

MODULE HANDBOOK SPO2024

COURSE OF STUDY FOCUS

**BBA/
INTERNATIONAL
MARKETING
B.Sc.**

Status: July 2023

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List of abbreviations

| | |
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| CR | Credits according to the ECTS system |
| PLH | Examination based on term paper |
| PLK | Examination based on written exam |
| PLL | Examination based on laboratory work |
| PLM | Examination based on oral exam |
| PLP | Examination based on project work |
| PLR | Examination based on presentation |
| PLS | Examination based on research project |
| PLT | Examination based on written thesis |
| PVL | Prerequisite examination |
| PVL-BVP | Prerequisite examination for bachelor interim overall exam |
| PVL-BP | Prerequisite examination for final bachelor graduation |
| PVL-MP | Prerequisite examination for final master graduation |
| PVL-PLT | Prerequisite examination for registration for bachelor thesis |
| SWS | Contact hours per week |
| UPL | Non-graded examination (pass/fail only) |

**Alignment matrix for teaching the competence goals according to KMK
- "International Management"**

| Modules | Knowledge and Understanding | | | Knowledge Application and Gereration Skills | | Communication and Collaboration Skills | Academic Integrity and Professionalism |
|---------------------------------|-----------------------------|---------------------|-------------------------|---|-----------------------|--|--|
| | Knowledge Broadening | Knowledge Deepening | Knowledge Comprehension | Application and Transfer | Scientific Innovation | | |
| Common core modules | | | | | | | |
| First study section | | | | | | | |
| AQM1050 | x | x | x | | | x | |
| AQM1150 | x | x | x | x | | x | |
| BIS1060 | x | x | x | | | x | x |
| ECO1050 | x | x | | x | | | x |
| ECO1150 | x | x | x | x | | | x |
| GMT1300 | x | x | x | x | | | x |
| GMT1310 | x | x | x | x | | | x |
| GMT2250 | x | x | x | x | | | x |
| LAW1050 | x | x | x | x | | x | |
| LAW1400 | x | x | x | x | | x | |
| SIC1060 | | | | | | x | x |
| Second study section | | | | | | | |
| AQM2070 | | x | x | x | | x | |
| ECO2100 | x | x | x | x | | | x |
| ESR3100 | x | x | x | x | | x | x |
| GMT2300 | x | x | x | x | | | x |
| GMT2350 | x | x | x | x | | | x |
| GMT3100 | x | x | x | x | | | x |
| GMT3400 | x | x | x | x | | x | x |
| GMT4100 | x | x | x | x | x | x | x |
| INS3070 | | | | x | | x | x |
| SIC1060 | | | | x | | x | x |
| EXA4999 | | | x | x | | x | x |
| THE4999 | | | x | | x | x | x |
| Program specific modules | | | | | | | |
| BIM3040 | | x | x | x | | x | x |
| GMT3400 | x | x | x | x | | x | x |
| MAR2310 | x | x | x | x | | x | x |
| MAR2130 | | x | x | x | | | |
| MAR3210 | | x | x | x | | | |
| MCO2130 | x | x | x | x | | x | x |
| MCO2170 | x | x | x | x | | x | x |
| MCO1050 | x | x | x | | | x | x |
| MKT2100 | | x | x | x | x | x | x |
| MKT3040 | x | x | x | x | x | x | x |

| Program specific modules Incomings | | | | | | | |
|---|---|---|---|---|---|---|---|
| ESR3100 | x | x | x | x | | x | x |
| GMT3090 | x | x | x | x | | x | x |
| INS3040 | | | | x | | x | x |
| LAN3200 | | | | | | x | x |
| MAR2310 | x | x | x | x | | x | x |
| MCO2130 | x | x | x | x | | x | x |
| MCO2170 | x | x | x | x | | x | x |
| MCO2190 | x | x | x | | | x | x |
| MKT2100 | | x | x | x | x | x | x |
| MKT3090 | | x | x | x | | | |

First study section – Common core modules

SIC1060: GENERAL SKILLS AND COMPETENCIES

| General Skills and Competencies | |
|--|---|
| Module ID | SIC1060 |
| Credits | 3 |
| SWS | 2 |
| Semester | 1 + 3 |
| Frequency | Every winter semester |
| Associated Courses | <ul style="list-style-type: none"> • SIC1061 Social and Methodical Competencies (1st semester, 2 credits). • SIC1502 German B1 according to university test • SIC1062 Preparation Year Abroad (3rd semester, 1 credit). |
| Prerequisites | None |
| Assessment Methods and duration | UPL |
| Requirements for granting of credits | Successful participation in all courses (compulsory attendance) |
| Significance for the Final Grade | None |
| Planned group size | Social and Methodical Competencies: 14-18 Preparation Year Abroad: 40 |
| Language | English |
| Module Duration | 2 semesters |
| Module Coordinator | Burkart, Brigitte; Bremser, Kerstin, Walter, Nadine |
| Lecturer(s) | Burkart, Brigitte; Bremser, Kerstin, Walter, Nadine |
| Subject area / course of study | Overlapping specialties |
| Applicability in other programs | SIC1061 in all degree programs. |
| Pedagogical Approach | Seminar teaching |
| Objectives | <p>Social and Methodical Competencies</p> <p>1. training communication and teamwork: Students will be able to...</p> <ul style="list-style-type: none"> • Conduct factual conversations effectively, • can effectively conduct conflict talks, • recognize destructive, ingrained communication patterns and know successful alternatives, • understand how to observe group processes and assess their own behaviour within the group, • can consciously perceive their own role in the group and the effect of their behaviour and |

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| | <ul style="list-style-type: none"> • can influence and control teamwork in a goal-oriented manner. <p>2. business simulation and business administration case study The students...</p> <ul style="list-style-type: none"> • know basic methods to analyze business problems, • know business decision-making processes in connection with essential corporate functions • have initial ideas on how to solve business management problems. <p>3. presentation training The students</p> <ul style="list-style-type: none"> • gain confidence when appearing in front of groups • can structure and design presentations in a target- and audience-oriented manner • can use media, stylistic devices and body language appropriately <p>Preparation Year Abroad</p> <p>Students can</p> <ul style="list-style-type: none"> • know their partner university options including information about courses, housing, financial aid • are able to apply for Erasmus fund • register successfully at partner universities |
| <p>Content</p> | <p>Social and Methodical Competencies</p> <p>1. training communication and teamwork</p> <ul style="list-style-type: none"> • Perceptual processes • Communication basics • Giving and receiving feedback • Conversational • Characteristics of effective teamwork • Team development • Roles in a group • Leading a group • Application of teamwork in a business administration case study <p>2. business simulation + business administration case study</p> <ul style="list-style-type: none"> • Getting to know complex decision-making methods in business settings • Making business decisions in small groups • Company as a customer-oriented value chain • Cooperation of different task and decision makers within a company <p>3. presentation training</p> <ul style="list-style-type: none"> • Appearance in front of groups • Practice presentation situations • Use of media for presentations • Giving and taking feedback • Visualization and listener orientation |

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| | 4. introduction to the study and examination regulations with e-learning module. Conclusion with online test StuPo Digital. |
| Relation to other Modules | <p>Social and Methodical Competencies</p> <ul style="list-style-type: none"> • Business simulation: Business administration modules • Presentation training: in all seminars of the further studies - there is an evaluation of the presentations on the basis of the taught criteria. |
| Literature | <p>Social and Methodical Competencies</p> <ul style="list-style-type: none"> • SIK Participant documents • Schulz von Thun, F.: Miteinander reden: Störungen und Klärungen. Hamburg • Birkenbihl, V.: Communication Training, Heidelberg • Hartmann, M. et al: The convincing presentation, Weinheim • Herbig, A. F.: Lecture and presentation techniques, Norderstedt • Krüger, W.: Leading Teams. Munich |
| Workload | It is expected that the students spend (on top of the class times of 2 x 15 = 30 SWS) 60 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Additional Remarks | <p>Social and Methodical Competencies</p> <p>The 1st part (training in communication and teamwork) and the 2nd part (business simulation) take place during the introductory week of the first semester. They are embedded in the introductory week for the freshmen. The work in small groups also serves to socialize the freshmen. The 3rd part (presentation training) takes place at the beginning of the second semester of study. The training is conducted by student tutors who also provide peer mentoring for the freshmen. To prepare for the presentation training, it is recommended to work through the e-learning tool PowerPoint.</p> <p>German B1 Evidence must be provided by the time of graduation</p> |
| Last edited | July 2023 |

LAW1050: FOUNDATIONS OF CONTRACT LAW

| Foundations of Contract Law | |
|---|--|
| Module ID | LAW1050 |
| Semester of study | 1 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | LAW1051 Foundation of Contract Law |
| Participation requirement | None |
| Type of examination / duration | PLK - 60 minutes |
| Prerequisite for the award of credits | Successful completion of the examination |
| Significance for the Final Grade | The module is included in the preliminary grade of the first study section with a total of 5 credits. The average score of the preliminary examination counts towards the final grade with a total of 30 credits (examination performance of the first study section, §17 Para. 3 StuPO). |
| Planned group size | max. 80 students |
| Teaching language | English |
| Duration of the module | 1 semester |
| Responsible for the module | Head of Interdisciplinary Legal Department |
| Lecturers | Professors from the Business Law program and adjunct lecturers |
| Subject area | Law |
| Usability in other modules/courses of study | All business administration degree programs |
| Teaching form | Lecture with exercises |
| Goals | <p><u>Expertise</u></p> <p>Students will master the juridical method of solving cases according to the basis of claims.</p> <p><u>Critical thinking and analytical skills</u></p> <p>Students will be able to use analytical skills constructively and critically to solve problems.</p> |
| Content | <ul style="list-style-type: none"> • Introduction to Law and the Legal Method • Basics of Civil Law (sources of law, BGB, HGB, natural and legal persons, etc.) |

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| | <ul style="list-style-type: none"> Basics of Contract Law (conclusion of contract including representation, validity of legal transactions, consumer contracts, general terms and conditions, fulfilment and limitation). |
| Connection to other modules | Foundation for "Law in Business" and all other legal lectures |
| Literature | <ul style="list-style-type: none"> Gildeggen/Lorinser/Willburger et al, Private Commercial Law Eisenmann/Quittnat/Tavakoli, Legal Cases from Private Commercial Law Führich, Private Commercial Law Mehring, Fundamentals of Private Commercial Law Müssig, Private Commercial Law Wörten/Metzler-Müller, BGB AT <p style="text-align: center;">- In each case in the latest edition -</p> |
| Workload | 150 hours, consisting of 60 hours contact time and 90 hours preparation and follow-up (self-study) |
| Keywords | Law, Civil law |
| Last change | March 2023 |

GMT1300: BUSINESS ADMINISTRATION I

| Business Administration I | |
|---|---|
| Module ID | GMT1300 |
| Semester | 1 |
| Credits | 6 |
| SWS | 6 |
| Frequency | Every semester |
| Associated Courses | <ul style="list-style-type: none"> • GMT1302 Foundations of Accounting (2 credits) • GMT1301 Management of Business Functions (4 credits) |
| Participation requirements | None |
| Type of examination / duration | <ul style="list-style-type: none"> • Management of Business Functions: PLK - 60 minutes • Foundations of Accounting: UPL - 60 minutes |
| Prerequisites for the award of credits | Successful completion of the examination |
| Significance for the Final Grade | <p>The ungraded examination performance (Foundations of Accounting) is not included in any grade. The rest of the module is included in the preliminary grade of the first study section with a total of 4 credits.</p> <p>The average score of the preliminary examination counts towards the final grade with a total of 30 credits (examination performance of the first study section, §17 Para. 3 StuPO).</p> |
| Planned group size | max. 80 students |
| Teaching language | English/German |
| Duration of the module | 1 semester |
| Responsible for the module | Sander, Frauke and Trauzettel, Volker |
| Lecturers | Professors of the ABWL department and adjunct lecturers |
| Subject area | General business administration |
| Usability in other modules/courses of study | All business administration degree programs |
| Teaching form | Lecture with exercises |
| Goals | <p>Management of Business Functions: The lecture is the first part of three modules on the essential functions of a company and on the challenges in the context of digital transformation, which are aimed at the following objectives:</p> <ul style="list-style-type: none"> • Students understand basic business management relationships and important objectives of a company. • They have a basic understanding of the tasks and economic issues in the individual operational areas of a company. |

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| | <ul style="list-style-type: none"> • They understand the importance of customer orientation as a guideline for all entrepreneurial actions and the company as an entire value creation process oriented towards the customer. • They understand the challenges of digital transformation and its impact on the emergence and resolution of new operational issues. <p>This first part "Management of Business Functions" focuses on the following objectives:</p> <ul style="list-style-type: none"> • The students understand the basic principles of economic action and can transfer these to the functions of marketing, production and materials management. • The students know basic problems in the functions of marketing, production and materials management and are able to analyze them, work out adequate decision criteria and develop procedures for solving problems. • They understand how to assess the effects of entrepreneurial decisions in the areas of marketing, production and materials management on the results of the company and its social environment. <p>Foundations of Accounting:</p> <p>The students master the recording of the essential business transactions of a company in its internal and external accounting department and understand their significance. They can estimate the effects of the business transactions on the components of the annual financial statement and the internal income statement.</p> |
| <p>Content</p> | <p>Foundations of Accounting:</p> <ul style="list-style-type: none"> • Accounting obligation • Inventory and stocktaking • Stock and profit and loss accounts • Accounting of business transactions • Basic features of the balance sheet and profit and loss account <p>Management of Business Functions:</p> <ul style="list-style-type: none"> • Basic business terms and principles • Design of operational functions, especially <ul style="list-style-type: none"> - Marketing - Materials management: procurement & logistics - Production • Ethical issues |
| <p>Connection to other modules</p> | <p>Preparation for all other business administration modules</p> |
| <p>Literature</p> | <p>Management of Business Functions:</p> <ul style="list-style-type: none"> • Appelfeller, W.; Feldmann, C.: Die digitale Transformation des Unternehmens, Springer Gabler • Harwardt, M.: Management der digitalen Transformation, Springer Gabler |

| | |
|-------------|---|
| | <ul style="list-style-type: none"> • Mariott, S.; Glacki, S.: Entrepreneurship: Starting and Operating A Small Business, Pearson • Nothhelfer, R., Foschiani, S., Rade, K., Trauzettel, V.: Klausurtraining für allgemeine Betriebswirtschaftslehre, De Gruyter • Schierenbeck, H.: Grundzüge der Betriebswirtschaftslehre, Oldenburg • Thommen, J.-P. and Achleitner, A.-K.: Allgemeine BWL - Umfassende Einführung aus management-orientierter Sicht, Springer Gabler • Thommen, J.P.; Achleitner, A.-K.: Allgemeine Betriebswirtschaftslehre Arbeitsbuch. Repetition questions - tasks - solutions, Springer Gabler • Wöhe, G., Döring, U: Einführung in die allgemeine BWL, Vahlen <p>Foundations of Accounting:</p> <ul style="list-style-type: none"> • Coenenberg, et al, Introduction to Accounting, Schäffer-Poeschel • Grimm-Curtius, H. and Duchscherer, M.: Finanzbuchhaltung nach dem GKR und IKR - Lehrbuch mit Buchhaltungs-Software, Oldenbourg • Heinhold, M.: Buchführung in Fallbeispielen, Schäffer - Poeschel • Horngren/Sundem/Elliott/Philbrick, Introduction to financial accounting, Prentice Hall • Schmolke, S. and Deitermann, M.: Industrielles Rechnungswesen - GKR, Winklers Verlag Gebr. Grimm • Wedell, H.: Grundlagen des Rechnungswesens, Band 1, Buchführung und Jahresabschluss, NWB • Weygandt/Kimmel/Kieso, Financial accounting IFRS edition, John Wiley & Sons • Wöhe, G.: Grundzüge der Buchführung und Bilanztechnik, Vahlen Däumler, <p>In each case in the current edition</p> |
| Workload | Students are expected to spend an additional 90 hours for preparation, independent literature study, exercises and e-learning in addition to the 6 x 15 = 90 SWS attendance time. |
| Other | The two associated lectures of this module are offered within one semester. For participants with previous knowledge of accounting, an early examination is offered in the sub-module "Foundations of Accounting" already in the first third of the semester. |
| Keywords | Bookkeeping, annual financial statements, accounting, principles of economic action, marketing, production, materials management |
| Last change | February 2023 |

ECO1050: ECONOMICS I

| Economics I | |
|--------------------------------------|--|
| Module ID | ECO1050 |
| Semester | 1 |
| Credits | 6 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | ECO1051 Introduction and Microeconomics |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 60 minutes |
| Requirements for granting of credits | Successful passing of the examination performance |
| Significance for the Final Grade | The credit-weighted average grade of the preliminary examination (examination results of the first study section, §17 para. 3 StuPO) is included in the final grade with a weight of 30 credits. |
| Planned group size | max. 80 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Beck, Hanno |
| Lecturer(s) | Professors and lecturers of the department "Economics" |
| Subject area / course of study | Economics |
| Applicability in other programs | All degree programs |
| Pedagogical Approach | Lecture + Exercise |
| Objectives | <p>Changes in the economy as a whole and economic policy decisions have a considerable influence on the success of individual businesses. The economic modules are designed to give students the ability to independently assess the macroeconomic framework for individual economic activity. Such knowledge is indispensable for decision-making competence in many business functions, especially for investment decisions, from which in turn other business decisions are derived. The module teaches principles of regulatory and competition policy and familiarizes students with microeconomic approaches to the analysis of economic problems in closed economies. In detail, the following objectives are pursued:</p> <ul style="list-style-type: none"> • Students will be able to identify the essential elements that determine the success of an economic system and the competitiveness of a location. • They are able to assess decisions on competition policy and competition law with a view to the consequences for the individual and the economy as a whole. |

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| | <ul style="list-style-type: none"> You will learn to apply microeconomic analysis techniques to understand the functioning of markets under different market forms and under government intervention. |
| Content | <ul style="list-style-type: none"> Subject, basic concepts and methods of economics Economic systems (ideal types and real types), ordoliberalism and social market economy Demand and supply on goods markets, elasticities, production and cost functions Price formation: perfect and imperfect competition, monopolistic price formation, oligopoly markets government intervention in market pricing: Maximum prices, minimum prices, taxes, internalization of external effects. Competition concepts and competition policy |
| Relation to other Modules | <p>Methodological basics are created, which are expanded in the VWL module "International Economic Relations" in the context of foreign trade and applied independently in the "Economic Policy Seminar".</p> <p>The derivation of supply on goods markets is linked to general business administration (production and cost theory). The derivation of demand for goods, pricing in different market forms and competition policy have numerous points of contact with marketing issues. Competition theory and policy complement business courses on pricing and legal courses on competition and antitrust law.</p> |
| Literature | <p>In each case in the latest edition:</p> <ul style="list-style-type: none"> Beck, Hanno, Economics. Micro- and macroeconomics Krugman, Paul/Wells, Robin, Economics. Mankiw, Nicholas G./Taylor, Mark P., Basic Economics. Pindyck, Robert S./Rubinfeld, Daniel L., Microeconomics. Samuelson, Paul A./Nordhaus, William D., Economics. The international standard work on macroeconomics and microeconomics. Stiglitz, Joseph E./Walsh, Carl E., Microeconomics, Volume I on Economics. Varian, Hal R., Principles of Microeconomics. Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Vol. 1: Introduction and Microeconomics. |
| Workload | <p>The course requires 4 x 15 = 60 h attendance time. In addition, approx. 120 h are required for preparation, independent literature study, working through the legal texts and exercises.</p> |
| Additional Remarks | <p>The module is also offered in English as part of the International Study Program. Credits earned in English will count toward the existing Credit requirement in English.</p> |

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| Keywords | Microeconomics, microeconomics, economics |
| Last edited | July 2023 |

AQM1050: MATHEMATICS

| Mathematics | |
|--------------------------------------|---|
| Module ID | AQM1050 |
| Semester | 1 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | AQM1043 Analysis and Linear Algebra (3 credits) AQM1051 Financial Mathematics (2 credits). |
| Prerequisites | None |
| Assessment Methods and duration | Analysis and Linear Algebra: PLK - 90 minutes Financial Mathematics: PLK - 60 minutes |
| Requirements for granting of credits | Analysis and Linear Algebra: successful passing of the examination performance Financial Mathematics: successful passing of the examination performance |
| Significance for the Final Grade | The credit-weighted average grade of the preliminary examination (examination results of the first study section, §17 para. 3 StuPO) is included in the final grade with a weight of 30 credits. |
| Planned group size | max. 200 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Kuhlenkasper, Torben |
| Lecturer(s) | Professors of the Department of Quantitative Methods and Lecturers |
| Subject area / course of study | Quantitative methods |
| Applicability in other programs | All business administration courses, "Financial Mathematics" is also used in the "Business Law" course. |
| Pedagogical Approach | Lecture with exercises |
| Objectives | <p>The students...</p> <ul style="list-style-type: none"> • can translate simple economic facts into mathematical models • are able to analyze economic functions by applying differential and integral calculus • Understand basic concepts of optimization methods by applying the method of Lagrange multipliers. • master the handling of linear systems of equations and matrices • Upon successful completion of the course, are equipped with mathematical knowledge that will allow them to access advanced courses in Statistics and Quantitative Planning. |

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| | <ul style="list-style-type: none"> • know classic financial products • master classical financial mathematical procedures and methods of interest calculation, annuity calculation, investment calculation and redemption calculation • can critically assess various offers from financial providers for investing money and taking out loans • know how modern financial instruments (especially interest rate derivatives) work and how they are used, as well as their opportunities and risks |
| <p>Content</p> | <p>The module consists of the two courses "Analysis and Linear Algebra" and "Financial Mathematics". Within the first course, the concepts of analysis of functions with one variable (limit / continuity, homogeneity / elasticity, differential and integral calculus) are first worked out. Furthermore, the basic concepts of matrix-vector calculus (incl. determinant, inverse) and the solution of linear systems of equations are the subject of this course. Building on these two areas, the basic methods of analysis of functions with several variables (partial homogeneity, partial elasticity, partial / total differential, differential calculus, multiple integrals, optimization under constraints) are discussed. The course "Fundamentals of Financial Mathematics" provides the necessary mathematical tools for the financial mathematics part of the course (exponential / logarithm functions, sequences, series). Basics of interest calculation serve as a basis for the following chapters. Investment theory, annuity calculation, repayment calculation and a chapter on prices and yields of securities introduce students to entrepreneurial decision-making situations. An introduction to interest rate financial derivatives provides an insight into modern corporate financial planning.</p> |
| <p>Relation to other modules</p> | <p>Methodological foundations are laid for all other subjects from the areas of Applied Quantitative Methods, General Economics and Business Administration. Furthermore, this subject is the basis for the specialization subjects Financing and Accounting.</p> |
| <p>Literature</p> | <p>Analysis</p> <ul style="list-style-type: none"> • Sydsaeter/Hammond: Mathematics for Economists, Munich • Schwarze: Mathematics for Economists - Volume 1: Fundamentals, Herne. • Schwarze: Mathematics for Economists - Volume 2: Differential and Integral Calculus, Herne • Schwarze: Mathematics for Economists - Volume 3: Linear Algebra, Linear Optimization and Graph Theory, Herne • Tietze: Einführung in die angewandte Wirtschaftsmathematik, Wiesbaden. <p>Financial Mathematics</p> <ul style="list-style-type: none"> • Wüst, K.: Finanzmathematik - Vom klassischen Sparbuch zum modernen Zinsderivat, Wiesbaden. |

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| | <ul style="list-style-type: none"> • Kuppinger, B.: Finanzmathematik, Wiley, Weinheim • Martin, T.: Finanzmathematik, Leipzig • Kobelt/Schulte: Financial Mathematics, Berlin • Beicke/Barckow: Risk-Management mit Finanzderivaten, Munich et al. • Müller-Möhl, E.: Options and Futures. Stuttgart. • Hull, J.: Options, Futures and Other Derivatives, Munich. • Renger, K.: Finanzmathematik mit Excel, Wiesbaden. • Tietze, J.: Einführung in die Finanzmathematik, Wiesbaden |
| Workload | <p>Analysis and Linear Algebra: 2 x 15 SWS = 30 SWS attendance time. In addition, approx. 60 h are required for preparation, independent literature study, exercises and e-learning.</p> <p>Financial Mathematics: 2 x 15 SWS = 30 SWS attendance time. In addition, approx. 30 h are required for preparation, independent literature study, exercises and e-learning.</p> |
| Additional Remarks | <p>The module assumes knowledge of a basic mathematics course in high school. In the written exam of Analysis and Linear Algebra, basic mathematical skills are tested.</p> <p>The course Fundamentals of Analysis and Linear Algebra is also offered in the winter semester as a Fast Track with 4 SWS/week and an early exam before Christmas.</p> <p>The course Fundamentals of Analysis and Linear Algebra is also offered in the winter semester as Fast Track (with an early exam before Christmas).</p> |
| Keywords | Interest calculation, Differential and integral calculus, Linear equations, Investment calculation, Pension calculation, Redemption calculation, Modern financial products |
| Last edited | July 2023 |

BIS1060: INFORMATION SYSTEMS

| Information Systems | |
|--------------------------------------|---|
| Module ID | BIS1060 |
| Semester | 1 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | BIS1061 Business Information Systems (2 credits) BIS1062 Information Systems Hands-on Training (2 credits) BIS1063 Information Systems Self Study Unit (1 credit). |
| Prerequisites | None |
| Assessment Methods and duration | Business Information Systems and Information Systems Hands-on-Training: PLL+PLK - 60 minutes Exercises on the computer: PLL Information Systems Self Study Unit: UPL |
| Requirements for granting of credits | The awarding of credits for the module requires the successful passing of the preliminary examination performance. Credits for the Introduction to Business Information Systems and the exercises on the computer: require the successful passing of the respective examination performance. |
| Significance for the Final Grade | The preliminary examination credit does not count towards any grade. The rest of the module is included in the preliminary grade of the first study section with a weighting of 2 credits each. The credit-weighted average grade of the preliminary examination (examination results of the first study section, §17 para. 3 StuPO) is included in the final grade with a weight of 30 credits. |
| Planned group size | Business Information Systems: max. 100 students Exercise and e-learning: small groups |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Burkard, Werner |
| Lecturer(s) | Professors of the study program Business Informatics |
| Subject area / course of study | Business Informatics |
| Applicability in other programs | All study programs |
| Pedagogical Approach | Lecture + Exercise + E-Learning |
| Objectives | Students ... <ul style="list-style-type: none"> • know categories of information systems, their functions and field of application. • can apply methods for modeling the organizational, functional, data and control view. |

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| | <ul style="list-style-type: none"> • know basics of information system project management. • know selected technical basics of information and communication systems. • Have a basic understanding of security measures in the operation of information systems. • can apply spreadsheets to simple business problems. • can map simple data structures in a database and create evaluations. |
| Content | <ul style="list-style-type: none"> • Information technology in business and society • Introduction to central concepts of information processing with computers • Structure, operation and classification of computers • Overview of operational information systems • Information systems management and operation • Modeling of operational information systems • Creation process of an information system: planning/design/development • Office information systems at a glance • Teamwork: communication forms, groupware, workflow, knowledge management • ERP systems at a glance: Management of company-wide resources and processes • Components of ERP systems • Networking basics for business economists: network economics and portals • Consumer information systems and CRM (customer relationship management) • Information systems between companies and suppliers: from EDI to EAI • Information systems to support management • Data management and analysis with data warehouse, OLAP and data mining • Selected exercises / discussion of tasks / e-learning modules |
| Literature | <p>Thesmann, St. / Burkard, W.: Wirtschaftsinformatik für Dummies, 2. Auflage, Weinheim Hansen, H. R. / Neumann, G.: Wirtschaftsinformatik 1, Bd.1 Grundlagen und Anwendungen, Stuttgart</p> |
| Workload | <p>Course, exercises and e-learning require 4 x 15 = 60 SWS attendance time. In addition, approx. 90 h are required for preparation, independent literature study, own supplementary exercises and e-learning.</p> |
| Last edited | <p>July 2023</p> |

LAW1400: CORPORATE LAW

| Corporate Law | |
|---|--|
| Module ID | LAW1400 |
| Semester of study | 2 |
| Credits | 6 |
| SWS | 6 |
| Frequency | Every semester |
| Associated Courses | <ul style="list-style-type: none"> • LAW1401 Contract Management • LAW1402 Contracts and Digitalization |
| Participation requirement | None |
| Type / duration of examination | PLK - 90 minutes |
| Prerequisite for the award of credits | Successful completion of the examination |
| Significance for the Final Grade | <p>The module is included in the preliminary grade of the first study section with a total of 6 credits.</p> <p>The average score of the preliminary examination counts towards the final grade with a total of 30 credits (examination performance of the first study section, §17 Para. 3 StuPO).</p> |
| Planned group size | max. 80 students |
| Teaching language | English |
| Duration of the module | 1 semester |
| Responsible for the module | Head of Interdisciplinary Legal Department |
| Lecturers | Professors from the Business Law programme and adjunct lecturers |
| Subject area | Commercial law |
| Usability in other modules/courses of study | All business administration degree programmes |
| Teaching form | Lecture and exercise |
| Goals | <p><u>Expertise</u></p> <p>Students will master the juridical method of solving cases according to the basis of claims.</p> <p><u>Critical thinking and analytical skills</u></p> <p>Students will be able to use analytical skills constructively and critically to solve problems.</p> |
| Content | <p>Contract Management</p> <ul style="list-style-type: none"> ○ Introduction to the general and special law of obligations (overview of the types of contract; overview of default) ○ General default (delay, impossibility, breach of ancillary obligations) ○ Warranty under the law of sale: |

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| | <ul style="list-style-type: none"> ○ Basic concepts of property law ○ Acquisition of property ○ Overview of loan collateral ○ Tort and product liability ○ Sample contracts <p>Contracts and Digitalization</p> <ul style="list-style-type: none"> ● Main features of the new law of obligations 2022 ● Conclusion of contract in the digital space ● Insight into data protection law ● Important basic concepts of intellectual property law (e.g. protection of intellectual property on the internet) ● Sale of consumer goods and special features of the sale of consumer goods with digital elements ● Consumer contracts on digital products (§ 327ff. BGB) ● Exemplary in-depth topic (e.g. legal tech) |
| <p>Connection to other modules</p> | <p>Continuation of Foundation of Contract Law; basis for all further law lectures.</p> |
| <p>Literature</p> | <ul style="list-style-type: none"> ● Gildeggen/Lorinser/Willburger et al., Private Commercial Law ● Brönneke / Föhlisch / Tonner (eds.), The New Law of Obligations ● Brox/Walker, General Law of Obligations ● Brox/Walker, Special Law of Obligations ● Eisenmann/Quittnat/Tavakoli, Legal Cases from Private Commercial Law ● Führich, Private Commercial Law ● Hemmer / Wüst / Tyroller / D'Alquen, The New Law of Obligations 2022 ● Langkamp The New Law of Obligations 2022 ● Mehrings, Fundamentals of Private Commercial Law ● Müssig, Private Commercial Law ● Wörlen/Metzler-Müller, Law of Obligations General Part ● Wörlen/Metzler-Müller, Law of Obligations Special Part ● Wörlen/Kokemoor, Property Law ● <p style="text-align: center;">- In each case in the latest edition -</p> |
| <p>Workload</p> | <p>180 hours, consisting of 90 hours contact time and 90 hours preparation and follow-up (self-study)</p> |
| <p>Keywords</p> | <p>Law, Civil law</p> |
| <p>Last change</p> | <p>October 2022</p> |

GMT1310: BUSINESS ADMINISTRATION II AND CORPORATE TAXATION

| Business Administration II and Corporate Taxation | |
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| Module ID | GMT1310 |
| Semester | 2 |
| Credits | 5 |
| SWS | 5 |
| Frequency | Every semester |
| Associated Courses | <ul style="list-style-type: none"> • GMT1311: Management: Structures and Decisions (2 SWS / 2 Credits) • TAX1012: Corporate Taxation (3 SWS / 3 Credits) |
| Participation requirements | None |
| Type of examination / duration | PLK - 120 minutes |
| Prerequisite for the award of credits | Successful completion of the examination |
| Significance for the Final Grade | <p>The module is included in the preliminary grade of the first study section with a total of 5 credits.</p> <p>The average score of the preliminary examination counts towards the final grade with a total of 30 credits (examination performance of the first study section, §17 Para. 3 StuPO).</p> |
| Planned group size | max. 80 students |
| Teaching language | English/German |
| Duration of the module | 1 semester |
| Responsible for the module | Trauzettel, Volker and Häfele, Markus |
| Lecturers | Professors of the ABWL department, professors of the "Taxation and Auditing" course and adjunct lecturers (for the course on corporate taxation with StB qualification) |
| Subject area | General Business Administration / Taxes and Auditing |
| Usability in other modules/courses of study | <p>All degree programs except BW/Mediamanagement and Digital Media and BSBA/Digital Enterprise Management.</p> <p>In the degree programs Business Administration/Accounting, Controlling and Financial Management; Business Administration/Business Law as well as Business Administration/Taxes and Auditing, the course "Corporate Taxation/Operational Taxation" comprises 4 SWS/4 ECTS (cf. following separate module description GMT1350).</p> |
| Teaching form | Lecture with exercises |
| Goals | <p>Management: Structures and Decisions:</p> <p>The class is the second part of three modules on the essential functions of a company and on the challenges in the context of digital transformation, which are aimed at the following objectives:</p> <ul style="list-style-type: none"> • The students understand basic business management relationships and important objectives of a company. |

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| | <ul style="list-style-type: none"> • They have a basic understanding of the tasks and economic issues in the individual operational areas of a company. • They understand the importance of customer orientation as a guideline for all entrepreneurial actions and the company as an entire value creation process oriented towards the customer. • They understand the challenges of digital transformation and its impact on the emergence and resolution of new operational issues. <p>In the second part of "Management: Structures and Decisions", the focus is on the following objectives:</p> <ul style="list-style-type: none"> • The students understand how to assess the impact of, in particular, constitutive corporate decisions on the company and its social environment. • They are familiar with basic problems in business organisation and are able to analyze them, work out adequate decision-making criteria and develop procedures for solving problems. <p>Corporate taxation:</p> <ul style="list-style-type: none"> • The students understand the different tasks of tax law, finance and business taxation. • They use the legal texts to determine the taxable facts and their assessment bases in various types of tax. • They recognize the effects of the turnover tax system (turnover tax as a transitory item or as a cost component). • The students will be able to determine the income tax burdens (including the tax assessment base) of individuals (including case studies on income tax assessment) as well as companies (especially partnerships and corporations) and entrepreneurs (partners). • They recognize the effects of taxes on business management decisions (option for compulsory VAT for small entrepreneurs, choice of legal form, distribution policy, equity or debt capital). |
| <p>Content</p> | <ul style="list-style-type: none"> • Constitutive corporate decisions (location and legal form) • Effects of business management decisions on company results • Design of operational functions, in particular the company organisation • Ethical issues • Fundamentals of the taxation system • Value added tax (tax liability, EU internal market, reporting of value added tax, deductible input tax, VAT as a cost, basic options) • Income tax (tax liability, types of income, determination of taxable profit, determination of the income tax burden, assessment cases) • Trade tax in outline • Corporate income tax in outline |

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| | <ul style="list-style-type: none"> • Recognize the total income tax burden using case studies and exercises • Basic comparison of legal forms (partnerships and corporations) |
| <p>Connection to other modules</p> | <p>Management: Structures and Decisions:</p> <ul style="list-style-type: none"> • Preparation for all business administration modules of the second study section. <p>Corporate taxation:</p> <ul style="list-style-type: none"> • Sound knowledge from RW I (accounting) is expected and applied in the determination of taxable profits. • The choice of legal form (management: structures and decisions) is analyzed from a tax point of view; tax burdens are compared. • Cross-connections to accounting (accounting and financial management); primarily dealt with here are the differences between commercial and tax law profit determination. |
| <p>Literature</p> | <ul style="list-style-type: none"> • Drosse, V. and Vossebein, U.: Allgemeine Betriebswirtschaftslehre, MLP - Repetitorium, Gabler Verlag • Hopfenbeck, W.: Allgemeine Betriebswirtschafts- und Managementlehre, Verlag Moderne Industrie • Jung, H., General Business Administration, R. Oldenbourg Verlag • Luger, A.E.: Allgemeine BWL Bd. 1: Der Aufbau des Betriebes, Hanser Verlag • Mariott, S.; Glacki, Steve: Entrepreneurship: Starting and Operating A Small Business, Pearson • Nothhelfer, R., Foschiani, S., Rade, K., Trauzettel, V.: Klausurtraining für allgemeine Betriebswirtschaftslehre, De Gruyter • Schierenbeck, H.: Grundzüge der Betriebswirtschaftslehre, Oldenburg Verlag • Straub, T.: Einführung in die allgemeine BWL, Pearson. • Thommen, J.-P. and Achleitner, A.-K.: Allgemeine BWL - Umfassende Einführung aus management-orientierter Sicht, Gabler Verlag • Thommen, J.P.; Achleitner, A.-K.: Allgemeine Betriebswirtschaftslehre Arbeitsbuch. Repetition questions - tasks - solutions, Springer Gabler • Wöhe, G., Döring, U.: Einführung in die allgemeine BWL, Verlag Vahlen • Stobbe, Thomas: Steuern Kompakt, • Grefe, Cord: Corporate Taxes, Ludwigshafen • Important tax laws (NWB or Beck texts) |

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| | Latest edition in each case |
| Workload | <p>Management: Structures and Decisions: Students are expected to spend an additional 30 hours for preparation, independent literature study, exercises and e-learning in addition to the 2 x 15 = 30 SWS attendance time.</p> <p>Corporate taxation: The course requires 3 x 15 = 45 SWS attendance time. In addition, approx. 45 hours are required for preparation, independent literature study, working through the legal texts and exercises. For the degree programs Business Administration/Accounting, Controlling and Financial Management; Business Administration/Business Law as well as Business Administration/Taxes and Auditing, the course "Corporate Taxation/Operational Taxation" amounts to 4 SWS/4 ECTS.</p> |
| Keywords | Entrepreneurial processes, functions, organisation, constitutive decisions (legal form, choice of location), corporate taxation |
| Last updated | February 2023 |

ECO1150: ECONOMICS II

| Economics II | |
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| Module ID | ECO1150 |
| Semester | 2 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | ECO1152 Macroeconomics |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the examination performance |
| Significance for the Final Grade | The credit-weighted average grade of the preliminary examination (examination results of the first study section, §17 para. 3 StuPO) is included in the final grade with a weight of 30 credits. |
| Planned group size | max. 80 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Strotmann, Harald |
| Lecturer(s) | Professors of the Department of Economics and Lecturers |
| Subject area / course of study | Economics |
| Applicability in other programs | All degree programs |
| Pedagogical Approach | Lecture |
| Objectives | <p>Changes in the economy as a whole and economic policy decisions have a considerable influence on the success of individual businesses. The economic modules are designed to give students the ability to independently assess the macroeconomic framework for individual economic activity. Such knowledge is indispensable for decision-making competence in many business functions, especially for investment decisions, from which in turn other business decisions are derived. The module familiarizes students with macroeconomic approaches to the analysis of economic problems in closed economies. Specifically, the following objectives are pursued:</p> <ul style="list-style-type: none"> • Students will be able to identify the essential elements that determine the success of an economic system and the competitiveness of a location. • Macroeconomic analysis gives students access to explanations of the most important macroeconomic factors affecting business activity: unemployment, inflation, economic growth, structural change and cyclical |

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| | <p>fluctuations. They are able to explain these phenomena and evaluate economic policy options for correcting macroeconomic imbalances and their consequences for business decisions.</p> |
| Content | <ul style="list-style-type: none"> • Subject, basic concepts and methods of economics • classical macroeconomic approach (full employment, flexible prices) • Keynesian macroeconomic approach (underemployment, price rigidities) • Monetary theory and monetary policy, interest rate and inflation explanation • Causes and possibilities of government influence on economic fluctuations • Economic growth: determinants and limits • Structural change: causes and effects |
| Relation to other Modules | <ul style="list-style-type: none"> • Methodological basics are created, which are expanded in the VWL module "International Economic Relations" in the context of foreign trade and applied independently in the "Economic Policy Seminar". • Macroeconomic developments and their determinants are relevant at many points in general business administration, e.g. when it comes to interest rate and price developments or location decisions. Selected partial aspects are of particular importance for individual courses of study, e.g. economic fluctuations for procurement and sales decisions. |
| Literature | <ul style="list-style-type: none"> • Beck, Hanno, Economics. Micro- and macroeconomics • Blanchard, Olivier/Illing, Gerhard, Macroeconomics • Krugman, Paul/Wells, Robin, Economics. • Mankiw, Nicholas G./Taylor, Mark P., Basic Economics. • Mankiw, Nicholas G., Macroeconomics. • Samuelson, Paul A./Nordhaus, William D., Economics. The international standard work on macroeconomics and microeconomics. • Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Vol. 2: Makroökonomie |
| Workload | <p>Each of the two courses requires 4 x 15 SWS = 60 SWS attendance time. In addition, approx. 60 h are required for independent literature study, exercises, e-learning and exam preparation.</p> |
| Additional Remarks | <p>The module is also offered in English as part of the International Study Program.</p> |
| Keywords | <p>Macroeconomics, macroeconomics, economics, basics</p> |
| Last edited | <p>July 2023</p> |

AQM1150: DESCRIPTIVE STATISTICS AND MATHEMATICAL OPTIMIZATION

| Quantitative Methods I | |
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| Module ID | AQM1150 |
| Semester | 2 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Each semester |
| Associated Courses | AQM1151 Descriptive Statistics (3 credits) AQM1142 Mathematical Optimization (2 credits) |
| Prerequisites | None |
| Assessment Methods and duration | Descriptive Statistics (3 credits): PLK - 60 minutes. Mathematical Optimization (2 credits): PLK - 60 minutes |
| Requirements for granting of credits | Basics of descriptive statistics: successful passing of the examination performance Mathematical optimization: successful passing of the examination performance |
| Significance for the Final Grade | The credit-weighted average grade of the preliminary examination (examination results of the first study section, §17 para. 3 StuPO) is included in the final grade with a weight of 30 credits. |
| Planned group size | max. 200 students |
| Language | Englisch |
| Module Duration | 1 semester |
| Module Coordinator | Kuhlenkasper, Torben |
| Lecturer(s) | Professors of the Department of Quantitative Methods and Lecturers |
| Subject area / course of study | Quantitative methods |
| Applicability in other programs | All business administration courses |
| Pedagogical Approach | Lecture |
| Objectives | The students... <ol style="list-style-type: none"> 1. understand the importance of simple statistical concepts in an economic setting; 2. learn the statistical language R; 3. can analyze economic data sets using descriptive statistical functions in R; 4. can calculate and interpret decision-relevant information from a data set using graphs and descriptive univariate ratios; 5. have the ability to correctly apply and interpret bivariate techniques of correlation and regression. 6. can apply simple techniques of time series analysis, such as index and forecast calculation, and interpret their results. 7. can apply basic concepts of probability calculations; |

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| | <p>8. can recognize and avoid statistical sources of error and attempts at manipulation.</p> <p>The students ...</p> <ol style="list-style-type: none"> 1. can think in a model-oriented way, 2. know and understand the basic principles of quantitative business planning, 3. know when and how to use the presented methods in business planning and 4. can solve application-oriented problems independently using an algorithmic approach. |
| <p>Content</p> | <p>The course "Descriptive Statistics" addresses the basic methods of univariate and bivariate procedures, which are applied to business examples with the help of own or computer-based calculations. Content ranges from survey and scaling, to presentation and univariate analysis of quantitative data, to analysis of bivariate relationships. An introduction to probability theory is given.</p> <p>In the course "Mathematical Optimization", the fundamentals of a model-theoretical approach as the basis of quantitative corporate planning as well as the most important methods of linear programming calculation are taught. This includes in particular the methods of linear programming and quantitative project planning. Emphasis is placed on the application of solution methods to business problems and on their economic interpretation. For this purpose, a number of didactically useful examples from the planning practice of the respective business administration functional areas are discussed. In addition, special emphasis is placed on the use of computer-aided solutions.</p> |
| <p>Relation to other modules</p> | <p>Methodological foundations are laid for the subjects of inductive statistics, operations research, computer-aided management methods, economics, and for individual aspects of business administration and data analysis.</p> |
| <p>Literature</p> | <p>Basics of descriptive statistics</p> <ul style="list-style-type: none"> • Handl, A., Kuhlenkasper, T: Einführung in die Statistik – Theorie und Praxis mit R, Heidelberg. • Cleff, T.: Descriptive Statistics and Modern Data Analysis. A computer-based introduction with Excel, SPSS and Stata, Wiesbaden. • Bortz, J.: Statistik für Human- und Sozialwissenschaftler, Berlin et al. • Fahrmeier, L.: Statistics. Der Weg zur Datenanalyse, Berlin et al. • Schwarze, J.: Statistik 1, Statistik 2 und Aufgabensammlung, Berlin • Anderson, D. R., Sweeney, D.J., Williams T.A.: Statistics for Business and Economics, Mason <p>Mathematical optimization</p> <ul style="list-style-type: none"> • Gritzmann, P.: Grundlagen der mathematischen Optimierung, Springer, Wiesbaden. • Koop, A., Moock, H.: Lineare Optimierung - Eine Anwendungsorientierte Einführung in Operations Research, Spektrum Akademischer Verlag. |

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| | <ul style="list-style-type: none"> • Jarre, F., Stoer, J.: Optimization, Springer, Berlin. • Runzheimer, B., Cleff, T., Schäfer, W.: Operations Research Band 1: Lineare Planungsrechnung und Netzplanchnik, Wiesbaden • Gohout, W.: Operations Research, Munich, Vienna • Domschke, W., Drexl, A.: Introduction to Operations Research, Berlin et al. • Hillier, F. S., Lieberman, G. J.: Introduction to Operations Research, Boston u.a. • Taha, H. A.: Introduction to Operations Research, New Jersey |
| Workload | <p>Fundamentals of Descriptive Statistics: 2 x 15 = 30 SWS attendance time. In addition, approx. 60 h are required for preparation, independent literature study, exercises and internet/e-learning.</p> <p>Mathematical optimization: 2 x 15 = 30 SWS attendance time. In addition, approx. 30 hours are required for preparation, independent literature study, exercises and internet/e-learning.</p> |
| Additional Remarks | <p>The course Descriptive Statistics is also offered in English in the summer semester as part of the International Study Program.</p> <p>This English-language course is offered as a fast-track course with 4 SWS/week and an early exam well before the normal exam period. Credits earned in English will count toward the existing credit requirement in English.</p> |
| Keywords | <p>regression, analysis, data collection, data reduction, data summary, probability, analysis of contingency correlation</p> |
| Last edited | <p>July 2023</p> |

GMT2250: FOUNDATIONS OF COST AND PERFORMANCE ACCOUNTING

| Foundations of Cost and Performance Accounting | |
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| Module ID | GMT2250 |
| Semester | 3 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | GMT2251 Foundations of Cost and Performance Accounting |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the examination performance |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | max. 80 students |
| Language | English/German |
| Module Duration | 1 semester |
| Module Coordinator | Kropp, Matthias |
| Lecturers | Professors of the ABWL department and lecturers |
| Subject area / course of study | General business administration |
| Applicability in other modules / courses of study | All business administration courses |
| Pedagogical Approach | Lecture |
| Objectives | <p>The students will be able</p> <ul style="list-style-type: none"> • ... to define and explain the central goals, terms, tasks and contents of cost and activity accounting. • ... to independently carry out cost type, cost center and cost unit calculations. They will also be able to calculate contribution margin and operating result and work out solutions for different questions from practice. • ... independently carry out cost type, cost center and cost unit calculations as well as contribution margin and operating result calculations and work out solutions for different questions from practice. |
| Content | <ul style="list-style-type: none"> • Basic concepts of cost accounting • Cost Element Accounting • Cost Center Accounting • Cost Object Controlling |

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| | <ul style="list-style-type: none"> • Partial costing • Decision-oriented cost accounting / direct costing |
| Relation to other modules | Preparation of all other BWL - modules of the second study section, builds on the BWL modules of the first study section. |
| Literature | <ul style="list-style-type: none"> • Coenenberg, A.G.: Kostenrechnung und Kostenanalyse. Schäffer-Poeschel • Däumler, K.-D., Grabe, J.: Kostenrechnung 1, Grundlagen • Däumler, K.-D., Grabe, J.: Cost Accounting 2, Contribution Margin Accounting • Haberstock, L.: Kostenrechnung, Bd. 1: Einführung: mit Fragen, Aufgaben und Lösungen, S + W Steuer- u. Wirtschaftsverlag • Joos-Sachse, Th.: Controlling, Cost Accounting and Cost Management, Gabler • Olfert, K.: Kostenrechnung, Kiehl-Verlag • Taschner, A./Charifzadeh, M.: Management and Cost Accounting, Wiley |
| Workload | It is expected that the students spend 90 h for preparation, independent literature study, exercises and e-learning, in addition to the 4 x 15 = 60 SWS attendance time. |
| Additional Remarks | The module is offered in the winter semester as part of the International Study Program as an English-language fast track with 6 contact hours/week and an early exam before Christmas |
| Keywords | Accounting, Calculation, Cost Accounting |
| Last edited | July 2023 |

First study section – Program specific module

MCO1050: FUNDAMENTALS OF MARKETING

| Fundamentals of Marketing | |
|---|--|
| Module ID | MCO1050 |
| Semester | 2 |
| Level | Entry level |
| Credits | 6 |
| SWS | 5 |
| Frequency | Every summer semester |
| Associated Courses | MCO1051 Introduction into Marketing MCO2052 Fundamentals of Marketing |
| Prerequisites | None |
| Kind of examination - Duration of Examination | MCO1051 Introduction into Marketing: UPL MCO2052 Fundamentals of Marketing: PLK – 60 minutes |
| Prerequisite for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | The module is included in the credit-weighted average grade of the preliminary examination (examination achievements of the first study section, §17 Abs. 3 Stu-PO), which in turn counts to the final bachelor grade with a weight of 30 credits. |
| Planned group size | Max. 90 students |
| Language | English |
| Duration of module | 1 Semester |
| Responsible person | Walter, Nadine |
| Lecturer | Walter, Nadine |
| Study program | Bachelor International Marketing |
| Pedagogical Approach | Lecture with exercises |
| Applicability in other programs | This module can also be taken by other study programs. |
| Objectives | The course will provide the students with a comprehensive understanding of the concepts and principles of Marketing and its applications. |
| Content | <p>MCO1051 Introduction into Marketing One specific topic of the MCO2052 Fundamentals of Marketing course is taught one semester prior; topics can vary each semester</p> <p>MCO2052 Fundamentals of Marketing</p> <p>Market environment and marketing strategy</p> <ul style="list-style-type: none"> • Marketing concept • Market environment • Marketing strategies |

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| | <ul style="list-style-type: none"> • Consumer buying behaviour • Market segmentation, targeting and positioning <p>Marketing mix</p> <ul style="list-style-type: none"> • Product • Brand • Price • Promotion • Place <p>Marketing plan and implementation</p> <ul style="list-style-type: none"> • Marketing plans • Implementation and control |
| Link to other modules | This module provides the basis for advanced courses of the study program Bachelor International Marketing. |
| Workload | It is expected that the students spend (on top of the class times of 5 x 15 = 75 SWS) 105 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | <ul style="list-style-type: none"> • Jobber, D./ Fahy, J.: Foundations of Marketing, McGraw-Hill Higher Education. • Kotler, P./Keller, K.L.: Marketing Management, Pearson. |
| Others | The module is also offered to exchange students of the International Study Program |
| Keywords | Fundamentals, marketing, marketing strategy, marketing mix, marketing instruments, marketing planning, branding |
| Last edited | July 2023 |

Second study section – Common core modules

GMT2300: MANAGING DIGITAL TRANSFORMATION

| Managing Digital Transformation | |
|---|---|
| Module ID | GMT2300 |
| Semester | 3 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | <ul style="list-style-type: none"> • GMT2301: Management in the Digital Age (2 SWS / 2 Credits) • GMT2302: Digital Transformation: Technologies and Application Areas (2 SWS / 3 Credits) |
| Participation requirements | BIS1060: Information Systems |
| Type of examination / duration | <ul style="list-style-type: none"> • PLK - 60 minutes |
| Prerequisite for the award of credits | Successful completion of the respective examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 80 students |
| Teaching language | English/German |
| Duration of the module | 1 semester |
| Responsible for the module | Frauke Sander / Annabel Linsel and Thomas Schuster |
| Lecturers | Professors of the ABWL department, professors of the Business Information Systems program and adjunct lecturers |
| Subject area | General Business Administration Business Information Systems |
| Usability in other modules/courses of study | All study programs |
| Teaching form | Lecture with exercises |
| Goals | <p>The students...</p> <ul style="list-style-type: none"> • ...have a fundamental understanding of the challenges in operational management processes that are becoming increasingly significant in the context of digital transformation. • ...know design options for digital business models and are able to analyze them in a structured manner. In particular, they can develop solutions that address the challenges of digital transformation. • ...are familiar with basic problems in operational human resources management and are able to analyze them, work |

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| | <p>out adequate decision-making criteria and develop procedures for solving problems.</p> <ul style="list-style-type: none"> • ...have a basic understanding of the concept of digital transformation, its elements, the stage of development and the significance for the competitiveness of companies. • ...know current technological basics of this development and understand how to assess the effect of selected technologies on various corporate functions and processes. |
| <p>Content</p> | <p>The course builds on the basic courses on business administration and business information systems of the first study section and supplements the content taught there, particularly regarding the aspects of digital transformation.</p> <p>The contents include in detail:</p> <ul style="list-style-type: none"> • Management processes in the age of digital transformation • Design of (digital) business models • Design of operational functions, especially human resource management • Digital transformation technologies and their application in the company • Overview of relevant technologies in the context of digital transformation and their fields of application in the company: <ul style="list-style-type: none"> - Data Literacy - Artificial Intelligence - Process Mining - Blockchain - Cloud computing - IT security • Ethical issues in the digital age |
| <p>Connection to other modules</p> | <p>Preparation for all business administration modules of the second study section.</p> |
| <p>Literature</p> | <ul style="list-style-type: none"> • Appelfeller, W.; Feldmann, C.: Die digitale Transformation des Unternehmens, Springer Gabler • Erner, M.: Management 4.0 - Unternehmensführung im digitalen Zeitalter, Springer Gabler • Gassmann, O; Frankenberger, K.; Choudury, M.: Geschäftsmodelle entwickeln, Hanser • Harwardt, M.: Management der digitalen Transformation, Springer Gabler • Kaiser et al. (eds.): Digitale Arbeitswelt, Springer Gabler • Mariott, S.; Glacki, S.: Entrepreneurship: Starting and Operating A Small Business, Pearson • Nothhelfer, R., Foschiani, S., Rade, K., Trauzettel, V.: Klausurtraining für allgemeine Betriebswirtschaftslehre, De Gruyter • Thommen, J.-P. and Achleitner, A.-K.: Allgemeine BWL - Umfassende Einführung aus management-orientierter Sicht, Springer Gabler |

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| | <ul style="list-style-type: none"> • Thommen, J.P.; Achleitner, A.-K.: Allgemeine Betriebswirtschaftslehre Arbeitsbuch. Repetition questions - tasks - solutions, Springer Gabler • Hansen, H.R.; J. Mendling, J. and Neumann, G.: Wirtschaftsinformatik, Berlin; Boston: De Gruyter Oldenbourg. • Bruhn, M. and Hadwich, K.: Artificial Intelligence in Service Management. Springer. • Barton, T. and Müller, C.: Artificial Intelligence in Application. Springer. <p>The latest edition of each</p> |
| Workload | Students are expected to spend an additional 90 hours for preparation, independent literature study, exercises and e-learning in addition to the 4 x 15 = 60 SWS attendance time. |
| Keywords | Digital transformation, management process, business models, human resource management, digital transformation technologies |
| Last updated | February 2023 |

ECO2100: INTERNATIONAL ECONOMICS

| International Economics | |
|--------------------------------------|--|
| Module ID | ECO2100 |
| Semester | 3 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | ECO2011 International Economics |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 60 minutes |
| Requirements for granting of credits | Successful passing of the examination performance |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 80 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Strotmann, Harald |
| Lecturer(s) | Professors of the Department of Economics |
| Subject area / course of study | Economics |
| Applicability in other programs | all business administration courses |
| Pedagogical Approach | Lecture |
| Objectives | <p>Changes in the economy as a whole and economic policy decisions have a considerable influence on the success of individual businesses. The economic modules are designed to give students the ability to independently assess the macroeconomic framework for individual economic activity. Such knowledge is indispensable for decision-making competence in many business functions, especially for investment decisions, from which in turn other business decisions are derived. The module extends the economic analysis of closed economies to include international contexts, which have become considerably more important for companies due to the globalization of value chains. In detail, the following objectives are pursued:</p> <ul style="list-style-type: none"> • Students grasp the close integration of the German economy into the global economy. • They know the advantages and disadvantages of different exchange rate systems and the determinants of exchange rate developments. • They understand the benefits of the international division of labor and the drivers of the globalization process. |

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| | <ul style="list-style-type: none"> • They are familiar with the most important international organizations (IMF, World Bank, WTO, etc.) and can assess their importance for international economic relations. |
| Content | <ul style="list-style-type: none"> • Balance of Payments Analysis • Currency theory and policy • international trade in goods and services • international capital flows • Effects of globalization on industrialized and developing countries • international regulatory framework (global governance) |
| Relation to other modules | The economic analysis of real and monetary aspects of international economic relations is relevant for all business administration courses, as globalization now touches all industries, company sizes and operational functions. |
| Literature | <ul style="list-style-type: none"> • Appleyard, Dennis R./Field, Alfred J./Cobb, Steven L., International Economics • Feenstra, Robert C./Taylor, Alan M., International Economics. • Krugman, Paul/Obstfeld, Maurice, International Economics • Mankiw, Nicholas G./Taylor, Mark P., Basic Economics. • Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Vol. 2: Makroökonomie |
| Workload | The lecture requires 4 x 15 SWS = 60 SWS attendance time. In addition, approx. 90 h are required for independent literature study, exercises, e-learning and exam preparation. |
| Additional Remarks | <p>Successful completion of the module is a prerequisite for the modules THE4999 of the seventh semester (except for the degree programs "Business Administration / International Business" and "Business Administration / International Marketing").</p> <p>The module is also offered in English as part of the International Study Program. Credits earned in English will count toward the existing credit requirement in English.</p> |
| Keywords | International economics, economics, foreign trade, economics |
| Last edited | July 2023 |

AQM2070: INFERENCE STATISTICS AND QUANTITATIVE ANALYTICS

| Inferential Statistics and Quantitative Analytics | |
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| Module ID | AQM2070 |
| Semester | 3 |
| Credits | 7 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | AQM2061 Inferential Statistics (2 SWS, 3 credits) AQM2051 Multivariate Statistical Methods (2 SWS, 4 credits) |
| Prerequisites | None |
| Assessment Methods and duration | Inferential Statistics: PLK (60 minutes) Multivariate Statistical Methods: PLR/PLH/PLL/PLM |
| Requirements for granting of credits | Successful passing of the examination performance |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | Inferential Statistics: max. 200 students. Multivariate Statistical Methods: max. 35 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Kuhlenkasper, Torben |
| Lecturers | Professors of the Department of Quantitative Methods |
| Subject area | Quantitative methods |
| Applicability in other modules / courses of study | None |
| Pedagogical Approach | Lectures with exercises |
| Objectives | <p>Inferential Statistics</p> <p>The students...</p> <ol style="list-style-type: none"> 1. understand simple procedures of inductive statistics and can implement them with R; 2. master the basic rules of probability theory; 3. know the concepts of probability distributions (chi-square, binomial, hypergeometric, Poisson, Student, normal and F-distributions) and can apply them to economic issues; 4. can calculate and interpret confidence intervals for means, variance and proportions; 5. can apply basic nonparametric tests; 6. can perform and interpret parametric one-sample and two-sample T-tests; 7. can perform and interpret the non-parametric chi-square test. |

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| | <p>Multivariate Statistical Methods</p> <p>Students are able...</p> <ul style="list-style-type: none"> • to master the entire quantitative marketing research process, from operationalization of individual information to multivariate analyses. • to effectively use and apply one statistical package in marketing research (e.g. R or SPSS). • to use multivariate statistical methods (parametric and non-parametric tests, ANOVA, regression analysis, cluster analysis, and factor analysis) in a competent manner and apply them to a concrete applied management case. • to critically evaluate the potentials of multivariate statistical methods and empirical surveys. |
| <p>Content</p> | <p>Inferential Statistics</p> <p>Students will gain insight into probability theory, parameter estimation procedures, the various types of frequency procedures, hypothesis testing, and interpretation of the major parametric and non-parametric testing procedures.</p> <p>Multivariate Statistical Methods</p> <p>Students learn how to analyze and interpret quantitative data. The course covers univariate, bivariate and multivariate statistics (e.g. parametric and non-parametric tests, ANOVA, regression analysis, cluster analysis, and factor analysis). Students learn to apply the appropriate methods and interpreting the output from a statistical software.</p> |
| <p>Relation to other modules</p> | <p>The course provides the foundation for all courses where empirical projects have to be carried out. This includes in particular the courses in the (Marketing) Research but also the thesis,</p> |
| <p>Literature</p> | <p>Inferential Statistics</p> <ul style="list-style-type: none"> • Zöfel, P.: Statistics for Social Scientists, Munich. • Cleff, T., Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel. Cham: Springer • Anderson, D. R., Sweeney, D.J., Williams T.A.: Statistics for Business and Economics, Mason <p>Multivariate Statistical Methods</p> <ul style="list-style-type: none"> • Cleff, T. (2019): Applied Statistics and Multivariate Data Analysis for Business and Economics. A Modern Approach Using SPSS, Stata, and Excel. Cham: Springer. |

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| | <ul style="list-style-type: none"> • Janssens, W., Wijnen, K., Pelsmacker de, P., Kenvove van, P. (2008). <i>Marketing Research with SPSS</i>, Pearson Education: Essex. (ISBN: 978-0273703839) • Sarstedt, M., Mooi, E. (2019). <i>A concise guide to market research: The process, data, and methods using IBM SPSS Statistics</i>, 3rd Edition. Springer: Berlin and Heidelberg. • White, L. (2005): Writes of Passage: Writing an Empirical Journal Article, in: <i>Journal of Marriage and Family</i>, Vol. 67, No. 4, pp791-798. → Available online through our library. • Nunan, D., Birks, D.F., and Malhotra, N.K. (2020): <i>Marketing Research - Applied Insight</i>, 6th Edition, Harlow, England, New York: Pearson. Only Chapter 14 & 15. |
| <p>Workload</p> | <p>Inferential Statistics: 2 x 15 SWS = 30 SWS attendance time, additionally approx. 60 h for preparation, independent literature study, exercises and internet/e-learning</p> <p>Multivariate Statistics: 2 x 15 SWS = 60 SWS attendance time, additional approx. 30 h for preparation, independent literature study, exercises and internet/e-learning</p> |
| <p>Keywords</p> | <p>Hypothesis testing, probability distributions, confidence intervals, multivariate analysis, parametric and non-parametric tests, ANOVA, regression analysis, cluster analysis, factor analysis</p> |
| <p>Last edited</p> | <p>July 2023</p> |

GMT2350: FINANCIAL ACCOUNTING AND FINANCIAL MANAGEMENT

| Financial Accounting and Financial Management | |
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| Module ID | GMT2350 |
| Semester | 4 (but see notes) |
| Credits | 7 |
| SWS | 6 |
| Frequency | Every semester |
| Associated Courses | GMT2351 Financial Accounting and Financial Management I (3 credits) GMT2352 Financial Accounting and Financial Management II (4 credits) |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the examination performance |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 80 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Eichner, Korbinian |
| Lecturers | Professors of the ABWL Department |
| Subject area / course of study | General business administration |
| Applicability in other modules / courses of study | All study programs |
| Pedagogical Approach | Lecture with exercises |
| Objectives | <p>The students...</p> <ul style="list-style-type: none"> • know the legal and business fundamentals of the preparation of commercial and international financial statements and • can assess the informative value of the financial statements. • can analyze the parts of a financial statement and assess and propose accounting policy measures. • know the essential criteria for assessing the profitability of operational investments and can apply, evaluate and compare methods of investment appraisal. • know the essential sources of financing of the company. They can assess the various sources in terms of their prerequisites and their advantages and compare them qualitatively and quantitatively in terms of their effects on the company's results. |

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| | <ul style="list-style-type: none"> know the main instruments of credit protection and can determine the capital requirements and debt servicing capacity of a company. |
| Content | <ul style="list-style-type: none"> Fundamentals of the annual financial statements (legal basis, tasks and elements, recognition and measurement principles) Balance Sheet, Income Statement, Notes and Management Report Balance sheet analysis and balance sheet policy Operational investment management Financial planning and capital structure design External and internal financing Credit protection, debt service capability Fundamentals of international accounting (IAS / IFRS) |
| Relation to other modules | Builds on the business administration modules of the first study section |
| Literature | <ul style="list-style-type: none"> Bacher. U.: Bilanzierung, Investition und Finanzierung, nwb-Verlag Coenenberg, A.: Jahresabschluss und Jahresabschlussanalyse, Verlag Moderne Industrie Däumler, K.-D.: Betriebliche Finanzwirtschaft, Verlag NWB Hillier, D. et al, Corporate Finance, McGraw-Hill. Meyer, C.: Bilanzierung nach Handels- und Steuerrecht, Verlag NWB Nothelfer, R.: Financial Accounting, De Gruyter Oldenbourg Nothelfer, R. et al: Übungsbuch zur Finanzwirtschaft, Oldenbourg Olfert/Reichel: Financing, Friedrich Kiehl Verlag Perridon, L. and Steiner, M.: Finanzwirtschaft der Unternehmung, Verlag Vahlen Schildbach/Stobbe/Brösel: Der handelsrechtliche Jahresabschluss, Sternfels Verlag Wissenschaft und Praxis Zantow, R.: Financing, Pearson |
| Workload | 6 x 15 = 90 SWS attendance time still 120 h for preparation, independent literature study, exercises and accompanying work |
| Additional Remarks | <p>The module is offered for the study programs "Business Administration / Taxes and Auditing" and "Business Administration / International Marketing" in semesters 2 +3, for the study program "Business Administration / Controlling, Finance and Accounting" it is already offered in semester 3.</p> <p>Successful completion of the module is a prerequisite for the THE4999 module.</p> <p>The module is also offered in English at least once a year in the summer semester as part of the International Study Program. The credits achieved in English will be counted towards the existing credit requirement in English.</p> |
| Keywords | Accounting, Financial Management, Financing Investment, Financial Management |
| Last edited | July 2023 |

GMT3100: BUSINESS MANAGEMENT

| Business Management | |
|---|---|
| Module ID | GMT3100 |
| Semester | 6 + 7 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | Semester 6: GMT3025 Management Simulation (2 credits) Semester 7: GMT3013 Strategic Management (3 credits) |
| Prerequisites | Completed first section of studies |
| Assessment Methods and duration | Management Simulation: UPL Strategic Management: PLK - 60 minutes |
| Requirements for granting of credits | Business simulation: successful passing of the examination performance Strategic Management: successful passing of the examination performance |
| Significance for the Final Grade | The ungraded examination performance (business simulation) is not included in any grade. The remainder of the module is included in the Bachelor's final grade with a weighting of 5 credits. |
| Planned group size | Management Simulation: max. 25 students Strategic Management: max. 80 students |
| Language | Management Simulation: English/German Strategic Management: English |
| Module Duration | 2 semesters |
| Module Coordinator | Foschiani, Stefan; Terporten, Michael |
| Lecturers | Professors of the ABWL Department |
| Subject area / course of study | General business administration |
| Applicability in other modules / courses of study | All degree programs with the exception of BW/International Marketing |
| Pedagogical Approach | Management Simulation: Business game Strategic Management: Lecture with case study |
| Objectives | The students <ul style="list-style-type: none"> • understand the process of developing appropriate business objectives and managing their implementation in practice (management - process). • Understand the company as a customer-oriented value creation process • know methods for its analysis and improvement. |

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| | <ul style="list-style-type: none"> • are familiar with various management principles, techniques and models and can assess and apply their advantages and disadvantages as well as their impact on the management and results of a company. • have a holistic view of a commercially managed company and can assess the consequences of business decisions on the company's results. • know basic strategies for increasing corporate value and know how to apply these to corporate functions. • possess skills for the goal-oriented management of a company (especially business planning processes), as well as for dealing with team conflicts and complex decision-making situations that have to be mastered under time pressure and uncertain future expectations. |
| Content | <p>This course considers the strategic problems that a company faces and the current explanatory principles and tools that lead to a solution. The main topics are: Introduction to Strategic Management, the strategic options, the operational audit, the analysis of the performance chain, benchmarking, the analysis of the industry, competitive analysis, evaluation of the strategic position, the forecast of the future as well as the corporate culture and mission statement.</p> |
| Relation to other modules | <p>Builds on the previous business administration modules.</p> |
| Literature | <p>Management Simulation: A participant manual is provided for the Management Simulation.</p> <p>Strategic Management:</p> <ul style="list-style-type: none"> • Barney / Hesterly (2012): Strategic Management and Competitive Advantage, Pearson • Bea, F.X./Haas, J.: Strategisches Management, Verlag Lucius & Lucius • Grant, R. M., "Contemporary Strategy Analysis", Blackwell Publishing • Johnson, G./ Whittington, R./Scholes, K./ Angwin, D./ Regner, P. (2013): Exploring Corporate Strategy, Pearson • Johnson, G. und Scholes, K. and Whittington, R., Exploring Corporate Strategy 8th Edition, Prentice Hall • Korndörfer, W.: Unternehmensführungslehre, Gabler • Kotler / Berger / Bickhoff (2010): The Quintessence of Strategic Management, Berlin / Heidelberg • Mintzberg, H./Lampel, J./Quinn, J./Ghoshal, S.: The Strategy Process, Prentice Hall. • Steinmann, H./Schreyögg, G.: Management, Schäffer-Poeschel • Welge, M. and Al-Laham, A.: Strategic Management: Fundamentals, Process, Implementation, Gabler - Verlag <p>Latest edition in each case</p> |

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| Workload | In addition to the 4 x 15 = 60 SWS attendance time (over 2 semesters), students are expected to spend an additional 90 h for preparation, independent literature study, exercises and accompanying work. |
| Additional Remarks | <p>The Management Simulation takes place as part of the practical semester of the degree programs as a block event during the lecture-free period. It takes place in small groups, so that number of participants is limited. Advance registration is required.</p> <p>The sub-performance "Strategic Management" can also be completed as part of an equivalent performance during a semester of study abroad.</p> <p>The module is also offered in English as part of the International Study Program; participation restrictions apply to the Business Simulation sub-credit. Credits earned in English will count towards the existing credit requirement in English. Please note that not each semester an English-language course is offered and that the number of English-language seminar places is limited in any case.</p> |
| Keywords | Corporate Governance, Management |
| Last edited | July 2023 |

INS3070: INTERNSHIP SEMESTER

| Internship Semester | |
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| Module ID | INS3070 |
| Semester | 6 |
| Credits | 29 |
| SWS | 2 |
| Frequency | Every semester |
| Associated Courses | INS3021: Internship (26 credits) INS3071: Accompanying course of the internship- International Marketing (block course) (3 credits; 2 SWS) |
| Prerequisites | None |
| Assessment Methods and duration | INS3021: UPL INS3071:UPL / Participation |
| Requirements for granting of credits | INS3021: Internship semester must be evidenced by an internship contract of at least 100 working days (after adjusting for vacation/sick days) and internship reports. INS3071: Participation in the block course |
| Significance for the Final Grade | The module does not count towards the bachelor's final grade. |
| Planned group size | INS3021: not applicable INS3071: approx. 30 |
| Language | English/ German |
| Module Duration | 1 semester |
| Module Coordinator | Prof. Dr. Nadine Walter |
| Lecturer(s) | - |
| Subject area / course of study | International Marketing |
| Applicability in other programs | - |
| Pedagogical Approach | - |
| Prerequisite modules/courses | Completion of the first stage of study (=entry requirement for internship semester) |
| Obejctives | INS3021 Internship: Students <ul style="list-style-type: none"> • learn to navigate around the environment of their internship • are able to apply the skills they have acquired during their study so far • get to know the operational area of the previous study contents and expand their knowledge |

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| | <p>The module thus primarily serves the acquisition of instrumental and systemic competence. It also makes a significant contribution to communicative competencies of the students.</p> <p>INS3071 Accompanying course of the internship:</p> <p>1. preparation for the thesis The block seminar is intended to provide an introduction to scientific work and thus a systematic preparation for the thesis.</p> <p>2. "Debrief" of the internship The objective is to reflect the learning experience of the internship based on the final report prepared.</p> |
| Content | The internship semester must be completed in a professional field relevant to the BW/International Marketing degree program. An internship abroad is possible. |
| Relation to other modules | - |
| Literature | None |
| Workload | <p>INS3021: The internship semester consists of 26 credits and requires at least 100 working days of internship.</p> <p>INS3071: Contact time 2 x 15 = 30 SWS and self-study amounting to 45 h</p> |
| Additional Remarks | The internship semester can also be started despite open exams of the first stage of study. |
| Last edited | July 2023 |

GMT4100: ADVANCED TOPICS IN MANAGEMENT

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| Advanced Topics in Management | |
| Module ID | GMT4100 |
| Semester | 7 |
| Credits | 5 |
| SWS | 2 |
| Frequency | Every semester |
| Associated Courses | GMT4101 Management Seminar |
| Prerequisites | Completed first section of studies |
| Assessment Methods and duration | PLR/PLH/PLP/PLM |
| Requirements for granting of credits | Successful completion of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 24 students |
| Language | English, German |
| Module Coordinator | Nothhelfer, Robert |
| Lecturers | Professors of the ABWL department and lecturers |
| Subject area / course of study | General business administration |
| Applicability in other modules / courses of study | All business degree programs, except BSBA/Digital Enterprise Management. |
| Pedagogical Approach | Seminar teaching |
| Objectives | Within a short period of time, students are able to familiarize themselves with specific, complex economic issues, penetrate and analyze them, and come up with their own solutions. They understand how to summarize and professionally present the solutions in writing, both scientifically and for practical implementation. |
| Content | Selected scientific and practice-oriented topics from the field of business administration |
| Relation to other modules | Builds on the courses of the previous business administration modules. |
| Literature | Depending on the topics offered in each case |
| Workload | 2 x 15 = 30 SWS attendance time and 120 h for preparation, independent literature study, exercises and accompanying work (esp. scientific paper and presentation). |

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| <p>Additional Remarks</p> | <p>The module takes place in small groups, there are limitations on the number of participants. Pre-registration is required. Immediately following pre-registration, attendance at a kick-off event is mandatory.</p> <p>There are two timed formats for the module:</p> <ul style="list-style-type: none"> • The module is offered in the 7th semester as a block within the first 6 or 7 weeks of lectures. The topics are assigned at the end of the lecture period of the previous semester, so that the majority of the homework can be completed during the lecture-free period. • In addition, the seminar is also offered in the last half of the lecture period, in which case registration for this seminar takes place at the beginning of the lecture period. The target group of this seminar format are students who are not yet back at the university at the end of the pre-semester, e.g. due to a semester abroad or internship. <p>The module can also be taken as part of an equivalent performance during a semester of study abroad. If the seminar performance is provided in English, the credits will be counted towards the existing credit requirement in English. Please note that English-language courses are not offered each semester and that the number of English-language seminar places is limited in any case.</p> |
| <p>Keywords</p> | <p>Corporate Governance, Management</p> |
| <p>Last edited</p> | <p>July 2023</p> |

ESR3100: ETHICS AND SOCIAL RESPONSIBILITY

| Ethics and social responsibility (Electives) | |
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| Module ID | ESR3100 |
| Semester | 7 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | Electives: <ul style="list-style-type: none"> • ESR3106 Ethics, Business and Society (English) • ESR3204 Ethics and Economics (English, only summer semester) • ESR3103 Umweltmanagement (German) • ESR3104 Nachhaltige Entwicklung (German) • ESR3204 Ethik und Ökonomik (German) (Other / alternative courses possible) |
| Prerequisites | Completed first stage of studies |
| Assessment Methods and duration | PLK/PLR/PLP/PLM; PLK - 60 minutes |
| Requirements for granting of credits | Successful completion of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 80 students |
| Language | English/German |
| Module Duration | 1 semester |
| Module Coordinator | Volkert, Jürgen |
| Lecturers | Professors of the Faculty of Economics and Law, especially from the Department of Economics |
| Subject area | Economics |
| Applicability in other modules / courses of study | All business administration courses |
| Pedagogical Approach | Lecture with exercises |
| Objectives | Expansion of the economic value perspective to include ethical and social perspectives as well as their consequences for the increasingly significant social responsibility of companies in - globalization. The aim is to impart fundamental knowledge and skills for dealing with different demands on companies as well as approaches for expanded value and conflict management. |

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| <p>Content</p> | <p>The course is offered as an elective with the aforementioned specializations. All specializations deal with questions of corporate responsibility against the background of different value concepts and social demands in different cultures. The resulting restrictions and conflicts for entrepreneurial action as well as different alternatives for their goal-oriented consideration are discussed.</p> <p>In the specialization ESR3106, the importance of different values and norms for companies and society are discussed. The focus is on the goal-oriented handling of conflicts and dilemma situations with the help of ethics management systems, while at the same time clarifying the importance of order and individual ethics. Furthermore, special ethical challenges and strategies for the perception of corporate responsibility in globalization are discussed.</p> <p>In the specialization ESR3103 the consideration of ecological requirements in entrepreneurial activities is dealt with from an operational perspective. The focus is on sustainable development and the consequences this has for the economy. Conflicts of objectives are highlighted and solution strategies as well as concrete decision-making instruments are presented as examples.</p> <p>The specialization ESR3104 provides insights into socio-economic processes and challenges regarding the need for sustainable development. The focus of the course is on the economic and social aspects of sustainability and their interrelationships. Students will understand the opportunities, challenges and responsibilities that arise from good governance, from society, from firms and from the national economy. Another goal is the competent handling of globalization criticism.</p> |
| <p>Workload</p> | <p>Contact time 4 x 15 = 60 SWS and self-study to the extent of 90 h</p> |
| <p>Additional Remarks</p> | <p>The module may also be taken as part of an equivalent performance during a semester of study abroad.</p> <p>English language modules are also offered in English as part of the International Study Program. Seminar credits earned in English will count toward the existing credit requirement in English.</p> |
| <p>Last edited</p> | <p>July 2023</p> |

EXA4999: FINALS

| Finals | |
|--------------------------------------|---|
| Module ID | EXA4999 |
| Semester | 7 |
| Credits | 5 |
| SWS | 2 |
| Frequency | Every semester |
| Associated Courses | COL4999 Scholarly Colloquium (2 credits) ORA4999 Oral Examination (3 credits) |
| Prerequisites | Completion of the first stage of study Enrollment is only possible from the 6th semester onwards. |
| Assessment Methods and duration | Scholarly Colloquium: UPL / Participation Oral Examination: PLM |
| Requirements for granting of credits | Scholarly Colloquium: Participation Oral Examination: successful passing of the examination performance |
| Significance for the Final Grade | The Scholarly Colloquium does not count towards the bachelor's final grade, while the Oral Examination counts towards the bachelor's degree grade with a weighting of 3 credits. |
| Planned group size | max. 3 students |
| Language | Scholarly Colloquium: German or English (optional) Oral Examination: English |
| Module Duration | 1 semester |
| Module Coordinator | Prof. Dr. Nadine Walter |
| Lecturer(s) | Prof. Dr. Nadine Walter |
| Subject area / course of study | International Marketing |
| Applicability in other programs | Not usable |
| Pedagogical Approach | Scholarly Colloquium: teaching talk |
| Objectives | <p>Scholarly Colloquium:</p> <p>The students</p> <ul style="list-style-type: none"> • discuss the essential contents of the planned bachelor thesis with the first reviewer • are able to present the main aspects of the chosen topic, are able to face acritical discussion • structure the chosen topic in a meaningful way <p>Oral Exam:</p> <p>Students are able to answer questions related to the content of International Marketing in particular.</p> |

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| | Thus, the module primarily serves the acquisition of instrumental and systemic competence. It also contributes to the teaching of communicative competence. |
| Content | <p>Scholarly colloquium:</p> <p>Presentation of the contents of the planned or just started bachelor thesis and its critical discussion with the first examiner.</p> <p>Oral Exam:</p> <p>Reflection, with the focus of the contents of International Marketing</p> |
| Relation to other modules | Final course of the study program |
| Literature | Depending on the course of study and topic of the final thesis |
| Workload | <p>Scholarly Colloquium: 60h</p> <p>Oral Examination: 90h</p> <p>for preparation / self-study</p> |
| Additional Remarks | The oral Bachelor examination requires separate registration with the examination office. |
| Keywords | Final exam |
| Last edited | July 2023 |

THE4999: THESIS

| Thesis | |
|--------------------------------------|---|
| Module ID | THE4999 |
| Semester | 7 |
| Credits | 12 credits |
| SWS | None |
| Frequency | Anytime |
| Associated Courses | Thesis |
| Prerequisites | Completion of the first stage of study Enrollment is only possible from the 6th semester onwards. |
| Assessment Methods and duration | PLT |
| Requirements for granting of credits | Passing the examination performance |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | Not applicable |
| Language | English/ German |
| Module Duration | 3 months |
| Module Coordinator | Prof. Dr. Nadine Walter |
| Lecturer(s) | Professors of the university |
| Subject area / course of study | All courses and fields of study |
| Applicability in other programs | Equal for all business administration bachelor programs |
| Pedagogical Approach | Scientific work |
| Objectives | <p>Students will be able to</p> <ul style="list-style-type: none"> • to work on a topic scientifically and to analyze its aspects critically • develop possible solutions <p>The module thus primarily serves to deepen knowledge and to acquire instrumental and systemic competence. It also contributes significantly to the teaching of communicative competence.</p> |
| Content | Preparation of a comprehensive scientific term paper |
| Relation to other modules | Depending on the chosen topic |
| Literature | Depending on the chosen topic |
| Workload | 360 hours of self-study/thesis preparation |
| Additional Remarks | The processing time of the thesis is three months. |
| Last edited | July 2023 |

Second study section – Program specific modules

MCO2130: CONSUMER AND COMMUNICATIONS RESEARCH

| Consumer and Communications Research | |
|---|--|
| Module ID | MCO2130 |
| Semester | 3 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Each winter semester |
| Associated Courses | MCO2131 Consumer Behaviour and Psychology of Advertising MAR2042 Fundamentals of Market Research |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 90 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer(s) | Professors of other study programs |
| Subject area / course of study | Bachelor International Marketing |
| Applicability in other programs | This module can also be taken by other study programs |
| Pedagogical Approach | Lecture with exercises |
| Objectives | <p>Consumer Behaviour and Psychology of Advertising Students know the psychological influencing factors and the market and communication-related fundamentals of consumer behaviour</p> <p>Fundamentals of Market Research Students understand the methodological approach, the instruments and the benefits of market research</p> |
| Content | <p>Consumer Behaviour and Psychology of Advertising</p> <ul style="list-style-type: none"> • Consumer pre-purchase <ul style="list-style-type: none"> - Need recognition - Information processing: Exposure and attention, perception and comprehension - Opinion formation and learning - Memory - Consumer evaluation • Consumer purchase <ul style="list-style-type: none"> - Choices and biases |

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| | <ul style="list-style-type: none"> - Purchase • Consumer post-purchase <ul style="list-style-type: none"> - Consumption and customer satisfaction/dissatisfaction - Customer-brand relationship and customer loyalty • External influences <ul style="list-style-type: none"> - Individual characteristics - Environmental influences <p>Fundamentals of Market Research</p> <ul style="list-style-type: none"> • Planning, organisation and conduction of market research projects • Data generation methods (survey, observation, experiment) and its applications • Data analysis, interpretation and presentation of results of market research data <p style="text-align: center;">-</p> |
| Relation to other modules | This module provides the basis for advanced courses of the study program Bachelor International Marketing. |
| Workload | It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | <p>Consumer Behaviour and Psychology of Advertising</p> <ul style="list-style-type: none"> • Kardes, Frank/ Cline, Thomas/ Cronley, Maria: Consumer Behavior. Science and practice. South Western. • Solomon M.: Consumer Behavior - Buying, Having and Being, Pearson Prentice-Hall. <p>Fundamentals of market research</p> <ul style="list-style-type: none"> • Hague, P.N./Hague, N./ Morgan, C.-A.: Market research: a guide to planning, methodology and evaluation, Kogan Page. • Malhotra, N.K.: Marketing Research, 6th edition, Prentice Hall. |
| Additional Remarks | The module is also offered to exchange students of the International Study Program |
| Keywords | Market research, marketing research, market psychology, consumer behaviour, consumer psychology |
| Last edited | July 2023 |

MCO2170: MARKETING COMMUNICATIONS

| Marketing Communications | |
|-----------------------------------|---|
| Module ID | MCO2170 |
| Semester | 4 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | MCO2171 Fundamentals of Marketing Communications (2 SWS / 3 ECTS) MCO2172 Case Studies in Marketing Communications (2 SWS / 2 ECTS) |
| Prerequisites | None |
| Assessment methods and duration | PLR + PLK – 60 minutes |
| Requirements for granting credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits) |
| Planned group size | max. 90 students |
| Language | English |
| Module duration | 1 semester |
| Module coordinator | Tropp, Jörg |
| Lecturer(s) | Tropp, Jörg; Spilski, Anja |
| Subject area/ course of study | Bachelor Marketingkommunikation und Digital Marketing |
| Applicability in other programs | Bachelor International Marketing |
| Pedagogical approach | Lecture with exercises |
| Objectives | <p><u>Fundamentals of Marketing Communications</u></p> <ul style="list-style-type: none"> • Students learn the basic terms, central concepts and instruments of modern marketing communication. • They are aware of the significance, framework conditions and basic content of marketing communication. • They know the goals, functions, various forms and instruments of marketing communication. • You will develop an understanding of modern communication and learn how to use communication instruments in a targeted manner. <p><u>Case Studies in Marketing Communications</u></p> <p>Students broaden and deepen their knowledge of marketing communication and brand management.</p> <p>Students explain instruments and tactics in marketing communication and brand management using classic and current cases. They learn to apply these concepts to concrete problems and to recognize and name various alternative courses</p> |

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| | <p>of action.</p> <p><u>This module also serves to acquire instrumental and communicative competence.</u></p> |
| Content | <p><u>Fundamentals of Marketing Communications</u></p> <p>Compact overview of modern marketing communication, which, in addition to clarifying the basic terms, instruments and concepts on a macro level, also examines the advertising economic system. Main topics are:</p> <ul style="list-style-type: none"> • Clarification of the concept of communication • Relevant communication theoretical basics • Classification of marketing communication in the marketing mix • Structure and process of marketing communication • Tasks and instruments of marketing communication (advertising, WoM/influencer marketing, utility marketing, dialog marketing etc.) <p><u>Case Studies in Marketing Communications</u></p> <p>Cases and/or assignments on individual aspects of marketing communication, in particular the instruments of marketing communication and selected aspects of brand management, e.g. brand touchpoints, advertising formats, product placement, influencer marketing, content marketing, user-generated content, etc. The selection of topics will be adapted to current developments and case studies.</p> |
| Relation to other modules | <p>This module provides the basis for advanced courses of the study program Bachelor International Marketing</p> |
| Literature | <p><u>Fundamentals of Marketing Communications</u></p> <ul style="list-style-type: none"> • De Pelsmacker, P., Geuens, M., Van den Bergh, J. (2021): Marketing Communications: A European Perspective, Harlow, UK <p><u>Case Studies in Marketing Communications</u></p> <ul style="list-style-type: none"> • Introductory literature on the respective topics of the case studies will be provided in the course. • In addition, it will be shown how further literature sources can be researched independently. |
| Workload | <p>It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 80 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.</p> |
| Keywords | <p>Communication concept and process, integrated communication, cross-media communication, communication instruments and mix, communication strategy</p> |
| Last edited | <p>July 2023</p> |

MAR2130: SPECIAL ASPECTS IN MARKETING

| Special aspects in Marketing | |
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| Module ID | MAR2130 |
| Semester | 4 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every summer semester |
| Associated Courses | MAR2131 Sustainability Marketing |
| Prerequisites | None |
| Assessment Methods and duration | PLK/PLR/ PLP/PLM |
| Requirements for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | 35-40 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer(s) | Walter, Nadine |
| Subject area / course of study | International Marketing |
| Applicability in other programs | None |
| Pedagogical Approach | The didactical approach is a formal lecture accompanied by exercises, cases and discussions. |
| Objectives | <p>The students</p> <ul style="list-style-type: none"> • Understand the background and context of sustainability marketing • Identify and interpret the impact of social, economic and environmental change and the opportunities and threats these pose to individuals, the firm and society; • Incorporate sustainability principles into marketing tactics and strategies, including marketing planning and implementation; • Develop an appreciation for the relationship between sustainable business practices and societal and ecological welfare; • Communicate the benefits of integrating sustainability principles and objectives into marketing efforts. |
| Content | The lecture deals with sustainable marketing practices. It provides a background to CSR and provides solutions how to integrate sustainability principles into marketing practices. |
| Relation to other modules | None |

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| Workload | It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | <ul style="list-style-type: none">• Belz, Frank-Martin & Peattie, Ken: Sustainability Marketing: A Global Perspective• Sharma, Rishi Raj, Kaur, Tanveer & Amanjot Singh Syan. Sustainability Marketing: New directions and practices. |
| Additional Remarks | None |
| Last edited | July 2023 |

MAR3210: ELECTIVES

| Electives | |
|--------------------------------------|---|
| Module ID | MAR3210 |
| Semester | 4 |
| Credits | 12 |
| SWS | 8 |
| Frequency | Every summer semester |
| Associated Courses | <ul style="list-style-type: none"> • MKT3031 International Marketing (3 credits) • MCO3102 Public Relations (3 credits) • MMM3014 Customer Journey Management (3 credits) • MKT3102 Social Media Marketing (3 credits) <p>Alternative lectures possible</p> |
| Prerequisites | Completion of the first period of study |
| Assessment Methods and duration | <ul style="list-style-type: none"> • International Marketing: PLK/PLH/PLM (60 minutes) • Public Relations: PLK/PLH/PLM (60 minutes) • Customer Journey Management: PLR • Social Media Marketing: PLK/PLH/PLM (60 minutes) |
| Requirements for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 90 students |
| Language | English/ German |
| Module Duration | 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer(s) | Paetsch, Krebber, Merz |
| Subject area / course of study | Bachelor International Marketing |
| Applicability in other programs | None |
| Pedagogical Approach | Lecture with exercises |
| Objectives | The students get deeper insights into specific areas of Marketing. |
| Content | <p>MKT3031 - International Marketing</p> <ul style="list-style-type: none"> • History of globalization • Risk analysis: major risk factor for today's global economy • High level analysis: 4P in the global marketing context • Product: Standardization vs. local market adaption • Services: Standardization vs. country adaption |

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| | <ul style="list-style-type: none"> • Country regulation and product adaption • Transatlantic Trade and Investment Partnership (TTIP) • Inside Multinational Companies • Social and cultural market factors • Marketing and politics /rising barriers of doing business • Perspective on growth markets <p>MCO3102 - Public Relations</p> <ul style="list-style-type: none"> • Definition, meaning and functions of PR • Reference groups and topics of PR • Important instruments of PR • Basics of journalism • Media system in Germany incl. basic principles of press law • Strategic planning and conception of Corporate Communications and PR • Development and implementation of the most important PR and communication tools <p>MMM3014 - Customer Journey Management</p> <ul style="list-style-type: none"> • Fundamentals, definitions and models of customer journey management, customer retention and customer value • Measuring and metrics of customer journey management • Management of customer retention, customer experience and customer value • Application of the fundamentals to case studies <p>MKT3102 - Social Media Marketing</p> <ul style="list-style-type: none"> • Overview of social media marketing strategies • Knowledge of specific aspects of individual social media applications • Ability to manage social media marketing • Knowledge about controlling of social media marketing |
| Relation to other modules | None |
| Workload | It is expected that the students spend (on top of the class times of 8 x 15 = 120 SWS) 240 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Additional Remarks | None |
| Keywords | Electives, international marketing, public relations, customer journey, social media |
| Last edited | July 2023 |

MKT2100: MARKETING RESEARCH PROJECT

| Marketing Research Project | |
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| Module ID | MKT2100 |
| Semester | 4 |
| Credits | 8 |
| SWS | 5 |
| Frequency | Every summer semester |
| Associated Courses | MKT2101 Marketing Research Project |
| Prerequisites | None |
| Assessment Methods and duration | PLP/PLH/PLR/PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 30 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer(s) | Walter, Nadine |
| Subject area / course of study | Bachelor International Marketing |
| Applicability in other programs | None |
| Pedagogical Approach | Seminar |
| Objectives | The course enables the students to apply theoretical marketing knowledge. Students learn to get used to specific complex marketing problems, to analyse these and develop their own solutions. Students will be able to independently conduct a marketing project in a team. They learn to summarise their solutions verbally and present their solutions orally. |
| Content | Specific practical problems in the field of marketing |
| Relation to other modules | This module builds upon knowledge of the module MCO1050 Fundamentals of Marketing. |
| Workload | It is expected that the students spend (on top of the class times of $5 \times 15 = 75$ SWS) 165 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | TBD depending on content of the project |
| Keywords | Seminar, project, market research project, company project |
| Last edited | July 2023 |

GMT3400: MANAGEMENT IN SPECIFIC INDUSTRIES

| Management in Specific Industries | |
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| Module ID | GMT3400 |
| Semester | 5 |
| Credits | 6 |
| SWS | 5 |
| Frequency | Every semester |
| Associated Courses | GMT3425 International Management in the Digital Age |
| Prerequisites | Completed first study section |
| Assessment Methods and duration | PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the exam |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | max. 80 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Sander, Frauke |
| Lecturers | Saldsieder, Kai |
| Subject area / course of study | General business administration |
| Applicability in other modules / courses of study | All degree programs |
| Pedagogical Approach | Lecture with exercises |
| Objectives | <p>The students:</p> <ul style="list-style-type: none"> • know the possible forms of the internationalization process of a company and can work successfully in an international environment. • are able, based on the knowledge and skills acquired, to market products and services internationally and to handle the necessary financing processes accordingly. • are familiar with the special conditions and problems of internationally operating companies and can therefore take on their first professional and personal management tasks in this area relatively quickly. |
| Content | This lecture deals with the internationalization process of the company, international marketing and the legal framework of foreign activities. |
| Relation to other modules | Builds on the previous business administration modules. |
| Literature | <ul style="list-style-type: none"> • Czinkota, M.R., Ronkainen, I.A. et. al, International Business. |

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| | <ul style="list-style-type: none">• Griffin, R.W., Pustay, M.W., International Business.• Hollensen, S. (2014): Global Marketing, Pearson• Johansson, J.J., Global Marketing |
| Workload | 5 x 15 = 75 SWS contact hours and 105 h for preparation, independent literature study, exercises and accompanying work |
| Additional Remarks | English language electives are offered as part of the International Study Program. Credits earned in English will count toward the existing credit requirement in English. |
| Keywords | International Business, international management |
| Last edited | July 2023 |

MAR2310: QUANTITATIVE MARKET RESEARCH

| Quantitative Market Research | |
|--|--|
| Module ID | MAR2310 |
| Semester | 4 |
| Credits | 9 |
| SWS | 6 |
| Frequency | Every winter semester |
| Associated Courses | MAR2311 Quantitative Research Methodologies (4 SWS; 6 Credits) AQM2223 Applied Multivariate Statistics (2 SWS; 3 Credits) |
| Prerequisites | None |
| Kind of examination -Duration of Examination | PLH/PLR/PLK– 90 minutes |
| Prerequisite for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 35 students |
| Language | English |
| Duration of module | 1 Semester |
| Responsible person | Kulhlenkasper |
| Lecturer | Kulhlenkasper, Klein, Cleff |
| Study program | Bachelor International Marketing |
| Pedagogical Approach | Lecture with exercises |
| Applicability in other programs | None |
| Objectives | <p>The students</p> <ul style="list-style-type: none"> • Understand problems with empirical research und are able to analyse date professionally • Take confident decisions on statistical methods to be applied on existing research questions • Understand and can apply uni-, bi- and multivariate techniques • Are able to conduct data analysis in R and interpret the results correctly • Can present result comprehensively and can summarize these in a research report • Understand differences in selection methods and know their usage |
| Content | <p>Quantitative Research Methodologies This course provides the necessary skills to analyse data computer-based and interpret it. Students should be able to analyse generated data and apply the respective data analysis methods. Special emphasis is based on problem-identification and interpretation of uni-, bi-</p> |

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| | <p>and multi-variate methods. Examples of market research are used to professionally apply the methods.</p> <p>Applied Multivariate Statistics Computer-based application of complex multi-variate methods with statistics software (R) is conducted. The quantitative research is key in the lecture: from the operationalisation of single information to uni-, bi- and multi-variate data.</p> |
| Link to other modules | This module builds upon knowledge of the course MCO2130 Consumer and Communications Research. |
| Workload | It is expected that the students spend (on top of the class times of 6 x 15 = 90 SWS) 180 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | <ul style="list-style-type: none"> • Janssens, W., Wijnen, K., Pelsmacker de, P., Kenvove van, P.: Marketing Research with SPSS, Essex, Pearson Education. • Malhotra, N. K: Marketing Research. An Applied Approach, Pearson. • Malhotra, N. K, Birks, D. F.: Marketing Research. An Applied Approach, Pearson. • Saunders, M.; Lewis, P. und Thornhill, A.: Research Methods for Business Students, Essex (Prentice Hall). • Day, R.A.: How to write & publish a scientific paper. |
| Others | None |
| Keywords | Data management, data analysis, multivariate analysis, reporting, R |
| Last edited | July 2023 |

BIM3040: DIGITALIZATION IN MARKETING

| Digitalization in Marketing | |
|--|--|
| Module ID | BIM3040 |
| Semester | 5 |
| Level | Advanced level |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every winter semester |
| Associated Courses | BIM3041 Digital Marketing |
| Prerequisites | First study section being passed |
| Kind of examination -Duration of Examination | PLK/PLR/PLP/PLM |
| Prerequisite for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | Max. 30 students |
| Language | English |
| Duration of module | 1 Semester |
| Responsible person | Walter, Nadine |
| Lecturer | to be defined |
| Study program | Bachelor International Marketing |
| Pedagogical Approach | Lecture with exercises |
| Applicability in other programs | None |
| Objectives | <p>The students</p> <ul style="list-style-type: none"> • acquire a sound knowledge of online marketing and its integration into integrated corporate communications. • know the possibilities and limitations of these technologies and are in a position to examine the certain communication technologies and to and evaluate them. • are familiar with the various forms of advertising on the Internet and e-commerce business models. • are able to analyse and optimize web presences with regard to search engine and usability and optimize them |
| Content | <p>Introduction to modern media and communication technologies:</p> <ul style="list-style-type: none"> • Strategic analysis of the use of new media • Online advertising and e-commerce • Optimization of web presences |
| Link to other modules | This module builds upon knowledge of the module MCO1050 Fundamentals of Marketing. |

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| Workload | It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | <ul style="list-style-type: none">• Chaffey, M./ Ellis-Chadwick, F./Johnston, K. /Mayer, R.: Internet Marketing. Strategy, Implementation and Practice |
| Others | None |
| Keywords | Online Marketing, SEO, SEA |
| Last edited | July 2023 |

MKT3040: INTERNATIONAL ASPECTS IN MARKETING

| International Aspects in Marketing | |
|---|---|
| Module ID | MKT3040 |
| Semester | 5 |
| Credits | 8 |
| SWS | 4 |
| Frequency | Every winter semester |
| Associated Courses | IBU2162 – International Negotiation Strategies (2 SWS / 2 Credits) IBU1104 – Doing Business in Germany and Europe (4 SWS / 6 Credits) |
| Prerequisites | None |
| Assessment Methods and duration | IBU2162: UPL IBU1104: PLP/PLH/PLR/PLK (PLK 60 minutes) |
| Requirements for granting of credits | Passing the required examinations. |
| Significance for the Final Grade | The module counts weighted by its credits in the bachelor's degree note. |
| Planned group size | Max. 35 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer | Bremser |
| Study program | International Business and ISP |
| Pedagogical Approach | IBU2162: Practical exercise to train effective negotiation behaviour combined with theoretical lecture and small case studies. IBU1104: Seminar style lecture |
| Applicability in other study programs | ISP |
| Objectives | <p>IBU2162</p> <p>After completing this course, students are able to</p> <ul style="list-style-type: none"> • know and apply different negotiation techniques • are able to negotiate in a foreign environment • analyze possible negotiation outcomes and try to achieve them <p>IBU1104</p> <p>After completing this course, students are able</p> |

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| | <ul style="list-style-type: none"> • to use and apply modern databases to analyze and facilitate business in Europe. • to explain core terms and concepts of doing business in the EU • to understand the diversity of business traditions and cultures among the European nations – both EU members and other European partners like Switzerland. • to explain and discuss different business patterns and why ethical, social and environmental standards do matter in European business relations. • to deal with topics in European business in English and communicate and work with an international student body during classes and field trips. |
| <p>Content</p> | <p>IBU2162</p> <p>This course intends to broaden the view on different business cultures and at the same time teach students the necessary tools to succeed in international negotiations. It will therefore touch upon the theories of intercultural communication and negotiation skills. The class is very practice oriented. Each lesson we practice a negotiation, analyze it and develop skills to improve our negotiation behaviour. Special emphasis is put on the topics of negotiation in different cultures, integrative negotiation, distributive negotiation as well as working in negotiation teams.</p> <p>Students will acquire good knowledge of business cultures in different countries / regions.</p> <p>IBU1104</p> <ul style="list-style-type: none"> • Introduction to Germany and Europe • The German Economy and the relations with the European neighbors and partners • The European Economy: Intrasectoral versus intersectoral trade • The business environment of Germany and Europe • The cultural dimensions of European business • Current challenges of European business |
| <p>Relation to other modules</p> | <p>Other modules in advanced Marketing (e.g. International Marketing)</p> |
| <p>Workload</p> | <p>It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 180 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination.</p> |
| <p>Literature</p> | <p>IBU2162:</p> <ul style="list-style-type: none"> • DeMarr, Beverley; De Janasz, Suzanne: Negotiation and Dispute Resolution, Pearson, Harlow, current edition • Chaney, Lillina; Martin, Jeannette: Intercultural Business Communication, Pearson, Harlow, current edition • Fisher, Roger; Ury, William: Getting to Yes: Negotiating an agreement without giving in, current edition |

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| | <p>IBU1104:</p> <ul style="list-style-type: none"> • De Haan, Jakob; Oosterloo, Sander and Dirk Schoenmaker: Financial Markets and Institutions. A European Perspective, Cambridge University Press. • Guay, Terrence: The Business Environment of Europe. Firms, Governments, and Institutions, Cambridge University Press. • Wentzel, Dirk (2022): Updated Reader in European Integration • https://www.hofstede-insights.com/product/compare-countries/ • https://www.gtai.de/de/trade |
| Additional Remarks | |
| Keywords | Negotiation, international management, Europe |
| Last edited | July 2023 |

Program specific modules – Incomings**GMT3090: INTERNATIONAL MANAGEMENT**

| International Management | |
|---|--|
| Module ID | GMT3090 |
| Semester | 4 |
| Credits | 6 |
| SWS | 5 |
| Frequency | Every semester |
| Associated Courses | GMT3425 International Management in the Digital Age |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the exam |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 80 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Sander, Frauke |
| Lecturers | Saldsieder, Kai |
| Subject area / course of study | General business administration |
| Applicability in other modules / courses of study | |
| Pedagogical Approach | Lecture with exercises |
| Objectives | <p>The students:</p> <ul style="list-style-type: none"> • know the possible forms of the internationalization process of a company and can work successfully in an international environment. • are able, based on the knowledge and skills acquired, to market products and services internationally and to handle the necessary financing processes accordingly. • are familiar with the special conditions and problems of internationally operating companies and can therefore take on their first professional and personal management tasks in this area relatively quickly. |
| Content | This lecture deals with the internationalization process of the company, international marketing and the legal framework of foreign activities. |
| Relation to other modules | Builds on the previous business administration modules. |

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| Literature | <ul style="list-style-type: none">• Czinkota, M.R., Ronkainen, I.A. et. al, International Business.• Griffin, R.W., Pustay, M.W., International Business.• Hollensen, S. (2014): Global Marketing, Pearson• Johansson, J.J., Global Marketing |
| Workload | 5 x 15 = 75 SWS contact hours and 105 h for preparation, independent literature study, exercises and accompanying work |
| Additional Remarks | English language electives are offered as part of the International Study Program. Credits earned in English will count toward the existing credit requirement in English. |
| Keywords | International Business, international management |
| Last edited | July 2023 |

MCO2190: FUNDAMENTALS OF MARKETING

| Fundamentals of Marketing | |
|---|--|
| Module ID | MCO2190 |
| Semester | 4 |
| Level | Entry level |
| Credits | 5 |
| SWS | 5 |
| Frequency | Every winter semester |
| Associated Courses | MCO2052 Fundamentals of Marketing |
| Prerequisites | None |
| Kind of examination - Duration of Examination | PLK – 60 minutes |
| Prerequisite for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | Max. 90 students |
| Language | English |
| Duration of module | 1 Semester |
| Responsible person | Walter, Nadine |
| Lecturer | Walter, Nadine |
| Study program | Bachelor International Marketing |
| Pedagogical Approach | Lecture with exercises |
| Applicability in other programs | This module can also be taken by other study programs. |
| Objectives | The course will provide the students with a comprehensive understanding of the concepts and principles of Marketing and its applications. |
| Content | <p>Market environment and marketing strategy</p> <ul style="list-style-type: none"> • Marketing concept • Market environment • Marketing strategies • Consumer buying behaviour • Market segmentation, targeting and positioning <p>Marketing mix</p> <ul style="list-style-type: none"> • Product • Brand • Price • Promotion • Place <p>Marketing plan and implementation</p> <ul style="list-style-type: none"> • Marketing plans |

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| | <ul style="list-style-type: none"> • Implementation and control |
| Link to other modules | This module provides the basis for advanced courses of the study program Bachelor International Marketing. |
| Workload | It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | <ul style="list-style-type: none"> • Jobber, D./ Fahy, J.: Foundations of Marketing, McGraw-Hill Higher Education. • Kotler, P./Keller, K.L.: Marketing Management, Pearson. |
| Others | The module is also offered to exchange students of the International Study Program |
| Keywords | Fundamentals, marketing, marketing strategy, marketing mix, marketing instruments, marketing planning, branding |
| Last edited | July 2023 |

MCO2130: CONSUMER AND COMMUNICATIONS RESEARCH

| Consumer and Communications Research | |
|---|--|
| Module ID | MCO2130 |
| Semester | 4 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every winter semester |
| Associated Courses | MCO2131 Consumer Behaviour and Psychology of Advertising MAR2042 Fundamentals of Market Research |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 90 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer(s) | Professors of other study programs |
| Subject area / course of study | Bachelor International Marketing |
| Applicability in other programs | |
| Pedagogical Approach | Lecture with exercises |
| Objectives | <p>Consumer Behaviour and Psychology of Advertising Students know the psychological influencing factors and the market and communication-related fundamentals of consumer behaviour</p> <p>Fundamentals of Market Research Students understand the methodological approach, the instruments and the benefits of market research</p> |
| Content | <p>Consumer Behaviour and Psychology of Advertising</p> <ul style="list-style-type: none"> • Consumer pre-purchase <ul style="list-style-type: none"> - Need recognition - Information processing: Exposure and attention, perception and comprehension - Opinion formation and learning - Memory - Consumer evaluation • Consumer purchase <ul style="list-style-type: none"> - Choices and biases - Purchase • Consumer post-purchase |

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| | <ul style="list-style-type: none"> - Consumption and customer satisfaction/dissatisfaction - Customer-brand relationship and customer loyalty • External influences <ul style="list-style-type: none"> - Individual characteristics - Environmental influences <p>Fundamentals of Market Research</p> <ul style="list-style-type: none"> • Planning, organisation and conduction of market research projects • Data generation methods (survey, observation, experiment) and its applications • Data analysis, interpretation and presentation of results of market research data |
| Relation to other modules | This module provides the basis for advanced courses of the study program Bachelor International Marketing. |
| Workload | It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 90 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | <p>Fundamentals of Market Research</p> <ul style="list-style-type: none"> • Hague, P.N./Hague, N./ Morgan, C.-A.: Market research: a guide to planning, methodology and evaluation, Kogan Page. • Malhotra, N.K.: Marketing Research, 6th edition, Prentice Hall. <p>Market and Consumer Psychology</p> <ul style="list-style-type: none"> • Kardes, Frank/ Cline, Thomas/ Cronley, Maria: Consumer Behavior. Science and practice. South Western. • Solomon M.: Consumer Behavior - Buying, Having and Being, Pearson Prentice-Hall. |
| Additional Remarks | The module is also offered to exchange students of the International Study Program |
| Keywords | Market research, marketing research, market psychology, consumer behaviour, consumer psychology |
| Last edited | July 2023 |

MAR2310: QUANTITATIVE MARKET RESEARCH

| Quantitative Market Research | |
|--|--|
| Module ID | MAR2310 |
| Semester | 4 |
| Credits | 9 |
| SWS | 6 |
| Frequency | Every winter semester |
| Associated Courses | MAR2311 Quantitative Research Methodologies (4 SWS; 6 Credits) AQM2223 Applied Multivariate Statistics (2 SWS; 3 Credits) |
| Prerequisites | None |
| Kind of examination -Duration of Examination | PLH/PLR/PLK– 90 minutes |
| Prerequisite for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 35 students |
| Language | English |
| Duration of module | 1 Semester |
| Responsible person | Kulhlenkasper |
| Lecturer | Kuhlenkasper, Klein, Cleff |
| Study program | Bachelor International Marketing |
| Pedagogical Approach | Lecture with exercises |
| Applicability in other programs | None |
| Objectives | <p>The students</p> <ul style="list-style-type: none"> • Understand problems with empirical research und are able to analyse date professionally • Take confident decisions on statistical methods to be applied on existing research questions • Understand and can apply uni-, bi- and multivariate techniques • Are able to conduct data analysis in R and interpret the results correctly • Can present result comprehensively and can summarize these in a research report • Understand differences in selection methods and know their usage |
| Content | <p>Quantitative Research Methodologies This course provides the necessary skills to analyse data computer-based and interpret it. Students should be able to analyse generated data and apply the respective data analysis methods. Special emphasis is based on problem-identification and interpretation of uni-, bi-</p> |

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| | <p>and multi-variate methods. Examples of market research are used to professionally apply the methods.</p> <p>Applied Multivariate Statistics Computer-based application of complex multi-variate methods with statistics software (R) is conducted. The quantitative research is key in the lecture: from the operationalisation of single information to uni-, bi- and multi-variate data.</p> |
| Link to other modules | None |
| Workload | It is expected that the students spend (on top of the class times of 6 x 15 = 90 SWS) 180 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | <ul style="list-style-type: none"> • Janssens, W., Wijnen, K., Pelsmacker de, P., Kenvove van, P.: Marketing Research with SPSS, Essex, Pearson Education. • Malhotra, N. K: Marketing Research. An Applied Approach, Pearson. • Malhotra, N. K, Birks, D. F.: Marketing Research. An Applied Approach, Pearson. • Saunders, M.; Lewis, P. und Thornhill, A.: Research Methods for Business Students, Essex (Prentice Hall). • Day, R.A.: How to write & publish a scientific paper. |
| Others | None |
| Keywords | Data management, data analysis, multivariate analysis, reporting, R |
| Last edited | July 2023 |

MCO2170: MARKETING COMMUNICATIONS

| Marketing Communications | |
|-----------------------------------|---|
| Module ID | MCO2170 |
| Semester | 5 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | MCO2171 Fundamentals of Marketing Communications (2 SWS / 3 ECTS) MCO2172 Case Studies in Marketing Communications (2 SWS / 2 ECTS) |
| Prerequisites | None |
| Assessment methods and duration | PLR + PLK – 60 minutes |
| Requirements for granting credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits) |
| Planned group size | max. 90 students |
| Language | English |
| Module duration | 1 semester |
| Module coordinator | Tropp, Jörg |
| Lecturer(s) | Tropp, Jörg; Spilski, Anja |
| Subject area/ course of study | Bachelor Marketingkommunikation und Digital Marketing |
| Applicability in other programs | Bachelor International Marketing |
| Pedagogical approach | Lecture with exercises |
| Objectives | <p><u>Fundamentals of Marketing Communications</u></p> <ul style="list-style-type: none"> - Students learn the basic terms, central concepts and instruments of modern marketing communication. - They are aware of the significance, framework conditions and basic content of marketing communication. - They know the goals, functions, various forms and instruments of marketing communication. - You will develop an understanding of modern communication and learn how to use communication instruments in a targeted manner. <p><u>Case Studies in Marketing Communications</u></p> <p>Students broaden and deepen their knowledge of marketing communication and brand management.</p> <p>Students explain instruments and tactics in marketing communication and brand management using classic and current cases. They learn to apply these concepts to concrete problems and to recognize and name various alternative courses</p> |

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| | <p>of action.</p> <p><u>This module also serves to acquire instrumental and communicative competence.</u></p> |
| Content | <p><u>Fundamentals of Marketing Communications</u></p> <p>Compact overview of modern marketing communication, which, in addition to clarifying the basic terms, instruments and concepts on a macro level, also examines the advertising economic system. Main topics are:</p> <ul style="list-style-type: none"> • -Clarification of the concept of communication • -Relevant communication theoretical basics • -Classification of marketing communication in the marketing mix • -Structure and process of marketing communication • -Tasks and instruments of marketing communication (advertising, WoM/influencer marketing, utility marketing, dialog marketing etc.) <p><u>Case Studies in Marketing Communications</u></p> <p>Cases and/or assignments on individual aspects of marketing communication, in particular the instruments of marketing communication and selected aspects of brand management, e.g. brand touchpoints, advertising formats, product placement, influencer marketing, content marketing, user-generated content, etc. The selection of topics will be adapted to current developments and case studies.</p> |
| Relation to other modules | None |
| Literature | <p><u>Fundamentals of Marketing Communications</u></p> <ul style="list-style-type: none"> • De Pelsmacker, P., Geuens, M., Van den Bergh, J. (2021): Marketing Communications: A European Perspective, Harlow, UK <p><u>Case Studies in Marketing Communications</u></p> <ul style="list-style-type: none"> • - Introductory literature on the respective topics of the case studies will be provided in the course. • - In addition, it will be shown how further literature sources can be researched independently. |
| Workload | It is expected that the students spend (on top of the class times of 4 x 15 = 60 SWS) 80 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Keywords | Communication concept and process, integrated communication, cross-media communication, communication instruments and mix, communication strategy |
| Last edited | July 2023 |

MKT2100: MARKETING RESEARCH PROJECT

| Marketing Research Project | |
|--------------------------------------|---|
| Module ID | MKT2100 |
| Semester | 5 |
| Credits | 8 |
| SWS | 5 |
| Frequency | Every summer semester |
| Associated Courses | MKT2101 Marketing Research Project |
| Prerequisites | None |
| Assessment Methods and duration | PLP/PLH/PLR/PLK - 90 minutes |
| Requirements for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 30 students |
| Language | English |
| Module Duration | 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer(s) | Walter, Nadine |
| Subject area / course of study | Bachelor International Marketing |
| Applicability in other programs | None |
| Pedagogical Approach | Seminar |
| Objectives | The course enables the students to apply theoretical marketing knowledge. Students learn to get used to specific complex marketing problems, to analyse these and develop their own solutions. Students will be able to independently conduct a marketing project in a team. They learn to summarise their solutions verbally and present their solutions orally. |
| Content | Specific practical problems in the field of marketing |
| Relation to other modules | This module builds upon knowledge of the module MCO1050 Fundamentals of Marketing. |
| Workload | It is expected that the students spend (on top of the class times of $5 \times 15 = 75$ SWS) 165 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | TBD depending on content of the project |
| Keywords | Seminar, project, market research project, company project |
| Last edited | July 2023 |

MKT3090: ELECTIVES

| Electives | |
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| Module ID | MKT3090 |
| Semester | 4 |
| Credits | 9 |
| SWS | 6 |
| Frequency | Every summer semester |
| Associated Courses | <p>Students need to choose courses of 9 ECTS from the following electives:</p> <ul style="list-style-type: none"> • MKT3031 International Marketing (3 credits) • MCO3102 Public Relations (3 credits) • MMM3014 Customer Journey Management (3 credits) • MKT3102 Social Media Marketing (3 credits) <p>Alternative lectures possible</p> |
| Prerequisites | None |
| Assessment Methods and duration | <ul style="list-style-type: none"> • International Marketing: PLK/PLH/PLM (60 minutes) • Public Relations: PLK/PLH/PLM (60 minutes) • Customer Journey Management: PLR • Social Media Marketing: PLK/PLH/PLM (60 minutes) |
| Requirements for granting of credits | Successful passing of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 90 students |
| Language | English/German |
| Module Duration | 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer(s) | Paetsch, Krebber, Merz |
| Subject area / course of study | Bachelor International Marketing |
| Applicability in other programs | None |
| Pedagogical Approach | Lecture with exercises |
| Objectives | The students get deeper insights into specific areas of Marketing. |
| Content | <p>MKT3031 - International Marketing</p> <ul style="list-style-type: none"> • History of globalization • Risk analysis: major risk factor for today's global economy • High level analysis: 4P in the global marketing context |

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| | <ul style="list-style-type: none"> • Product: Standardization vs. local market adaption • Services: Standardization vs. country adaption • Country regulation and product adaption • Transatlantic Trade and Investment Partnership (TTIP) • Inside Multinational Companies • Social and cultural market factors • Marketing and politics /rising barriers of doing business • Perspective on growth markets <p>MCO3102 - Public Relations</p> <ul style="list-style-type: none"> • Definition, meaning and functions of PR • Reference groups and topics of PR • Important instruments of PR • Basics of journalism • Media system in Germany incl. basic principles of press law • Strategic planning and conception of Corporate Communications and PR • Development and implementation of the most important PR and communication tools <p>MMM3014 - Customer Journey Management</p> <ul style="list-style-type: none"> • Fundamentals, definitions and models of customer journey management, customer retention and customer value • Measuring and metrics of customer journey management • Management of customer retention, customer experience and customer value • Application of the fundamentals to case studies <p>MKT3102 - Social Media Marketing</p> <ul style="list-style-type: none"> • Overview of social media marketing strategies • Knowledge of specific aspects of individual social media applications • Ability to manage social media marketing • Knowledge about controlling of social media marketing |
| Relation to other modules | None |
| Workload | It is expected that the students spend (on top of the class times of 6 x 15 = 90 SWS) 180 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Additional Remarks | None |
| Keywords | Electives, international marketing, public relations, customer journey, social media |
| Last edited | July 2023 |

ESR3100: ETHICS AND SOCIAL RESPONSIBILITY

| Ethics and social responsibility (electives) | |
|---|--|
| Module ID | ESR3100 |
| Semester | 7 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated Courses | Electives: <ul style="list-style-type: none"> • ESR3106 Ethics, Business and Society (English) • ESR3204 Ethics and Economics (English, only summer semester) (Other / alternative courses possible) |
| Prerequisites | Completed first stage of studies |
| Assessment Methods and duration | PLK/PLR/PLP/PLM; PLK - 60 minutes |
| Requirements for granting of credits | Successful completion of the examination |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 80 students |
| Language | English/German |
| Module Duration | 1 semester |
| Module Coordinator | Volkert, Jürgen |
| Lecturers | Professors of the Faculty of Economics and Law, especially from the Department of Economics |
| Subject area | Economics |
| Applicability in other modules / courses of study | All business administration courses |
| Pedagogical Approach | Lecture with exercises |
| Objectives | Expansion of the economic value perspective to include ethical and social perspectives as well as their consequences for the increasingly significant social responsibility of companies in - globalization. The aim is to impart fundamental knowledge and skills for dealing with different demands on companies as well as approaches for expanded value and conflict management. |
| Content | The course is offered as an elective with the aforementioned specializations. All specializations deal with questions of corporate responsibility against the background of different value concepts and social demands in different cultures. The resulting restrictions and conflicts for entrepreneurial action as well |

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| | <p>as different alternatives for their goal-oriented consideration are discussed.</p> <p>In the specialization ESR3106, the importance of different values and norms for companies and society are discussed. The focus is on the goal-oriented handling of conflicts and dilemma situations with the help of ethics management systems, while at the same time clarifying the importance of order and individual ethics. Furthermore, special ethical challenges and strategies for the perception of corporate responsibility in globalization are discussed. In the specialization ESR3103 the consideration of ecological requirements in entrepreneurial activities is dealt with from an operational perspective. The focus is on sustainable development and the consequences this has for the economy. Conflicts of objectives are highlighted and solution strategies as well as concrete decision-making instruments are presented as examples.</p> |
| Workload | Contact time 4 x 15 = 60 SWS and self-study to the extent of 90 h |
| Additional Remarks | <p>The module may also be taken as part of an equivalent performance during a semester of study abroad.</p> <p>English language modules are also offered in English as part of the International Study Program. Seminar credits earned in English will count toward the existing credit requirement in English.</p> |
| Last edited | July 2023 |

LAN3200: LANGUAGE AND CROSS CULTURAL COMPETENCIES

| Language and Cross Cultural Competencies | |
|---|---|
| Module ID | See individual course numbers |
| Semester | <ul style="list-style-type: none"> • SIC1104 Cross Cultural Competencies (4th semester) • LAN3201 German Level A2 (4th semester) • LAN3202 German Level B1 (5th semester) |
| Credits | 8 |
| SWS | 11 |
| Frequency | <ul style="list-style-type: none"> • SIC1104 Cross Cultural Competencies (winter semester) • LAN3201 German Level A2 (winter semester) • LAN3202 German Level B1 (summer semester) |
| Associated Courses | <ul style="list-style-type: none"> • SIC1104 Cross Cultural Competencies (1 SWS; 2 credits) • LAN3201 German Level A2 (3 credits) • LAN3202 German Level B1 (3 credits) |
| Prerequisites | None |
| Assessment Methods and duration | <ul style="list-style-type: none"> • SIC1104 Cross Cultural Competencies (PLH/PLR). • LAN3201 German Level A2 (PLK/PLM) • LAN3202 German Level B1 (PLK/PLM) |
| Requirements for granting of credits | Successful passing of the examinations |
| Significance for the Final Grade | This module's grade is part of the final Bachelor grade (weighted by number of credits). |
| Planned group size | max. 30 students |
| Language | <ul style="list-style-type: none"> • SIC1104 Cross Cultural Competencies (English) • LAN3201 German Level A2 (German) • LAN3202 German Level B1 (German) |
| Module Duration | Every 1 semester |
| Module Coordinator | Walter, Nadine |
| Lecturer(s) | Professors of other study programs and language institute |
| Subject area / course of study | Bachelor International Marketing |
| Applicability in other programs | None |
| Pedagogical Approach | Seminar |
| Applicability in other programs | SIC1104 Cross Cultural Competencies <ul style="list-style-type: none"> • Students can deal with communication situations in different cultural contexts • Students understand different cultures • Students know their own cultural background and reflect upon it critically, • Students gain cultural awareness • Students practice communication in English language |

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| | <p>LAN3201 German Level A2</p> <ul style="list-style-type: none"> • Students gain proficiency of level A2 <p>LAN3202 German Level B1</p> <ul style="list-style-type: none"> • Students gain proficiency of level B1 |
| Content | |
| Relation to other modules | None |
| Workload | It is expected that the students spend (on top of the class times of 11 x 15 = 165 SWS) 75 hours of preparation and debrief time, individual literature study, preparation of cases and exercises and preparation on final examination. |
| Literature | TBD depending on course |
| Additional Remarks | None |
| Keywords | German, language, cross-cultural |
| Last edited | July 2023 |

INS3040: INTERNSHIP

| Internship | |
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| Module ID | INS3040 |
| Semester | 6 |
| Credits | 30 |
| SWS | 0 |
| Frequency | Every winter semester |
| Associated Courses | INS3041 Internship |
| Kind of examination -Duration of Examination | UPL |
| Content | Internship of 100 days (after adjusting for vacation/sick days) in Marketing or Marketing-related field in company |
| Keywords | Internship, practical semester |
| Last edited | July 2023 |