning outcomes**

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students gain a detailed knowledge of marketing theories and marketing tools in an international and intercultural environment. Students are familiar with theoretical and practical aspects of international marketing.

**Social skills**

Students are able to analyse, evaluate and discuss marketing theories and present their applications appropriately to others.

**Method skills**

Students can take decisions in the area of marketing management and evaluate the outcomes of those decisions.

**Personal skills**

Students acquire discussion skills. They know how to exercise constructive criticism and to present their outcomes in a professional way.

**Content**

- Marketing and International Marketing Strategies
- Analysing the Marketing Environment
- International Segmentation
- International Product Management
- International Pricing Strategies
- The International Promotional Mix
- Digital and Social Media Marketing
- Sustainable Marketing
- International Brand Management including Brand Positioning, Brand Development and Brand Relationships within portfolios

**Literature**

**Required reading**

Slides and material handouts
Recommended reading
Massaki Kotabe and Kristiaan Helsen: Global Marketing Management, John Wiley & Sons, 2010
Latest edition

Teaching and learning methods
Seminar-style tuition with group exercises
Presentation by lecturer using PowerPoint and slides – occasional handouts, lecture notes will be available
Independent project work by students on specific aspects of the lecture
Guest lecture

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Duration: 90 minutes</td>
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</table>

Other information

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>English</td>
</tr>
</tbody>
</table>

Contact/attendance time: 60 h
Additional work: 90 h
### Learning outcomes

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**

Students gain detailed knowledge of the problems and methods of market research in an international and intercultural context. By the end of the course they can define the volume and type of information needed for a specific decision problem, and decide how to source that information. They are familiar with the specific problems of international and intercultural markets and the impact on market research.

**Method skills**

They are able to prepare, organise and execute a specific empirical project, and can evaluate the instruments and techniques which are offered by the market research industry (e.g. test marketing, panel research).

**Social skills**

Students are able to reason and present their viewpoints convincingly in planning and decision making processes.

**Personal skills**

Students acquire discussion skills through working together in groups. They learn to exercise constructive criticism and to present their outcomes in a professional way.

### Content

The focus of the course is to communicate an understanding of the methods of market research.

**Topic 1 – Analysis of information need of international marketing**

**Topic 2 – Methodical basics of international market research**

**Topic 3 – Preparation of empirical surveys**

**Topic 4 – Secondary research**

**Topic 5 – Standardised instruments of the market research institutes**

- Panel research
- Test marketing
- Media analysis
- Lifestyle research

**Topic 6 – Primary research**

- Specific problems in an international and intercultural context
- Observation
  - Relevance and methods
Technical support
Advantages and disadvantages

- Enquiry
  - Relevance and methods
  - Technical support
  - Advantages and disadvantages

- Preparing a questionnaire

**Topic 7 – Sampling**

- General problems of sampling
- Random and non-random samples
- Sample size

**Topic 8 – Specific aspects of conducting a survey, of data analysis and presentation of the results**

**Literature**

**Required reading**


**Recommended reading**

- Böhler: Marktforschung, 2nd ed., Stuttgart 2005
- Malharta/Birks/Wills: Essentials of Marketing Research, Prentice Hall 2013

**Teaching and learning methods**

- Seminar-style tuition with exercises
- Presentation of an actual market research topic by a student
- Lecture with Powerpoint slides or Harvard Graphics and projector slides – handout

**Type of examination/Requirements for the award of credit points**

- Written examination
  - Duration: 90 minutes

**Other information**

- The course includes case-to-case online research.

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
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</tbody>
</table>
Course number 32c 3
Course name Retail and Service Marketing (Handels- und Dienstleistungsmarketing)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tbody>
<tr>
<td>RSM</td>
<td>7</td>
<td>4</td>
<td>Every semester</td>
</tr>
</tbody>
</table>

Lecturer Prof. Dr. Dach
Tuition type Seminar-style tuition with exercises
Compulsory/Elective Compulsory

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are familiar with the particularities of service and retail marketing. They are able to apply the four classic marketing instruments plus the three service-specific marketing instruments against the background of consumer behaviour in a service and retail environment.

Social skills
Students have learned to work in intercultural teams and solve group tasks in English.

Method skills
Students have a good command of specific methods of service marketing (e.g. gap analysis of service quality) and understand intermediation theories (e.g. Baligh-Richartz model).

Personal skills
The students are able to take part in English discussions and to defend their positions.

Content
- Service Marketing
  - Types of Service Companies
  - Consumer Behaviour in the Service Context
  - Service Strategy
  - Service Quality
  - Service Marketing Mix
- Retail Marketing
  - Types of Retailers
  - Intermediation and Disintermediation
  - Consumer Behaviour in the Retail Context
  - Retail Market Strategy
  - Retail Marketing Mix

Literature
Required reading
### Recommended reading

### Teaching and learning methods
- Presentation
- Seminar and group work

### Type of examination/Requirements for the award of credit points
- Written examination
  - Duration: 90 minutes

### Other information
- Usually, half of the class consists of international students.

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5</strong></td>
<td>150 hours</td>
<td>English</td>
</tr>
<tr>
<td></td>
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<td></td>
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<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
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</tr>
</tbody>
</table>
| 32 d          | Study Option International Logistics (Schwerpunkt Internationale Logistik) | ILM  | 7/8       | 12            | Every academic year | Prof. Dr. Bick, Prof. Dr. Gänßbauer, Prof. Dr. Dach | Seminar-style tuition with exercises | 1) Dispositive and Physical Logistics  
2) Quantitative Methods in Logistics  
3) Industrial Contract Logistics | Course segment 2  
Knowledge in Logistics | Students learn about the importance of logistics for a company based on a fundamental knowledge of materials and manufacturing economy. Students are able to efficiently design, manage and control material, goods and information flows within defined operational situations. | Dispositive and Physical Logistics  
• Procurement logistics and purchasing  
• Synchronised production procurement / the JIT concept  
• Material flow and layout planning  
Quantitative Methods in Logistics  
• Logistics controlling  
• Production planning  
• Methods of production control  
International Contract Logistics  
• Introduction/Organisational aspects  
• Decision-making/Procedures | 3 Written examinations  
Duration: 90 minutes each | 15 | 450 hours  
Contact/attendance time: 180 h  
Additional work: 270 h | 15 |
Learning outcomes

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students are aware of the importance of logistics for a company based on a fundamental knowledge of materials and manufacturing. They are able to efficiently design, manage and control material, goods and information flows within defined operational situations. By understanding the standard challenges of supply chains, they have a thorough grasp of the special importance of the interface between suppliers and buyers. Students also know the basic design principles of intra-logistics. They become conversant with different business models and business fields within logistics as well as particular demands on logistics managers. By the end of the course students are able to select and implement appropriate business models for a specific situation.

Social skills

Students are properly able to present results generated within a team to a specific target group.

Method skills

Students can understand logistical systems, analyse weaknesses and both optimise and recast them based on current scientific knowledge. Special consideration is given to the elimination of waste through changes of medium within all kinds of material and information flow designs.

Personal skills

Students are able to develop and refine their ideas as part of a team (team work skills), to professionally argue their viewpoints (reasoning skills) and to present results to a specific target group (presentation skills).

Content

- Procurement logistics and purchasing
  - Overview of important methods
  - Design of material and information flow in procurement logistics
  - Operational procurement process
  - Procurement Marketing

- Synchronised production procurement / the JIT concept
  - Approach
  - Selecting parts and suppliers
  - Structure of information flow
  - Design of material flow
  - Regional carrier concept
- Overview of tasks and functions of production logistics
- Material flow and layout planning
  - Target planning
  - Planning fundamentals
  - Production concept
  - Ideal planning
  - Real planning

**Literature**

**Required reading**
Lecture notes
Schulte, Christoph, Logistik, 6th ed., Verlag Franz Vahlen, München, 2012

**Recommended reading**
Kettner, Hans, Leitfaden zur systematischen Fabrikplanung, Fachbuchverlag Leipzig, 1984
Schulte, Gerd, Material- und Logistikmanagement, 2nd ed., R. Oldenbourg Verlag, 2001
Vahrenkamp, Richard, 6th revised and expanded ed., R. Oldenbourg Verlag, 2007

**Teaching and learning methods**
Seminar-style tuition
Presentation by lecturer using PowerPoint and slides, lecture notes will be available

| Type of examination/Requirements for the award of credit points | Written examination  
| Duration: 90 minutes |

**Other information**

| ECTS Credits | 5 |
| Workload | 150 hours  
| Contact/attendance time: 60 h  
| Additional work: 90 h |
| Course language | German |
### Course number
32d 2

#### Course title
Quantitative Methods in Logistics  
(Quantitative Methoden in der Logistik)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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</thead>
<tbody>
<tr>
<td>QLO</td>
<td>8</td>
<td>4</td>
<td>Every academic year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(summer semester)</td>
</tr>
</tbody>
</table>

#### Lecturers
- Prof. Dr. Bick
- Prof. Dr. Dach

#### Tuition type
Seminar-style tuition with exercises

#### Compulsory/Elective
Compulsory

### Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

#### Subject skills
Students gain an understanding of quantitative methods of logistics based on a fundamental knowledge of materials and manufacturing. They are able to efficiently design, manage and control material, goods and information flows within defined operational situations. In addition, students are familiar with logistics controlling and the application of contribution margin and process cost calculation, Key Performance Indicators (KPI), location planning and delivery tour optimisation.

#### Social skills
Students are able to properly present the results generated within the team to a specific target group.

#### Method skills
Students are conversant with quantitative methods used in logistics, and can apply them to specific problems and tasks.

#### Personal skills
Students are able to professionally defend their position (reasoning skills) and present results to a specific target group (presentation skills).

### Content
The main topics include logistics controlling and the application of quantitative methods to selected logistics areas. Other important aspects are PPC functions and their implementation in PPC systems.

- **Logistics controlling**
  - Key performance indicators and systems
  - Contribution margin calculation
  - Process cost calculation

- **Quantitative methods in selected logistics areas**
  - Network Planning
  - Inventory and warehousing
  - Handling/order picking
  - Transportation
- Production Planning and Control (PPC)
  - Target system
  - Production programme planning
  - Quantity planning
  - Scheduling and capacity planning
  - Implementation and control of production
- PPC Systems
  - Overview
  - MRP
  - KANBAN
  - OPT

**Literature**

**Required reading**
Lecture notes

**Recommended reading**
Hackstein, Rolf, PPS, 2nd ed., VDI-Verlag Düsseldorf 1989
Schulte, Christoph, Logistik, 6th ed., Verlag Franz Vahlen, München 2012

**Teaching and learning methods**
Seminar-style tuition with a number of exercises
Presentation by lecturer using PowerPoint and slides, lecture notes will be available
Case study based on actual tender documents

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Duration: 90 minutes</td>
</tr>
</tbody>
</table>

**Other information**
Case studies on which students work are taken from practice.
Guest Lecture

**ECTS Credits**
5

**Workload**
150 hours
Contact/attendance time: 60 h
Additional work: 90 h

**Course language**
German
### Course title
Industrial Contract Logistics (Kontraktlogistik)

### Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students understand the main reasons, objectives, variants and different possible procedures of logistics bid invitations. This knowledge enables them to prepare suitable enquiry documents in the role of a company inviting tenders, and to calculate price quotations for the customer on the basis of the customer's bid invitation documents and in the role of a logistics service provider.

**Method skills**
Students are familiar with quantitative methods of logistics and can apply them proficiently when processing logistical tasks, having regard to the specific circumstances and objectives of the case at hand. They are also familiar with the principles and practices of project management and so can provide the services that meet the customer's requirements as set out the logistics enquiry documents right up to the 'go live' point.

**Social skills**
Students are able to work towards given outcomes within a team environment (teamwork skills) and can present their findings and conclusions based on sound reasoning (presentation skills). They can defend their professional viewpoint (argumentation skills).

**Personal skills**
Students understand and appreciate the legal consequences of logistical decisions, and can incorporate them into their own value systems.

### Content
- Introduction to contract logistics management
- Decision-making processes in logistics outsourcing
- Logistics bid invitations
- Procedures
- Case study (actual example from practice)
- Legal issues
- Organisational aspects (project management)

### Literature
**Required reading**
Course notes

**Recommended reading**
Müller-Dauppert, Bernd, Logistik-Outsourcing, 2. Auflage, Vogel-Verlag, München, 2009
<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar-style tuition with a wide range of support exercises</td>
</tr>
<tr>
<td>Presentation by lecturer using Powerpoint and slides; accompanying notes will be supplied</td>
</tr>
<tr>
<td>Case study based on actual enquiry documents</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 90 minutes</td>
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</tr>
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<table>
<thead>
<tr>
<th>Other information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest presentations by experts from industry</td>
</tr>
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<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
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</table>
Module number
34

Module title
Bachelor Thesis
(Bachelorarbeit)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semesters</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tbody>
<tr>
<td>BA</td>
<td>7/8</td>
<td>-</td>
<td>Every semester</td>
</tr>
</tbody>
</table>

Module coordinator
Chairman of the Examining Board

Tuition type
Private study

Module duration
Preparation time 3 months

Entry requirements
Students must have passed all modules in semesters 1 and 2 and have successfully completed the two placement semesters. They should have passed the topic-specific modules that are necessary to work on the topic of the Thesis.

Learning outcomes
On completing the Bachelor Thesis the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to apply a sound theoretical and methodical as well as practical approach to working unsupervised on issues of relevance to business administration within an agreed timeframe and having regard to the principles of scientific rigour.

Social skills
Students acquire advanced skills of cooperation and communication by collaborating with businesses or other establishments and conducting surveys and expert interviews. Students have the ability to give reasonable and reasoned responses to questions and objections, and clear up misunderstandings as necessary.

Method skills
Students can apply empirical research methods, approaches and instruments. They can evaluate relevant literature in a purposeful way.

Personal skills
Students can identify cross-references to other thematically relevant questions on the basis of themes they have previously worked on. They are able to present and argue their personal views in a reasoned and focused manner.

Content
- Formulating the themes to be dealt with
- Operationalising the theme, or developing a working concept (provisional structure)
- Conducting research (literature)
- Data gathering and analysis, or literature and source analysis
- Writing the scientific dissertation
### Literature

**Required reading according to topic**

Theisen, Manuel, Wissenschaftliches Arbeiten, Munich, Vahlen, latest edition

Anleitung für Studien- und Abschlussarbeiten, online on:

https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft.html

⇒ Studierende ⇒ Hinweise wissenschaftliches Arbeiten

**Recommended reading according to topic**

Latest edition

### Teaching and learning methods

- 

### Usability of this module for other modules and courses

Depending on the student’s chosen themes, this module builds on various previous modules from the Bachelor degree course.

The module is an exercise in the preparation of scientific assignments in further courses such as Master courses.

### Type of examination / Requirements for the award of credit points

Submission of the Thesis (30-50 pages)

Assessment by the Thesis mentors

### Other information

The workload should not exceed 3 months of continuous effort.

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tr>
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<tr>
<td>Module number</td>
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<tr>
<td>---------------</td>
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<td>------</td>
</tr>
<tr>
<td>35</td>
<td>First Placement Semester (Erstes praktisches Studiensemester)</td>
<td>PS1</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
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</thead>
<tbody>
<tr>
<td>Placement officer</td>
<td>-</td>
<td>1 semester</td>
</tr>
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<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Module courses</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>depending on study option</td>
<td>1) Concurrent courses (PBLV) 2) Placement</td>
<td>The first placement has to be done in the language area chosen for the degree. Minimum duration of placement: 20 weeks.</td>
</tr>
</tbody>
</table>

| Learning outcomes | |
|-------------------| Students become conversant with business environments in different cultural areas. They gain practical insights relevant to business, through hands-on experience and active collaboration. Their communication skills are improved by working with others in an international business context. The placement offers scope for students to display their skills, initiative, responsibility and problem-solving techniques. The placement semester provides an introduction to basic business processes and working methods and is devoted to a distinctly occupational activity. |

| Module content | |
|----------------| The placement semester (min. duration: 20 weeks), which is done outside the language area of the home university, forms an integral part of the degree programme arranged by the OTH Regensburg. The module offers a platform for students to put into practice and further develop theoretical knowledge in an international business environment. Concurrent theory courses prepare students for the placement. |

<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
<th>Attendance</th>
<th>Continuous assessment</th>
</tr>
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<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tbody>
<tr>
<td>30</td>
<td>900 hours</td>
<td>-</td>
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</table>
**Course number**  
35.1

**Course name**  
Concurrent courses  
(Praxisbegleitende Lehrveranstaltungen)

**Code**  
PBLV

**Semester**  
2

**Number of WSH**  
4

**Module offered**  
Every academic year  
(Introduction block summer term)

**Lecturers**  
Prof. Dr. Höschl  
Prof. Dr. Liebetruth  
Hager M.A.

**Tuition type**  
Seminar tuition

**Compulsory/Elective**  
Compulsory

---

**Learning outcomes**

**Introduction block (PBLV): Preparation for placement**

The module is designed to prepare students for the placement semester (at the end of semester 2 or 3).

Students know how to effectively deal with people from different national and cultural backgrounds. They are familiar with the main effects of dynamic group processes in a multicultural environment and develop a comprehensive understanding of the potentials for synergies and conflicts in such an environment. They are able to understand and analyze the critical elements and processes in intercultural management, and to apply appropriate techniques to improve multicultural communication and collaboration.

On completing the module students will have achieved the following learning outcomes on the basis of scientific methods:

**Method skills**

Students are able to apply methodical approaches to real-life business situations in a varying and colourful business reality. They are able to transfer and apply gained knowledge in intercultural work situations. Students know how to prepare the placement report and the description of the host countries.

**Subject skills**

Students are informed about legal, administrative and technical aspects of the placement. Students have internalized methods to understand specific cultural aspects of international cooperation through case studies and role plays, thereby evaluating central concepts of the integration of corporate cultures in different cultural environments. They are able to apply knowledge about culture and management to typical intercultural work situations.

**Social skills**

Students develop a sense of their own particular responsibility when working with colleagues and business partners from different cultural backgrounds. They are able to change perspective and to communicate their own point of view in a goal-oriented, transparent and appreciative manner.

**Personal skills**

Students have refined their own cognitive and behavioural abilities in situations of intercultural interaction. They are able to independently analyse typical problems stemming from a multicultural business environment and use adequate problem solving techniques. Students are confident and capable of putting forth their own ideas in an international business situation.
<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Legal, administrative and technical information on placement requirements</td>
</tr>
<tr>
<td>• Categories of cultural differences</td>
</tr>
<tr>
<td>• Influence of culture on organizational models</td>
</tr>
<tr>
<td>• Culture and Communication</td>
</tr>
<tr>
<td>• Case studies and role plays</td>
</tr>
<tr>
<td>• Analysis of potentials resulting from cultural diversity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required reading</td>
</tr>
<tr>
<td>Handouts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar tuition</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Continuous assessment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance at concurrent courses (PBLV) is compulsory (introduction block: 4 days at the end of semester 2 or 3 before the placement). Part of the PBLV will be taught at the partner university.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>120 hours</td>
<td>German/English</td>
</tr>
</tbody>
</table>

Contact/attendance time: 60 h
Additional work: 60 h
Course number
35.2

Course name
Placement (Praktikum)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semesters</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>4/5</td>
<td>20 weeks</td>
<td>Every semester</td>
</tr>
</tbody>
</table>

Lecturer
-

Tuition type
-

Compulsory/Elective
Compulsory

Learning outcomes
On completing the module students will have achieved the following learning outcomes:

Subject skills
Students will be able to critically reflect on the skills, attributes and behaviours required for successful professional conduct in an international organisational context. They apply theoretical knowledge gained in their classroom-based courses. They understand and reflect on the goals, objectives and culture of a specific organisation, through close first-hand experience and guidance.

Method skills
Students make connections between knowledge and skills developed as part of the degree programme, and the skills required to operate effectively in an organisation. They gain a reflexive understanding of the relationship between theoretical approaches and practical context

Social skills
Students are able to work successfully in an international team with colleagues from different cultural backgrounds.

Personal skills
Students have refined their cultural awareness, initiative and originality in problem solving. They are able to operate in complex and unpredictable contexts. Students critically assess personal professional development over the course of the internship module, with particular emphasis on understanding how this experience relates to their longer-term career goals.

Content
The placement semester gives students the opportunity to put into practice, in an international professional environment, the skills and knowledge gained through their degree studies.

Students are exposed to the realities of typical business processes in the chosen language area, competition and an increasingly globalised environment. Rather than being confined to classrooms on campus, students will have the opportunity to get in touch with real world business practices, and to apply what they have learned in classroom-based courses to their work, thereby preparing themselves for working life as an entrepreneur or as a professional working in an entrepreneurial organization. The main business knowledge and skills they are expected to learn from the placement include:

- Organizational and management practices needed for running a business successfully in a specific cultural environment.
- Key business functions including marketing, selling, customer care, partnership development, financial and strategic planning.
- Key business and management skills, including public communications, team building, strategic planning, interpersonal/human relationship, motivational and negotiation skills.
- Knowledge of industry structure, customer needs, professional practices and standards, and market and competitive trends related to the language area of the company they intern in.
**Literature**

- 

**Teaching and learning methods**

Project work, methods of project management, learning by doing

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Attendance</th>
</tr>
</thead>
</table>

**Other information**

The placement must be served in the language area of the host university.

Students are entitled and required to nominate a placement organisation to the placement office.

Placement organisations which have not yet received ongoing approval must be approved by the placement officer.

The following forms must be obtained before the beginning of the placement semester:

- Placement contract (x3 – placement organisation / university / student)
- Placement report (x1 - for the university)
- Placement certificate (x3 – placement organisation / university / student)

All forms can be downloaded from: [https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/formulare.html](https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/formulare.html)

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>780 hours</td>
<td>Depending on the organisation where the placement is served</td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>--------------</td>
<td></td>
</tr>
</tbody>
</table>
| 36           | Second Placement Semester  
(Zweites praktisches Studiensemester) |

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
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<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>PS2</td>
<td>6</td>
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<td>Every semester</td>
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</table>

<table>
<thead>
<tr>
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<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement officer</td>
<td>-</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Module courses</th>
<th>Access requirements</th>
</tr>
</thead>
</table>
| depending on study option | 3) Concurrent courses (PBLV)  
4) Placement | Course period 2  
The second placement is not allowed to be done in the language area chosen for the degree. Minimum duration of placement: 20 weeks. |

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students become conversant with business environments in different cultural areas. They gain practical insights relevant to business, through hands-on experience and active collaboration. Their communication skills are improved by working with others in an international business context. The placement offers scope for students to display their skills, initiative, responsibility and problem-solving techniques. The placement semester provides an introduction to basic business processes and working methods and is devoted to a distinctly occupational activity.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module content</th>
</tr>
</thead>
<tbody>
<tr>
<td>The placement semester (min. duration: 20 weeks), which is done outside the language area of the home university, forms an integral part of the degree programme arranged by the OTH Regensburg. The module offers a platform for students to put into practice and further develop theoretical knowledge in an international business environment. Concurrent theory courses prepare students for the placement and wrap up experiences after the placement.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/ Requirements for the award of credit points</th>
</tr>
</thead>
</table>
| Attendance  
Continuous assessment |

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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</thead>
<tbody>
<tr>
<td>30</td>
<td>900 hours</td>
<td>-</td>
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</table>
Course number
36.1

Course name
Concurrent courses
(Praxisbegleitende Lehrveranstaltungen)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBLV</td>
<td>7</td>
<td>4</td>
<td>every academic year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Final block WS)</td>
</tr>
</tbody>
</table>

Lecturers
Prof. Dr. Höschl
Prof. Dr. Liebetruth
Hager M.A.

Tuition type
Seminar tuition

Compulsory/Elective
Compulsory

Learning outcomes

Introduction block (PBLV):
Only for students who started their studies at a partner university. Preparation for the 2nd placement semester (at the end of semester 5).

Students know how to effectively deal with people from different national and cultural backgrounds. They are familiar with the main effects of dynamic group processes in a multicultural environment and develop a comprehensive understanding of the potentials for synergies and conflicts in such an environment. They are able to understand and analyze the critical elements and processes in intercultural management, and to apply appropriate techniques to improve multicultural communication and collaboration.

On completing the module students will have achieved the following learning outcomes:

Method skills
Students are able to apply methodical approaches to real-life business situations in a varying and colourful business reality. They are able to transfer and apply gained knowledge in intercultural work situations. Students know how to prepare the placement report and the description of the host countries.

Subject skills
Students are informed about legal, administrative and technical aspects of the placement. They have internalized methods to understand specific cultural aspects of international cooperation through case studies and role plays, thereby evaluating central concepts of the integration of corporate cultures in different cultural environments. Students are able to apply knowledge about culture and management to typical intercultural work situations.

Social skills
Students develop a sense of their own particular responsibility when working with colleagues and business partners from different cultural backgrounds. They are able to change perspective and to communicate their own point of view in a goal-oriented, transparent and appreciative manner.

Personal skills
Students have refined their own cognitive and behavioural abilities in situations of intercultural interaction. They are able to independently analyse typical problems stemming from a multicultural business environment and use adequate problem solving techniques. Students are confident and capable of putting forth their own ideas in an international business situation.

Final block (PBLV):
Only for students who started their studies at OTH Regensburg. Placement follow-up in semester 7.

This module aims at summarizing and analyzing the experiences students have made during their placement period.
On completing the module students will have achieved the following learning outcomes:

**Subject skills**
Students are aware of cultural differences resulting in different organizational forms and management styles. They are able to critically reflect on strengths and weaknesses of different business environments and the opportunities they offer.

**Method skills**
Students apply methodical approaches to describe the placement company and the host country in individual and group presentations.

**Social skills**
Students gain insight into their own and their fellow students' character and personality by discussing and analysing placement-related experiences in groups.

**Personal skills**
Students take responsibility for reflecting on their own learning process and assess their personal and professional development.

**Content**
- Description of placement companies and their cultural environment
- Analysis of work-related experiences
- Analysis of future job preferences
- Presentations

**Literature**
Required reading
Handouts

**Teaching and learning methods**
Seminar tuition

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous assessment</td>
<td>Attendance at the concurrent theory courses (PBLV) is compulsory (introduction block: 3 days at the end of semester 5 before the placement / final block: 4 days at the beginning of semester 7, after the placement). Part of the PBLV will be taught at the partner university.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workload</td>
<td>120 hours</td>
</tr>
<tr>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td>Additional work: 60 h</td>
<td></td>
</tr>
<tr>
<td>Course language</td>
<td>German/English</td>
</tr>
</tbody>
</table>
Learning outcomes

On completing the module students will have achieved the following learning outcomes:

**Subject skills**

Students will be able to critically reflect on the skills, attributes and behaviours required for successful professional conduct in an international organisational context. They apply theoretical knowledge gained in their classroom-based courses. They understand and reflect on the goals, objectives and culture of a specific organisation, through close first-hand experience and guidance.

**Method skills**

Students make connections between knowledge and skills developed as part of the degree programme, and the skills required to operate effectively in an organisation. They gain a reflexive understanding of the relationship between theoretical approaches and practical context.

**Social skills**

Students are able to work successfully in an international team with colleagues from different cultural backgrounds.

**Personal skills**

Students have refined their cultural awareness, initiative and originality in problem solving. They are able to operate in complex and unpredictable contexts. Students critically assess personal professional development over the course of the internship module, with particular emphasis on understanding how this experience relates to their longer-term career goals.

**Content**

The placement semester gives students the opportunity to put into practice, in an international professional environment, the skills and knowledge gained through their degree studies.

Students are exposed to the realities of typical business processes in the chosen language area, competition and an increasingly globalised environment. Rather than being confined to classrooms on campus, students will have the opportunity to get in touch with real world business practices, and to apply what they have learned in classroom-based courses to their work, thereby preparing themselves for working life as an entrepreneur or as a professional working in an entrepreneurial organization. The main business knowledge and skills they are expected to learn from the placement include:

- Organizational and management practices needed for running a business successfully in a specific cultural environment.
- Key business functions including marketing, selling, customer care, partnership development, financial and strategic planning.
- Key business and management skills, including public communications, team building, strategic planning, interpersonal/human relationship, motivational and negotiation skills.
- Knowledge of industry structure, customer needs, professional practices and standards, and market and competitive trends related to the language area of the company they intern in.
### Literature
- 

### Teaching and learning methods
Project work, methods of project management, learning by doing

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Attendance</th>
</tr>
</thead>
</table>
| Other information                                            | The placement may not be served within the language area of the home university. Students are entitled and required to nominate a placement organisation to the placement office. Placement organisations which have not yet received approval must be approved by the placement officer. The following forms must be obtained before the beginning of the placement semester:  
  - Training contract (x3 - placement organisation / university / student)  
  - Placement report (x1 - for the university)  
  - Placement certificate (x3 - placement organisation / university / student)  |

All forms can be downloaded from: [https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/formulare.html](https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/formulare.html)

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>780 hours</td>
<td>Depending on company where placement is served</td>
</tr>
</tbody>
</table>
Module Manual

Study beginning at a Partner University
Modules at OTH Regensburg
Module number 13

Module title Finance (Finanz- und Investitionswirtschaft)

Code FI

Semester depends on Partner University

Number of WSH 4

Module offered Every academic year (winter semester)

Module coordinator Prof. Dr. Hößl

Tuition type Seminar-style tuition with exercises

Module duration 1 semester

Lecturer Prof. Dr. Hößl

Compulsory/Elective Compulsory

Module language German

Access requirements

Students who have started their course at a partner university may only enter the second course period at OTH Regensburg if they have obtained a minimum of 55 ECTS credits in study semesters 1 and 2.

A working knowledge of business contexts is required (especially planning tasks) as well as a grounding in financial mathematics, statistics, bookkeeping and cost and activity accounting.

Learning outcomes

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students are able to plan, analyse and control a business having regard to both the procurement and deployment of capital and the need to maintain financial equilibrium. They are able to acquire a grounding in the investment and financial management of businesses and organisations from a functional and institutional standpoint.

Social skills

Students can contribute appropriate positions to planning and decision-making processes and present them to different target groups.

Method skills

Students are able to analyse different methods in an objective, purposeful manner.

Personal skills

Students are aware of the consequences of target-dependent decisions and are able to incorporate these in their own value system.

Content

- Finance and Investments – Basic economics
  - Finance and investment – introduction
  - Companies on the product and financial markets
  - Money and interest
- Investment
  - Investing in macroeconomic and microeconomic context
  - Investment planning
  - Dynamic investment approaches
### Literature

**Required reading**

**Script**


**Recommended reading**


**Latest edition**

### Teaching and learning methods

Seminar-style tuition with group exercises

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Written examination Duration: 90 minutes</th>
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</table>

<table>
<thead>
<tr>
<th>Other information</th>
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<table>
<thead>
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<table>
<thead>
<tr>
<th>Workload</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 hours</td>
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<tr>
<td>Contact/attendance time: 60 h</td>
</tr>
<tr>
<td>Additional work: 90 h</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
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</table>
## Module number
14

## Module title
Marketing

### Code
MA

### Semester
3

### Number of WSH
4

### Module offered
Every academic year (winter semester)

### Module coordinator
Prof. Dr. Feichtner

### Tuition type
Seminar-style tuition with exercises

### Module duration
1 semester

### Lecturer
Prof. Dr. Feichtner

### Compulsory/Elective
Compulsory

### Module language
German

## Access requirements
Students who have started their course at a partner university may only enter the second course period at OTH Regensburg if they have obtained a minimum of 55 ECTS credits in study semesters 1 and 2.

## Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

### Subject skills
Students will learn about marketing as market-focused business management, with the market being defined as a meeting place for supply (competitors) and demand (customers). They will gain in-depth knowledge of systematic marketing management, starting from market analysis through target and strategy development to implementation within a marketing mix context. They have the skills needed for the practical application of the marketing management process, from market analysis to marketing controlling. Students will learn to generate and present seminar papers about marketing subjects.

### Social skills
Students will acquire communication skills and be able to evaluate the performance of others in terms of professional and personal quality.

### Method skills
Students can apply planning and decision-making methods and have the ability to present and argue their ideas with the use of appropriate communication techniques, like E-Learning, beamer presentation, incl. audio and video examples.

### Personal skills
Students can understand the consequences of their decisions, and can incorporate them into their own value systems.

## Content
- Marketing as a management concept
- Marketing instruments
- Features of marketing policy
  - Customer and competition orientation
  - Saturated market situation
  - Market segmentation
The marketing management process
- Strategic positioning
- Marketing objectives
- Marketing strategies
- Operational marketing planning

The marketing mix
- Product policy
- Price policy
- Distribution policy
- Communication policy

Marketing Controlling

Literature
Required reading
Sets of slides
Recommended reading
Böcker, F.: Marketing
Kotler, Ph.: Marketing-Management
Meffert: Marketing
Latest edition

Teaching and learning methods
The module will take the form of seminars, with group discussions of case studies and PPT presentations on topics affecting the module subject.

Type of examination/Requirements for the award of credit points
- Seminar papers with presentation
- Written examination
  - Duration: 90 minutes

Other information
Excursions and guest speakers from industry

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>5</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>
Module number: 15  
Module title: Human Resource Management (Personalführung)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>PF</td>
<td>5 (FR)</td>
<td>4</td>
<td>Every semester</td>
</tr>
</tbody>
</table>

Module coordinator: Zeitlhöfler

Tuition type: Seminar-style tuition with exercises

Module duration: 1 semester

Lecturer: Zeitlhöfler

Compulsory/Elective: Compulsory

Module language: English

Access requirements

Students who have started their course at a partner university may only enter the second course period at OTH Regensburg if they have obtained a minimum of 55 ECTS credits in study semesters 1 and 2.

Learning outcomes

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students will be familiar with the legal principles of employment relationships and with the duties/sanctions and criteria for action within the scope of work contracts. They are familiar with the components of structured personnel planning and with the associated terminology. Students are able to explain remuneration schemes and can describe ‘pay’ as an incentive system. They understand important theories of motivation and management, and can interpret them correctly. Students are able to explain different HR development schemes and the meaningful use of job descriptions.

Social skills

In discussion, the students are able to adopt positions appropriate to different target groups.

Method skills

The students can give focused responses when dealing with issues of HR policy.

Personal skills

The students acquire debating skills and the ability to work in teams.

Content

- The legal principles of an employment contract, with consequential obligations, concomitant breaches of duty and sanctions
- Structured HR planning and its use in business practice
- The structure of a pay scheme and its design as an incentive system
- Motivation and management as theory and in specific situations
- Personnel development and continuing education

Literature

Required reading

Collection of employment laws
<table>
<thead>
<tr>
<th>Recommended reading</th>
<th>Subject-related articles from trade publications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Teaching and learning method</strong></td>
<td>Seminar-style tuition with group exercises</td>
</tr>
<tr>
<td><strong>Type of examination/Requirements for the award of credit points</strong></td>
<td>Written examination</td>
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<tr>
<td></td>
<td>Duration: 90 minutes</td>
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<td><strong>Other information</strong></td>
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<td><strong>ECTS Credits</strong></td>
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<tr>
<td><strong>Workload</strong></td>
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<tr>
<td></td>
<td>Contact/ attendance time: 60 h</td>
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<tr>
<td></td>
<td>Additional work: 90 h</td>
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<tr>
<td><strong>Weighting of the grade in the overall grade</strong></td>
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</tbody>
</table>
Module number
19
Module title
German as A Foreign Language
(Deutsch als Fremdsprache)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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</thead>
<tbody>
<tr>
<td>DEF</td>
<td>depends on Partner University</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
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</table>

Module coordinator
Kobl
Tuition type
Seminar-style tuition with exercises
Module duration
1 semester

Lecturer
Kobl
Compulsory/Elective
Compulsory
Module language
German

Access requirements
Students who have started their course at a partner university may only enter the second course period at OTH Regensburg if they have obtained a minimum of 55 ECTS credits in study semesters 1 and 2.

Learning outcomes

Subject skills
Students are able to absorb, analyse and produce linguistic statements in both verbal and written forms. They acquire the foreign-language skills needed to understand texts or statements from their area of expertise, to reproduce their content using correct German on an appropriate linguistic level, and to express informed comment on them. Students can communicate successfully within their professional context. They are aware of the current requirements of job application procedures in Germany, can create application portfolios and present themselves professionally at job interviews.

Social skills
Students are familiar with the linguistic registers of the German language. They are able to act, discuss or give presentations using appropriate language in different communication situations. Students can successfully handle professional situations in the foreign language.

Method skills
Students have a command of fundamental techniques of language acquisition. They can use grammatical structures and (specialist) vocabulary to achieve the desired communication outcomes.

Personal skills
Students act with confidence in an intercultural context and are able to reflect their personal and professional skills and to present them appropriately in the foreign language. They gain communication skills for discussion and presentation.

Content
The course focuses on practising and broadening linguistic skills in everyday speech and technical terminology, with the emphasis on topics of economic and socio-political relevance.
- Analysing (technical) texts
- Listening comprehension
- Text production
- Discussion and presentation
- Grammatical structures
- Enlarging the technical vocabulary
- Application procedures

**Literature**

**Required reading**
-  

**Recommended reading**
-  

**Teaching and learning methods**
Seminar-style tuition with group exercises

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Presentation</th>
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<tbody>
<tr>
<td></td>
<td>Written examination</td>
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<td></td>
<td>Duration: 90 minutes</td>
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**Other information**
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<table>
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<th>ECTS Credits</th>
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<tr>
<td>5</td>
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<tr>
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Module number 20
Module title Supply Chain and Operations Management (Grundlagen der Logistik)

Code SCO
Semester depends on Partner University
Number of WSH 4
Module offered Every semester

Module coordinator Prof. Dr. Liebetruth
Tuition type Seminar-style tuition with exercises
Module duration 1 semester

Lecturer Prof. Dr. Liebetruth
Compulsory/Elective Compulsory
Module language English

Access requirements
Students who have started their course at a partner university may only enter the second course period at OTH Regensburg if they have obtained a minimum of 55 ECTS credits in study semesters 1 and 2.
Basic knowledge of business planning, mathematics, English and IT issues.

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students are able to understand the necessity and the challenges of supply chain management in an organisational context and can apply different approaches to modelling a supply chain.

Social skills
Students are able to discuss supply chain management issues and approaches in a group. They have developed an ability to defend their opinions against others.

Method skills
Students can structure and localise the problems of supply chain management. They have mastered (some of) the basic management and planning techniques in a supply chain context such as logistical supplier integration, MRP/MRP II. Students can establish a value stream map and understand the concepts of optimising a value stream.

Personal skills
Students have the ability to learn and communicate technical issues in a foreign language.

Content
This course provides insights into classical planning and organisation principles in supply chain management as well as modern tools to achieve a lean value stream. The underlying structure of the course is provided by the four basic elements of the Supply Chain Operations Reference (SCOR) model: Plan, Source, Make and Deliver. In each of the modules basic classical techniques are taught and the advancement of supply chain management is discussed.

- Introduction: Definitions, examples and goals of SCM, sustainability in SCM
- Plan: General planning tools, inventory and production planning
- Source: Supplier integration and sourcing strategies
- Make: Operational production planning and control, value stream analysis
- Deliver: Distribution networks, cross docking
Literature
Required reading
Script
Recommended reading
Bowersox, Donald; Closs, David; Cooper, Bixby M.: Supply Chain Logistics Management, 3rd ed., Boston 2009
Christopher, Martin: Logistics and Supply Chain Management, Edinburgh 1998
Grant, David B.: Logistics Management, Harlow 2012
Rother, Mike; Shook, John: Learning to see – Value stream mapping to create value and eliminate muda, Ann Arbor 1998
Latest edition

Teaching and learning methods
Seminar-style tuition

Type of examination/Requirements for the award of credit points
Oral presentation of a specific topic (30 minutes)
Written examination
Duration: 60 minutes

Other information
-

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<tr>
<td>21</td>
<td>German Economic Area (Wirtschaftsraum Deutschland)</td>
<td>WD</td>
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### Access requirements
Students who have started their course at a partner university may only enter the second course period at OTH Regensburg if they have obtained a minimum of 55 ECTS credits in study semesters 1 and 2.

### Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

**Subject skills**
Students are familiar with the political, financial and economic-geographical institutions and structures of Germany and with its goals, instruments and agencies. Students are able to objectively judge and analyse them. They will be familiar with Germany’s economic geography. Students can appreciate the importance of parliamentary democracy and the parties, institutions etc. of a federal system and have an understanding of politico-economic realities, differences and contexts. Students are able to identify and classify different political, social and economic structures.

**Social skills**
Students acquire debating skills, they can conduct discussions in an adequate atmosphere and gather experience working in groups to resolve individual tasks and assignments. They are able to express constructive criticism and have a command of defensive strategies.

**Method skills**
Students have a command of the presentation techniques of politico-economic thought patterns, analysis techniques and presentation. They can recognise fundamental formal methods and analyses of market systems (graphs etc.) and are able to interpret them.

**Personal skills**
Students acquire confidence in debating and presentation.

### Content
- Political system of the Federal Republic of Germany
  - The structure of the state, symbols, principles of constitution, basic laws
  - Elections, supreme federal bodies, federalism
  - The legal system, legislation, self-administration, political parties
- The economic system and economic policy
  - Aims, agencies and instruments
Public finance

- Competition system and social order
- The economic geography of the German "Länder"
- The economic and structural development of the Federal Republic of Germany
- Germany as an industrial base
- Foreign trade integration
- Features of the benefits system and labour market policy

Literature

Required reading

Lecture notes and transparencies
Tatsachen über Deutschland, https://www.tatsachen-ueber-deutschland.de/de

Recommended reading


Teaching and learning methods

Seminar-style tuition with group exercises.

Presentation by lecturer using PowerPoint, black board, plenary discussions, group work, videos, extensive online resources, and current newspaper articles.

Type of examination/Requirements for the award of credit points

2 Written examinations
Duration: 60 minutes each

Other information

- ECTS Credits
  5

- Workload
  150 hours
  Contact/ attendance time: 60 h
  Additional work: 90 h

- Weighting of the grade in the overall grade
  5
Module number
23

Module title
European Economic Policy
(Europäische Wirtschaftspolitik)

Code
EEP

Semester
5

Number of WSH
4

Module offered
Every academic year
(winter semester)

Module coordinator
Prof. Dr. Weiss

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Prof. Dr. Weiss

Compulsory/Elective
Compulsory

Module language
German

Access requirements
Students who have started their course at a partner university may only enter the second course period at OTH Regensburg if they have obtained a minimum of 55 ECTS credits in study semesters 1 and 2.

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students have the ability to analyse and critically evaluate the institutional frameworks and economic mechanisms of European integration.

Social skills
Students acquire discussion and debating skills and can justify their views.

Method skills
Students are able to research, structure and summarise complex sets of circumstances.

Personal skills
On the basis of their newly-acquired knowledge, students can form a balanced judgement of the European integration process and develop and defend personal views.

Content
- Overview of the process of European integration, from the end of the second world war until the treaty of Lisbon
- EU institutions
- EU legislation
- EU budget
- The European single market
- Major areas of European economic policy (competition policy, industrial policy, agricultural policy, environmental policy, social policy, cohesion policy)
- Monetary integration (European exchange rate mechanism, European monetary union, banking union, stability and growth pact, European fiscal compact, European stability mechanism)
- Special topics: European sovereign debt crisis, Brexit, Grexit, financial transactions tax, TTIP
<table>
<thead>
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<tbody>
<tr>
<td><strong>Required reading</strong></td>
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<tr>
<td>Wagener, Hans-Jürgen/Eger, Thomas, Europäische Integration, Munich</td>
</tr>
<tr>
<td>Baldwin, Richard/Wyplosz, Charles, The Economics of European Integration, London et al</td>
</tr>
<tr>
<td><strong>Recommended reading</strong></td>
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<tr>
<td>Ohr, Renate (Hrsg.), Europäische Integration, Stuttgart et al</td>
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<tr>
<td>Ohr, Renate, Theurl, Theresia, Kompendium Europäische Wirtschaftspolitik, Munich</td>
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<td><strong>Latest edition</strong></td>
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| Teaching and learning methods |
| Seminar-style tuition with group exercises |

| Type of examination/Requirements for the award of credit points |
| Presentation and written exam |

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Module number
24

Module title
European Finance
(Europäische Finanzwirtschaft)

Code
EF

Semester
depends on Partner University

Number of WSH
4

Module offered
Every academic year
(winter semester)

Module coordinator
Prof. Dr. Hößl

Tuition style
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Wiersma M.A.

Compulsory/Elective
Compulsory

Module language
German

Access requirements
Students who have started their course at a partner university may only enter the second course period at OTH Regensburg if they have obtained a minimum of 55 ECTS credits in study semesters 1 and 2.

Learning outcomes
On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students acquire an overview of the financing options available to European businesses, and can appraise the various possible applications of the main financial instruments.

Social skills
Students learn problem solving skills.

Method skills
Students are able to gather information about new problems, to analyse them and place them in structured formats.

Personal skills
Students are capable of preparing and assessing financing decisions on the European and international financial markets unaided and on their own responsibility.

Content
- Principles of finance and investments
- Main features of international financial management
- Risk and return of investments
- Instruments of international financing
- Stock markets and European stock market systems

Literature
Required reading
Bösch, Martin, Finanzwirtschaft, Munich
Klein, Dietmar, *Die Bankensysteme der EU-Länder*, Frankfurt

**Recommended reading**


Spremann, Klaus, Gantenbein, Pascal, Zinsen, Anleihen, Kredite, Munich

**Latest edition**

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**Teaching and learning methods**

Seminar-style tuition with group exercises

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Modulnummer
25

Modultitel
EU-Business Law (EU-Business Law)

Kurzbezeichnung
EUB

Semester
5

Anzahl der SWS
4

Häufigkeit des Angebots
jedes Studienjahr (WiSe)

Modulverantwortlich
Prof. Dr. von Wallenberg

Veranstaltungstyp
Seminaristischer Unterricht

Dauer des Moduls
1 Semester

Dozent
Prof. Dr. von Wallenberg

Art der Lehrveranstaltung
Wahlpflichtmodul

Lehrsprache
Deutsch und Englisch

Zugangsvoraussetzungen
2. Studienabschnitt

Qualifikationsziele
Im Einzelnen haben die Studierenden nach Abschluss des Moduls auf Basis wissenschaftlicher Methoden die folgenden Lernziele erreicht:

Fachkompetenz
Die Studierenden verfügen über Grundlagenkenntnisse auf dem Gebiet des Wirtschaftsrechts der Europäischen Union (EU) sowie über Kenntnisse der Funktionsweise der EU.

Sozialkompetenz
Die Studierenden können sachgerechte Positionen in betriebliche Entscheidungsprozesse einbringen, wenn grenzüberschreitende Sachverhalte mit EU-Bezug vorliegen.

Methodenkompetenz
Die Studierenden können juristische Problemstellungen mit EU-Bezug erkennen und ihre Ergebnisse beurteilen.

Persönliche Kompetenz
Die Studierenden sind befähigt, einfache Fälle mit EU-Bezug selbständig lösen zu können. Sie werden sich der Folgen rechtlich fundierter Entscheidungen bewusst und können sie gegenüber dem Unternehmen vertreten. Sie werden befähigt zu erkennen, wann sie dem Unternehmen raten müssen, sich in komplexen Fällen externen Rat zu holen.

Inhalt der Lehrveranstaltung
- Entwicklung der Europäischen Union
- Revision der Verträge durch Maastricht, Amsterdam, Nizza und Lissabon sowie EU Verfassung
- Grundfreiheiten des Europäischen Binnenmarktes
- Europäische Fusionskontrolle
- Europäisches Kartellrecht
- Europäisches Beihilferecht
- Europäische Umweltpolitik
- Europäisches Privatrecht
- Europäisches Gesellschaftsrecht
- Rechtsschutzsystem der EU
### Literatur

**Pflichtliteratur**

Skript zur Veranstaltung

**Zusätzlich empfohlene Literatur**


euueste Auflage

### Lehr- und Lernmethoden

Seminaristischer Unterricht

Vortrag des Dozenten mittels Powerpoint oder Folien, Wandtafel und aktuellen Artikeln

### Art der Prüfung/Voraussetzung für die Vergabe von Leistungspunkten

Klausur: Dauer 90 Minuten

Anwesenheitspflicht 80%

### Besonderes

<table>
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<tr>
<th>ECTS-Credits</th>
<th>Gesamtarbeitsaufwand</th>
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