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Module Manual

Study beginning at OTH Regensburg
Modules at OTH Regensburg
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<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>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Statistics (Betriebsstatistik)</td>
<td>SK</td>
<td>1</td>
<td>6</td>
<td>Every academic year (winter semester)</td>
<td>Prof. Dr. Schreck</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
<td>German</td>
</tr>
</tbody>
</table>

**Lecturers**
- Prof. Dr. Bourier
- Prof. Dr. Schreck

**Compulsory/Elective**
- Compulsory

**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 Datenaanalyse, 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

**Usability for other modules/courses**
The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.
This module is closely related to the “Mathematics” module for which it provides the knowledge base.
Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.
The “Statistics” module will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.
It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

**Type of examination/Requirements for the award of credit points**
Written examination
Duration: 120 minutes

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
</table>
| 7 | 210 hours  
   | Contact/attendance time: 90 h  
   | Additional work: 120 h | 3.5 |
### Module Manual
Bachelor European Business Studies

<table>
<thead>
<tr>
<th><strong>Module number</strong></th>
<th>02</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module title</strong></td>
<td>Bookkeeping and Accounting (Buchführung und Bilanzierung)</td>
</tr>
<tr>
<td><strong>Code</strong></td>
<td>BB</td>
</tr>
<tr>
<td><strong>Semester</strong></td>
<td>1</td>
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<tr>
<td><strong>Number of WSH</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Module offered</strong></td>
<td>Every academic year (winter semester)</td>
</tr>
<tr>
<td><strong>Module coordinator</strong></td>
<td>Prof. Dr. Koss</td>
</tr>
<tr>
<td><strong>Tuition type</strong></td>
<td>Seminar-style tuition with exercises</td>
</tr>
<tr>
<td><strong>Module duration</strong></td>
<td>1 semester</td>
</tr>
<tr>
<td><strong>Lecturer</strong></td>
<td>Prof. Dr. Koss</td>
</tr>
<tr>
<td><strong>Compulsory/Elective</strong></td>
<td>Compulsory</td>
</tr>
</tbody>
</table>
| **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 perform bookkeeping tasks unsupervised in commercial enterprises. Students are trained in standard double-entry bookkeeping entries, preparing opening statements of financial position and 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 to 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 teaches 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 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
- Bookkeeping
  - Accounting for VAT
  - Accounting for purchases
  - Accounting for equity
  - Accounting for sales
  - Currency Translation
  - Accounting for non-current assets
  - Accounting for financial debt
  - Accounting for taxes and deferred taxes
  - Accounting for staff cost
- 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 (in preparation)

**Codes:**

HGB (German Commercial Code)

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

**Recommended reading**

Eisele, W. – Knobloch, A.: Technik des betrieblichen Rechnungswesens, München

Selected commentaries on German GAAP – to be announced in the lecture

Commentaries and handbooks on IFRS – to be announced in the lecture

**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

**Usability for other modules/courses**

The modules in this Bachelor degree course are thematically self-
This module is closely related to the “Cost Accounting”, “Business Plan” and “Business Game” modules for which it provides the knowledge base.

It also provides the knowledge base for the “International Financial Management” study option.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

The “Bookkeeping and Accounting” module will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

<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>
<td>Duration</td>
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**Other information**

<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>5</td>
<td></td>
<td>2.5</td>
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<table>
<thead>
<tr>
<th>Contact/attendance time: 60 h</th>
<th>Additional work: 90 h</th>
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</thead>
</table>
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Bachelor European Business Studies

<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>
</tr>
</thead>
<tbody>
<tr>
<td>03</td>
<td>Introduction to Business Studies (Grundlagen der Betriebswirtschaftslehre)</td>
<td>BW</td>
<td>1</td>
<td>4</td>
<td>Every academic year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(winter semester)</td>
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</table>

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

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Dr. Goertzen</td>
<td>Compulsory</td>
<td>German</td>
</tr>
<tr>
<td>Dipl.-Bw. (FH) Hamella</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</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 gain knowledge of the framework within which companies can operate commercially. In addition, students gain the ability to recognise 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.

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

- 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**

Bossert, 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

**Usability for other modules/courses**

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This basic module is closely related to all other modules as it provides a valuable introduction to business studies in general. It gives insights into the relationships between the other modules.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

The “Introduction to Business Studies” module will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It should be of particular value when taken as part of the “Business Studies”, “Mechanical Engineering” and “Biomedical Engineering” bachelor programmes.

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

Written examination

Duration: 90 minutes

**Other information**

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
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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>
</tr>
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</table>
Module Manual
Bachelor European Business Studies

<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>
</tr>
</thead>
<tbody>
<tr>
<td>04</td>
<td>Foundation Economics</td>
<td>VW</td>
<td>1</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
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<table>
<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. Hamella</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
<td>German</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Hamella</td>
<td>Compulsory</td>
<td></td>
</tr>
<tr>
<td>Prof. Dr. Rösl</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prof. Dr. Ruddies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prof. Dr. Weiß</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Access requirements</th>
<th></th>
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<tbody>
<tr>
<td>n/a</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:</td>
<td></td>
</tr>
<tr>
<td>Subject skills</td>
<td></td>
</tr>
<tr>
<td>Students understand basic macroeconomic issues and relationships and can place them in an overall economic context. The capacity to think and reason in an overall economic context equips students with an argument structure for social and political issues; they can substantiate their arguments by deploying microeconomic optimisation strategies (cost, production, profit theory).</td>
<td></td>
</tr>
<tr>
<td>Social skills</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Method skills</td>
<td></td>
</tr>
<tr>
<td>Students gain insights into various techniques used in presenting economic ideas and strategies. They are able to apply and present a set of analysis technique methods. Students are able to deal with complex economic issues graphically, analytically and verbally.</td>
<td></td>
</tr>
<tr>
<td>Personal skills</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>The course teaches students to recognise, understand and analyse basic economic relationships.</td>
<td></td>
</tr>
<tr>
<td>- Introduction</td>
<td></td>
</tr>
<tr>
<td>- The term &quot;economics&quot; in general; working methods in economics</td>
<td></td>
</tr>
<tr>
<td>- Basic components of the economy: Needs, shortages, economic principle, division of labour,</td>
<td></td>
</tr>
</tbody>
</table>
specialisation, transformation curve, factors of production

- **Economic systems**
  - Social system, economic order and system
  - Command economy and market economy
  - Free market economy – markets, market control, market failure, government failure
  - The social market economy
  - Actual systems (“mixed economies”)

- **Theory of demand (households)**
  - Introduction (consumption plan of households – determinants)
  - Benefits, derivation of demand
  - Elasticity and aggregation of total demand

- **Theory of supply (companies)**
  - Introduction (determinants of production planning)
  - Production, production function
  - Costs, cost function, cost curves
  - Supply planning (aggregate marginal costs)

- **Market and price theory**
  - Market forms
  - Pricing in different market and competitive conditions (perfect competition, oligopolistic competition, monopoly)

- **Concentration and competition, measurements of concentration, 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

- **Macroeconomic markets and the classic system (ex-ante analysis)**
  - Labour market, production, money market
  - Say’s law and the quantity equation

- **Determinants of gross national product / national income – Keynesianism**
  - Consumption and saving functions, investment function, government activity, export and import
  - Multiplier phenomenon

- **Balance of goods and money market (IS/LM system)**

**Literature**

**Required reading**

Lecture notes and transparencies

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

Mankiw: Grundzüge der Volkswirtschaftslehre, Stuttgart

**Recommended reading**
### Teaching and learning methods

Seminar-style tuition with exercises

Presentation by lecturer using PowerPoint and slides, wall chart and current newspaper articles

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Economic Policy”, “Mathematics” and “International Economics” modules for which it provides the knowledge base.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

The “Foundation Economics” module will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies”, “International Relations and Management” and “Social Work” bachelor degree programmes.

### 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>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Contact/attendance time: 60 h

Additional work: 90 h

### Other information

- Written examination
  - Duration: 90 minutes
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<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
</tr>
</thead>
<tbody>
<tr>
<td>05</td>
<td>Foundation IT (IT-Grundlagen)</td>
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<table>
<thead>
<tr>
<th>Code</th>
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<th>Number of WSH</th>
<th>Module offered</th>
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<td>ITG</td>
<td>1</td>
<td>2</td>
<td>Every academic year (winter semester)</td>
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<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
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<tbody>
<tr>
<td>Michl M.A.</td>
<td>Seminar-style tuition with exercises (in CIP-Pools)</td>
<td>1 semester</td>
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<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
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</thead>
<tbody>
<tr>
<td>Michl M.A. Lecturers team</td>
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<td>German</td>
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<table>
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<tr>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</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 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 demeanour, 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
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

### Usability for other modules/courses
The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Finance” and “International Marketing Research” modules for which it provides the knowledge base.

This module provides the knowledge base for the “Bachelor Thesis” module.

The “Foundation IT” module will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

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

### ECTS Credits
3

### Workload
90 hours
Contact/attendance time: 30 h
Additional work: 60 h

### Weighting of the grade in the overall grade
1.5
## Module Manual
### Bachelor European Business Studies

<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>
<th>Tuition type</th>
<th>Module duration</th>
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<tbody>
<tr>
<td>06</td>
<td>Business Language and Scientific Working in the Host Country (Wirtschaftssprache und akademisches Arbeiten im Zielland)</td>
<td>EN1</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>Every semester (starts in winter semester)</td>
<td>Seminar</td>
<td>2 semesters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FR1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SP1</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>2 semesters</td>
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</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Courses</th>
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<tr>
<td>Hager M.A.</td>
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<tr>
<td>Schönauer M.A.</td>
<td>6a: Business Language English and Scientific Working</td>
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<tr>
<td>et.al.</td>
<td>6b: Business Language French and Scientific Working</td>
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<td>6c: Business Language Spanish and Scientific Working</td>
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<table>
<thead>
<tr>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>The module to be selected will be decided during the admission process</td>
</tr>
</tbody>
</table>

### 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

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Business and Cultural Competence” and “Business Language 2 and Cross-Cultural Competence” modules. They have complementary contents that combine to provide in-depth knowledge.
This module forms the basis for a successful course of study at the selected partner university. Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module. It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers. It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>Semester 1: Written examination Duration: 60 minutes (50 %) Semester 2: Course work (50 %)</th>
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</table>

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>5</th>
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<tbody>
<tr>
<td>Workload</td>
<td>150 hours Contact/attendance time: 60 h Additional work: 90 h</td>
</tr>
<tr>
<td>Weighting of the grade in the overall grade</td>
<td>2.5</td>
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</table>
## Module Manual
Bachelor European Business Studies

<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>
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</thead>
<tbody>
<tr>
<td>06a</td>
<td>Business Language English and Scientific Working (Wirtschaftssprache Englisch und akademisches Arbeiten)</td>
<td>EN1</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>Every semester (starts in winter semester)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>Compulsory</td>
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<tr>
<td>Schönauer M.A.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>et al.</td>
<td></td>
<td></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 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
G. Butzphal, Career Express, Business English C1, Cornelsen
Handouts and online material provided by the module leader

Recommended reading
Englisch-G Grammatik, Cornelsen
Englisch-G Grammatik, Test- u. Übungsbuch, Cornelsen
Raymond Murphy, English Grammar in Use, New Edition, Klett, Stuttgart
Sachs R./ Abegg B., A Short Course in Commercial Correspondence, New Edition, Hueber, Munich
Oxford Advanced Learner's Dictionary
Kate Fox, Watching the English, Hodder
Latest edition

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

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

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<tr>
<th>ECTS Credits</th>
<th>Workload</th>
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</table>

Contact/attendance time: 60 h
Additional work: 90 h
Module Manual  
Bachelor European Business Studies

<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>
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<td>06b</td>
<td>Business Language French and Scientific Working</td>
<td>FR1</td>
<td>1 &amp; 2</td>
<td>4</td>
<td>Every semester</td>
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<tr>
<td></td>
<td>(Wirtschaftssprache Französisch und akademisches Arbeiten)</td>
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<td></td>
<td>(2 winter semester, 2 summer semester)</td>
<td>(starts in winter semester)</td>
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</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
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</thead>
<tbody>
<tr>
<td>Hager M.A. Schönauer M.A. et al.</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 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

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**Other information**

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<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
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<td>150 hours</td>
<td>French</td>
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<td>Additional work: 90 h</td>
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### Module Manual
Bachelor European Business Studies

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<th>Course title</th>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tr>
<td>06c</td>
<td>Business Language Spanish and Scientific Working</td>
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<td>1 &amp; 2</td>
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<td>Every semester</td>
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<tr>
<td></td>
<td>(Wirtschaftssprache Spanisch und akademisches Arbeiten)</td>
<td></td>
<td></td>
<td>(2 winter semester, 2 summer semester)</td>
<td>(starts in winter semester)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
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</thead>
<tbody>
<tr>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>Compulsory</td>
</tr>
<tr>
<td>Schönauer M.A.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>et al.</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 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
J.M. Domínguez, M. Valle, Spanische Übungsgrammatik für Fortgeschrittene, Erich Schmidt Verlag
J. Schnitzer, J. Martí, Wirtschaftsspanisch - Terminologisches Handbuch, Oldenbourg
Handouts and online material provided by the module leader

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

<table>
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<td>and Course work</td>
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**Other information**

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<th>Workload</th>
<th>Course language</th>
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<td></td>
<td>Additional work: 90 h</td>
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</table>
Module Manual
Bachelor European Business Studies

<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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<th>Tuition type</th>
<th>Module language</th>
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</thead>
<tbody>
<tr>
<td>07a-c</td>
<td>Business and Cultural Competence in the Host Country (Wirtschaftliche und kulturelle Kompetenz im Zielsprachraum)</td>
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<td>4</td>
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<td>Seminar</td>
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<thead>
<tr>
<th>Lecturer</th>
<th>Module courses</th>
<th>Access requirements</th>
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<tr>
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<td>One of modules 7a-7c should be selected depending on the chosen partner university</td>
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</tr>
<tr>
<td>7a: Business and Cultural Competence - English</td>
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<td>7b: Business and Cultural Competence - French</td>
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<td></td>
</tr>
<tr>
<td>7c: Business and Cultural Competence - Spanish</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The module to be selected will be decided during the admission process</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing the module students will have achieved the following learning outcomes on the basis of scientific methods:</td>
</tr>
</tbody>
</table>

**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
- Rathlauf, Jürgen: A Global View on Intercultural Management: Challenges in a globalized world. De Gruyter Oldenbourg

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Business Language and Scientific Working in the Host Country” and “Business Language 2 and Cross-Cultural Competence” modules. They have complementary contents that combine to provide in-depth knowledge.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified
employees and managers. It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

| Type of examination/Requirements for the award of credit points | Course work (50%)  
Oral presentation and written summary (50 %) |
<table>
<thead>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ECTS Credits</td>
<td>5</td>
</tr>
</tbody>
</table>
| Workload | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h |
| Weighting of the grade in the overall grade | 2.5 |
## Module Manual
Bachelor European Business Studies

<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>
<th>Tuition type</th>
<th>Module duration</th>
<th>Lecturers</th>
<th>Courses</th>
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<td></td>
<td></td>
<td>FR2</td>
<td></td>
<td></td>
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<tr>
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<td>SP2</td>
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<td></td>
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<td></td>
<td>et.al.</td>
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<td></td>
</tr>
</tbody>
</table>

### Course description

This module has two aims: It is designed to give students the opportunity to practise 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 familiarised 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

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Business and Cultural Competence” and “Business Language and Scientific Working in the Host Country” modules. They have complementary contents that combine to provide in-depth knowledge.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.
It will be of particular value as part of the "Business Studies" and "International Relations and Management" bachelor degree programmes.

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

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
</table>
| 5 | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h | 2.5 |
Module Manual
Bachelor European Business Studies

<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>
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<td>08a</td>
<td>Business Language English and Cross-Cultural Competence (Wirtschaftssprache Englisch und Interkulturelle Kompetenz)</td>
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<td>1 &amp; 2</td>
<td>4</td>
<td>Every semester (starts in winter semester)</td>
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<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>Compulsory</td>
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<td>Schönauer M.A.</td>
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<td>et al.</td>
<td></td>
<td></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 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
G. Butzphal, Career Express Business English B2, Cornelsen
### Handouts and online material provided by the module leader

### Recommended reading
- Englisch-G* Grammatik*, Cornelsen
- Englisch-G* Grammatik, Test- u. Übungsbuch*, Cornelsen
- Kate Fox, *Watching the English*, Hodder

### 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>
<th>Duration: 60 minutes (50 %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 2: Oral examination</td>
<td>(50 %)</td>
</tr>
</tbody>
</table>

### Other information

- ECTS Credits: 5
- Workload: 150 hours
  - Contact/attendance time: 60 h
  - Additional work: 90 h
- Course language: English
Module Manual  
Bachelor European Business Studies

<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>
</tr>
</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 (2 winter semester, 2 summer semester)</td>
<td>Every semester (starts in winter semester)</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hager M.A.  Schönauer M.A. et al.</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. The 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

**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>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 60 minutes (50 %)</td>
</tr>
<tr>
<td>Semester 2: Oral examination (50 %)</td>
</tr>
</tbody>
</table>

### Other information

- **ECTS Credits**: 5
- **Workload**: 150 hours
  - Contact/attendance time: 60 h
  - Additional work: 90 h
- **Course language**: French
<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>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(2 winter semester, 2 summer semester)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hager M.A.</td>
<td>Seminar</td>
<td>Compulsory</td>
</tr>
<tr>
<td>Schönauer M.A.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>et al.</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</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 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.

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Oral and written texts</td>
</tr>
<tr>
<td>• Videos on course-related subjects</td>
</tr>
<tr>
<td>• Exercises on selected chapters of Spanish grammar and vocabulary</td>
</tr>
<tr>
<td>• Presentations in Spanish</td>
</tr>
<tr>
<td>• Spanish texts on various issues</td>
</tr>
<tr>
<td>• Role plays</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required reading</td>
</tr>
</tbody>
</table>
Gloria Bürsgens et al., Perspectivas Ya, Cornelsen
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

<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar-style tuition with group exercises (oral and written)</td>
</tr>
<tr>
<td>Discussions</td>
</tr>
<tr>
<td>Presentations</td>
</tr>
<tr>
<td>Role plays</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
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<tbody>
<tr>
<td>Semester 1: Written examination</td>
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<td>Duration: 60 minutes (50 %)</td>
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<tr>
<td>Semester 2: Oral examination (50 %)</td>
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<table>
<thead>
<tr>
<th>Other information</th>
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<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Course language</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>Spanish</td>
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<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 | Module title  
---|---
09 | Business Plan Writing  
(Business Plan)

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
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<th>Module offered</th>
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</table>
| BPW  | 2        | 4             | Every academic year  
(summer semester)

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Leffers</td>
<td>Project work</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Leffers</td>
<td>Compulsory</td>
<td>German</td>
</tr>
<tr>
<td>Prof. Dr. Saßmannshausen</td>
<td></td>
<td></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 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.: Marketing Management, Harlow

### 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.

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This “Business Plan” module is closely related to the “Bookkeeping and Accounting” module and builds on the knowledge acquired in that module.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

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

Seminar paper

### Other information

Online market and label research

<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></td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h Additional work: 90 h</td>
<td>2.5</td>
</tr>
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</table>

42
<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>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Foundation Business Law</td>
<td>GR</td>
<td>2</td>
<td>4</td>
<td>Every academic year (summer)</td>
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</table>

**Module coordinator**

Prof. Dr. Striepling

**Tuition type**

Seminar-style tuition with exercises

**Module duration**

1 semester

**Lecturer**

Chmiel

**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)
- Führich, Ernst, Wirtschaftsprivatrecht

**Recommended reading**

- Müssig, Peter, Wirtschaftsprivatrecht
- Führich, Ernst/Werdan, Ingrid, Wirtschaftsprivatrecht in Fällen und Fragen
- Eisenmann, Hartmut/Quittnat, Joachim, Rechtsfälle aus dem Wirtschaftsprivatrecht
- Klunzinger, Einführung in das Bürgerliche Recht, Vahlen Verlag

**Latest edition**

### Teaching and learning methods

- Seminar-style tuition with legal case work

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “International Law” module for which it provides the knowledge base.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies”, “International Relations and Management” and “Biomedical Engineering” bachelor degree programmes.

### 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
## Module Manual
Bachelor European Business Studies

<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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</thead>
<tbody>
<tr>
<td>11</td>
<td>Cost Accounting (Kostenrechnung)</td>
<td>KR</td>
<td>2</td>
<td>4</td>
<td>Every academic year (summer semester)</td>
</tr>
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<table>
<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. Koss</td>
<td>Seminar-style tuition</td>
<td>1 semester</td>
<td>German</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Several topics in English</td>
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<table>
<thead>
<tr>
<th>Access requirements</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
<td></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
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.

### Social skills
Students can make appropriate contributions to controlling and management processes, and are able to contribute effectively to discussions in peer groups.

### Method skills
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.

### Personal skills
Students will develop a data based decision approach in a business environment.

## Content
The course teaches the fundamental principles and techniques of cost and activity accounting. These are applied in practice using (calculation) examples and supported by on illustrative case studies.

- Fundamentals of business accounting
  - Tasks, structure and areas of accounting
  - Basic terms and conceptual definition
- Fundamentals of cost and activity accounting
  - Cost concepts and categories
  - Mathematical tools for optimization
• Identification of cost drivers
  o Recognition, valuation of cost drivers in several categories (personnel costs, material costs and service costs, imputed costs)

• Cost allocation
  o Purposes of cost allocation
  o Tools for cost allocation
  o Overhead cost allocation
  o Allocation of support-department costs and common costs, including reciprocal methods

• 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 Types of break-even analysis
  o Break-even analyses
  o Other analyses

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

**Literature**

*Required reading*

*Lecture notes*

*Recommended reading*

Olfft, 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, Wiesbaden
Hummel, S./Männel, W.: Kostenrechnung 2, Wiesbaden

**Latest edition**

**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*
**Usability for other modules/courses**

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This “Cost Accounting” module is closely related to the “Bookkeeping and Accounting” module and builds on the knowledge acquired in that module.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

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

| ECTS Credits | Workload  
150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h | Weighting of the grade in the overall grade |
| 5 | 2.5 | |
# Module Manual
## Bachelor European Business Studies

<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>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
<th>Module language</th>
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<tbody>
<tr>
<td>12</td>
<td>Mathematics (Wirtschaftsmathematik)</td>
<td>WM</td>
<td>2</td>
<td>4</td>
<td>Every academic year (summer semester)</td>
<td>Prof. Dr. Süß-Gebhard</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
<td>German</td>
</tr>
</tbody>
</table>

| Access requirements | Compulsory/Elective | Compulsory | |
|---------------------|---------------------|-------------|
| 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
Module Manual
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- 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

- Linear algebra
  - Vectors and matrices
  - Matrix
  - Linear dependence of vectors
  - Systems of linear equations
  - Linear optimisation

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., Vetters, 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

Usability for other modules/courses
The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

The “Mathematics” module is closely related to the “Statistics” and “Foundation Economics” modules and builds on the knowledge imparted in those modules.
Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

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

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

<table>
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Modules at Partner University
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<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
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<td>13-27</td>
<td>Courses at Partner University (Semester 3 and 4) (Studium an der Partnerhochschule (Semester 3 und 4))</td>
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<td>3 &amp; 4</td>
<td>-</td>
<td>Every semester/academic year (winter semester/summer semester)</td>
<td>Depending on the partner university and selected modules</td>
<td>Seminar-style tuition with exercises</td>
<td>2 semesters</td>
<td>Depending on the partner university and selected modules</td>
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</table>

**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
The remaining credits can be chosen from an elective subject.

### Literature

**Required reading**
Depending on selected modules

**Recommended reading**
Depending on selected modules

### Teaching and learning methods

Depending on the partner university and selected modules

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

Depending on the partner university and the selected modules, there exist close links with the foundation modules taken in the first two semesters and with the advanced modules of semesters 7 and 8.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

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

Depending on the partner university and selected modules

### Other information

- 

<table>
<thead>
<tr>
<th>ECTS Credits</th>
<th>Workload</th>
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<tbody>
<tr>
<td>60</td>
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Module Manual
Bachelor European Business Studies

OTH Regensburg module descriptions 2014-15

Compulsories – 4 out of 5 to be chosen

U50037 Management Information Systems
The focus of this module is on the skills of modelling and abstraction, and the use of generic business models to understand and analyse an organisation, taking an information and process perspectives. The module will look at information flows that provide an integrative element across organisational functions, as well as the role of Information Systems in supporting business processes and information flows. This module provides a cross-functional picture of business and management that helps students to keep a perspective on the role of their field in the wider picture.
100% examination

U52022 International Finance
This module provides an introduction both to the main forces shaping the international financial environment and to the techniques and strategies used by organisations to respond to this environment when making financial decisions. Among the issues covered are capital flows, exchange rate determination, risk management in an international context, international investment decisions and the financing of international activities.
50% Exam 50% coursework

U52029 International Markets and Competition
The module aims to introduce students to the theory models and evidence that underpins economics and business analysis of product markets. The emphasis is on understanding, applying and evaluating theoretical frameworks which enable us to understand the operation and shortcomings of product markets in an international context. The module will thus consider the determination and significance of exchange rates and different exchange rate regimes (in theory and practice), theory of international trade, the costs and benefits of protectionism (including trading blocs), national and international measures to encourage competition and prevent anti-competitive behaviour and their rationale, and the international organisations that control and regulate free trade. It will also consider MNCs and FDI and the role they play in promoting international competition and global economic welfare.
100% coursework

U55039 Managing Business Projects
The module introduces the principles of project management and develops skills in designing, planning and implementing business projects. During their early professional lives, many graduates find themselves having to prove their management skills by managing a project. This module develops the knowledge and skills for achieving success, including the essential tools and techniques to set up a project, plan it, and control its subsequent execution.
40% exam 60% coursework

U55043 Customer Experience Management
This module aims to extend knowledge of marketing and the behaviour of consumers into the theory and practice of customer experience management (CEM). Developing an understanding of the core components of CEM, the module combines the critical analysis of the consumer journey with the development of frameworks to better manage the consumer experience at each point of contact with the organisation and addresses these concerns at a strategic and functional level.
100% coursework
Electives – choose 3 from the list

**US0034 E Business**
In eBusiness, students engage in a critical appraisal of current and potential use of Internet and mobile technologies in organisations from a variety of perspectives. The module doesn't focus on the technology itself, but addresses the application in and implications for organisations. Topics include: customer relations, business-to-business relations, marketing, new business models and new organisational forms.  

100% coursework

**US1050 Managing Knowledge for Competitive Advantage**
Initially exploring the rationale for the current business focus on knowledge management, this module will examine the view that nowadays sustainable competitive advantage can only be captured in organisational processes that create and use knowledge effectively, rather than in particular products or technologies that are easily imitated. The module will move on to examine conceptions of individual and organisational knowledge and learning in order to centre on processes for managing knowledge in practice for both behavioural (people) and technological perspectives. Enlivened by examples from current management practice, this module will encourage students to take a critical perspective of the topic.

The first part of the module examines knowledge management from a more theoretical, business point of view, whereas the second part examines knowledge management from a more practical, technological point of view and students will create a knowledge artefact.  

100% coursework

**US1056 Environmentally Sustainable Business**
The module reviews the stress that business places on our natural environment. It considers the stakeholder pressures on business to adopt an environmental strategy that reduces this burden. Videos contribute to discussion of key environmental issues such as global warming, pollution, and the recycling of electronic equipment. The role of the Internet in improving the environmental performance of industry is assessed. The module concludes by evaluating the changes required to make business truly environmentally sustainable.  

100% coursework

**US2025 Financial Markets and Institutions**
This module examines the nature of financial markets and the role of financial intermediaries, such as banks, within such markets. Among the issues analysed are the nature of market efficiency, the extent to which asset prices reflect rational decisions as compared to psychological or speculative factors, the comparative merits of market-based and institution-based finance and the question of financial regulation. The module will examine both theoretical models and the recent experience of both markets and institutions.  

50% examination 50% coursework

**US2026 International Labour Markets**
This module provides a comparative economic analysis of the behaviour of employers and employees operating in the global marketplace. Applying a common framework of the economic theory of labour markets it seeks to critically evaluate how governments, economic, social and other institutions alter outcomes in labour markets. The module examines the diversity of national policy approaches to labour market and social issues, and seeks to provide students with an understanding of the controversies surrounding labour market regulations and their impact on the labour market.  

50% Exams  50% coursework
U52041 Regional Studies
This module introduces students to the idea of analysing the distinctive characteristics of a particular region of the global economy. The emphasis is both on assessing the internal nature of such a region and on investigating its links with broader international developments. The evolution and future prospects of business in particular regions will be examined from a variety of perspectives incorporating economic, cultural, social and political factors. The module is divided into two halves. The first half deals with the nature of the regional as a category within a larger whole and with the differences between regions. The second half allows students to specialise in the analysis of a particular region and to examine it in detail.
50% Exam 50% Coursework

U55038 Managing Business Operations
The aim of any industrial, public sector, retail, or other service organisation is to deliver goods and services of the quality, quantity, cost and availability that will satisfy customers’ needs, while at the same time making the most effective use of resources. Every organisation has one or more operations functions which add value by transforming inputs into saleable or useable products or services. The purpose of this module is to develop an understanding of the issues and themes which are appropriate to middle and senior managers, so that they can understand the principles and techniques which are the foundation of successfully managing operations or processes.
100% coursework

U58022 Enterprise and Entrepreneurship
The module has been designed to help develop the knowledge and understanding as well as the related skills and capabilities associated with enterprise in its broadest sense. To this extent it is NOT a module solely focused on starting a new business. The terms enterprise and entrepreneurship are currently used in a variety of contexts and imbued with a wide range of meaning. Within this range there are narrow meanings of the word specifically related to business and wider meanings indicating a way of thinking or behaving that can be applied in a variety of contexts, including business. This module addresses the subject in a holistic manner, one in which the range of contexts; from entrepreneurship to intrapreneurship, and from high tech spin out to social and public enterprise is considered. The module focuses on both macro and micro dimensions, for example from government policy to individual entrepreneurial personality traits and capabilities, and help students to understand both the dynamic nature of the entrepreneurial economy and their own employment opportunities within it.
100% examination

U58023 Ethics in Business
This module aims to equip students to make and justify business decisions from a normative perspective. The module acknowledges and evaluates the multi-level complexity of many normative decisions, i.e. individual, organisational and systemic positions. The module recognises and encourages the application of different teleological and deontological ethical perspectives to specific management issues. The analysis recognises and emphasises the practical constraints within which managers operate. The synthesis in the module is provided by the dilemmas within business case studies. The studies include considerations of a range of different business functions including marketing, accounting and human resource management.
100% coursework

U58029 Organisational Behaviour
This module addresses the theoretical underpinnings and practical application of organisational behaviour (OB). Building on earlier elements of the degree, the module and assessment scheme are designed to give critical exposure to mainstream and emerging debates in the field of organisational studies.
100% coursework
École Supérieure de Commerce de La Rochelle
# SYLLABUS:

## Corporate Finance in an International Context

<table>
<thead>
<tr>
<th>MODULE MANAGER</th>
<th>LEGLAND Patrick</th>
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<tbody>
<tr>
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<tr>
<td>SUBJECT</td>
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<td>LEVEL</td>
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<td>SEMESTER</td>
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## COURSE DESCRIPTION

This course concerns all the elements that affect the finances of a company when it crosses an international border. When it does so, many factors change. Some of the changes may be big, others small, according to the countries. Students will learn about the factors such as the financial system, the legal environment, currency changes, regulatory problems, and how to evaluate their impact on international firms.

## Intended Learning Outcomes (ILO's), at the end of this module students will be able to

- Explain the international financial environment and its evolution
- 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

## The Learning Goals of La Rochelle Business School

- **LEARNING GOAL 1 CURRUS & TEAM WORK** - be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks
- **LEARNING GOAL 2 GLOBAL PERSPECTIVE** - Have a global perspective
- **LEARNING GOAL 3 ORAL AND WRITTEN SKILLS** - Be effective communicators
Module Manual
Bachelor European Business Studies

LEARNING GOAL 4 ETHICAL CONSIDERATIONS AND CORPORATE SOCIAL RESPONSIBILITY - Be able to identify and evaluate ethical issues as they relate to organizations and their social responsibility.

LEARNING GOAL 5 RESEARCH SKILLS - Be able to effectively access and use information to research and solve business issues (Bachelor level only) - Display analytical and research skills (Masters level only).

Evaluations
Continuous Assessment = 40%, Examination = 60% of the Final Grade

Compulsory Bibliography

Commentary References

Cyberlibris (or other databases)
Finance d'entreprise - Vannimen - Dalloz

Webography
les recherches d'informations finance et sites d'entreprises internationales

<table>
<thead>
<tr>
<th>CLASS</th>
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<td>1</td>
<td>Introduction to the issues of financial management in an international context</td>
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<td>A.: Financial Analysis in an international context; foundation of the anglo-saxon accounting and the main financial statements</td>
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<td>A.: Financial Analysis in an international context; exercises</td>
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<td>A.: Financial Analysis in an international context; Financial analysis focused on performance</td>
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<td>9</td>
<td>A.: Financial analysis in an international context; exercises 5 &amp; 6</td>
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<td>A.: Financial analysis in an international context; exercises 7 to conclude and introduce the second part with the risk management.</td>
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</table>
SYLLABUS:

Cross-Cultural Management

MODULE MANAGER

HENNEKAM-TREGUIER Sophie

TEACHERS

HENNEKAM-TREGUIER Sophie
THUIILLE Julian

ACADEMIC DEPARTMENT

SUBJECT Management
CATEGORY Gestion

MODULE CODE RHMMAN2E001
VALIDATION DATE

LEVEL L2
DURATION 24

ECTS CREDIT 4
SEMESTER 2

COURSE DESCRIPTION

This course provides an introduction to the field of cross-cultural management. It explains and discusses the increasing importance of cross-cultural management as well as the external factors that have led to this. It gives an overview of the main theories, frameworks and concepts of cross-cultural management and will focus on some emerging countries in particular, like China, India, Brazil, Germany and the USA. It will also present different concepts in relation to cross-cultural management, like teamwork, negotiation, exploitation and the different levels of culture.

Intended Learning Outcomes (ILO's), at the end of this module students will be able to

On successful completion of this module, students should be able to:
• Understand the importance of cross-cultural management
• Analyze cultures by the use of frameworks and theories seen in class
• Apply the concepts and theories to different situations
• Understand cross-cultural communication, negotiation, exploitation and teamwork
• Describe and understand the culture of some major world economies

The Learning Goals of La Rochelle Business School

LEARNING GOAL 1 CURRICULUM & TEAM WORK - Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks

LEARNING GOAL 2 GLOBAL PERSPECTIVE - Have a global perspective

LEARNING GOAL 3 ORAL AND WRITTEN SKILLS – Be effective communications
LEARNING GOAL 4: ETHICAL CONSIDERATIONS AND CORPORATE SOCIAL RESPONSIBILITY – Be able to identify and evaluate ethical issues as they relate to organizations and their social responsibility.

LEARNING GOAL 5: RESEARCH SKILLS - Be able to effectively access and use information to research and solve business issues (Bachelor level only) - Display analytical and research skills (Masters level only).

Evaluations
Continuous Assessment = 40%, Examination = 60% of the Final Grade.

Compulsory Bibliography

Commentary References

CyberLibrary (or other databases)

Webography

<table>
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</table>
SYLLABUS: Geopolitics and religions

MODULE MANAGER
DEL VALLE Alexandre

TEACHERS
DEL VALLE Alexandre contact@alexandre.delvalle.com

ACADEMIC DEPARTMENT

SUBJECT Culture Générales
CATEGORY Culture Générales
MODULE CODE CLTOL2E004
VALIDATION DATE
LEVEL L2
DURATION 13.2
ECTS CREDIT 2
SEMESTER 2

COURSE DESCRIPTION
This course present the modern history of the various countries on the MENA area, their civilisations (Islam, Christianity and Judaism), their cultures and the social and economic issues they are facing at the national, regional and international levels.

Intended Learning Outcomes (ILO’s), at the end of this module students will be able to

The aim is to equip the students with a strong historic, geopolitical, strategic, and cultural background of the various countries of the area, and also to help them to acquire the specific "cultural intelligence" and knowledge to be able to settle there economically and to lead negotiations and business if they aim to work there.

The Learning Goals of La Rochelle Business School

LEARNING GOAL 1 CURSUS & TEAM WORK - be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks

LEARNING GOAL 2 GLOBAL PERSPECTIVE - Have a global perspective

LEARNING GOAL 3 ORAL AND WRITTEN SKILLS - Be effective communicators
<table>
<thead>
<tr>
<th>LEARNING GOAL 4</th>
<th>ETHICAL CONSIDERATIONS AND CORPORATE SOCIAL RESPONSIBILITY - Be able to identify and evaluate ethical issues as they relate to organizations and their social responsibility</th>
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<tbody>
<tr>
<td>Bernard Lewis, The History of the Middle East</td>
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<td>B Lewis, The return of Islam</td>
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<tbody>
<tr>
<td>alexandre.dekaile.com</td>
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<td>Site MEMRI</td>
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</table>
# SYLLABUS:

**International Economy and Sustainable Development**

<table>
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<th>TEACHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOURNIER Guy</td>
<td>FOURNIER Guy</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:guy.fournier@gmx.net">guy.fournier@gmx.net</a></td>
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</table>

**ACADEMIC DEPARTMENT**
- **SUBJECT:** Economie
- **CATEGORY:** Gestion
- **MODULE CODE:** FINEDOLZE02
- **VALIDATION DATE:**
- **LEVEL:** L2
- **DURATION:** 30
- **ECTS CREDIT:** 4
- **SEMESTER:** 1

## COURSE DESCRIPTION

The international economic structures of the world are undergoing enormous change. We seek to understand the key elements of this change, to analyse what point we have already reached in this global shift and to see which paths are sustainable and will lead to the most promising future. Thus the course will clarify if the current paradigm in international economy, international finance and macroeconomic regulation is sustainable. This question will be enriched by an analysis of the impacts of changing environment on management and citizenship through the concepts of corporate social responsibility (CSR) and sustainable development.

## Intended Learning Outcomes (ILO's), at the end of this module students will be able to

1. Explain international trade theories, the changing global economy and the globalisation debate (economic, social and ecological limits).
2. Explain how environment influences international economy, international management, the consumer and all the society.
3. Explain the concept of Corporate Social Responsibility and to show how climate change action can be a business opportunity.
4. Develop critical thinking skills, to work in teams and improve communication skills.

## The Learning Goals of La Rochelle Business School

- **LEARNING GOAL 1 CURRICULUM & TEAM WORK** - be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks.
- **LEARNING GOAL 2 GLOBAL PERSPECTIVE** - have a global perspective.
- **LEARNING GOAL 3 ORAL AND WRITTEN SKILLS** - be effective communicators.
LEARNING GOAL 4: ETHICAL CONSIDERATIONS AND CORPORATE SOCIAL RESPONSIBILITY – Be able to identify and evaluate ethical issues as they relate to organizations and their social responsibility.

LEARNING GOAL 5: RESEARCH SKILLS – Be able to effectively access and use information to research and solve business issues (Bachelor level only) – Display analytical and research skills (Masters level only).

Evaluations
Continuous Assessment = 40%, Examination = 60% of the Final Grade

Compulsory Bibliography
Ernst von Weizsäcker, Karlson Hargreaves, Michael H. Smith, Cheri Desha, Peter Stasinopoulos: Factor Five: Transforming the Global Economy through 80% Improvements in Resource Productivity, Stanford, USA, 2009

Commentary References
European Commission: Roadmap for moving to a competitive low carbon economy in 2050, EU COM 112, Brussels 2011

Cyberlibris (or other databases)
Other books in international economics and sustainable development on Cyberlibris.
Articles in international economics and sustainable development on Abiturium complete or on Business source complete (EBSCO).

Webographie
http://apps.eurostat.ec.europa.eu/portal/page/portal/sdi/indicators
Worldmap: http://www.altas-historique.net.
<table>
<thead>
<tr>
<th>CLASS</th>
<th>THEME</th>
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<tbody>
<tr>
<td>1</td>
<td>International Trade and Globalisation (Smith, Ricardo, Heckscher &amp; Ohlin, Leontief, Vernon, Porter)</td>
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<tr>
<td>2</td>
<td>International Trade and Globalisation (Smith, Ricardo, Heckscher &amp; Ohlin, Leontief, Vernon, Porter)</td>
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<tr>
<td>3</td>
<td>Driver and Consequences of Globalisation: Income Growth, Distribution of Wealth</td>
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<td>The Globalisation Debate: GDP vs. Gini, Prosperity or Poverty? Distribution of Wealth (Gini)</td>
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<td>The Globalisation Debate: Environment: Global Warming, Economics of Climate Change</td>
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<td>The Globalisation Debate: Environment: Biodiversity</td>
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<td>Responsible for Sustainable Development (States, Companies, Consumer)</td>
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<td>presentations: 7) Regional Economic Integration: Transatlantic Trade and Investment Partnership (TTIP) 8) Chinese Environmental Policy 9) International Business and Strategic Advantage Through Climate Change Action: Carbon Disclosure Project</td>
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<td>Globalisation and Sustainability as a challenge for the Management: The case of Renault-Nissan</td>
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<tr>
<td>18</td>
<td>Summary, lessons learned, Q&amp;A</td>
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</tbody>
</table>
SYLLABUS:

International Management of Organisations

MODULE MANAGER
DEBROISE Jean-Noël

TEACHERS
BELLINI Nicola
DEBROISE Jean-Noël

bellini@esr-larochelle.fr
jnddebrossa@yahoo.fr

ACADEMIC DEPARTMENT

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COURSE DESCRIPTION

We are now in a global economy. Thus, the question of the internationalization of the firms has become fundamental. Cost reductions, search for new levels of growth, and intense competitive pressure are factors that motivate firms to enlarge their parameters of activities. The purpose of the International Management of Organizations class is to better understand the strategies of internationalization of the firms, the modes of internationalization employed, and the associated organizational implications. The understanding of the strategic and organisational processes needs to be studied through the lens of the internal and external context of the concerned firms.

Intended Learning Outcomes (ILO's), at the end of this module students will be able to

- To master the vocabulary associated to the International Management of Organizations;
- To be able to understand and analyze the strategies of internationalization of firms;
- To put into perspective the practice of the multinational corporation through an analysis of the societal issues.

The Learning Goals of La Rochelle Business School

LEARNING GOAL 1 CURRICULUM & TEAM WORK - Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks.

LEARNING GOAL 2 GLOBAL PERSPECTIVE - Have a global perspective.

LEARNING GOAL 3 ORAL AND WRITTEN SKILLS – Be effective communications.

Page 1/2

Groupe Sup de Co La Rochelle, Association loi 1901 rėgistée à la Chambre de Commerce et d'Industrie de La Rochelle, 102, rue de Courtilles – Les Minimes, 17025 LA ROCHELLE Cedex 1 – France – Téléphone 33 (0) 5 46 51 37 09 – www.esr-larochelle.fr

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### Evaluations

Continuous Assessment = 40%, Examination = 60% of the Final Grade

### Compulsory Bibliography


### Commentary References


### Cybrilbris (or other databases)

EBSCO (scientific journals), Factiva (newspapers), OECD, WorldBank, EU, WTO

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## SYLLABUS:

### International Marketing

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<td>OBEROI Poenam</td>
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<td></td>
<td><a href="mailto:oberoi@esclarocheille.fr">oberoi@esclarocheille.fr</a></td>
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### COURSE DESCRIPTION

The acceleration of international trade and the Internet revolution have widened the scope of business opportunities abroad for a wide range of organizations. Developing products or services for an international audience requires careful planning which is linked to an international strategy.

International strategies need to be based on understanding different aspects of international business, including marketing, cultural, political, economic, security, legal and territorial factors. Increasingly too there is a need for awareness of the interplay between emerging technologies and innovations in business models.

### Intended Learning Outcomes (ILO’s), at the end of this module students will be able to

Students will be able to:

1. critically analyse and propose well justified solutions to key Global Marketing Strategy issues.
2. develop a Strategic Marketing plan to go global.

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### The Learning Goals of La Rochelle Business School

- LEARNING GOAL 1 CURSUS & TEAM WORK - Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks
- LEARNING GOAL 2 GLOBAL PERSPECTIVE - Have a global perspective
- LEARNING GOAL 3 ORAL AND WRITTEN SKILLS – Be effective communicators
Module Manual
Bachelor European Business Studies

Evaluations
Continuous Assessment = 40%, Examination = 60% of the Final Grade

Compulsory Bibliography


Commentary References


Cyberlibris (or other databases)

Webography

Online Magazines: Marketing Magazine, Marketing Week, Economist, Business Week

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<tr>
<th>CLASS</th>
<th>THEME</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to course: Group exercises and project / Research material and methodology / Creation of project groups / Submission of project outline: Topic 1: To go international or not?</td>
</tr>
<tr>
<td>2</td>
<td>Case Study Topic 1: Vermont Teddy Bear Scheduled Student Presentations. Discussions.</td>
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<td>3</td>
<td>Topic 2: Where to go? Sequence of Market entry? Sequence of Market entry for radical products?</td>
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<td>Case Study Topic 2a: Tipperary Mineral Water Company. Scheduled Student Presentations: Discussions.</td>
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<td>5</td>
<td>Case Study Topic 2b: Female Health Company. Scheduled Student Presentations: Discussions.</td>
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<td>6</td>
<td>Topic 3: Deciding mode of market entry</td>
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<td>7</td>
<td>Case Study Topic 3: 10 Interactive. Scheduled Student Presentations: Discussions.</td>
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<td>Topic 4: Standardization or Adaptation?</td>
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<td>Revision + Feedback on the class case study analysis</td>
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</table>

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## SYLLABUS:

### International Trade Techniques

**MODULE MANAGER**

SOUGRATI Philippe

**TEACHERS**

SOUGRATI Philippe  
philippe.sougrat@perform-log.fr

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### COURSE DESCRIPTION

Import and export operations - logistics, customs, finance, risks management, documents. The training follows the chronological steps of an import/export operation. It is modelled on the reality of an operation as it occurs in business, to allow the students to visualize the steps and validate the acquisition of the specific techniques.

Intended Learning Outcomes (ILO’s), at the end of this module students will be able to:

- At the end of the course, the students must be able to take into account the main elements to consider when realizing an international sale contract:
  - price and risks management
  - transport and delivery conditions
  - terms, techniques and means of payment

This course prepares the realization of a Challenge Export mission. The mastery of the foreign markets approach techniques should enable the student to effectively integrate a commercial/marketing mission in an international context.

### The Learning Goals of La Rochelle Business School

- **LEARNING GOAL 1 CURRICULUM & TEAM WORK** - Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks
- **LEARNING GOAL 2 GLOBAL PERSPECTIVE** - Have a global perspective
- **LEARNING GOAL 3 ORAL AND WRITTEN SKILLS** – Be effective communicators

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Groupe Sup de Co La Rochelle, Association loi 1901 régie par la Chambre de Commerce et d’Industrie de la Rochelle, 102, rue de Courtilles – Les Minimes - 17025 LA ROCHELLE Cedex 1 – France - Tél : 02 54 65 77 00 - www.gsc-larochelle.fr
Learning Goal 4: Ethical Considerations and Corporate Social Responsibility – Be able to identify and evaluate ethical issues as they relate to organizations and their social responsibility.

Learning Goal 5: Research Skills – Be able to effectively access and use information to research and solve business issues (Bachelor level only) - Display analytical and research skills (Masters level only).

Evaluations
Continuous Assessment = 40%, Examination = 60% of the Final Grade.

Compulsory Bibliography
Export regulations reference book (George Thomson & C. Petersen).

Commentary References
www.uktl.gov.uk/fr/export/countries.html

Cyberlibris (or other databases)
http://www.marketinginfo.com/library [intranet]

Webography
www.coface.fr
http://www.uktlfrance.fr
www.dbusine.gouv.fr
www.exporter.gouv.fr
www.missioneco.org
www.dgpa.fr/dro/so
www.inp.fr
www.uktl.gov.uk/fr/export/countries.html
www.partenariat-france.org
www.oica.fr

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## Module Manual
Bachelor European Business Studies

### SYLLABUS:

#### Leadership and Management

**Module Manager:**

**TEACHERS:**

- **HENNEKAM-TREGUER Sophie**
- **STONOR Mike**

**ACADEMIC DEPARTMENT:**

- **SUBJECT:** Resources Humaines & Management
- **CATEGORY:** Gestion

**MODULE CODE:** RHGHRLE002

**VALIDATION DATE:** 13/04/2015

**LEVEL:** L2

**DURATION:** 24 weeks

**ECTS CREDIT:** 4

**SEMESTER:** 1

### Course Description

This module is designed to prepare students for their future role as business managers by giving them a conceptual framework which should help them to more effectively understand, predict, and influence behaviour in organizations. This course will focus on the principles and procedures that relate to leadership in a team environment. It emphasizes the practical application of concepts related to self-awareness, teamwork, motivation, conflict management, leadership, decision making, national and organizational culture. It examines the impact of these concepts on four main outcomes critical to firms: job satisfaction, performance, turnover, and absenteeism.

#### Course outline

1. The manager's individual behavior
2. Complexities of group dynamics and organizational systems
3. Concepts for leadership at work (overall, individual, group and organizational)
4. Leadership and job satisfaction

### Intended Learning Outcomes (ILOs), at the end of this module students will be able to

- Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks
- Have a global perspective

---

*Groupe Sup de Co La Rochelle, Association loi 1901 régie par la Chambre de Commerce et d'Industrie de La Rochelle, 102, rue de Courtilles - Les Minimes - 17400 LA ROCHELLE Cedex 1 - France. Téléphone 33 (0) 5 46 51 37 00 - www.scololochelle.fr*
LEARNING GOAL 3 ORAL AND WRITTEN SKILLS – Be effective communicators

LEARNING GOAL 4 ETHICAL CONSIDERATIONS AND CORPORATE SOCIAL RESPONSIBILITY – Be able to identify and evaluate ethical issues as they relate to organizations and their social responsibility

LEARNING GOAL 5 RESEARCH SKILLS – Be able to effectively access and use information to research and solve business issues (Bachelor level only) - Display analytical and research skills (Masters level only)

### Evaluations

Continuous Assessment = 40%, Examination = 60% of the Final Grade

### Compulsory Bibliography

The key introductory themes on self-perception and preferred team roles are largely inspired by the works of Myers and Briggs (MBTI) and Meredith Belbin (Belbin team-roles) accessible via Google. Tom Wujec’s Build a Tower can be viewed on the TED website. The influencing topic is largely based on the works of Mike Grant.

### Commentary References

Cyberlibris (or other databases)

### Webography

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# Module Manual
## Bachelor European Business Studies

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### Syllabus: Managerial Accounting

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<tr>
<td>DANG Rey</td>
<td><a href="mailto:darg@esclarchelles.fr">darg@esclarchelles.fr</a></td>
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#### Academic Department
- **Subject**: Comptabilité
- **Module Code**: CPTCPT2EB13
- **Level**: L2
- **ECTS Credit**: 4
- **Semester**: 1

#### Course Description
The aims of this course is to provide a clear and comprehensive introduction to the main principles of Management Accounting. This course allows students to evaluate Management Accounting principles and to strategically decide and apply relevant Management Accounting techniques for decision making. Emphasis is laid on the strategic use of Management Accounting in a wide range of organizations.

#### Intended Learning Outcomes (ILO’s), at the end of this module students will be able to
- Accumulate, classify, summarize and report information that will assist managers in making decisions.
- Explain the role of a management accountant in providing relevant information to the management of an organization for decision-making, planning and controlling.
- Examine how accounting information can be applied to different forms of short-term decisions.

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### The Learning Goals of La Rochelle Business School

- **Learning Goal 1**: Cursus & Team Work - Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks.
- **Learning Goal 2**: Global Perspective - Have a global perspective.
- **Learning Goal 3**: Oral and Written Skills - Be effective communicators.
Module Manual
Bachelor European Business Studies

LEARNING GOAL 4: ETHICAL CONSIDERATIONS AND CORPORATE SOCIAL RESPONSIBILITY - Be able to identify and evaluate ethical issues as they relate to organizations and their social responsibility.

LEARNING GOAL 5: RESEARCH SKILLS - Be able to effectively access and use information to research and solve business issues (Bachelor level only) - Display analytical and research skills (Masters level only).

Evaluations
Continuous Assessment = 40%, Examination = 60% of the Final Grade

Compulsory Bibliography

Commentary References
Mariott, M., International Financial Reporting
Cousby, C., Management and Cost Accounting

Cyberlink (or other databases)
Webography

http://www managerialaccounting.org/
# Module Manual
## Bachelor European Business Studies

### SYLLABUS:

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### COURSE DESCRIPTION

This course provides students with the skills and tools needed to understand and evaluate marketing research. Marketing research involves developing research questions, data collection, analysis and inference, all with a view to making better marketing decisions. The research process is a sequence of steps that must be completed when answering a research question. This course covers seven identified steps in a research process from problem formulation, determination of the research design, design of data collection tools, sample design, data collection, analysis of the results to the presentation of results via a report and/or a presentation. These seven steps are covered through lectures using simulations and exercises, giving students a practical understanding of the various phases in the research process. Marketing research is vital in the assessment of new business opportunities, go/no go decisions for new products, pricing and product design issues, among other business issues.

### Intended Learning Outcomes (ILO's), at the end of this module students will be able to

- Conduct a simple market research project, of the quantitative type, of the qualitative type, or both (formulation, choice of methodology, survey design, sampling to presentation of results)
- Assess the quality of a market research project conducted by an external supplier of such services

### The Learning Goals of La Rochelle Business School

- **Learning Goal 1 CUSUS & TEAM WORK** - Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks
- **Learning Goal 2 GLOBAL PERSPECTIVE** - Have a global perspective
- **Learning Goal 3 ORAL AND WRITTEN SKILLS** - Be effective communicators
LEARNING GOAL 1: ETHICAL CONSIDERATIONS AND CORPORATE SOCIAL RESPONSIBILITY - Be able to identify and evaluate ethical issues as they relate to organizations and their social responsibility.

LEARNING GOAL 2: RESEARCH SKILLS - Be able to effectively access and use information to research and solve business issues (Bachelor level only) - Display analytical and research skills (Masters level only).

**Evaluations**

Continuous Assessment = 40%, Examination = 60% of the Final Grade

**Compulsory Bibliography**


**Commentary References**

None

**Cybrlibris (or other databases)**

Webography

None

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## SYLLABUS:

### Quantitative Methods and Decision Making

**MODULE MANAGER**

HAMROUNI Amal

**TEACHERS**

HAMROUNI Amal  
hamrouni@esclarocheffe.fr

**ACADEMIC DEPARTMENT**

**SUBJECT**  
Technique Quantitative de Gestion

**CATEGORY**  
Gestion

**MODULE CODE**  
OPTOGL20002

**VALIDATION DATE**

**LEVEL**  
L2

**DURATION**  
24

**ECTS CREDIT**  
4

**SEMESTER**  
2

### COURSE DESCRIPTION

Study of the quantitative methods for decision making, in particular the application of mathematical and statistical models in the analysis of problems related to economic and administrative sciences. The main topic includes probability and decision making analysis, game theory, analysis under uncertain conditions, and network analysis. Includes simulations.

### Intended Learning Outcomes (ILO’s), at the end of this module students will be able to:

At the end of the course the student will be able to:

1. Identify and diagnosed problems.
2. Select the quantitative technique or model appropriate in problem solving and decision making situations.
3. Apply various quantitative models in decision making situations.
4. Interpret results and the impacts they have upon the problems being studied.
5. Decide the appropriate course of action based on the quantitative analysis performed.

### The Learning Goals of La Rochelle Business School

LEARNING GOAL 1 CURRUS & TEAM WORK – Be able to integrate discipline-specific knowledge across functional areas and use team skills to accomplish group tasks

LEARNING GOAL 2 GLOBAL PERSPECTIVE – Have a global perspective

LEARNING GOAL 3 ORAL AND WRITTEN SKILLS – Be effective communicators
**Module Manual**

**Bachelor European Business Studies**

<table>
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<tr>
<th>Learning Goal 4</th>
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**Evaluations**

| Continuous Assessment | 40% | Examination | 60% | of the Final Grade |

**Compulsory Bibliography**

- Commentary References
- Cyberlibris (or other databases)

Quantitative Methods for Business and Management 2nd edition
Auteur: Dewhurst, Frank
Editeur: McGraw-Hill
Date de Publication: 2006

**Webographic**
Escuela Universitaria de la Cámara de Comercio de Bilbao
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
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<th>SUBJECT</th>
<th>COMMERCIAL ADVERTISING</th>
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| CONTENTS | - Topic 1: The concept of advertising: Definition of advertising traits and features, its location and role in all communication tools available to the company, its role in marketing management, its types  
- Topic 2: Advertising in society, its recent history, the relationships between the social contexts and advertising production.  
- Topic 3: The legal definition of advertising: reminder of the main aspects of the legislation and its implications for advertising management.  
- Topic 4: The advertiser and advertising management: the advertising management process, the structure of its management, the advertising budget as a management tool, the briefing for the request for proposals  
- Topic 5: Advertising media: its nature, its determining factors of selection, the role of the media agency, the characteristics of the media.  
- Topic 6: The planning of media: key concepts and case studies  
- Topic 7: Online advertising: its peculiarities of management  
- Topic 8: The advertising message, persuasive styles and resources in the advertising messages, the role of the creative agency in advertising management, advertiser agency relationship model, agency selection and agency remuneration  
- Topic 9: Other forms of advertising: below the line advertising, promotions, events and sponsorships.  
- Topic 10: The evaluation of advertising actions. |
| LEARNING OUTCOMES | - To understand and to be able to apply the processes and resources necessary for the management of advertising campaigns.  
- To understand and know how to manage the new technologies for corporate communication: intranet for internal communication and online presence as an external audience relationship strategy. |
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
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<th>SUBJECT</th>
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| CONTENTS | 1) Introduction: business concept and company constitution stages.  
2) Business Plan: structure and content.  
3) Legal Plan: incorporation, formalities, taxation.  
4) Strategic Plan: competitive analysis and key success factors.  
5) Market research.  
6) Marketing Plan.  
7) Operations or production plan.  
8) Organisation or human resources plans.  
9) Information systems plan.  
10) Economic-financial Plan: feasibility analysis of the business plan and funding sources.  
11) Public and private aid and information of interest for entrepreneurs programmes. |
| LEARNING OUTCOMES | - To be able to design, on a basic level, a company's constitution plan. |
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
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<tbody>
<tr>
<td>CONTENTS</td>
<td>1) Concept and planning of Sales Research.</td>
</tr>
<tr>
<td></td>
<td>2) Sources of information, qualitative sources.</td>
</tr>
<tr>
<td></td>
<td>3) Sources of information, quantitative sources.</td>
</tr>
<tr>
<td></td>
<td>4) Ethics and professional codes for compiling information.</td>
</tr>
<tr>
<td>LEARNING OUTCOMES</td>
<td>- To use basic tools for compiling market information.</td>
</tr>
<tr>
<td></td>
<td>- To contact the sources and attain the techniques necessary in order to obtain market information.</td>
</tr>
<tr>
<td></td>
<td>- Introduction of the Market Research subject.</td>
</tr>
</tbody>
</table>
## COURSE SYLLABUS

### 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>HUMAN RESOURCES MANAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENTS</td>
<td>- People management processes</td>
</tr>
<tr>
<td></td>
<td>- Strategic alignment</td>
</tr>
<tr>
<td></td>
<td>- People management case studies</td>
</tr>
<tr>
<td></td>
<td>- Internal marketing, focus on persons as a source of long lasting competitive advantage</td>
</tr>
<tr>
<td></td>
<td>- Diagnosis and plan for improvement in people management</td>
</tr>
<tr>
<td>LEARNING OUTCOMES</td>
<td>- Ability to identify good practices in people management in organisations.</td>
</tr>
<tr>
<td></td>
<td>- Ability to assess the importance of the focus of persons as a source of competitive advantage</td>
</tr>
<tr>
<td></td>
<td>- Ability to diagnose the situation in people management in an organisation and to identify a possible plan for improvement</td>
</tr>
<tr>
<td></td>
<td>- Ability to identify the specific HR language</td>
</tr>
</tbody>
</table>
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>INDUSTRIAL RELATIONS AND SOCIAL SECURITY LAW</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENTS</td>
<td>1. INTRODUCTION TO INDUSTRIAL RELATIONS LAW</td>
</tr>
<tr>
<td></td>
<td>2. INDIVIDUAL INDUSTRIAL RELATIONS</td>
</tr>
<tr>
<td></td>
<td>A) Employment Contracts</td>
</tr>
<tr>
<td></td>
<td>B) Content of the work performed</td>
</tr>
<tr>
<td></td>
<td>C) Salary</td>
</tr>
<tr>
<td></td>
<td>D) Substantial modifications in the working conditions</td>
</tr>
<tr>
<td></td>
<td>E) Guarantees due to change of employer</td>
</tr>
<tr>
<td></td>
<td>F) Suspension and extinction of the employment relationship</td>
</tr>
<tr>
<td></td>
<td>3. COLLECTIVE GROUP INDUSTRIAL RELATIONS</td>
</tr>
<tr>
<td></td>
<td>A) Representation of the company’s workers</td>
</tr>
<tr>
<td></td>
<td>B) Collective enterprise bargaining</td>
</tr>
<tr>
<td></td>
<td>4. SOCIAL SECURITY</td>
</tr>
<tr>
<td></td>
<td>B) Protective Action / Benefits</td>
</tr>
<tr>
<td>LEARNING OUTCOMES</td>
<td>- To contextualize the law within the defense of democratic and ethical values, with particular emphasis on the defense of peace, equal opportunities between men and women and access into the company of persons with disabilities.</td>
</tr>
<tr>
<td></td>
<td>- To effectively select the most appropriate employment contract method in each case.</td>
</tr>
<tr>
<td></td>
<td>- To appropriately apply the industrial relations legislation in order to optimise and correctly tailor the available human resources to the workload.</td>
</tr>
</tbody>
</table>
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>INTERNATIONAL LOGISTICS AND TRANSPORT</th>
</tr>
</thead>
</table>
| CONTENTS | THE INCOTERMS AND INTERNATIONAL TRANSPORT  
1. Introduction.  
2. Content and main changes as regards the Incoterms 2000.  
3. Duties and responsibilities of the parties under the Incoterms © 2010.  
4. The correct use of the Incoterms in the calculation of the international commercial offers in order to optimise their competitiveness.  
5. Exercises and discussions. |
| | INTERNATIONAL TRANSPORT  
1. Introduction.  
3. Air Transport.  
4. Land-Railway Transport.  
5. Land Transport by Road.  
6. Intermodal Transport.  
| | INTERNATIONAL CARRIAGE OF GOODS INSURANCE  
1. International Trade Risks.  
3. Exercises and discussions. |
| | MAIN DOCUMENTS OF INTERNATIONAL TRANSPORT  
1. Introduction.  
2. The importance of the Bill of Lading in international transport, and differences with other transport documents.  
3. International carriage of goods contracts.  
4. Conventions and legislation applicable to international carriage of goods.  
5. Exercises and discussions. |
<table>
<thead>
<tr>
<th>RELATIONSHIP OF INTERNATIONAL TRANSPORT WITH OTHER BRANCHES OF FOREIGN TRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction discussions.</td>
</tr>
<tr>
<td>2. CIF purchase and sale with container transport and letter of credit.</td>
</tr>
<tr>
<td>3. Customs and international transport.</td>
</tr>
<tr>
<td>4. Exercises and discussions.</td>
</tr>
<tr>
<td>INTERNATIONAL LOGISTICS</td>
</tr>
<tr>
<td>1. Introduction.</td>
</tr>
<tr>
<td>2. Procurement logistics and logistics distribution.</td>
</tr>
<tr>
<td>3. Packaging.</td>
</tr>
<tr>
<td>4. Logistics operators and outsourcing. Logistics outsourcing.</td>
</tr>
<tr>
<td>5. Exercises and discussions.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEARNING OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>- To identify the different types of transport and its competitive advantages</td>
</tr>
<tr>
<td>- To distinguish the roles and competencies of the different agents and logistics operators</td>
</tr>
<tr>
<td>- To become acquainted with the handling and use of transport documentation</td>
</tr>
<tr>
<td>- To be able to define and take out logistics services contracts, negotiate prices and terms and conditions.</td>
</tr>
</tbody>
</table>
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>INTERNATIONAL MARKETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENTS</td>
<td>1) International trade theory:</td>
</tr>
<tr>
<td></td>
<td>- Labor productivity, comparative advantage and income distribution.</td>
</tr>
<tr>
<td></td>
<td>2) International trade policy:</td>
</tr>
<tr>
<td></td>
<td>- Political economy of trade policy and trade policy in developing countries.</td>
</tr>
<tr>
<td></td>
<td>3) Analysis of economic environments:</td>
</tr>
<tr>
<td></td>
<td>- EU, BRICs, Americas, Asia and Africa</td>
</tr>
<tr>
<td></td>
<td>4) International macroeconomic policy:</td>
</tr>
<tr>
<td></td>
<td>- International monetary systems and the European experience.</td>
</tr>
<tr>
<td></td>
<td>5) Developing countries:</td>
</tr>
<tr>
<td></td>
<td>- Growth, crisis and reform of the developing economies.</td>
</tr>
</tbody>
</table>

| LEARNING OUTCOMES      | - To identify key characteristics of the countries according to their degree of development and trade opportunities, for proper corporate internationalisation and implementation of policies which favour development. |
|                       | - To select the fields of action (on a country, market level...) where to optimise the results of the projects (corporate, institutional ...) taking into account corporate and social ethics. |
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>INTERNATIONAL REGULATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENTS</td>
<td>1. The European Union Legal System</td>
</tr>
<tr>
<td></td>
<td>2. International trade agreements.</td>
</tr>
<tr>
<td></td>
<td>3. The effect of the European Union legislation in transactions</td>
</tr>
<tr>
<td></td>
<td>4. European Union legislation on free competition</td>
</tr>
<tr>
<td></td>
<td>5. European Union legislation which conditions international trade contracts and its implementation in the national legislation</td>
</tr>
<tr>
<td></td>
<td>6. International legislation and its effects on the international sale of goods</td>
</tr>
<tr>
<td></td>
<td>7. European Union legislation and its effects on issues of applicable legislation and jurisdiction</td>
</tr>
<tr>
<td></td>
<td>8. International legislation and arbitration</td>
</tr>
<tr>
<td>LEARNING OUTCOMES</td>
<td>- To know how to select and use the appropriate international legislation in the most common trade transactions in the company's foreign trade operations.</td>
</tr>
</tbody>
</table>
# COURSE SYLLABUS

**2013/2014 ACADEMIC YEAR**

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>INTRODUCTION TO CORPORATE COMMUNICATION</th>
</tr>
</thead>
</table>
| CONTENTS | - Topic 1 Corporate communication: Concept and background and importance.  
- Topic 2 Corporate communication: process components, internal and external communication and its organisational roles, the structures for communication in the company.  
- Topic 3 Fundamental concepts of social psychology communication applied to the company.  
- Topic 4 Corporate identity and image, concepts to manage from corporate communication. Corporate social responsibility a step further in corporate communication. The corporate image management tools.  
- Topic 5 Research for corporate image management.  
- Topic 6 Corporate image management tools. The corporate visual identity.  
- Topic 7 Corporate image management tools. Public relations.  
- Topic 8 Corporate image management tools. Media relations.  
- Topic 9 Corporate image management tools. Crisis management.  
- Topic 10 Corporate image management tools. Crisis communication.  
- Topic 11 Corporate image management tools. Online communication.  
- Topic 12 Corporate image management tools. Non commercial advertising.  
- Topic 13. Internal communication, organisational cultural management.  
<table>
<thead>
<tr>
<th>LEARNING OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>- To be able to justify the importance of the communication for the proper functioning of organisations and businesses.</td>
</tr>
<tr>
<td>- To identify the image as a variable likely to be measured and managed and communication as a management tool.</td>
</tr>
<tr>
<td>- To learn about the existing market research techniques for the measurement of the situation of the organisation’s image.</td>
</tr>
<tr>
<td>- To learn about the basic tools available for the management of the image of the organisations and companies.</td>
</tr>
<tr>
<td>- To understand and evaluate the management of internal communication in organisations.</td>
</tr>
<tr>
<td>- To integrate the fundamentals underlying the performance in organisational communication both internal as well as external.</td>
</tr>
</tbody>
</table>
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>MARKETING MIX IN THE INTERNATIONAL CONTEXT</th>
</tr>
</thead>
</table>
| CONTENTS | 1. Internationalisation: environment, strategy and operation.  
          | 2. The decision to internationalise.  
          | 3. Market channel decisions.  
          | 4. Searching for information and competitive intelligence.  
          | 5. Market study + segmentation in the international context.  
          | 6. International product marketing and services marketing.  
          | 8. International operational marketing: price.  
          | 10. International operational marketing: promotion and advertising.  
          | 12. The management of the international marketing mix and relationship with the lifecycle.  
          | 13. Services marketing.  

| LEARNING OUTCOMES | - To understand, decide and act within the framework of corporate decisions regarding marketing mix aspects, especially in the background of the international environment.  
                   | - To clearly identify the different stages of the product’s life cycle and to know how to evaluate the suitability of a product portfolio based on the stage in which they find themselves.  
                   | - To distinguish the attributes of a product as elements of differentiation.  
                   | - To learn about the different distribution channels and to be able to identify that which is the most suitable for each type of market.  
                   | - To be able to draw up a master plan for launching a product. |
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>PRODUCT AND PRICE MANAGEMENT</th>
</tr>
</thead>
</table>
| CONTENTS | A. Product management.  
1. Product life cycle  
5. Decisions on product portfolio.  
B. Price Management.  
1. The price as a marketing variable.  
2. Price setting process.  

| LEARNING OUTCOMES | - To clearly identify the different stages of the product's life cycle and to know how to evaluate the suitability of a product portfolio based on the stage in which they find themselves.  
- To distinguish the attributes of a product as elements of differentiation.  
- To know how to calculate the break-even point threshold based on price.  
- To manage the different price setting criteria. |
## COURSE SYLLABUS

### 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>PROFESSIONAL SKILLS AND CORPORATE SOCIAL RESPONSIBILITY (CSR)</th>
</tr>
</thead>
</table>
| CONTENTS | 1. What are professional skills.  
2. Main professional skills: definition and development (team work, learning ability, time management, integrity, proactivity, auto-critical reflection, optimism, adaption).  
3. Time management tools.  
4. Team work: advantages and disadvantages.  
5. What is meant by CSR.  
6. Main CSR management systems.  
7. CSR Uses. |
| LEARNING OUTCOMES | - To understand and master the techniques and skills necessary for team work using some as a useful tool for the development of relational skills.  
- To explain the skills developed with the different types of leaders and/or management styles and, how a leadership can evolve from one to another via skill development.  
- To understand what is CSR and how to apply it in professional development. |
## COURSE SYLLABUS

### 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>QUALITY MANAGEMENT</th>
</tr>
</thead>
</table>
| LEARNING OUTCOMES | - To implement objectives and strategies that allow the development of business ethics, quality and continuous improvement.  
- To become acquainted with the company’s quality (ISO 9000, EFQM) systems.  
- To assess and identify the most suitable principles and forms of management from the perspective of corporate social responsibility. |
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>SALES TEAM MANAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENTS</td>
<td>1. Introduction 1.1. Presentation (2 hrs) 1.2. The sale (5 hrs) The roles of the Sales Manager. Steps to be followed. Formulas to apply. Differences between Marketing and Sales. Sales as compared to changes. The good seller Emotional intelligence. 1.3. Trainer’s Manual (1 hr) 2. Planning 2.1. Sales engineering, Size and organisation of the sales team, Routes (3 hrs) 2.2. Organisational chart (2 hrs) 2.3. Sales Plan (4 hrs) 2.4. Trade marketing. Trade Fairs (2 hrs) 2.5. Trade marketing. Management per categories. Merchandising (2 hrs) 3. Sales team management 3.1. Ethics in Sales Management (2 hrs) 3.2. Selection Policy (2 hrs) 3.3. Training Policy (2 hrs) 3.4. Remuneration Policy (2 hrs) 3.5. Motivation Policy (4 hrs) 3.6. Communication Policy and procedures (4 hrs) 4. Control 4.1. Control through KPIs (1 hr) 4.2. Control through performance appraisal (2 hrs) 4.3. Control through sales audit (1 hrs) 5. Conclusions (2 hrs)</td>
</tr>
</tbody>
</table>
# COURSE SYLLABUS

## 2013/2014 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>TAXATION ON BUSINESS OPERATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENTS</td>
<td><strong>TOPIC 1 - BASIC CONCEPTS OF TAXATION</strong></td>
</tr>
<tr>
<td></td>
<td>1. What type of the company it is and its tax regulation</td>
</tr>
<tr>
<td></td>
<td>2. Principles: basics</td>
</tr>
<tr>
<td></td>
<td>3. Effectiveness of the tax regulations in time and space.</td>
</tr>
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<td>4. Tributes and settlement system</td>
</tr>
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<td>5. Discharge methods of tax debt</td>
</tr>
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<td>6. Basic invoicing regulations</td>
</tr>
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<td>7. In what the application of taxes consists of.</td>
</tr>
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<td>8. Tax management procedures</td>
</tr>
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<td></td>
<td>9. Tax settlements</td>
</tr>
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<td>10. Revenue procedures</td>
</tr>
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<td>11. Inspection procedure</td>
</tr>
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<td>12. Basic Economic Agreement concepts</td>
</tr>
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<td>13. Sanctioning powers</td>
</tr>
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<td>14. Principal remedies as regards Government actions.</td>
</tr>
<tr>
<td></td>
<td><strong>TOPIC 2 - TAXATION OF INDIVIDUALS.</strong></td>
</tr>
<tr>
<td></td>
<td><strong>PERSONAL INCOME TAX:</strong></td>
</tr>
<tr>
<td></td>
<td>1. Definition and features.</td>
</tr>
<tr>
<td></td>
<td>2. Taxable base: Exempt sources and income.</td>
</tr>
<tr>
<td></td>
<td>3. Taxpayers.</td>
</tr>
<tr>
<td></td>
<td>4. Taxable base.</td>
</tr>
<tr>
<td></td>
<td>5. Integration and offsetting of income.</td>
</tr>
<tr>
<td></td>
<td>7. Gross amount and tax rate.</td>
</tr>
<tr>
<td></td>
<td>8. Net amount and deductions.</td>
</tr>
<tr>
<td></td>
<td>10. Tax debt.</td>
</tr>
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<td></td>
<td>11. Tax period and accrual</td>
</tr>
<tr>
<td></td>
<td>12. Duty to file a tax return</td>
</tr>
<tr>
<td></td>
<td>13. Settlement structure and case studies</td>
</tr>
<tr>
<td></td>
<td><strong>PROPERTY TAX:</strong></td>
</tr>
<tr>
<td></td>
<td>1. Tax nature and purpose</td>
</tr>
<tr>
<td></td>
<td>2. Taxable base</td>
</tr>
<tr>
<td></td>
<td>3. Exempt goods and rights</td>
</tr>
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<td>4. Taxable person</td>
</tr>
<tr>
<td></td>
<td>5. Taxable base</td>
</tr>
<tr>
<td></td>
<td>6. Net tax base</td>
</tr>
<tr>
<td></td>
<td>7. Taxable event</td>
</tr>
<tr>
<td></td>
<td>8. Tax debt</td>
</tr>
</tbody>
</table>
TOPIC 3.- TAXATION OF INVIDUALS

LEGAL: CORPORATE TAX

1. Definition and features.
2. Spatial scope.
3. Taxable taxation.
4. Tax and trade obligations of all companies.
5. Taxable person.
6. Asset holding companies regime.
7. Taxable base:
   7.1. Accounting result.
   7.2. Non-accounting adjustments.
   7.3. Off-setting of losses.
10. Tax debt deductions.
11. Settlement system and case studies.

TOPIC 4.- TAXATION OF TRADE TRANSACTIONS

VALUE ADDED TAX.

1. WHAT IS VAT?
2. GENERAL OPERATION OF THE TAX.
3. TAXABLE EVENT:
   3.1. Supply of goods and services rendered.
   3.2. Intra-community acquisitions of goods.
   3.3. Imports of goods.
4. SUPPLY OF GOODS.
5. SERVICES RENDERED.
6. TRANSACTIONS NOT SUBJECT TO VAT.
7. EXEMPT TRANSACTIONS.
8. INTRA-COMMUNITY ACQUISITIONS.
9. IMPORTS.
10. TAXABLE EVENT.
11. TAXABLE PERSON.
12. SHIFTING OF TAX.
13. PLACE OF UNDERTAKING OF THE TAXABLE TRANSACTION.
14. TAXABLE BASE OF THE TAX.
15. TAX RATE.
16. DEDUCTIONS AND REFUNDS.
17. SPECIAL SYSTEMS:

PROPERTY TRANSFER TAX.

1. Definition and features.
2. Onerous inheritance tax.
3. Corporate transactions.
<table>
<thead>
<tr>
<th>LEARNING OUTCOMES</th>
<th>-To contextualize the law within the defense of democratic and ethical values, with particular emphasis on the defense of peace, equal opportunities between men and women and access into the company of persons with disabilities.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-To settle the most common direct and indirect taxes in corporate taxation.</td>
</tr>
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</table>
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>
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<tr>
<td>28</td>
<td>International Management (Internationales Management)</td>
<td>IM</td>
<td>7/8</td>
<td>10</td>
<td>Every academic year</td>
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<table>
<thead>
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<th>Tuition type</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tbody>
<tr>
<td>Prof. Dr. Leffers</td>
<td>Seminar-style tuition with exercises</td>
<td>10</td>
<td>Every academic year</td>
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<table>
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<tr>
<th>Lecturers</th>
<th>Module courses</th>
<th>Access requirements</th>
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<tbody>
<tr>
<td>Prof. Dr. Haldenwang</td>
<td>1) Business Management</td>
<td>Course segment 2</td>
</tr>
<tr>
<td>Prof. Dr. Leffers</td>
<td>2) Internationalisation Strategies</td>
<td></td>
</tr>
<tr>
<td>Prof. Dr. Sassmannshausen</td>
<td>3) International Law</td>
<td></td>
</tr>
<tr>
<td>Prof. Dr. Striepling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dipl.-BW (FH) Hamella</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Content</th>
<th>Usability for other modules/courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students are prepared for working in an international environment.</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>
<td>The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another. The “International Management” module is closely related to the “Introduction to Business Studies” and “Foundation Business Law” modules and builds on the knowledge imparted in those modules. Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module. It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers. It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of examination/Requirements for the award of credit points</th>
<th>ECTS Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tbody>
<tr>
<td>Written examination</td>
<td>11</td>
<td>330 hours</td>
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<td>Contact/attendance time: 150 h</td>
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<tr>
<td>2 Written examination</td>
<td></td>
<td>Additional work: 180 h</td>
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<td>Duration: 60 minutes each</td>
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Course number: 28.1
Course title: Business Management
(Internationale Unternehmensführung)

<table>
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<th>Code</th>
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<th>Module offered</th>
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<tr>
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<tr>
<td></td>
<td></td>
<td></td>
<td>(winter semester)</td>
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</table>

Lecturer: 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
Vahs, Dietmar; Organisation

Recommended reading
Hungenberg, Harald; Wulf, Torsten; Grundlagen der Unternehmensführung
Macharzina, Klaus; Wolf, Joachim; Unternehmensführung

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

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

Course language
German
## Course Information

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<tr>
<th>Course number</th>
<th>Course title</th>
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<tr>
<td>28.2</td>
<td>Internationalisation Strategies (Internationalisierungsstrategien)</td>
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<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tr>
<td>IST</td>
<td>8</td>
<td>2</td>
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<th>Lecturers</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
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<tr>
<td>Prof. Dr. Haldenwang</td>
<td>Seminar-style tuition with exercises</td>
<td>Compulsory</td>
</tr>
<tr>
<td>Prof. Dr. Leffers</td>
<td></td>
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### 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

- Topic 1: Introduction to International Business
- Topic 2: Process of Internationalisation
- Topic 3: Designing the Value Chain Across Borders
- Topic 4: Managing the Value Chain Across Borders
- Topic 5: Foreign Location decision
- Topic 6: Market Entry Strategies
- Topic 7: Strategic Alliances
- Topic 8: Cross-Cultural Negotiation

### Literature
Required reading

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

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

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

Other information
- ECTS Credits
  2
- Workload
  60 hours
  Contact/attendance time: 30 h
  Additional work: 30 h
- Course language
  English
## Module Manual
Bachelor European Business Studies

<table>
<thead>
<tr>
<th>Course number</th>
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<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<td>International Law</td>
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<tr>
<td></td>
<td>(Internationales Recht)</td>
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<td>(summer semester)</td>
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### Lecturer
Prof. Dr. Striepling

### Tuition type
Case studies with seminar-style tuition

### 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 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
  o Substantive rules and conflict rules
  o Connecting factors
  o Qualification
  o Referral
  o Ordre Public

• Special doctrines
  o Contracts of obligation (esp. CISG)
  o Non-contractual obligations
  o Law of property
  o 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

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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>
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# Module Manual

**Bachelor European Business Studies**

<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
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<th>Number of WSH</th>
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<tr>
<td>29</td>
<td>Economic Policy</td>
<td>WP</td>
<td>7</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Ruddies</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
<td>German</td>
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<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
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<tbody>
<tr>
<td>Prof. Dr. Hamella</td>
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<tr>
<td>Prof. Dr. Rösl</td>
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<td>Prof. Dr. Weiß</td>
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<tr>
<th>Access requirements</th>
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<tbody>
<tr>
<td>Course segment 2</td>
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<tr>
<td>Basic knowledge in Economics (Module 04).</td>
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<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</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 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.

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
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</tbody>
</table>

- 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

Teaching and learning methods

Seminar-style tuition with exercises
Oral presentation with PowerPoint slides which students can download; occasional handouts.

Usability for other modules/courses
The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.
This “Economic Policy” module is closely related to the “Foundation Economics” module and builds on the knowledge acquired in that module.
It is also closely related to the “International Economics” module. Their combined knowledge can interactively deliver in-depth learning effects.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

<table>
<thead>
<tr>
<th>Type of examination / Requirements for the award of credit points</th>
<th>Written examination</th>
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<td>Additional work: 90 h</td>
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<td>Weighting of the grade in the overall grade</td>
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<tr>
<td>Module number</td>
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<tr>
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<tr>
<td>Module title</td>
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<td>(Internationale Wirtschaftsbeziehungen)</td>
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<td>Number of WSH</td>
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<td>Module offered</td>
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<th>Tuition type</th>
<th>Module duration</th>
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<tr>
<td>Prof. Dr. Ruddies</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
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<th>Lecturer</th>
<th>Compulsory/Elective</th>
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<td>Prof. Dr. Hamella</td>
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<td>Prof. Dr. Ruddies</td>
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<td></td>
</tr>
<tr>
<td>Prof. Dr. Weiß</td>
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</table>

**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
  o Regional and merchandise structure
  o Position of Germany in international trade
• Chapter 2 – Balance of payments
  o Function and purpose
  o Partial balances
  o Transactions

Part II - Theoretical analysis of international economic relations
• Chapter 3 – Reasons for establishing foreign trade relations
  o Non-availability of certain goods and resources
  o Inter-industry trade
  o Intra-industry trade
  o Gain from trade
  o RICARDO's Theorem of comparative advantage
  o Heterogeneous preferences and marginal costs
  o Factor proportions theorem
  o Leontief paradoxon
• Chapter 4 – Terms of Trade
  o Commodity Terms of Trade
  o Income Terms of Trade
  o Factor Terms of Trade
• Chapter 5 – International finance
  o Opportunities and risks
  o Structure and manifestations
  o Autonomous international finance transactions
• Chapter 6 – Currency markets, exchange rates and international monetary system
  o Currency markets (definition, objective, spot and forward exchange market, currency swaps and options, arbitrage transactions)
  o 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
  o International business cycles (impulses and mechanisms) within fixed and flexible exchange rates
  o International interests within fixed and flexible exchange rates
  o Imported inflation within fixed and flexible exchange rates
• Chapter 8 – Problems of stabilisation in open economies
  o Fiscal and monetary policy within fixed and flexible exchange rates
  o Mundell - Fleming Model

Part III - International design and implementation of macroeconomic policy
• Chapter 9 – General Principles
### 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.

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

The “International Economics” module is closely related to the “Foundation Economics” module and builds on the knowledge imparted by that module.

It is also closely related to the “Economic Policy” module. Their combined knowledge can interactively deliver in-depth learning effects.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and...
technical emphasis, since the acquired skills will be an asset to all qualified employees and managers. It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

| 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  
<p>| Additional work: 90 h |
| Weighting of the grade in the overall grade | 5 |</p>
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<tr>
<td>31</td>
<td>Information Management (Informationsmanagement)</td>
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<td>Prof. Dr. Höschl</td>
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<tr>
<td>Prof. Dr. Höschl</td>
<td>Business Simulation 4) Business Game</td>
<td>Course segment 2</td>
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<tr>
<td>Dipl.-Ing. Chr. Aisch</td>
<td>Business Communication 5) Business Communication</td>
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<td>Business Simulation</td>
</tr>
<tr>
<td>Skills needed to successfully manage a virtual business under competitive conditions</td>
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<tr>
<td>Business Communication</td>
</tr>
<tr>
<td>Proficiency in a range of techniques, and ability to communicate effectively within a business</td>
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<table>
<thead>
<tr>
<th>Content</th>
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<tbody>
<tr>
<td>Business Simulation</td>
</tr>
<tr>
<td>• Setting up and linking business strategies</td>
</tr>
<tr>
<td>• Using (financial) accounting and key indicators for corporate management</td>
</tr>
<tr>
<td>• Analysis, preparing decisions</td>
</tr>
<tr>
<td>Business Communication</td>
</tr>
<tr>
<td>• Communication models, content, target groups, formats and media</td>
</tr>
<tr>
<td>• Leadership, Culture and Change Management</td>
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<tr>
<td>• Negotiation and decision making processes</td>
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<td>• Appraisal Interviews and Coaching</td>
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<table>
<thead>
<tr>
<th>Usability for other modules/courses</th>
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<tbody>
<tr>
<td>The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.</td>
</tr>
<tr>
<td>The &quot;Information Management&quot; module is closely related to the &quot;Business Plan&quot; module and builds on the knowledge acquired in that module.</td>
</tr>
<tr>
<td>It is also closely related to the &quot;International Management&quot; module. Their combined knowledge can interactively deliver in-depth learning effects.</td>
</tr>
<tr>
<td>Depending on the key topic that is selected, this module provides the knowledge base for the &quot;Bachelor Thesis&quot; module.</td>
</tr>
<tr>
<td>It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified</td>
</tr>
</tbody>
</table>
employees and managers.
It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

| Type of examination/Requirements for the award of credit points | Presentation  
|                                                                 | Case study  
|                                                                 | 2 Written examinations  
| Duration: 60 minutes each |  |

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<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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| 7            | 210 hours  
|              | Contact/attendance time: 90 h  
<p>|              | Additional work: 120h | 7 |</p>
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<th>Course number</th>
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<th>Code</th>
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<th>Module offered</th>
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<tbody>
<tr>
<td>31.1</td>
<td>Business Game</td>
<td>UPS</td>
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<tr>
<td></td>
<td>(Unternehmensplanspiel)</td>
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<table>
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<th>Tuition type</th>
<th>Compulsory/Elective</th>
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<tbody>
<tr>
<td>Dipl.-Ing. Chr. Aisch</td>
<td>Seminar-style lecture with exercises</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 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

A team is required to successfully manage a virtual business under competitive conditions. This involves analysis, preparation of decisions and so on.

### Literature

**Required reading**

- Manual for the TOPSIM General Management or TOPSIM Startup!Production

**Recommended reading**

- Wöhle, G; Einführung in die Allgemeine Betriebswirtschaftslehre, 24th ed., Munich 2010

### Teaching and learning methods

Coaching of the teams by the lecturer, individual meetings with the lecturer, occasional outlining of relevant business topics.

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

Computer based business simulation, learning by doing

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<tr>
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<th>Workload</th>
<th>Course language</th>
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Contact/attendance time: 60 h
Additional work: 90 h
Course number 31.2
Course title Business Communication (Unternehmenskommunikation)

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<th>Code</th>
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<th>Module offered</th>
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<th>Tuition type</th>
<th>Compulsory/Elective</th>
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<tbody>
<tr>
<td>Prof. Dr. Höschl</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 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 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
### Teaching and learning methods

Lectures providing definitions, overview and structure

Group work in which theoretical knowledge is applied to case studies

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

| Other information | Guest speakers (CEOs and business communicators from industry) |

| ECTS Credits | 2 |
| Workload | 60 hours  
| Contact/attendance time: 30 h  
<p>| Additional work: 30 h |
| Course language | German |</p>
<table>
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<tr>
<th>Module number</th>
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<tr>
<td>32a</td>
<td>Study Option International Financial Management (Schwerpunkt Internationales Finanzmanagement)</td>
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<table>
<thead>
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<th>Semester</th>
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<th>Module courses</th>
<th>Access requirements</th>
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<tbody>
<tr>
<td>Prof. Dr. Hößl</td>
<td>Seminar-style tuition with exercises</td>
<td>6) International Finance &lt;br&gt; 7) International Capital Markets and Asset Management &lt;br&gt; 8) International Controlling</td>
<td>Course segment 2 &lt;br&gt; Knowledge in “Finance”</td>
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<table>
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<tbody>
<tr>
<td>Prof. Dr. Hößl</td>
<td></td>
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<tr>
<td>Prof. Dr. Schöntag</td>
<td></td>
</tr>
<tr>
<td>Michl M.A.</td>
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</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
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</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>International Finance</strong></td>
</tr>
<tr>
<td>Discussion of investment and financing questions of firms that are involved in foreign trade transactions and/or using international capital markets and are in relation with international investors. In particular decisions of foreign trade financing, hedging financial risks, business valuation, and performance measurement.</td>
</tr>
</tbody>
</table>

**International Capital Markets and Asset Management**


**International Controlling**


External and internal sources of finance. Capital costs, financial budgeting by holding companies. Divisionalisation of finance.
### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Bookkeeping and Accounting”, “Finance” and “Cost Accounting” modules and builds on the knowledge imparted in those modules.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

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

<table>
<thead>
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<tr>
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<td></td>
<td>Additional work: 270 h</td>
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</table>

3 written examinations
Duration: 90 minutes each
Course number  
32a 1

Course title  
International Finance  
(Internationale Finanzierung)

<table>
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<th>Number of WSH</th>
<th>Module offered</th>
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<td>4</td>
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<td></td>
<td></td>
<td>(winter semester)</td>
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</table>

Lecturer  
Prof. Dr. Schöntag

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 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, and performance measurement. 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)
- Performance Measurement and Market Based Business Analysis

Literature

Required reading
Hull, J., Optionen, Futures und andere Derivate, 8th ed., München 2012
## Recommended reading


## Teaching and learning methods

- Lectures 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
- Course language: German

## Workload

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

## Course language

- German
Module Manual  
Bachelor European Business Studies

<table>
<thead>
<tr>
<th>Course number</th>
<th>Course title</th>
</tr>
</thead>
<tbody>
<tr>
<td>32a 2</td>
<td>International Capital Markets and Asset Management (Globale Finanzmärkte und Asset Management)</td>
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</tbody>
</table>

<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>GFA</td>
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<td>4</td>
<td>Every academic year</td>
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<td></td>
<td></td>
<td></td>
<td>(summer semester)</td>
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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. Hößl</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 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
Module Manual
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- Portfolio Theory (Markowitz portfolio selection theory and its limitations)
- Asset Pricing
  - CAPM
  - APT
  - Market Model
- Market Efficiency
  - Market Efficiency
  - Asset Bubbles
  - Anomalies
  - Behavioural Finance
  - Intervention
- Bonds
  - Characteristics
  - Valuation
  - Measures of interest rate risk
  - Bond management strategies
- Stocks
  - Fundamental and technical analysis
  - 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

<p>| Type of examination/Requirements for the award of credit points | Written examination |</p>
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<td>Additional work: 90 h</td>
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## Module Manual
Bachelor European Business Studies

<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>
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<tbody>
<tr>
<td>32a 3</td>
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<tbody>
<tr>
<td>Michl M.A.</td>
<td>Seminar-style tuition with exercises</td>
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</tr>
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<td></td>
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</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 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 main 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
Module Manual
Bachelor European Business Studies

- 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, Glileo 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 | Written examination
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<tr>
<td>32b</td>
<td>Study Option International HR Management</td>
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(Studienschwerpunkt Internationales Personalmanagement)

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<tr>
<td>Prof. Dr. Nonnast</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>Module courses</th>
<th>Access requirements</th>
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<tbody>
<tr>
<td>Prof. Dr. Braun</td>
<td>1) Human Resource Planning and Marketing</td>
<td>Course segment 2</td>
</tr>
<tr>
<td>Prof. Dr. Nonnast</td>
<td>2) Human Resource and Organisational Development</td>
<td></td>
</tr>
<tr>
<td>Prof. Dr. Rumpf</td>
<td>3) Labour Law and Health Management</td>
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<tr>
<td>Prof. Dr. Striepling</td>
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<td></td>
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<tr>
<td>Springs M.A.</td>
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</table>

### 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

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

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Introduction to Business Studies” and “HR Management” modules and builds on the knowledge imparted in those modules.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

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

2 Written examinations
<table>
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Bachelor European Business Studies

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<th>Number of WSH</th>
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<tr>
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<td>PPM</td>
<td>8</td>
<td>4</td>
<td>Every academic year (summer semester)</td>
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<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Braun</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 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

Latest edition
### Topical articles from HR management periodicals

### Teaching and learning methods
Seminar-style tuition with group development of the material, intensive discussion and analysis of case studies
Specialist input by the lecturer

| Type of examination/Requirements for the award of credit points | Written examination  
Duration: 90 minutes  
Preparation for written paper through appropriate exercises with guidance in class |
|---|---|

### Other information
HR management practitioners as guest speakers where possible

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<thead>
<tr>
<th>ECTS Credits</th>
<th>5</th>
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</thead>
</table>
| Workload | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h |
| Course language | German |


# Module Manual
## Bachelor European Business Studies

<table>
<thead>
<tr>
<th>Course number</th>
<th>Course name</th>
</tr>
</thead>
<tbody>
<tr>
<td>32b 2</td>
<td>Human Resource and Organisational Development (Personal- und Organisationsentwicklung)</td>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
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<tbody>
<tr>
<td>POE</td>
<td>7</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
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<table>
<thead>
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<tbody>
<tr>
<td>Prof. Dr. Nonnast</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 understand the central and strategic importance of personnel development und 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

**Recommended reading**
- Becker, Manfred: Personalentwicklung, Schäffer Poeschel
<table>
<thead>
<tr>
<th>Teaching and learning methods</th>
</tr>
</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>
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<tr>
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<td>150 hours</td>
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<tr>
<td></td>
<td>Additional work: 90 h</td>
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</table>
Module Manual
Bachelor European Business Studies

Course number
32b 3.1

Course name
Labour Law
(Arbeitsrecht)

Code
ARP

Semester
8

Number of WSH
2

Module offered
Every academic year
(summer semester)

Lecturer
Prof. Dr. Striepling

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

**Latest edition**

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

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**Other information**

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<td>75 hours Contact/attendance time: 30 h Additional work: 45 h</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 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 those 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**

Seminar tuition
Lectures
Case examples
Exercises

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

Written examination
Duration: 60 minutes

**Other information**

- ECTS Credits: 2.5
  Workload: 75 hours
  Contact/attendance time: 30 h
  Additional work: 45 h
  Course language: German
Module Manual
Bachelor European Business Studies

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

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<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></td>
<td>Methods and tools of marketing research focussing on international and intercultural markets and relevant issues</td>
</tr>
<tr>
<td></td>
<td>Marketing strategies of trading and service companies, instruments of commercial and service marketing, as well as electronic media, especially e-commerce, e-shopping and e-procurement</td>
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<table>
<thead>
<tr>
<th>Usability for other modules/courses</th>
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</thead>
<tbody>
<tr>
<td>The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.</td>
<td></td>
</tr>
<tr>
<td>The module is closely related to the module “International Management”, because strategic planning requires adequate information about the environment, the competition and the customers in international markets.</td>
<td></td>
</tr>
<tr>
<td>Additionally basic knowledge in empirical research is necessary for many other topics in economics.</td>
<td></td>
</tr>
<tr>
<td>Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.</td>
<td></td>
</tr>
<tr>
<td>It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.</td>
<td></td>
</tr>
<tr>
<td>It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.</td>
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<td>Type of examination/Requirements for the award of credit points</td>
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<tr>
<td>Weighting of the grade in the overall grade</td>
<td>15</td>
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</table>
Module Manual
Bachelor European Business Studies

Number of course 32c 1

Course title International Marketing
(Internationales Marketing)

<table>
<thead>
<tr>
<th>Code</th>
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<td>IMA</td>
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<td>4</td>
<td>Every academic year (winter semester)</td>
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Lecturer Prof. Dr. Woerz-Hackenberg

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 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
Frances Brassington and Stephen Pettitt: Principles of Marketing, Financial Times Prentice Hall - Pearson Educa-
### Module Manual
#### Bachelor European Business Studies

**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

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

### Other information

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<th>Workload</th>
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<tr>
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</table>
Module Manual
Bachelor European Business Studies

Course number
32c 2

Course title
International Marketing Research
(Internationale Marktforschung)

Code
IMF

Semester
8

Number of WSH
4

Module offered
Every academic year
(summer semester)

Lecturer
Prof. Dr. Wolfrum

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 and method 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 students 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
Module Manual
Bachelor European Business Studies

- 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
- Malhorta/Birks/Wills: Essentials of Marketing Research, Prentice Hall 2013

Latest edition

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

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Other information

The course includes case-to-case online searches/research.
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<thead>
<tr>
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<th>Workload</th>
<th>Course language</th>
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<tbody>
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<td></td>
<td>Additional work: 90 h</td>
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Course number
32c 3

Course name
Trade and Service Marketing
(Handels- und Dienstleistungsmarketing)

<table>
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<td>Every academic year (winter semester)</td>
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Lecturer
Prof. Dr. Weissman

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 have a command of the theory and practice of the specifics inherent in the system. They are able to apply the classical instruments of product and service marketing as well as electronic media, especially e-commerce, e-shopping and e-procurement.

Social skills
Students learn leadership and implementing skills and the ability to work in a team. They can give specialist presentations and deliver constructive criticism.

Method skills
Students have a good command of specific methods of market research (location analysis, customer and competitor analysis, price/trade-off analyses through conjoint measurement, the Westendorp model, mystery shopping). They can analyse and appraise the value-added chain of a trading company and/or service provider. Particular emphasis is placed on brand architecture (own brands, umbrella brand concepts).

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

Content
The primary aim of the course is to provide a deeper understanding of the marketing strategies of trading and service companies.

- Functions and institutions of trade
- The law of dynamics of business forms
- Trends in products and services
- Strategy development for trading companies
- Brand strategy
- Instruments of sales policy
- Strategic options and development trends
- e-commerce / e-business
- Online shopping
- Social media
- City/regional marketing

**Literature**

**Required reading**

Sets of slides

**Recommended reading**

Beck u.a.: Marketing, Haan-Gruiten, 2nd ed., 2008
Kotler u.a.: Grundlagen des Marketing, 5th ed., München 2011
Riekhof: Retail Business in Deutschland
Weissman: Die großen Strategien für den Mittelstand, Campus, 3rd ed., 2011
Trade publications such as "Die Absatzwirtschaft"

Latest edition

**Teaching and learning methods**

Presentations
Seminar and group work/role-play

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<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**

Guest speakers/corporate videos
Case studies are analysed against the business models of the Fressnapf and McFit organisations.

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<tr>
<th>ECTS Credits</th>
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<th>Course language</th>
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<td>32 d</td>
<td>Study Option International Logistics (Schwerpunkt Internationale Logistik)</td>
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<td>Prof. Dr. Bick</td>
<td>Seminar-style tuition with exercises</td>
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<thead>
<tr>
<th>Lecturers</th>
<th>Module courses</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Bick</td>
<td>1) Dispositive and Physical Logistics</td>
<td>Course segment 2</td>
</tr>
<tr>
<td>Prof. Dr. Gänßbauer</td>
<td>2) Quantitative Methods in Logistics</td>
<td>Knowledge in Logistics</td>
</tr>
<tr>
<td></td>
<td>3) Industrial Contract Logistics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dispositive and Physical Logistics</td>
</tr>
<tr>
<td>• Procurement logistics and purchasing</td>
</tr>
<tr>
<td>• Synchronised production procurement / the JIT concept</td>
</tr>
<tr>
<td>• Material flow and layout planning</td>
</tr>
<tr>
<td>Quantitative Methods in Logistics</td>
</tr>
<tr>
<td>• Logistics controlling</td>
</tr>
<tr>
<td>• Production planning</td>
</tr>
<tr>
<td>• Methods of production control</td>
</tr>
<tr>
<td>International Contract Logistics</td>
</tr>
<tr>
<td>• Introduction/Organisational aspects</td>
</tr>
<tr>
<td>• Decision-making/Procedures</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Usability for other modules/courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.</td>
</tr>
<tr>
<td>The module is closely related to the module “International Management”, because strategic planning requires adequate information about the environment, the competition and the customers in international markets.</td>
</tr>
<tr>
<td>Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.</td>
</tr>
<tr>
<td>It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.</td>
</tr>
</tbody>
</table>
It will be of particular value as part of the "Business Studies" and "International Relations and Management" bachelor degree programmes.

| Type of examination/Requirements for the award of credit points | 3 Written examinations  
Duration: 90 minutes each |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ECTS Credits</td>
<td>15</td>
</tr>
</tbody>
</table>
| Workload | 450 hours  
Contact/attendance time: 180 h  
Additional work: 270 h |
| Weighting of the grade in the overall grade | 15 |
## Course number
32d 1

## Course title
Dispositive and Physical Logistics  
(Dispositive und Physische Logistik)

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

## Lecturer
Prof. Dr. Bick

## 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 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

<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>
<td></td>
</tr>
</tbody>
</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>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>
</tr>
</tbody>
</table>
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>
</tr>
</thead>
<tbody>
<tr>
<td>QLO</td>
<td>8</td>
<td>4</td>
<td>Every academic year (summer semester)</td>
</tr>
</tbody>
</table>

Lecturer: Prof. Dr. Bick
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 understand important reasons for and the objectives, types and possible sequences of logistics contracts. Based on this knowledge, students are able to create professional tender documents (in the role of the producing company) and at the same time in the role of a logistics provider, are able to determine appropriate prices on given tender documents.

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 the quantitative methods used in logistics, and can apply them to specific problems and tasks while having regard to given circumstances and objectives. They are familiar with the principles and techniques of project management. In the context of logistics tenders therefore, they can achieve the benefits and fulfil the requirements expected by the customers until the so-called “go live”.

Personal skills
Students are able to jointly generate results within a team (ability to work in a team), professionally defend their positions (reasoning skills) and present results to a specific target group (presentation skills).

Content
The main topics include network planning and the critical path method, multi-factor analysis, discounted cash flow method, process costing and logistics controlling. Other important aspects are PPC functions and their implementation in PPC systems.

- Quantitative methods and tools in logistics
  - e. g. Critical path method
  - Assessment of logistics processes by monetary and non-monetary quantifiable criteria
  - Activity based costing

- Logistics controlling
  - Tasks and objectives
  - Basic approach
  - Key performance indicators and systems
- Practical examples
  
  - 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


**Latest edition**

**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

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

| Written examination | Duration: 90 minutes |

**Other information**

Case studies on which students work are taken from practice.

Guest Lecture

<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>
</tr>
</tbody>
</table>
## Module Manual
### Bachelor European Business Studies

<table>
<thead>
<tr>
<th><strong>Course number</strong></th>
<th><strong>Course title</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>32d 3</td>
<td>Industrial Contract Logistics (Kontraktlogistik)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th><strong>Lecturer</strong></th>
<th><strong>Tuition type</strong></th>
<th><strong>Compulsory/Elective</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Gänßbauer</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 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
- Possekel, Marc, Ausschreibungen in der Logistik, 1. Auflage, Vogel-Verlag, München, 2008
- Schulte, Christoph, Logistik, 3. Auflage, Verlag Franz Vahlen, München, 2006

### Latest edition

### Teaching and learning methods
- Seminar-style tuition with a wide range of support exercises
- Presentation by lecturer using Powerpoint and slides; accompanying notes will be supplied
- Case study based on actual enquiry documents

### Type of examination/Requirements for the award of credit points
<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>
</tbody>
</table>

- Written examination
- Duration: 90 minutes

### Other information
- Guest presentations by experts from industry

- Contact/attendance time: 60 h
- Additional work: 90 h
<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>
</thead>
<tbody>
<tr>
<td>33</td>
<td>Specialised Elective in Business (Wahlpflichtmodul)</td>
<td>FW</td>
<td>7/8</td>
<td>4</td>
<td>Every semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Dean</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturers</th>
<th>Compulsory/Elective</th>
<th>Course language</th>
</tr>
</thead>
<tbody>
<tr>
<td>depending on the module</td>
<td>Compulsory</td>
<td>German/English</td>
</tr>
</tbody>
</table>

Module courses
Alternating courses from the course catalogue.

Entry requirements
Course segment 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
Recommended reading
<table>
<thead>
<tr>
<th><strong>Teaching and learning methods</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar tuition</td>
</tr>
<tr>
<td>Presentation by lecturer using PowerPoint or slides, wall charts and current press articles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Usability of this module for other modules and courses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.</td>
</tr>
<tr>
<td>This and other modules in this study programme are closely related depending on the selected subject.</td>
</tr>
<tr>
<td>Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.</td>
</tr>
<tr>
<td>It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.</td>
</tr>
<tr>
<td>It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Type of examination / Requirements for the award of credit points</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Depending on the selected module.</td>
</tr>
<tr>
<td>For example</td>
</tr>
<tr>
<td>• a course assignment</td>
</tr>
<tr>
<td>• a Written class exercise</td>
</tr>
<tr>
<td>• presentations…</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Other information</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Course to be selected from the course catalogue</td>
</tr>
<tr>
<td>Enrolment through the system is a requirement</td>
</tr>
<tr>
<td>Attendance compulsory depending on module</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ECTS Credits</strong></th>
<th><strong>Workload</strong></th>
<th><strong>Weighting of the grade in the overall grade</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>5</td>
</tr>
</tbody>
</table>
Module Manual
Bachelor European Business Studies

<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>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Tuition language</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>Bachelor Thesis (Bachelorarbeit)</td>
<td>BA</td>
<td>7/8</td>
<td>-</td>
<td>Every semester</td>
<td>Chairman of the Examining Board</td>
<td>Private study</td>
<td>German/English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entry requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing the Bachelor Thesis 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 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.

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Formulating the themes to be dealt with</td>
</tr>
<tr>
<td>• Operationalising the theme, or developing a working concept (provisional structure)</td>
</tr>
<tr>
<td>• Conducting research (literature)</td>
</tr>
<tr>
<td>• Data gathering and analysis, or literature and source analysis</td>
</tr>
<tr>
<td>• Writing the scientific dissertation</td>
</tr>
</tbody>
</table>

<p>| Literature |</p>
<table>
<thead>
<tr>
<th><strong>Teaching and learning methods</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Usability of this module for other modules and courses</td>
<td>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.</td>
</tr>
<tr>
<td>Type of examination / Requirements for the award of credit points</td>
<td>Submission of the Thesis (30-50 pages) Assessment by the Thesis mentors</td>
</tr>
<tr>
<td>Other information</td>
<td>The workload should not exceed 3 months of continuous effort.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ECTS Credits</strong></th>
<th><strong>Workload</strong></th>
<th><strong>Weighting of the grade in the overall grade</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>360 hours</td>
<td>12</td>
</tr>
<tr>
<td>Module number</td>
<td>Module title</td>
<td>Code</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td>------</td>
</tr>
<tr>
<td>35</td>
<td>First Placement Semester (Erstes praktisches Studiensemester)</td>
<td>PS1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
<th>Access requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement officer</td>
<td>-</td>
<td>1 semester</td>
<td>Course period 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Module courses</th>
<th>Learning outcomes</th>
<th>Module content</th>
<th>Usability of this module for other modules/courses</th>
<th>Type of examination/Requirements for the award of credit points</th>
</tr>
</thead>
</table>
| depending on study option | 1) Concurrent courses (PBLV) 2) Placement | 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. | 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. | The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another. The module is closely related to the “Second Placement Semester” module. Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module. It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers. It may be of particular benefit to students taking 'Business Studies' Bachelor degree courses. | Attendance  
Continuous assessment |
<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>30</td>
<td>900 hours</td>
<td>-</td>
</tr>
</tbody>
</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.

Content

- Legal, administrative and technical information on placement requirements
- Categories of cultural differences
- Influence of culture on organizational models
- Culture and Communication
- Case studies and role plays
- Analysis of potentials resulting from cultural diversity

**Literature**

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

**Teaching and learning methods**

<table>
<thead>
<tr>
<th>Seminar tuition</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous assessment</td>
</tr>
</tbody>
</table>

**Other information**

| 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. |

<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>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 60 h</td>
<td></td>
</tr>
</tbody>
</table>
Module Manual
Bachelor European Business Studies

<table>
<thead>
<tr>
<th>Course number</th>
<th>Course name</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.2</td>
<td>Placement (Praktikum)</td>
</tr>
</tbody>
</table>

<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>

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Tuition type</th>
<th>Compulsory/Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>Compulsory</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>
<tbody>
<tr>
<td>The placement must be served in the language area of the host university.</td>
<td></td>
</tr>
<tr>
<td>Students are entitled and required to nominate a placement organisation to the placement office.</td>
<td></td>
</tr>
<tr>
<td>Placement organisations which have not yet received ongoing approval must be approved by the placement officer.</td>
<td></td>
</tr>
<tr>
<td>The following forms must be obtained before the beginning of the placement semester:</td>
<td></td>
</tr>
<tr>
<td>• Placement contract (x3 – placement organisation / university / student)</td>
<td></td>
</tr>
<tr>
<td>• Placement report (x1 - for the university)</td>
<td></td>
</tr>
<tr>
<td>• Placement certificate (x3 – placement organisation / university / student)</td>
<td></td>
</tr>
<tr>
<td>All forms can be downloaded from: <a href="https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/formulare.html">https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/formulare.html</a></td>
<td></td>
</tr>
</tbody>
</table>

<p>| ECTS Credits | 26 |
| Workload | 780 hours |
| Course language | Depending on the organisation where the placement is served |</p>
<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>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>Second Placement Semester (Zweites praktisches Studiensemester)</td>
<td>PS2</td>
<td>6</td>
<td>20 weeks</td>
<td>Every semester</td>
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</table>

<table>
<thead>
<tr>
<th>Module coordinator</th>
<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>
<tbody>
<tr>
<td>depending on study option</td>
<td>3) Concurrent courses (PBLV) 4) Placement</td>
<td>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.</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 and wrap up experiences after the placement.

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

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

The module is closely related to the “First Placement Semester” module.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It may be of particular benefit to students taking “Business Studies” Bachelor degree courses.

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

Attendance

Continuous assessment
<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>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>
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</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.
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**

**Type of examination / Requirements for the award of credit points**
- Attendance
- Continuous assessment

**Other information**
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.

<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>
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<td></td>
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</tr>
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<td></td>
<td>Additional work: 60 h</td>
<td></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

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

<table>
<thead>
<tr>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>The placement may not be served within the language area of the home university.</td>
</tr>
<tr>
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<tr>
<td>The following forms must be obtained before the beginning of the placement semester:</td>
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<td>- Placement report (x1 - for the university)</td>
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<td>- Placement certificate (x3 - placement organisation / university / student)</td>
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<td>All forms can be downloaded from: <a href="https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/formulare.html">https://www.oth-regensburg.de/fakultaeten/betriebswirtschaft/formulare.html</a></td>
</tr>
</tbody>
</table>

### Other information

- 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>
Modules at OTH Regensburg
## Module Manual
### Bachelor European Business Studies

<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>
<th>Tuition type</th>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
<th>Module language</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Finance (Finanz- und Investitionswirtschaft)</td>
<td>FI</td>
<td>3</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
<td>Seminar-style tuition with exercises</td>
<td>Prof. Dr. Hößl</td>
<td>Compulsory</td>
<td>German</td>
</tr>
</tbody>
</table>

### 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
- Investments - Foundation studies
  - Basic economic/financial model and method approaches
  - Bodies of a company and their target-setting capacities
  - Discussion of problems posed by investment projects
  - Decision-making processes and investment controlling
- Investments - Further studies
  - Use and profitability calculations of capital investments in businesses and on the capital market
### Module Manual

**Bachelor European Business Studies**

| Suitability and testing of simplified static methods for determining the profitability of investment objects based on certain security assumptions |
| Suitability and usability of dynamic investment processes and methods (capital value method, annuities method, internal interest rate method) |
| Approaches to investment decisions that take account of uncertain expectations |
| Due diligence and shareholder value methods |

- **Procurement and supply of funds by capital providers**
- **Planning and protecting the liquidity position having regard to business objectives**
- **Institutions**
  - Money and currency
  - Financial intermediaries
  - Financial markets
- **Theory of financing**
  - Liquidity: definition, measurement and assessment
  - Profitability (capital cost): definition, measurement and assessment
  - Risk: definition, measurement and assessment
  - Capital structure and borrowing policy
  - Capital market models
  - Dividend policy and corporate financing

### Literature

**Required reading**

- Script

**Recommended reading**

- Olfert, Klaus; Reichel, Christopher: *Investition*, 11th ed., Kiehl, Ludwigshafen 2009

### Latest edition

**Teaching and learning methods**

- Seminar-style tuition with group exercises

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another. This module is closely related to the “Bookkeeping and Accounting” and “Introduction to Business Studies” modules and builds on the knowledge imparted in those modules. Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module. It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all
qualified employees and managers.

It will be of particular value as part of the "Business Studies" and "International Relations and Management" bachelor degree programmes.

| Type of examination/Requirements for the award of credit points | Written examination  
Duration: 90 minutes |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Other information</td>
<td>-</td>
</tr>
<tr>
<td>ECTS Credits</td>
<td>5</td>
</tr>
</tbody>
</table>
| Workload | 150 hours  
Contact/attendance time: 60 h  
Additional work: 90 h |
| Weighting of the grade in the overall grade | 5 |
Module number
14

Module title
Marketing
(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.

Social skills
Students will understand the need for teamwork in the context of work processes. They 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 confidence on the basis of sound expertise and with the use of appropriate communication techniques.

Personal skills
Students can understand and appreciate the legal 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
Module Manual
Bachelor European Business Studies

- 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.

Usability for other modules/courses
The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the "Introduction to Business Studies" module and builds on the knowledge imparted in that module.

Depending on the key topic that is selected, this module provides the knowledge base for the "Bachelor Thesis" module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the "Business Studies" and "International Relations and Management" bachelor degree programmes.

Type of examination/Requirements for the award of credit points
Course assignment with presentation
Written examination
Duration: 90 minutes

Other information
Excursions and guest speakers from industry

183
<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>
<td>5</td>
<td>150 hours</td>
<td>5</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>
<td></td>
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</table>
## Module Manual
Bachelor European Business Studies

<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>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Human Resource Management (Personalführung)</td>
<td>PF</td>
<td>5</td>
<td>4</td>
<td>Every academic year (winter semester)</td>
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</table>

- **Module coordinator**: Diplom-BW (FH) Zeitlhöfler
- **Tuition type**: Seminar-style tuition with exercises
- **Module duration**: 1 semester
- **Lecturer**: Diplom-BW (FH) Zeitlhöfler
- **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 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

### Recommended reading

### Subject-related articles from trade publications

#### Teaching and learning method

Seminar-style tuition with group exercises

#### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the "Introduction to Business Studies" module and builds on the knowledge imparted in that module.

It is also closely related to the "Social Partnerships" module, and the knowledge imparted in one module can reinforce the learning effects in the other module.

Depending on the key topic that is selected, this module provides the knowledge base for the "Bachelor Thesis" module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the "Business Studies" and "International Relations and Management" bachelor degree programmes.

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

Written examination

Duration: 90 minutes

#### 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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Module Manual  
Bachelor European Business Studies

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<tr>
<td>Prof. Dr. vom Kolke</td>
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<td>German</td>
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</table>

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 in using Windows and networks.

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 German 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 organise their course workload to meet specified deadlines. They can work independently.

Content

- MS Word
- MS Powerpoint
- MS Excel
- HTML pages

Literature

Required reading

Laudon, K./Laudon, J.: Wirtschaftsinformatik: Eine Einführung, Addison-Wesley

Online material available on the eLearning platform

Recommended reading
**Module Manual**  
**Bachelor European Business Studies**


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

**Usability for other modules/courses**

| The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another. |
| This module is closely related to the "Introduction to Business Studies" module and builds on the knowledge imparted in that module. |
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| It will be of particular value as part of the "Business Studies" and "International Relations and Management" bachelor degree programmes. |

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

| Assignment (approx. 6 pages) |
| 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**

| 5 |
Module number | Module title | Code | Semester | Number of WSH | Module offered | Module coordinator | Tuition type | Module duration | Lecturer | Compulsory/Elective | Module language |
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<td>German As A Foreign Language (Deutsch als Fremdsprache)</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**

**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 also 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

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<th>Required reading</th>
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### Teaching and learning methods

Seminar-style tuition with group exercises

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

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

- Presentation
- Written examination
- Duration: 90 minutes

### Other information

- 

### ECTS Credits

| 5 |

### Workload

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### Weighting of the grade in the overall grade

| 5 |
Module Manual
Bachelor European Business Studies

<table>
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<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
<th>Semester</th>
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<th>Module offered</th>
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<th>Module duration</th>
<th>Lecturer</th>
<th>Compulsory/Elective</th>
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<tr>
<td>20</td>
<td>Supply Chain and Operations Management (Material- und Fertigungswirtschaft)</td>
<td>SCO</td>
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<td>Prof. Dr. Liebetruth</td>
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<td>Prof. Dr. Liebetruth</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.
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 und 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
- 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 Arbour 1998
Latest edition

**Teaching and learning methods**

Seminar-style tuition

**Usability for other modules/courses**

The modules in this Bachelor degree course are generally thematically self-contained and do not formally build on one another. Nevertheless, this module requires basic knowledge in the fundamentals of business administration and mathematics.

The module is a necessary requirement for specialization in logistics, purchasing or operations management in this programme, the OTH Business Administration Bachelor or a Master programme such as the Master Logistics.

Depending on the key topic that is selected, this module provides also the knowledge base for the “Bachelor Thesis” module.

**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**

- 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 Manual

**Bachelor European Business Studies**

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**Module number**

21

**Module title**

German Economic Area  
(Wirtschaftsraum Deutschland)

<table>
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<th>Code</th>
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<th>Module offered</th>
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**Module coordinator**

Prof. Dr. Haldenwang

**Tuition type**

Seminar-style tuition with exercises

**Module duration**

1 semester

**Lecturer**

Prof. Dr. Haldenwang

**Compulsory/Elective**

Compulsory

**Module language**

German

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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 a workmanlike 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. They develop a confident manner acquire a strong sense of self through participation in discussions.

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### 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

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

### Literature

**Required reading**

Tatsachen über Deutschland (Facts about Germany), Berlin 2015
http://www.government.de

**Recommended reading**

Bayerisches Staatministerium für Wirtschaft, Verkehr und Technologie: Industriestandort Bayern 2012, Munich 2014


Deutsche Bundesbank: Monthly Reports and Annual Business Reports, Frankfurt/Main 2014

Hitschold: Staatsbürgerkunde, Stuttgart 1999
Lampert: Die Wirtschafts- und Sozialordnung der Bundesrepublik Dtld., latest ed., Munich

### Teaching and learning methods

Seminar-style tuition with group exercises

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

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

2 Written examinations
Duration: 60 minutes each

### Other information

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Module Manual
Bachelor European Business Studies

<table>
<thead>
<tr>
<th>Module number</th>
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| 22            | Social Partnerships – An International Comparison  
(Sozialpartnerschaft im internationalen Vergleich) |

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<th>Code</th>
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| SPV  | 5        | 4             | Every academic year  
(winter semester) |

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<td>Diplom-BW (FH) Zeitlhöfler</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</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 acquire the ability to apply different instruments (statute, collective agreement, works agreement, employment contract). They have a sound understanding of the distinctions between national legislation and European directives. Students are familiar with the origins, tasks and consultation and participation rights of the different bodies (works council, executive council, European Works Council, group works council, joint works council). They understand the tasks and the importance of trades unions and employer federations in a national and European context.

Social skills
In discussions, 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 social partnerships.

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

Content
- The concept of ‘social partnership’, stakeholders at national/European level
- Standards according to the norm pyramid, controlling principles of national law taking account of European influences
- The tasks, legal basis and consultation rights of stakeholders in the social partnership, both nationally and within Europe
- The legal forms of a business from aspects of European law

Literature
Required reading
### Collection of employment laws

### Recommended reading

Topical articles from trade publications

### Teaching and learning methods

Seminar-style tuition with group exercises

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the "Introduction to Business Studies" module and builds on the knowledge imparted in that module.

It is also closely related to the "Human Resource Management" module, and the knowledge imparted in one module can reinforce the learning effects in the other module.

Depending on the key topic that is selected, this module provides the knowledge base for the "Bachelor Thesis" module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the "Business Studies" and "International Relations and Management" bachelor degree programmes.

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

- Written examination
  - Duration: 90 minutes

### Other information

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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 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**

- An overview of the European integration process, from the end of WWII to the Treaty of Lisbon
- The institutional system of the EU
- EU financing
- Real-economy integration: conception and economic effects of the internal market
- Monetary integration: the European currency union and Exchange Rate Mechanism II
- Selected problem areas: eastward enlargement, agricultural policy, the Euro crisis

**Literature**

**Required reading**

Wagener, Hans-Jürgen/Eger, Thomas, Europäische Integration, Munich

**Recommended reading**


Baldwin, Richard/ Wyplosz, Charles, The Economics of European Integration, London et al
Ohr, Renate (Hrsg.), Europäische Integration, Stuttgart et al
Ohr, Renate, Theurl, Theresia, Kompendium Europäische Wirtschaftspolitik, Munich

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

**Usability for other modules/courses**
The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.
This module is closely related to the "Foundation Economics" and "Introduction to Business Studies" modules and builds on the knowledge imparted in those modules.
It is also closely related to the "German Economic Area" module, and the knowledge imparted in one module can reinforce the learning effects in the other module.
Depending on the key topic that is selected, this module provides the knowledge base for the "Bachelor Thesis" module.
It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.
It will be of particular value as part of the 'Business Studies' and 'International Relations and Management' bachelor degree programmes.

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

**Other information**

<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>
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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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<td></td>
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</table>
# European Finance (Europäische Finanzwirtschaft)

**Module number:** 24  
**Module title:** European Finance (Europäische Finanzwirtschaft)  
**Code:** EF  
**Semester:** 5  
**Number of WSH:** 4  
**Module offered:** Every academic year (winter semester)  
**Module coordinator:** N.N.  
**Tuition style:** Seminar-style tuition with exercises  
**Module duration:** 1 semester  
**Lecturer:** N.N.  
**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

- Main principles: Capital – the State – Money
- Main features of international financial management
- Instruments of international financing
- Banks and European banking systems
- Regulation and bank supervision
- Stock markets and European stock market systems

## Literature

**Required reading**

Bösch, Martin, Finanzwirtschaft, Munich
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Klein, Dietmar, Die Bankensysteme der EU-Länder, Frankfurt</td>
</tr>
</tbody>
</table>

**Recommended reading**

- Seifert, Werner, Achleitner, Ann-Kristin, Mattern, Frank, European Capital Markets, Stuttgart
- Spremann, Klaus, Gantenbein, Pascal, Zinsen, Anleihen, Kredite, Munich

**Latest edition**

### Teaching and learning methods

Seminar-style tuition with group exercises

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Finance” and “Introduction to Business Studies” modules and builds on the knowledge imparted in those modules.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

It will also be of benefit to students taking other foundation courses with a focus on business studies or a social sciences and technical emphasis, since the acquired skills will be an asset to all qualified employees and managers.

It will be of particular value as part of the “Business Studies” and “International Relations and Management” bachelor degree programmes.

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

- Course assignment
- 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: 5
Module Manual
Bachelor European Business Studies

<table>
<thead>
<tr>
<th>Module number</th>
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<th>Code</th>
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<th>Module offered</th>
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<tr>
<td>25</td>
<td>European Business Law (EU-Wirtschaftsrecht)</td>
<td>ER</td>
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<td>4</td>
<td>Every academic year (winter semester)</td>
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<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
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<tbody>
<tr>
<td>Prof. Dr. von Wallenberg</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
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<td>German</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 know the main features of European business law and can describe them. They are also able to recognise legal problems and matters of dispute. On completing the course they will be able to resolve simple cases in practice unaided. They will explore the limits of their own powers of judgement and the need for specialist advice, and can list the different possibilities of legal remedy.

**Social skills**
Students are able to contribute realistic views to decision-making processes in business environments.

**Method skills**
Students can understand legal texts relating to European business law.

**Personal skills**
Students acquire the ability to recognise their own powers of judgement.

**Content**
The course imparts a knowledge of the development, function and modus operandi of the European Union, the basic structure of EU business law and the requirements with which international businesses must comply.

- Development of the European Union
- Fundamentals of EU law: the EU Treaty; the TFUE; the Charter of Fundamental Rights
- Legal acts of the EU
- Fundamental freedoms in the EU (freedom of movement of goods, persons, services and capital)
- Public contracts
- EU competition law (competition law, merger regulations and state aids)
- EU private law (consumer protection and company law)
- Legal remedies
## Literature

**Required reading**
Streinz, Rudolf: Europarecht, cf Müller Verlag

**Recommended reading**
Oppermann, Thomas: Europarecht, Beck Verlag
Schweitzer/Hummer: Europarecht, Verlag Luchterhand

**Latest edition**

### Teaching and learning methods

**Seminar-style tuition with group exercises**

### Usability for other modules/courses

The modules in this Bachelor degree course are thematically self-contained and do not formally build on one another.

This module is closely related to the “Foundation Law” and “Introduction to Business Studies” modules and builds on the knowledge imparted in those modules.

Depending on the key topic that is selected, this module provides the knowledge base for the “Bachelor Thesis” module.

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

- **Written examination**
  - Duration: 90 minutes

### Other information

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