

Course Book / Modulhandbuch
International Business B.Sc.

Situation at: 15th April 2024

Course Book

International Business B.Sc.

PO 2019

In this course book you will find detailed information about the modules which are offered in the study program International Business. You will find a description of the competences that can be acquired in the respective modules and you will see if there are any admission requirements and what kind of literature is recommended. The course book is divided in the fields Business Administration, Management & Leadership, Economics, Business Law and Quantitative Methods. In the field self-study modules, competences which are prerequisites for the study program or which represent a perfect add-on, are described. Credits cannot be achieved in these areas. We recommend our students to make use of these optional and free offers.

The students spend their fifth semester abroad. A workload of 30 Credit Points (ECTS) has to be achieved. Please consider according to which examination regulation you are enrolled. Depending on the respective situation, courses may be offered online (for example in Zoom-Meetings). Please find detailed information on https://www.th-koeln.de/hochschule/coronavirus_73114.php

Submission of Papers

Dear students,

The problem of plagiarism has been increasing in the past few years and the consequences of plagiarism have been intensively discussed in the media. Universities should therefore recognize plagiarism, not only in the area of dissertations, and implement procedures in order to protect students who are not cheating.

The faculty of business, economics, and law has implemented a standard control of every written assignment. Additionally to the written version, you should send a digital version of your assignment to the plagiarism control.

Please make sure that

1. You send the digital version to the email address within the deadline.
2. You send the digital version to **plagiatspruefung@f04.th-koeln.de**.
3. This applies for every kind of written papers, seminar assignments and final thesis within the faculty of business, economics, and law.
4. You use a well-established word processing program.
5. The file name should contain: module, teacher, name / group name of the authors(s)

Here is an example:

Dozent_Modul_(Gruppen-)Name_Verfasser_Semester

Beispiel: Schmitte_InternationalManagementandEthics_Iron_SS22

Inhaltsverzeichnis

Self-Study Modules	1
Preparatory Course – Basics of Accounting	7
Business Administration	11
Management & Leadership.....	36
Economics	69
Business Law	78
Quantitative Methods.....	81

Self-Study Modules

Code of the module	1.01.
Name of the module	Competences in Scientific Working
Courses within this module	
Content of the module	The course content of each seminar can be found on the internet platform for academic training of the academy: https://www.th-koeln.de/studium/schluesselkompetenzen_25490.php
Objective of the module (expected learning results and competences to acquire)	Basic competencies in academic work. In particular, students attending these seminars develop a fundamental understanding of <ul style="list-style-type: none"> • the principles of good scientific practice, • the use of citation and the correct documentation of sources, • literature and database research, • techniques and strategies that facilitate a more effective, efficient and successful academic writing process.
Semester	Varying offers
Duration	Recommended self-study during the entire duration of the whole study program
Frequency	Varying offers
Number of ECTS-Credits	None
Total workload	
Type of the module (compulsory, elective, etc.)	Optional self-study (recommended)
Applicability of the module	Academic work is a requirement in all courses of this study program as well as of all study programs of the TH Köln.
Admission requirements	According to the guidelines of the academy.
Responsible person for the module	Academy for academic training
Name of the lecturer	Varies
Instruction language	German / English
Evaluation (Performance review and duration)	Further information can be found online.
Weightage of the result within the final result	
Teaching and study methods	Further information can be found online.
Others	
Recommended literature	Further information can be found online.

Code of the module	1.02.
Name of the module	Competences in Foreign Languages
Courses within this module	Courses can be found under „Sprachkurse für Studierende“ on the internet platform of the Sprachlernzentrum (SLZ) of TH Köln. https://www.th-koeln.de/internationales/sprachlernangebote_18336.php
Content of the module	The course content of each module can be found under SLZ, https://www.th-koeln.de/internationales/sprachlernangebote_18336.php
Objective of the module (expected learning results and competences to acquire)	Acquisition of language competences according to CEFR, level A1—C2, including professional language skills. The student can deal with cultural diversity. Acquisition of competencies as described in Bloom’s Taxonomy of Educational Objectives in accordance with language levels, with levels 5 and 6 (synthesis and evaluation) being relevant from level B2 of the CEFR.
Semester	Varying offers
Duration	Recommended self-study during the entire duration of the whole study program
Frequency	Varying offers
Number of ECTS-Credits	None
Total workload	Ca. 130 hours per course.
Type of the module (compulsory, elective, etc.)	Optional self-study (recommended)
Applicability of the module	Foreign languages are an optional component of all study programs of the Institute. Accreditation in study programs of other Institutes has to be discussed with the respective study program director on a case-by-case basis.
Admission requirements	According to the guidelines of the SLZ (Language Center).
Responsible person for the module	SLZ of the TH Köln
Name of the lecturer	Varies
Instruction language	German / English / French / Spanish / Italian
Evaluation (Performance review and duration)	Oral performance, presentation or project work and final written examination (90 minutes)
Weightage of the result within the final result	
Teaching and study methods	Task- and project-based learning, learner-centered approach; Cognitive Alignment of learning objective, course content and materials, and assessment.

Others	Language competency tests may be required as a prerequisite for admission. Further information can be found online.
Recommended literature	Further information can be found online.

Code of the module	1.03.
Name of the module	Cultural Competences
Courses within this module	
Content of the module	Students are informed of the study contents of each seminar by the faculty.
Objective of the module (expected learning results and competences to acquire)	For the project work in intercultural teams as well as for the preparation of the semester abroad, it is highly recommended to attend the self-study module "Cultural Competences" since it will improve the understanding of different cultures and the behavior.
Semester	Varying offers
Duration	Recommended self-study during the entire duration of the whole study program
Frequency	Varying offers
Number of ECTS-Credits	None
Total workload	
Type of the module (compulsory, elective, etc.)	Optional self-study (recommended)
Applicability of the module	Cultural competences are particularly relevant for students, who plan a semester abroad. Accreditation in other study programs has to be discussed with the respective study program director on a case-by-case basis.
Admission requirements	According to the guidelines of the faculty.
Responsible person for the module	Faculty for Information and Communication Sciences
Name of the lecturer	Varies
Instruction language	Varies
Evaluation (Performance review and duration)	Information will be provided for each seminar.
Weightage of the result within the final result	
Teaching and study methods	Information will be provided for each seminar.
Others	Language competency tests might be required as a prerequisite for admission. Further information can be found online.
Recommended literature	Information will be provided for each seminar.

Code of the module	1.04.
Name of the module	Competences in Quantitative Methods
Courses within this module	
Content of the module	The self-study “Quantitative Methods Competences” conveys basic principles in mathematics as well as statistics. The course content of each seminar can be found under: https://www.th-koeln.de/studium/fit-fuer-mathe-im-studium_43306.php
Objective of the module (expected learning results and competences to acquire)	The study program is based on a quantitative approach within several modules. Therefore, a continuous improvement in using quantitative methods is recommended.
Semester	1 st semester
Duration	Recommended self-study during the entire duration of the whole study program
Frequency	Varying offers
Number of ECTS-Credits	None
Total workload	
Type of the module (compulsory, elective, etc.)	Optional self-study (recommended)
Applicability of the module	Competences in quantitative methods are a requirement in all courses of this study program as well as of all study programs of the TH Köln.
Admission requirements	According to the guidelines of the relevant seminar.
Responsible person for the module	Various central and decentral units of the TH Köln
Name of the lecturer	Varies
Instruction language	German
Evaluation (Performance review and duration)	Information will be provided for each seminar.
Weightage of the result within the final result	
Teaching and study methods	Information will be provided for each seminar.
Others	
Recommended literature	Information will be provided for each seminar.

Preparatory Course – Basics of Accounting

Code of the module	1.05
Name of the module	Preparatory Course - Basics of Accounting
Courses within this module	
Content of the module	<p>Preparatory Course – Basics of Accounting teaches first year undergraduate students in International Business with no prior training in or knowledge the basic principles of accounting. These include an overview of accounting terminology and principles of financial statements and financial reporting.</p> <p>This course introduces the basics of double-entry bookkeeping incl. journal entries, accounts, ledgers, trial balances and accrual principle. Additionally, the role of financial statements/-reporting and accounting information systems is discussed. It includes class exercises and a Preparatory Course Quiz (P-Quiz).</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p><u>Knowledge</u>: Gain familiarity with accounting terminology and the three financial statements, and the difference between financial and management accounting.</p> <p><u>Understanding</u>: Interpret and describe accrual accounting and the interaction between selected elements of the three financial statements.</p> <p><u>Application</u>: Students shall learn to input and apply double-entry bookkeeping incl. journal entries, accounts, ledgers, trial balances in accordance with the accrual principle.</p>
Semester	1 st semester
Duration	Three weeks at the beginning of the 1. Semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	1 SWS with total workload of ca. 45 hours, comprising up to 20 contact hours (of 45 minutes each) and 30 hours of independent preparation and homework write-ups
Type of the module (compulsory, elective, etc.)	<p>This course is a prerequisite for International Business BSc students with no prior training in or knowledge of the basic principles of accounting.</p> <p>Exempted from this course are students who (1) are able to officially certify their having passed prior courses or practical training in financial or management accounting (e.g. within <i>Kaufmännische Ausbildung</i>), either of which must list and</p>

	satisfy the equivalent learning objectives of the Preparatory Course, and (2) receive a written waiver from the professor on the basis of such official certification.
Applicability of the module	<p>Modern revenue-, cost- and business- planning and budgeting, controlling and performance measurement, finance and capital markets require accounting as their universal means of communication.</p> <p>This Preparatory Course helps students with no prior background in accounting to prepare themselves for -and is therefore a prerequisite to- the course Introduction to International Accounting and Taxation.</p> <p>Students must participate in the class exercises and submit all assignments. They must also pass the P-Quiz at the end of this Preparatory Course.</p>
Admission requirements	Prerequisite is knowledge of high school-level mathematics.
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli Dr. Selina Orthaus
Instruction language	English
Evaluation (Performance review and duration)	<p>Class exercises, homeworks and the P-Quiz. Passing the P-Quiz requires students to achieve a minimum of 50% of the maximum points defined by the professor. There shall be no grade, only Pass/Fail.</p> <p>If students do not pass the first P-Quiz, “make-up” P-Quiz shall be offered in the course of the 1. Semester of the International Business BSc program. Students may -at the discretion of the professor- be allowed to participate in the immediately following Introduction to International Accounting and Taxation (IIAT) course. In this case, however, they must simultaneously pass all requirements (incl. assignments and exam (Klausur)) for the IIAT course, and the “make-up” P-Quiz at the end of the same semester. (Note: Not passing a “make-up” P-Quiz will prevent students from passing the IIAT course.).</p>
Weightage of the result within the final result	None
Teaching and study methods	Seminar-like lecture with interactive class exercises, question and answer sessions.
Others	
Recommended literature	Lecture notes, to be uploaded on TH Köln’s ILIAS online course system. All communication and submissions shall be handled through ILIAS.

Main textbook: Weygandt, J. / Kimmel, P. / Kieso, D.: Accounting Principles (IFRS Version), Global Edition, 2019 (ordered by TH Köln library).

Rusli, R. D. and Orthaus, S., Exercises and Homework Assignments (HW).

Optional Textbook: Dauderis, H. / Annand, D., Introduction to Financial Accounting, Valley, 2nd edition, 2014 (free pdf on Web).

Business Administration

Code of the module/PSSO number	2.01./1010
Name of the module	Introduction to International Business
Courses within this module	
Content of the module	<p>The course mainly covers the following aspects:</p> <ul style="list-style-type: none"> • Essentials of international business, including digital business • Setting targets, including financial figures • Strategic and operative management • Selected management methods • Selected management tools (SWOT analysis, industry analysis with five forces, portfolio management, balanced scorecard etc.) • Selected value chain activities (especially human resource, sourcing, supply chain management etc.) <p>The course also includes the following session:</p> <ul style="list-style-type: none"> • Introduction to scientific writing
Objective of the module (expected learning results and competences to acquire)	<p>This course introduces students to the principles and challenges of international business. They become familiar with selected business functions, including their specific problems and methods. The module gives a first understanding about the principles of international business as well as an overview about business functions among the value chain and builds the basis for further modules. Different pre-knowledge of students is supposed to be equalized.</p> <p><u>Knowledge:</u> Students know principles, methods, tools and functions of international business. They are aware of specific tasks and challenges of internationally acting companies.</p> <p><u>Understanding:</u> They explain principles, methods, tools and functions in an international context.</p> <p><u>Application:</u> Students apply their knowledge to small cases and exercises.</p>
Semester	1 st semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 independent studies (incl. Preparation, review and examinations)

Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Admission requirements	The self-study module “Competences in Scientific Working” is recommended. Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturer	Prof. Dr. Michael Volkmann
Instruction language	English
Evaluation (Performance review and duration)	Scientific Writing Exam: 20% Written Exam: 80%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Moderated discussions; workshops; student group papers
Others	Visit of library
Recommended literature	Class notes Gaspar, J. / Arreolo-Risa, A. / Bierman, L. / Hise, R. / Kolari, J. / Smith, L., Introduction to global business: Understanding the international environment and global business functions, South-Western Cengage Learning, 2nd edition, 2017 Parboteeah, K. / Cullen, J., Strategic international management, South-Western Cengage Learning, 5 th ed., 2011 Collinson, S., / Narula, R. / Rugman, A., International business, Pearson, 8 th ed., 2020

Code of the module/PSSO number	2.02./1020
Name of the module	Consulting & Digitalization
Courses within this module	
Content of the module	<p>Introduction to business consulting and business informatics</p> <p>Management Consulting:</p> <ul style="list-style-type: none"> - Market of management consulting - Communication - Sales & Distribution - Methods and tools of enterprise analysis - Business Development - Case studies <p>Business informatics:</p> <ul style="list-style-type: none"> - Model-based development and introduction of integrated application systems (including process models, project management, requirements engineering, modeling, testing) - Business Intelligence (e.g. MS Excel Pivottables) and Artificial Intelligence (ChatGPT) - Examples of business standard software (e.g. Salesforce) - Use of enterprise simulation software (e.g. AnyLogic), - Use of a low- / no-coding platform, e.g. Trailhead - Further use of online applications like Google Workspace, Miro etc.
Objective of the module (expected learning results and competences to acquire)	<p><u>Understanding:</u> Students recognize the interdisciplinary knowledge spectrum of management consulting and business informatics. They are able to classify and reproduce the key terms and methods in an economic context. To this end, definitions and methods are discussed interactively in case studies to be able to classify the content of the discussion partners in future projects and interpret specialist discussions correctly. In addition, students will learn to recognize key functions in standard business software.</p> <p><u>Application:</u> Students are able to apply basic methods of (agile) project management, communication, data and process modeling. They learn to define requirements and implement systemic concepts in a practical way in their own project. They can analyze and create UML class diagrams and BPMN process models and implement these for an app they are developing themselves. The aim is for students to be able to interpret, help shape and improve the results of project partners in consulting projects in the context of digitalization.</p>

	<p><u>Analysis:</u> Students learn how to use a low- or no-coding platform. The analytical and design skills of the students are further developed with the help of software for business intelligence, artificial intelligence, and simulation to be able to correctly analyze and evaluate data in further courses and in practice, but also to improve processes and data models.</p> <p><u>Synthesis:</u> Students can independently carry out and manage developments in projects with the help of process models. Based on case studies, apps for business ideas are created in group work using a low- or no-coding platform. The development takes place in presence as well as hybrid, nomadic and in the home office, so that the experiences of various forms of work can be experienced and recorded in a practical way. The app, the project, the models and the learning experiences are documented in the form of a term paper. The aim is to ensure that development projects in companies can be understood and supported. Students should experience the opportunities and risks of various forms of work - face-to-face, hybrid and online in diverse environments - in a practical way.</p>
Semester	1 st semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS with total workload of 180 hours, comprising 60 contact hours (of 45 minutes each), 90 hours independent preparation and homework write-ups, 45 hours of group project work.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	Consulting & Digitalization is part of Business Administration B.Sc., Banking and Finance B.Sc. and International Business B.Sc.
Admission requirements	Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Hans-Günter Lindner
Name of the lecturer	Prof. Dr. Hans-Günter Lindner Prof. Dr. Bernd Schnur
Instruction language	German (Business Administration) and English (International Business)

Evaluation (Performance review and duration)	Term paper 100%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture, agile project management, events in plenary sessions in presence, hybrid form, but also online in the home office
Others	Case studies, no-coding, practical work on browser-enabled end devices, in presence, online and hybrid in lecture rooms and in the home office; lecture notes in English
Recommended literature	<p>Abts, D., Mülder, W.: Grundkurs Wirtschaftsinformatik – Eine kompakte und praxisorientierte Einführung, Springer Vieweg, Wiesbaden, 10. Aufl. 2023</p> <p>Hartenstein, M., Billing, F., Schawel, C., Grein, M.: Der Weg in die Unternehmensberatung –Consulting Case Studies erfolgreich bearbeiten, 12. Auflage, Wiesbaden: Springer Gabler, 2016</p> <p>Kipping, M., The Oxford Handbook of Management Consulting, Oxford University Press, 2013</p> <p>Laudon, Kl. C. / Laudon, J. P., Management Information Systems: Managing the Digital Firm, Pearson, 16th edition, 2019</p> <p>Pohl, K. / Rupp, C., Requirements Engineering Fundamentals: A Study Guide for the Certified Professional for Requirements Engineering Exam - Foundation Level - IREB compliant (English), Rocky Nook, 2nd edition, 2015</p> <p>Spillner, A. / Linz, T. / Rossner, T., Software Testing Practice: Test Management: A Study Guide for the Certified Tester Exam ISTQB Advanced Level (English Edition), Rocky Nook, 1st edition, 2007</p>

Code of the module/PSSO number	2.03./1030
Name of the module	Introduction to International Accounting and Taxation
Courses within this module	
Content of the module	<p>Introduction to International Accounting and Taxation teaches first year undergraduate students in International Business the basic principles of accounting and taxes. These include an overview of accounting principles, financial statements and financial reporting, as well as key elements in the profit & loss, balance sheet and cash flow statements. Given the increasing importance of multinational companies, cross-border business decisions/investments and transfer pricing, students are introduced to the International Financial Reporting Standards (IFRS) and the basic concepts of international taxation. In addition, the course offers some insights into recent developments regarding the international regulation of non-financial (ESG-)reporting requirements.</p> <p>Part 1: General introduction to the foundations of IFRS, institutional setting, basic concepts, financial statements prepared in accordance with IFRS (income statements, statement of financial position, cash flow statement, statement of changes in equity), international non-financial reporting requirements</p> <p>Part 2: Introduction to specific IFRS requirements regarding recognition of (intangible) assets, recognition of liabilities and provisions, measurement of assets at historical cost (incl. depreciation/amortization and impairment tests) vs. fair value, revenue recognition, accounting for dividends, equity, bonds and analysis of financial statements</p> <p>Part 3: Multinational companies, basic GAAP comparison (e.g. Germany, US, IAS), principles of taxation (e.g. income-, sales- and withholding taxes, deferred taxes, tax-loss-carry-forward.</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p>Knowledge: Gain familiarity with the recognition and measurement of the important elements in the profit & loss, balance sheet and cash flow statements prepared in accordance with IFRS, differences in GAAP and taxation across countries</p> <p>Understanding: Interpret and describe accrual accounting and the interaction between selected elements of the three financial statements, understand the rationale behind GAAP (IFRS), principles of taxation, tax competition and transfer prices</p> <p>Application: Account for revenues, costs and profits, current assets (incl. receivables, inventory) and current liabilities (incl. payables), fixed assets and depreciation, long-term liabilities</p>

	<p>(incl. debt, pensions, leases), shareholder equity, (income-, sales- and withholding-)taxes.</p> <p><u>Analysis:</u> Analyze the key elements of the financial reports of sample companies, as well as the comparison of selected GAAP, taxation regimes and basic transfer pricing strategies.</p>
Semester	1 st semester
Duration	One full semester spanning 13 weeks (12 lectures and 1 project week), plus one end-of-Semester exam.
Frequency	In Winter Semester, typically 2 parallel classes.
Number of ECTS-Credits	6
Total workload	4 SWS with total workload of 180 hours, comprising 60 contact hours (of 45 minutes each), 90 hours independent preparation and homework write-ups, 45 hours of group project work.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	<p>Modern revenue-, cost- and business- planning and budgeting, controlling and performance measurement, finance and capital markets require accounting as their universal means of communication.</p> <p>Introduction to International Accounting and Taxation provides the basis knowledge and is a prerequisite course to many accounting and finance courses in the International Business BSc degree program at TH Köln, incl. International Management Accounting, International Corporate Finance, and International Capital Markets.</p> <p>This course module is applicable to first year Bachelor students in not only international business but also in business administration (<i>BWL</i>), banking and finance, business law, etc., as well as first semester MBA students.</p>
Admission requirements	<p>Introduction to International Accounting and Taxation course is mandatory for all International Business BSc students. Students should have at least B2 language skills in English.</p> <p>Prerequisites incl. students having passed the TH Köln course Preparatory Course – Basics of Accounting course at the beginning of the Semester.¹</p>
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli Dr. Selina Orthaus

¹ Important: Refer to the Module Description for the TH Köln course Preparatory Course – Basics of Accounting.

Instruction language	English
Evaluation (Performance review and duration)	<p>Individual homework submissions incl. a group case write-up and an individual closed-book exam shall be graded</p> <p>Grade decomposition comprises 30% for the homework and the Group Case Study submissions, and 70% for the written exam.</p> <p>Students must also have successfully passed the P-Quiz of the Preparatory Course – Basics of Accounting course.²</p>
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture with interactive question and answer sessions. Three homework assignments (incl. one group case write-up) will be graded, participation in class discussions strongly encouraged. One individual, closed-book written exam at end of semester.
Others	
Recommended literature	<p>Lecture notes, to be uploaded on TH Köln's ILIAS online course system. All communication and submissions shall be handled through ILIAS</p> <p>Accompanying textbooks:</p> <p>Alexander, D. / Jorissen, A. / Hoogendoorn, M. / van Mourik, C. / Kirwan, C. / Inwinkl, P. / Michelon, G., International Financial Reporting and Analysis, 2023, Cengage, 9th edition.</p> <p>Weygandt, J. / Kimmel, P. / Kieso, D., Accounting Principles (IFRS Version), Global Edition, 2019, chapters 1-18 (ordered by TH Köln library).</p> <p>Rusli, R. D. and Orthaus, S., Exercises and Homework Assignments (HW).</p> <p>Optional Textbook: Dauderis, H. / Annand, D., Introduction to Financial Accounting, Valley, 2nd edition, 2014 (free pdf on Web).</p>

² Important: Refer to the Module Description for the TH Köln course Preparatory Course – Basics of Accounting.

Code of the module/PSSO number	2.04./1040
Name of the module	Introduction to Marketing
Courses within this module	
Content of the module	<p>This basic course of marketing management is covering the following topics:</p> <ul style="list-style-type: none"> • Understanding marketing management • Consumer behavior • Market research, -methods and -information • Marketing strategy • Marketing Mix (4Ps) <ul style="list-style-type: none"> • Product decisions • Pricing decisions • Distribution decisions • Communication decisions
Objective of the module (expected learning results and competences to acquire)	<p>The course is to impart knowledge and capabilities for planning and realization of concrete marketing actions.</p> <p><u>Knowledge:</u> Students know specific tools and methods for a market and customer analysis. They are able to describe consumer behavior, marketing strategies and activities and they know how to control marketing success.</p> <p><u>Understanding:</u> Students recognize (inter-) dependencies within marketing mix decisions and they are able to explain how to define target groups and marketing strategies. They are aware of the impact of single marketing activities.</p> <p><u>Application:</u> They are able to develop concrete marketing concepts for given products and target groups within several industries.</p> <p><u>Analysis:</u> Students are able to analyze markets, portfolios and target groups with appropriate tools. They can identify successful marketing strategies and activities and conclude success factors.</p>
Semester	2 nd semester
Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6

Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 hours independent studies (incl. Preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module builds on content from the first semesters, especially "Introduction to International Business" and "Consulting & Digitalization". This course is recommended for attending "International Marketing" and "Exportmanagement".
Admission requirements	Recommended: Modules of the first semesters, especially "Introduction to International Business" and "Consulting & Digitalization" (or comparable courses from other universities). Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturer	Prof. Dr. Zelal Ates
Instruction language	English
Evaluation (Performance review and duration)	Scientific Writing: 20% Written Exam (single choice questions): 80%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture; moderated discussions; application of concepts and methods in groups
Others	
Recommended literature	Kotler, P. / Keller, K., Marketing Management, Pearson, 16 th global ed., 2022 Jobber, D. / Ellis-Chadwick, F., Principles and Practice of Marketing, McGraw-Hill Education Ltd, 10 th ed., 2023

Code of the module/PSSO number	2.05./1050
Name of the module	International Management Accounting
Courses within this module	
Content of the module	<p>International Management Accounting teaches undergraduate students in International Business the subjects of cost-volume-pricing decisions, budgeting, controlling and performance measurement, multinational company transfer prices, financial analysis and capital budgeting:</p> <p>Part 1: Cost, volume and profit incl. break-even and contribution analysis, cost- vs. market-based pricing, multi-product companies, activity-based costing (ABC).</p> <p>Part 2: Budgeting, standard costing and variances, balanced scorecards and KPIs.</p> <p>Group Homework 1 on costing, budgeting and controlling</p> <p>Part 3: Multinational company transfer prices [and risk management]</p> <p>Part 4: Financial projections and ratio analysis, [capital budgeting]</p> <p>Group Homework 2 on transfer prices, capital budgeting and financial analysis.</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p><u>Knowledge</u>: Different cost types, budgeting and controlling, performance measurement, multinational and divisional companies, financial planning and analysis tools.</p> <p><u>Understanding</u>: Cost-volume-profit relationships, overhead allocation, budgeting and performance measurement, multinational company transfer prices [and risk management], financial analysis.</p> <p><u>Application</u>: Calculate examples of multi-product and multicurrency cost-volume-price decisions, overhead allocation and ABC, budgets and variances, balanced scorecards and KPIs, transfer prices, financial projections and ratios, project payback/NPV/IRR.</p> <p><u>Analysis</u>: Analyze company-, division- and product-level production and pricing decisions, budgeting and performance measurement systems, transfer prices, investment evaluation and financial projections.</p>

Semester	2 nd semester
Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours work load, divided into 60 contact hours (of 45 minutes each), 135 hours of individual and group (incl. preparation and review, homeworks, and an end-of-the semester examination)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	<p>International Management Accounting teaches an application-oriented skillset relevant for future corporate managers as well as finance and accounting professionals, bankers and consultants that work with international and multinational corporates and financial institutions.</p> <p>This course module is applicable to Bachelor students in not only international business (IB) but also business administration, banking and finance, business law, as well as engineering and applied sciences students.</p> <p>This course builds the foundational knowledge for further IB courses like International Corporate Finance, International Capital Markets and Simulation Game International Management.</p>
Admission requirements	Prerequisite: "Introduction to International Accounting and Taxation", "Managerial Microeconomics", and "Introduction to International Business". Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Marc Beutner
Instruction language	English
Evaluation (Performance review and duration)	Group Homework Submissions 30% Written Exam 70%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture with multiple class exercises interactive question and answer sessions. Group homework write-ups with

	participation in class discussions. One individual closed-book written exam at end of semester.
Others	
Recommended literature	<p>Class notes</p> <p>Main textbook: Bowhill, B., Business planning and control: integrating accounting, strategy and people, Wiley, 2008.</p> <p>Textbook: Weygandt, J. / Kimmel, P. / Kieso, D.: Accounting Principles (IFRS Version), Global Edition, 2019, chapters 9-27.</p> <p>Optional: Drury, C., Management Accounting for Business, Cengage Learning EMEA, 5th ed., 2013.</p>

Code of the module/PSSO number	2.06./1060
Name of the module	International Corporate Finance
Courses within this module	International Corporate Finance
Content of the module	<p>This course teaches undergraduate students (with basic knowledge of international financial- and management accounting as prerequisite) the principles of present value, company and securities valuation, financial projections and ratio analysis, international capital budgeting, capital structure and dividend policy, debt- and equity financings, company valuation and restructuring. Students shall learn about the concepts and analytical tools and solve calculational exercises and conceptual questions on:</p> <p>Part 1: Present values, bond- and stock valuation, capital budgeting and NPV, risk and returns, capital asset pricing model (CAPM), weighted average cost of capital (WACC), company valuation and restructuring.</p> <p>Part 2: Project analysis and valuation drivers, corporate financing and securities issuances, dividend-, debt- and capital structure policy.</p> <p>Part 3: Credit risk, debt instruments and equity financings, financial analysis and planning, (working capital management), company valuation, mergers and acquisitions (M&A) and restructurings.</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <ul style="list-style-type: none"> • <i>Knowledge and understanding:</i> Interpret and describe securities and company valuation, risk and return trade-offs, financial and cashflow planning, investment evaluation and capital budgeting, capital structure and dividend policy, debt and equity financings. • <i>Application:</i> Calculate securities- and company values, investment and project evaluation criteria, profit & loss-, cash flow statement- and balance sheet- projections and financial ratios, optimal financing alternatives and company valuation. • <i>Analysis:</i> Analyse and compare debt- and equity financing alternatives, financial statement projections and ratios, capital structure and company valuation. • <i>Synthesis and Evaluation:</i> Formulate optimal financing and investment plans, evaluate corporate structures, company valuation and restructurings.

Semester	3 rd Semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	<p>International Corporate Finance teaches an application-oriented skillset that is relevant for future finance and accounting professionals, bankers and consultants, senior managers that work with international and multinational corporates and financial institutions.</p> <p>This course module is applicable to Bachelor students in not only international business but also business administration, banking and finance, business law, etc.</p>
Admission requirements	Modules of the first semesters, especially “Managerial Microeconomics”, “International Economics”, “Introduction to International Business”, “Introduction to International Accounting and Taxation”, “International Management Accounting”. Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli
Instruction language	English
Evaluation (Performance review and duration)	Team Homeworks 30% Written Exam 70% (max. 90 minutes).
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture with interactive question and answer sessions. One to two team homeworks on securities valuation, project and investment evaluation, financing, M&A and

	restructuring. One individual closed-book written exam at end of semester.
Others	
Recommended literature	<p>Class notes</p> <p>Main textbook: Brealey, R. / Myers, S. / Allan F., Principles of Corporate Finance, McGraw Hill, 13th ed., 2020.</p> <p>Optional: Levi, M., International Finance, Routledge, 5th ed., 2009 (selected chapters).</p> <p>Optional: Weygandt, J. / Kimmel, P. / Kieso, D.: Accounting Principles (IFRS Version), Global Edition, 2019, chapters 1-18.</p>

Code of the module/PSSO number	2.07./1070
Name of the module	International Marketing
Courses within this module	
Content of the module	<p>The course covers mainly the following aspects:</p> <ul style="list-style-type: none"> • Specifics of international marketing approaches • Specifics of international market research • International market selection process and target group defining • International brand positioning • International market entry strategies • International marketing mix • International digital marketing trends
Objective of the module (expected learning results and competences to acquire)	<p>This course focuses on the specifics of international marketing approaches. Especially the question about the constant battle between standardization and individualization within marketing concepts is intensively discussed. Based on the knowledge about national marketing students are supposed to develop different marketing concepts for several countries to experience the specifics of international marketing.</p> <p><u>Knowledge:</u> Students know the specific principles, concepts and tools of international marketing management as well as the differences between national and international marketing approaches.</p> <p><u>Understanding:</u> They explain the necessity of standardization on the one hand and individualization on the other hand. They describe the impact of an international marketing strategy for the management.</p> <p><u>Application:</u> Students apply national marketing concepts to new cultures to reveal differences.</p> <p><u>Analysis:</u> They are able to analyze potentials for possible market entries.</p> <p><u>Synthesis:</u> Students combine consumer, market and competitor information into management tools and interpret the data to draw a reviewed decision.</p> <p><u>Evaluation:</u> Students are able to evaluate marketing decisions in terms of cultural adaption. The more they assess and compare the extent of complexity and coordination among different cultures and come to a recommendation for market expansion strategies.</p>
Semester	4 th semester

Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 hours independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Admission requirements	Recommended: Modules of the first semesters, especially "Introduction to International Business", "Introduction to Marketing"; "International Management and Ethics", "Consulting & Digitalization" as well as "Quantitative Methods A" (or comparable courses from other universities). Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturer	Prof. Dr. Michael Volkmann
Instruction language	English
Evaluation (Performance review and duration)	Presentation including executive summary 40% (max. 45 minutes) Exam 60% (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Moderated discussions; workshops; application of concepts and methods in groups; student group projects
Others	
Recommended literature	Class notes Hollendsen, S., Global Marketing, Addison Wesley, 8 th ed., 2020 Doole I. / Lowe, R. / Kenyon, A., International Marketing Strategy, Cengage Learning Emea, 8 th ed., 2019

Code of the module/PSSO number	2.08./1080
Name of the module	International Supply Chain Management
Courses within this module	
Content of the module	<ul style="list-style-type: none"> ○ Introduction: Global Supply Chain concepts and fundamentals including the SCOR-model ○ Supply Chain strategy, targets & KPIs ○ Supply Chain networks & coordination ○ Supply Chain Functions: Product development and sales, including demand forecasting ○ Supply Chain Functions: Logistics, including transport & inventory Management ○ Supply Chain Functions: Purchasing and Supply Management, including applied negotiations ○ Supply Chain Functions: Fundamentals of Operations and Production Management ○ Supply Chain Controlling & Risk Management ○ Supply Chain Trends: Sustainable Supply Chain Management (integrated into all prior topics) ○ Supply Chain Trends: Digital Supply Chains (integrated into all prior topics) ○ Supply Chain Trends: Future competencies of Supply Chain Managers (integrated into all prior topics) <p>Selected applied tasks & case studies and/or business simulation game exercises will be implemented during the course to enrich the learning experience.</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p><u>Knowledge:</u> Explain the key concepts of Supply Chain Management and apply the specific terminology in a correct manner.</p> <p><u>Understanding & Synthesis:</u> Describe the importance of global Supply Chain processes for the corporate success and discuss interconnected activities under consideration of the two megatrends sustainability and digitalization.</p> <p><u>Application & Analysis:</u> Derive key decisions in market-oriented corporate functions such as product development and sales, logistics, purchasing and supply management, operations and production management in the global context based on applied tasks and case studies</p> <p><u>Evaluation:</u> Measure and evaluate international supply chain</p>

	processes based on key figures and targets
Semester	6 th semester
Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 hours independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Andreas Fries
Name of the lecturer	Prof. Dr. Andreas Fries
Instruction language	English
Evaluation (Performance review and duration)	35% Group Presentation & 65% individual exam, 1 hour (open questions and/or multiple-choice)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Weekly seminars with integrated practical tasks & case studies – Possible Student Group presentation
Others	Guest Speakers and/or workshops from the area of SCM (tentative)
Recommended literature	<p>Main Textbook: Chopra, S. (2019): Supply Chain Management: Strategy, Planning, and Operation, Global Edition, 7th edition, Pearson.</p> <p><u>Key scientific Articles:</u> Chen I. & Paulraj, A. (2004): Towards a Theory of Supply Chain Management – the Constructs and Measurements, in: Journal of Operations Management, Vol. 22, 119-150.</p>

Christopher, M. & Peck, H. (2004): Building the Resilient Supply Chain, in: July 2004 The International Journal of Logistics Management, Vol. 15 (2), 1-13.

Holmström, J. et al. (2019): The digitalization of operations and supply chain management: Theoretical and methodological implications, in: Journal of Operations Management, Vol. 65, Issue 8, 728-734.

Ivanov, D. & Dolgui, A. (2020): Viability of intertwined supply networks: extending the supply chain resilience angles towards survivability. A position paper motivated by COVID-19 outbreak, in: International Journal of Production Research Vol. 58, Issue 10, 2904-2915.

Paulraj, A., Chen, I.J., Blome, C. (2017): Motives and performance outcomes of sustainable Supply Chain Management Practices: A multitheoretical perspective, in: Journal of Business Ethics, Vol. 145, 239-258.

Pyun, J. & Rha, J. (2021): Review of Research on Digital Supply Chain Management Using Network Text Analysis, in: Sustainability, Vol. 13 (17), 9929.

Seuring, S. (2006): Supply chain controlling: Summarizing recent developments in German literature, in Supply Chain Management: An International Journal, Vol. 11/1, 10-14.

Other Textbook Alternatives

Christopher, M. (2016) Logistics and Supply Chain Management, 5th ed., Financial Times Prent.

Harrison, A., Van Hoek, R., Skipworth, H. (2019): Logistics Management and Strategy, 6th ed., Pearson

Levi-Simchy, D., Kaminsky, P., Simchi-Levi, E. (2021): Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, 4th edition, McGraw-Hill.

Thonemann, U. (2015): Operations Management: Konzepte, Methoden und Anwendungen, 3. Auflage, München, Pearson.

Code of the module/PSSO number	2.09./1090
Name of the module	International Capital Markets
Courses within this module	
Content of the module	<p>International Capital Markets introduces advanced undergraduate students in International Business to the international trading and monetary systems, international financial markets and financial crises, international parity conditions and securities valuation, foreign exchange (forex) markets, forex and other financial derivatives, international capital budgeting and multinational company risk management, financings and investments.</p> <p>The module comprises:</p> <p>Part 1: International trade, global monetary systems and balance of payments, international financial markets and crises.</p> <p>Part 2: Foreign exchange markets, international parity conditions, currency and other financial derivatives.</p> <p>Part 3: Multinational corporation risk exposure and management.</p> <p>Part 4: International debt and equity financings, cross-border investments and capital budgeting.</p>
Objective of the module (expected learning results and competences to acquire)	<p>This course's objective is to enable students to:</p> <p><u>Knowledge</u>: Review the international trading and monetary systems, and the global equity, debt and foreign exchange (forex) markets that multinational corporations operate in.</p> <p><u>Understanding</u>: Understand the international parity conditions and securities valuation, function of global financial markets and drivers of financial crises, forex and other financial derivatives, financial, operational and business risks faced by multinational corporations, cross-border financing and investment decisions.</p> <p><u>Application</u>: Calculate international securities values, use the international parity conditions to predict currency movements, apply forex and other financial derivatives to risk management, hedging and speculation, estimate financing costs and returns on international project investments.</p> <p><u>Analysis</u>: Anticipate financial crises, analyze financial, operational and business risks.</p> <p><u>Synthesis and Evaluation</u>: Formulate a comprehensive risk management, financing and investment strategy for a chosen multinational corporation.</p>
Semester	6 th semester
Duration	One semester

Frequency	Every Summer Semester.
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 hours independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	International Capital Markets teaches an application-oriented skillset that is relevant for future finance and accounting professionals, bankers and consultants as well as general and senior managers that work with international and multinational corporates and financial institutions.
Admission requirements	Modules of the first three IB BSc semesters, especially "Introduction to International Accounting and Taxation", "Managerial Microeconomics", "International Macroeconomics", "International Economics", "Introduction to International Business", "International Management Accounting", and "International Corporate Finance". Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli
Instruction language	English
Evaluation (Performance review and duration)	Group Case Study & Essay Submission 40% Written Exam 60% (90 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Seminar-like lecture with multiple class exercises, interactive question and answer sessions. One group case study and essay submission. One individual 90 minute closed-book written exam at end of semester.
Others	
Recommended literature	Class notes Main textbook 1: Levi, M., International Finance, Routledge, 4 th ed., 2005. Main textbook 2: Brealey, R. / Myers, S. / Allan F., Principles of Corporate Finance, McGraw Hill, 13 th ed., 2020 (in library) and 14 th ed. (2023). Various research articles (to be listed in course syllabus).

Management & Leadership

Code of the module/PSSO number	3.01./2011
Name of the module	Business Psychology
Courses within this module	
Content of the module	<p>Interpersonal phenomena relevant for the international context</p> <ul style="list-style-type: none"> • Organizational Behavior as science • Motivation • Leadership • Person Perception • Communication • Decision-making • Group dynamics • Market Research <p>Intrapersonal phenomena relevant for the international context</p> <ul style="list-style-type: none"> • Perception • Attribution • Personality • Self • Resilience • Positive psychology
Objective of the module (expected learning results and competences to acquire)	<p>Students develop a basic understanding of how individuals and groups behave in general and particularly in international organizations. The objective is for students to be able to effectively, efficiently and sustainably manage and employ human capital of organizations.</p> <p><u>Knowledge:</u> Students are able to describe the theoretical framework of inter- and intrapersonal phenomena.</p> <p><u>Understanding:</u> They can explain behaviour observed at the place of work.</p> <p><u>Application:</u> They establish healthy and resilient working conditions for individuals and within teams.</p> <p><u>Analysis:</u> Students can make reasonable predictions about work-related behaviour.</p> <p><u>Synthesis:</u> They are able to employ effective methods to manage work-related behaviour.</p> <p><u>Evaluation:</u> They are able to judge and adjust their own behaviour in work-related situations.</p>
Semester	2 nd semester
Duration	One semester

Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours total workload, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Susann Kowalski
Name of the lecturer	Stefanie M. Halwas
Instruction language	English
Evaluation (Performance review and duration)	50% Group work with oral exam 50% Academic Paper
Weightage of the result within the final result	This module is worth 5% percent of one hundred in relation to the students' final grade obtained for the Bachelor's degree.
Teaching and study methods	Presentations by instructor Simulations and role games Student discussions Self-reflection of students In-class group work In-class exercises
Others	
Recommended literature	Robbins, S. / Judge, T., Organizational Behavior, Global Edition, Pearson Education Limited, 17 th ed., 2016 (predominantly business-oriented) Zimbardo, P. / McCann, V. / Johnson, R., Psychology: Core Concepts, Pearson, 7 th ed., 2012 (predominantly psychology-oriented) Seligman, M., Authentic Happiness: Using the New Positive Psychology to Realise your Potential for Lasting Fulfilment, Nicholas Brealey Publishing, 2017

Code of the module/PSSO number	3.02./2021 and 2022
Name of the module	Cross-Cultural Competence
Courses within this module	
Content of the module	<ul style="list-style-type: none"> • Definitions of culture • Cultural models • Perception of culture • Values, attitudes, behaviours, and culture • Bias and stereotypes • Cultural orientation • Dimensions of culture • Our culture / the other culture • Dealing with difference • Effective behaviors in a business environment
Objective of the module (expected learning results and competences to acquire)	<p>After attending the module:</p> <p><u>Knowledge:</u> Students are familiar with culture as a concept and its different models.</p> <p><u>Understanding:</u> Students get a thorough understanding of the term “culture“ and different cultural models.</p> <p><u>Application:</u> They work within multi-cultural teams.</p> <p><u>Analysis:</u> Students analyse their own culture and exercise to compare this to other cultures.</p> <p><u>Synthesis:</u> Students experience and combine theoretical and empirical work while working on a topic-related project. They develop argumentative support for their findings.</p> <p><u>Evaluation:</u> Students reflect regularly on their experience and draw conclusions for future work.</p> <p>This develops the ability to</p> <ul style="list-style-type: none"> • communicate across cultural borders • manage cross-cultural teams • prepare a publishable product under tight time constraints
Semester	3 rd and 4 th semester
Duration	Two semesters
Frequency	The first part in the winter semester and the second part in the summer semester/ two semesters
Number of ECTS-Credits	6

Total workload	4 SWS; 180 hours total workload, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	The self-study module "Cultural Competences" is recommended; to have a basic understanding of what business, business administration, and management mean. For incoming non-business students: To have a basic understanding of their future sphere of work and the relevant business-related questions. Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Susann Kowalski
Name of the lecturer	Prof. Dr. Susann Kowalski
Instruction language	English
Evaluation (Performance review and duration)	Documentation of research results 50% Presentation of research results 20% Documentation of the cross-cultural exercises 30%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	<ul style="list-style-type: none"> • Short presentations by teacher followed by discussions → to be able to describe and argue culture, cultural dimensions, pros and cons of differences and similarities, to be able to transfer everyday situations to business situations • Working out the own cultural repository → to be able to describe the culture of a person • Comparing the own cultural repository with the cultural repositories of teammates and anticipating changes and risks in working together before the work starts. Presenting this part shortly. At the end of the project reflecting the anticipations and arguing why the expectations became true or didn't become true → to be able to anticipate cultural influences on the co-operation and to take proactive measures to control risks as well as to make chances become true. • Working as a cross-cultural pair on a practical task <ul style="list-style-type: none"> ○ Getting through all the steps of project management (preparation, planning, executing, controlling, ending) under the special circumstances of cross-cultural cooperation → to be able to use methods of project management in a cross-cultural environment, i. e. to

	<p>manage cross-cultural teams, to successfully communicate in cross-cultural teams</p> <ul style="list-style-type: none"> ○ Fulfilling the project's task (practical task with connection to the business sphere; if students from other studying programs will take part also interdisciplinary approach) → be able to co-operate and produce valuable outcomes together with colleagues from other cultures, to manage cross-cultural teams, to successfully communicate in cross-cultural teams; also: enhancement of methodical competencies like research for information, reading and summarizing texts, structuring information etc. ○ Writing a project documentation → to be able to write a publishable text under the special circumstances of cross-cultural cooperation and tight time constraints, to manage cross-cultural teams, to successfully communicate in cross-cultural teams <p>Reflective usage of learned knowledge and behavior in connection with the actual project situation in the course "Multicultural Entrepreneurship" → to be able to make culturally sensible decisions in practical teamwork.</p>
Others	<p>Course involves teamwork on research/project topics. Regular attendance is indispensable.</p> <p>The first semester prepares students for practical team work in connection with the course "Multicultural Entrepreneurship", whereas in the second semester they should apply these abilities.</p> <p>To give incoming students a chance to take this course within one semester, their second half contains tight guidance through and reflection of their experience during their semester abroad at our university (tasks for reflection about preparation, current incidents, and reached goals; presentation of a summary of experience). Please ask the professor or your study program advisor if you are interested in this option.</p>
Recommended literature	<p>Kowalski, S.: "Cross-Cultural Sensitivity Training", econcise, 2023</p> <p>Browaeys, Joelle; Price, Roger: Understanding Cross-cultural Management, Pearson, 4th edition, 2019.</p> <p>House, R. / Hanges, P. / Javidan, M. / Dorfman, P. / Gupta, V., Leadership, Culture and Organizations: The GLOBE study of 62 societies, 2004</p> <p>Deresky, H., International Management – Managing Across Borders and Cultures, Text and Cases, Global Edition, Pearson Education, 2016</p> <p>Hofstede, G. / Hofstede, J. / Minkov, M., Cultures and Organizations - Software of the Mind: Intercultural Cooperation</p>

and Its Importance for Survival, McGraw-Hill Education Ltd, 3rd ed., 2010

Hampden-Turner, C. / Trompenaars, F., Riding the Waves of Culture: Understanding Diversity in Global Business, Nicholas Brealey International, 3rd ed., 2012

Levine, R., Geography of Time: On Tempo, Culture And The Pace Of Life: The Temporal Misadventures of a Social Psychologist, or How Every Culture Keeps Time Just a Little Bit Differently, Oneworld Publications, 2006

Hall, E. / Hall, M., Understanding Cultural Differences: Germans, French and Americans, Intercultural Press, 2000

Code of the module	3.03./ 2031 and 2032
Name of the module	Multicultural Entrepreneurship
Courses within this module	The module does not consist of regular courses but involves project work during two subsequent semesters. Students cannot participate in individual semesters only.
Content of the module	<ul style="list-style-type: none"> • Sustainable Entrepreneurship <ul style="list-style-type: none"> - Clear definition of needs of people in need (PIN) - Clear definition of impact for direct & indirect target groups - Market Research in social settings - Reporting and Presenting within a sustainable setting • Agile Project Management • Entrepreneurship <ul style="list-style-type: none"> - Innovation - Design Thinking - Creativity techniques - Business Model Canvas - Business Plan - Agile Methods • Market Research (Field and Desk Research) with a social background <ul style="list-style-type: none"> - Qualitative and quantitative data gathering (application) - Qualitative and quantitative data analysis (application) - Observation and Interviewing of target groups - Create, test and adopt prototypes to meet the need of PIN • Evaluation of different projects for multi-cultural target groups <ul style="list-style-type: none"> - Evaluate the potential of different projects / options - Evaluate the value added of prototypes / solutions for PIN - Evaluate the success of the completed Proof of Concept - Evaluate Implementation <ul style="list-style-type: none"> - Business & Implementation plan - Enabling, measuring success and impact - Controlling
Objective of the module (expected learning results and competences to acquire)	<p>Based on analysis of multicultural target groups in need, environment, markets etc., students take real (business) decisions and operationalize the decision based on an appropriate Business Model Canvas and implement the project.</p> <p>They plan and realize entrepreneurial projects with a multicultural background, which is supposed to include people in need from other national or social cultures.</p> <p>They start to understand entrepreneurial skills and mind sets as well as practice them.</p> <p>They deepen their knowledge on project management and team work and experience how to solve issues.</p>

They organize their individual and group tasks and plan, prepare, implement and evaluate a project with social background.

Students justify and defend decisions as well as find compromises and negotiate with entrepreneurial focus (project management skills).

Knowledge: Students know Design Thinking processes and what innovations mean for organizations and economies. They know the concept of social entrepreneurship and meeting the needs of multicultural target groups.

Understanding: Students understand how to design and lead Design Thinking processes for innovations in multi-cultural settings. They are able to state the implications of multicultural entrepreneurship for organizations, projects and economies.

Application: They apply diverse, previously covered management tools and conduct a market research using quantitative and qualitative methods. Students apply Design Thinking to a real project planned, tested and implemented in the local economy. They develop concepts, solutions and prototypes for issues in the local economy based on Design Thinking and project management frameworks, models and concepts to achieve the Proof of Concept and prepare for implementation. They apply project management and appropriate management tools to achieve the Proof of Concept and implement the project long-term.

Analysis: Students are able to compare different frameworks, models and concepts to identify the most appropriate approach in the situation of their PIN (target group). They are able to interpret gathered qualitative and quantitative data to take profound decisions for the project and present their decisions and results clearly towards different audiences.

Synthesis: Students develop a plan, implementation plan and strategies to solve the issue of their PIN (target group). They thus are enabled to control project progress. They realize the reflected decision into a three-year business plan based on the Business Model Canvas thus setting up social projects for multicultural target groups in the local community.

Evaluation: Students are able to establish measures to evaluate success of social / sustainable projects and forecast a three-year development of their implemented project (Business Plan based on Business Model Canvas). They are able to judge the success of the different stages of their own project as well as they are able to evaluate other projects in terms of suitability of applied theories, quality of data and data analysis and

	interpretation as well as evaluating decisions and outcomes with project targets.
Semester	3 rd and 4 th semester
Duration	Two semesters
Frequency	Once a year (in winter semester). The module involves project work in two subsequent semesters starting in winter semester. Students cannot participate in individual semesters only.
Number of ECTS-Credits	6
Total workload	4 SWS; 180h work load, divided into 30 contact hours (of 45 minutes each), 157,5h independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module builds on content of the first semesters and is only used in this degree. Participation is limited to International Business (B.Sc.) students.
Admission requirements	Recommended: Modules of the first semesters, especially "Introduction to International Business", "Introduction to Marketing"; "International Macroeconomics" and "Quantitative Methods A" (or comparable courses from other universities). Students should have at least B2 language skills in English and ideally B2 language skills in German.
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturer	Prof. Dr. Michael Volkmann Stefanie M. Halwas (MBA)
Instruction language	English
Evaluation (Performance review and duration)	Scientific Papers (30%) Oral Exams 70% (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Moderated discussions; progress presentations; workshops; application of concepts and methods in groups; educated visits and interviews; self-organized building of competences and coaching

Others	<p>Course work is across two semesters to enable planning, implementation and running of the project</p> <ul style="list-style-type: none"> • Students cannot participate in one semester only • Registration via ILU replaces PSSO registration • Participation in scheduled activities is required • Participation in Design Thinking workshops is essential • Completion of Design Thinking eLearning is required • A social project is planned, tested and implemented • Visiting organizations / companies (if appropriate) • Online communication and cooperation is used • Invitation of guest speakers • Cooperation with social organizations is requested
Recommended literature	<p>Class notes and eLearning elements</p> <p>Bornstein, D. / Davis, S., Social Entrepreneurship: What Everyone Needs to Know, Oxford University Press, 2010</p> <p>Cross, N., Design Thinking: Understanding How Designers Think and Work, Bloomsbury Academic, 2001</p> <p>Elkington, H., Cannibals with forks - The triple bottom line of 21st century business, Capstone Publishing Ltd, 1997</p> <p>Murphy, O., International Project Management, Thomson, 2005</p> <p>Seelig, T., Insight Out - Get Ideas Out of Your Head and Into the World, HarperOne, 2015</p>

Code of the module/PSSO number	3.04./2041
Name of the module	International Management and Ethics
Courses within this module	
Content of the module	<p>A. Assessing Environments / Cultures and Formulating Strategy</p> <ul style="list-style-type: none"> • Assessing the internal environment / Managing interdependence • The cultural context of global management / Communicating across cultures • Formulating / Implementing an international strategy • Re-cap Presentations based on Mini Cases – Topics 1, 2, and 3 (one topic per team) <p>B. Ethical Considerations in International Management</p> <ul style="list-style-type: none"> • Corporate social responsibility, sustainability, and ethics • Ethical approaches of doing business • Management derailment / Narcissistic leadership • Re-cap Presentations based on Mini Cases – Topics 4, 5, and 6 (one topic per team) <p>C. HRM and Expatriate Management</p> <ul style="list-style-type: none"> • HRM in an international context • Developing an international management cadre/Expatriate career management • Motivating and leading in an international context • Re-cap Presentations based on Mini Cases – Topics 7, 8, and 9 (one topic per team)
Objective of the module (expected learning results and competences to acquire)	<p>Students will develop a global understanding of the challenges faced by international managers. The module can be broken down in three parts: the first part focuses on cultural and strategic aspects of international management, e.g. what strategies exist for global expansion and how to decide for the appropriate strategy. The second part of the module focuses on ethical topics related to international management, e.g. CSR, management derailment, and narcissistic leadership. The third part of the module focuses on topics related to HRM, e.g. expatriate career management. Some sessions focus more specifically on challenges arising out of technological and digital developments based on the increasingly globalized world. As students move along in this class, they will be increasingly able to appreciate, understand, and manage different factors and ethical questions that make overseeing an international company and its employees both challenging and fascinating.</p>

	<p><u>Knowledge</u>: Students are able to describe the theories and application in international management and ethics.</p> <p><u>Understanding</u>: Students can explain how specific theories and concepts may be used to respond to the special, including digital, challenges posed by the international management context.</p> <p><u>Application</u>: Students will apply knowledge to novel challenges and ethical dilemmas in international management.</p> <p><u>Analysis</u>: Students can examine and evaluate key diagnostic cultural and contextual factors in international management situations, which form the basis for suggesting appropriate solutions.</p> <p><u>Synthesis</u>: Students will be able to generate appropriate alternative solutions to problems that arise in international business.</p> <p><u>Evaluation</u>: Students are able to assess the appropriateness of international management decisions based on problem analysis.</p>
Semester	3 rd semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours total workload, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	Students should have at least B2 language skills in English. The self-study module “Cultural Competences is recommended.
Responsible person for the module	Dr. Katharina Schmitte
Name of the lecturer	Dr. Katharina Schmitte
Instruction language	English

Evaluation (Performance review and duration)	<p>Team Project – Mini Cases (15%)</p> <p>Paper – Diary entries on lessons learned as an international manager, critical discussion of concepts (35%)</p> <p>Written exam (50%)</p>
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	<p>Presentations by instructor</p> <p>In-class discussion exercises</p> <p>In-class application exercises</p> <p>In-class experiential exercises</p>
Others	<p>Case work</p> <p>Critical assessment of contents discussed</p> <p>Self-reflection and -development</p>
Recommended literature	<p>Deresky, H. (2017) International management: Managing across borders and cultures. Pearson Education, 9th edition.</p> <p>Additional Readings as posted on ILIAS.</p>

Code of the module/PSSO number	3.05./2051
Name of the module	Export Management
Courses within this module	
Content of the module	<p>Introduction to export management</p> <ul style="list-style-type: none"> • Starting international business • Country risk and competitiveness analysis: Long-run development profile and business cycle analysis • Analysis of trade flows and trade barriers • Current topics in international trade and trade policy <p>Applied export management:</p> <ul style="list-style-type: none"> • Assess quality and reliability of sources and validate assumptions in absence of perfect data • Elaborate on factors influencing the decision to enter a new market • Conduct analysis on demand, trends and production of a certain product in the market • Report on developments in the identified market segments • Apply previously gained knowledge in the area of Market Research Design, Desk Research, Working with databases (e.g. ITC Trade Map and Access2Markets) • Apply quantitative methods to analyze data and derive conclusions and recommendations
Objective of the module (expected learning results and competences to acquire)	<p>By the end of the module, students have planned, implemented and evaluated a small market research project with regards to export management and are able to communicate their results in different ways.</p> <p><u>Knowledge:</u> Students are able to describe what Export Management is and why it is necessary for international business. They can analyze the economic situation of a particular country, customs tariff classification systems, non-tariff barriers, trade flows as well as other Export Management related topics based on their knowledge of economic indicators and models related to Export Management.</p> <p><u>Understanding:</u> Students are able to identify, discuss and question basic challenges and opportunities related to new markets, competition and international trade.</p> <p><u>Application:</u> They are able to interpret results and apply different theories in practice. They are able to decide which theory should be applied in a given context. Their oral and written communication matches the need of the respective audience.</p>

	<p>They are able to apply known quantitative methods to gather and analyze data.</p> <p><u>Analysis</u>: Students are able to combine analysis of the current economic situation, trade flows, trade barriers and other market trends to impact strategic decisions of internationally operating organizations.</p> <p><u>Synthesis</u>: Students learn to evaluate their own approach as well as the general theories used in the module. They are able to choose appropriate methods and theories. They are able to decide between different approaches and choose appropriate structures and frameworks to solve the task at hand. They justify and defend decisions as well as find compromises. Students are able to recognize, anticipate and evaluate intercultural differences.</p> <p><u>Evaluation</u>: Students are able to establish measures to evaluate success. They are able to judge the success of the different stages of their own project as well as they are able to evaluate other projects in terms of suitability of applied theories, quality of data and data analysis and interpretation as well as evaluating decisions and outcomes with project targets.</p>
Semester	4 th semester
Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each) and 135 hours independent studies (incl. preparation, teamwork, review and examinations).
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module builds on the content of several modules in the first semesters. This module is only part of the International Business B.Sc. Whether credits might be transferred must be decided on a case-by-case basis by the respective program director.
Admission requirements	Recommended: Modules of the first semesters, especially “Quantitative Methods A and B”; “Introduction to International Business”; “International Marketing”; “Managerial Microeconomics”; “International Macroeconomics”; “International Economics”. Students should have at least B2 language skills in English.

Responsible person for the module	Prof. Dr. Galina Kolev-Schaefer
Name of the lecturers	Prof. Dr. Galina Kolev-Schaefer
Instruction language	English
Evaluation (Performance review and duration)	Oral contribution 40% (max. 45 minutes) Open-book examination 60%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Moderated discussions; application of concepts and methods in groups; video-assisted instruction; video conferencing; educated visits and interviews; self-organized building of competences and coaching
Others	<ul style="list-style-type: none"> • (International) Project Work • A country and market brief is prepared individually and discussed in teams • Participation in scheduled presentations is required • Visiting organizations / companies (if appropriate) • Online communication and cooperation (e.g. ZOOM, ILIAS, MIRO, email...) is used by students and lecturers • Coaching is essential part of this course
Recommended literature	<p>Class notes</p> <p>Albaum, G., Duerr, E. & Josiassen, A. (2016). <i>International Marketing & Export Management</i> (8th ed.). Prentice Hall. (7th edition is available online at TH Köln Library)</p> <p>European Commission (2024). Access2Markets Database. https://trade.ec.europa.eu/access-to-markets/en/home.</p> <p>International Monetary Funds (2024). World Economic Outlook. https://www.imf.org/en/Publications/WEQ, forthcoming in April.</p> <p>International Trade Center (2024). <i>Tools</i>. https://www.intracen.org/itc/market-info-tools/market-analysis-tools/.</p> <p>The World Economic Forum (2024). The Global Risks Report 2024. https://www.weforum.org/publications/global-risks-report-2024/#:~:text=The%20Global%20Risks%20Report%20explores,a%20warming%20planet%20and%20conflict.</p>

Code of the module/PSSO number	3.06.a/2061
Name of the module	Negotiating Across Cultures
Courses within this module	
Content of the module	<ul style="list-style-type: none"> • Successfully negotiating and communicating in intercultural settings • Discussing theories and strategies for successful negotiations • Developing language and structures for effective intercultural communication and successful cross-cultural negotiations • Exploring cultural dimensions relevant to deal-making and negotiation • Clarifying and justifying opinions and positions • Anticipating and dealing with conflicts in international negotiations • Negotiating in digital media • Communicating in written correspondence specific to negotiation scenarios
Objective of the module (expected learning results and competences to acquire)	<p>At the end of the module, students are able to negotiate and work in the context of internationally operating organizations, in person as well as digitally.</p> <p><u>Knowledge</u>: Students know specific vocabulary and typical structures and phrases used in business negotiations. They are familiar with various negotiation strategies. They learn about and can reflect on the impact of culture on language and communication. They know how to organize their discourse effectively. They acquire knowledge about models of intercultural competence relevant to negotiating.</p> <p><u>Understanding</u>: Students can explain strategies and frameworks used in international negotiations.</p> <p><u>Application</u>: Students are able to interpret behavior of others and to modify their own behavior in international negotiations and discourse.</p> <p><u>Analysis</u>: Students can identify cultural issues in negotiations and are able to compare behavior based on classification systems. They learn how to analyze these classification systems with a critical mind.</p> <p><u>Evaluation</u>: Students can give and receive peer feedback.</p>
Semester	4 th semester
Duration	One semester
Frequency	Every semester

Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours total workload, consisting of 52 contact hours (of 45 minutes each), 8 e-learning units (completed asynchronously) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory elective module
Applicability of the module	The module builds on the first part of the module Cross-Cultural Competences. It serves as a useful preparation for the semester abroad. The module is offered specifically for the institute. Whether credits can be transferred must be decided on a case-by-case basis by the respective program director.
Admission requirements	The self-study module "Cultural Competences" is recommended. A minimum level of B2 is required.
Responsible person for the module	Sprachlernzentrum (SLZ) der TH Köln
Name of the lecturer	Anastasia Hoffmann
Instruction language	English
Evaluation (Performance review and duration)	<p>Constructive Participation (20% of final mark) consisting of:</p> <ul style="list-style-type: none"> regular and pro-active engagement in the on-site sessions and completion of homework showing level appropriate development [25 % of the constructive participation] appropriate completion of the e-learning units [25 % of the constructive participation] portfolio task [50 % of constructive participation] <p>Oral Exam in the form of a negotiation scenario / role play 20% of final mark]</p> <p>Written Exam [60% of final mark]</p>
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Learner-centered, action-oriented language teaching based on interactive learning units. Blended-learning course with synchronous and asynchronous components; asynchronous components include individual and collaborative tasks. For these purposes an ILU course will be used and the different tools it provides will be implemented, such as digital forums, exercises (self-study and collaborative units), glossary, and tools for collaborative writing (wiki, etherpad). In addition, students have access to the self-learning software Speexx, which can be used individually to address specific learning objectives in relation to vocabulary and structures.

Others	Regular and active participation is compulsory. Compulsory additional e-learning units on ILU.
Recommended literature	<p>Literature is provided to the students of the module.</p> <p>Meyer, Erin, 2015. The culture map: decoding how people think, lead, and get things done across cultures. First edition, international edition. New York, NY: Public Affairs.</p> <p>Fisher, Roger, William Ury and Bruce M. Patton, 2012. Getting to yes: negotiating an agreement without giving in. 3. updated and rev. ed. London: Random House Business Books.</p>

Code of the module/PSSO number	3.06.b/2062
Name of the module	Business Ethics
Courses within this module	
Content of the module	<ul style="list-style-type: none"> - Introduction to Business Ethics - Normative Foundations of Institutional and Individual Ethics - Behavioural Ethics. Morality and Psychology - Corporate Social Responsibility - Climate Change and Protection/ Sustainability - Digitalisation and Data protection - Corruption, Child labour - Economic Crime - Corporate Culture - Individual Leadership <p>Among these topics, nowadays, the ethics of digitalisation play an important role as well.</p> <ul style="list-style-type: none"> - autonomic driving, with which kind of ethics should the board computer be programmed - Working and digitalisation (Who is still working anyway? Do we need a basic income?) - Trust and remote Work/ Homeoffice: a question of morality? - Trade and digitalisation: Exploitation inclusive? - Privacy protection and digitalisation (What is the employer allowed to know? What is the insurance allowed to know?) <p>And we will discuss from different perspectives about sustainability, Climate protection, and long term justice within capitalistic systems.</p> <p>The course objectives are acquired by evaluating questionnaires, analysis of transnational data and comparisons.</p>
Objective of the module (expected learning results and competences to acquire)	<p><u>Knowledge:</u> The students will have basic knowledge of ethical concepts relevant to business. Having completed the course, they will be aware of ethical and moral conflicts in everyday life and the limits of intuition in ethical decision making.</p> <p><u>Understanding:</u> They can define an ethical problem, understand the challenges, and explain solutions from an ethical and economic perspective based on ethical models.</p> <p><u>Application:</u> They will know how to build a corporate culture within a company and how to implement a value management system and apply this general knowledge to real life examples.</p> <p><u>Analysis:</u> In this context, students will be able to describe, analyse and discuss the possible conflicts between economics and ethics and develop solutions. They can scrutinize simple arguments and solutions.</p>

	<p><u>Synthesis</u>: Students can argue how to avoid ethical conflicts by implementing tools and rules on three different levels (micro, meso and macro level) and give examples.</p> <p><u>Evaluation</u>: Students will have the theoretical background to compare different solutions and evaluate their impact on companies and societies. They can evaluate on what level solutions can and should be implemented and can implement them in practice.</p>
Semester	4 th semester
Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 hours independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Elective module
Applicability of the module	
Admission requirements	Helpful: Introduction to Management theory/ Ethics and Microeconomics; Special Interest in philosophical and ethical issues. Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Dominik Enste
Name of the lecturer	Prof. Dr. Dominik Enste
Instruction language	English
Evaluation (Performance review and duration)	<p>Presentation 80% (45 minutes.) Written Exam 20% (30 minutes)</p> <p>Regular attendance of the course and active participation are expected.</p>
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Presentation of research results by students and lecturer; Case Studies, real life examples from Companies and their marketing strategy; interactive discussion about solutions; workshop on strategies for win-win-Solutions (Profit & People & Planet), Video analyses on business ethical behaviour (e.g., The

	<p>Insider; Rogue Trader – High Speed Money, Flow), Group work. The lecture will be held at the classroom, but in some parts, we will use Zoom for additional, individual support during breakout sessions. Students will present the results of their individual research by using up to date techniques. Surveys and case Studies of recent cases will be discussed in stakeholder dialogues.</p>
Others	<p>Guest speakers might be invited from companies</p>
Recommended literature	<p>DeGeorge, R., 2013, Business Ethics, Pearson, 7th ed.</p> <p>Trevino, Linda/ Nelson, Katherine, 2021, Managing Business Ethics: Straight Talk about How to Do It Right 8th ed., Wiley</p> <p>Crane, A. / Matten, D., 2019, Business Ethics, Oxford University Press, (includes case studies), 5th ed.</p> <p>Enste, D., Trilogie zur Wirtschafts- und Unternehmensethik (Mensch und Moral/ Mitverantwortung und Moral/ Markt und Moral), IWK, 2013-2015</p> <p>Noll, B., Wirtschafts- und Unternehmensethik in der Marktwirtschaft, Kohlhammer, 2nd ed., 2013</p>

Code of the module/PSSO number	3.06.c/2063
Name of the module	Behavioural Economics / Economic Psychology
Courses within this module	
Content of the module	<ul style="list-style-type: none"> - Introduction to Economic Psychology and Behavioural Economics - Biases and heuristics (e.g. Status Quo Bias, Do No Harm Heuristics, hindsight bias, anchoring effect) - individual and social preferences - bounded rationality - framing effects - emotional influences on decision making by investors and consumers - altruism and cooperation as alternatives to competition - (Green) Nudging for environmental protection - the determinants of happiness - moral behaviour such as crime and corruption <p>In this context, digitalisation is one of the core subjects of behavioural economics. Since people must get along with all the information overload that comes along with digitalisation (e.g., social media, distrust in KI etc.). We will examine e.g., how biases and heuristics influence decisions and thus contribute to irrational behaviour. Students will develop strategies how to cope with the digital world and how to avoid negative effects like procrastination. The overall topic is to analyse the effects of digitalisation and KI and to find behavioural economic solutions on individual, organizational and social level. The course objectives are acquired by conducting and evaluating experiments. Additionally, sustainability/ climate protection and how behavioural economics can provide support for better regulations/ nudges is a key issue in this course.</p>
Objective of the module (expected learning results and competences to acquire)	<p>Knowledge: Students will be able to describe psychological underpinnings of economic behaviour and recent theories in behavioural economics.</p> <p>Understanding: They can explain the dominant model of choice in economics (rational choice model), summarize the main assumptions and they will know how to include psychological findings into that model. They will be able to understand individual decision making under risk and uncertainty and the influence of different biases and heuristics on everyday behaviour.</p> <p>Application: Students will apply key concepts and research techniques of behavioural economics in case studies (e.g., consumer behaviour) and/or experiments.</p> <p>Analysis: Moreover, by the end of this module students will be capable of analyse the effectiveness and efficiency of interactive decision making like cooperation, competition, or bargaining</p>

	<p>from an economics psychological point of view.</p> <p><u>Synthesis and Evaluation:</u> Students can combine the key elements of behavioural economics theories and apply them to new situations and judge, which solutions are the best according to the theories. They can evaluate different outcomes and alternatives.</p>
Semester	4 th semester
Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 hours independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Elective module
Applicability of the module	
Admission requirements	Undergraduate knowledge of Microeconomics is helpful; interest in psychology and good English is necessary. Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Dominik Enste
Name of the lecturer	Prof. Dr. Dominik Enste
Instruction language	English
Evaluation (Performance review and duration)	<p>Presentation / Experiments 80%</p> <p>Written Exam 20% (30 minutes)</p> <p>Regular attendance of the course and active participation are expected</p>
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	<p>Presentation of students and lecturer; Experiments in class, survey on the street, Case studies (companies using biases and heuristics for selling products); Experiments with real incentives (Hot vs. Cold decisions Making); Interviews/videos prepared by students about specific topics. The students will present the results of their individual research by using up to date techniques. Some lecture will be held via Zoom to use Break: Out Sessions for discussions, experiments and surveys and</p>

	feedback sessions.
Others	Guest Speakers (psychologists) might be invited
Recommended literature	<p>Ariely, D., Predictably Irrational, HarperCollins, 2010</p> <p>Gigerenzer, G., Gut Feelings, Viking Press, 2007</p> <p>Kahnemann, D., Thinking, Fast and Slow, Penguin, 2012</p> <p>Enste, Dominik/ Potthoff, Jennifer, 2021; Behavioral Economics and Climate Protection: Better regulation and green nudges for more sustainability, IW Analysis, Cologne</p>
Further Reading:	De Cremer, David/ Moore, Celia, Toward a Better Understanding of Behavioral Ethics in the Workplace, Annu. Rev. Organ. Psychol. Organ. Behav. 2020.7:369–93

Code of the module/PSSO number	3.06d/ to be determined
Name of the module	International Human Resource Management
Courses within this module	
Content of the module	<p>HRM Fundamentals:</p> <ul style="list-style-type: none"> - HRM fields of action - Organisations - Work performance - Motivation <p>Strategic HRM Instruments</p> <ul style="list-style-type: none"> - Personnel planning - Recruitment and employer branding - Personnel Development - Compensation & Benefits - Organisational Development <p>Empirical studies of international HRM challenges</p>
Objective of the module (expected learning results and competences to acquire)	<p>You can analyse the economic value of human resource management (HRM) for both employees and employers in a differentiated manner, by</p> <ul style="list-style-type: none"> - transferring and applying theories and findings of work and organisational psychology to real case studies, - placing individual cases of operational HRM in a holistic context, - reflecting on international differences, - viewing and assessing facts in a differentiated way from the perspective of the employee, the manager and the HR department, <p>in order to be able to actively and constructively shape HRM processes later on.</p>
Semester	4 th semester
Duration	One semester
Frequency	Every semester
Number of ECTS-Credits	6
Total workload	<p>4 SWS; 180 hours workload, divided into 30 contact hours (of 45 minutes each) + 30 hours (of 45 minutes each) of guided empirical group work</p> <p>135 hours independent studies (incl. preparation, review and examinations)</p>

Type of the module (compulsory, elective, etc.)	Elective module
Applicability of the module	
Admission requirements	Helpful: Introduction to Management theory and Microeconomics; Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Carsten Knaut
Name of the lecturer	Prof. Dr. Carsten Knaut
Instruction language	English
Evaluation (Performance review and duration)	Written Exam 50% (30 minutes) Term paper 50% (20 pages, group work) Regular attendance of the course and active participation are expected.
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Presentation of research results by students and lecturer; Case Studies, real life examples from Companies; interactive discussion about solutions; workshop on strategies for win-win-solutions, group work.
Others	Guest speakers might be invited from companies
Recommended literature	Buchanan, David A. and Huczynski, Andrzej A. (2019): Organizational Behaviour Blomberg, Jesper (2020): Organization Theory Reiche, Sebastian et. al. (2022): International Human Resource Management

Code of the module/PSSO number	3.06e/2065
Name of the module	Internationale Wirtschaftsbeziehungen (Summerschool) Blockveranstaltung vom 6.5. –31.5. 2024 As part of the Summer School for students of the University of North Florida and other international universities.
Content of the module	The course analyses international economic integration with a special focus on the European economy. Core topics are: 1. Introduction to Global and European Economic Integration 2. Understanding Economic Integration a. International Trade b. Foreign Direct Investment c. International Money and Finance 3. European Economic Integration a. The European Single Market b. The European Single Currency c. EU Enlargement 4. Advanced Seminar Topics in European Integration
Objective of the module (expected learning results and competences to acquire)	<u>Knowledge:</u> Students will be familiar with the determinants and effects of trade and capital movements as well as the major exchange rate systems. <u>Understanding:</u> Students understand the structure and dynamics of international trade and financial relations and the related economic policy issues. <u>Application:</u> Students can apply the tools of international economic analysis to real word problems of different countries and regions. <u>Analysis:</u> Students can analyse current issues in international trade and finance by employing scientific methods and using relevant data bases. <u>Synthesis:</u> Students can incorporate the acquired knowledge and skills into corporate decision making. <u>Evaluation:</u> Knowledge will be assessed by tests on assigned readings (30%). The higher-level assessment criteria are based on the quality of the seminar paper (50%) and a presentation/defense (20%).
Semester/Trimester	4. Semester
Contact hours	4 SWS
Frequency of the module	yearly
Number of ECTS-Credits (based on the workload)	6 The ECTS credits count as “VWL Points”.
Type of the module (compulsory, elective, etc.)	Elective Important Note:

	<p>We want to encourage a joint learning environment for TH Köln and international students. We are aware that the „Block“ structure of the program can lead to conflicts with other lectures. However, we will do everything to enable a successful participation, especially by using pre-lecture assigned readings and research project work.</p> <p>For more detailed information it is mandatory to participate in the Information & Allocation of Seminar Papers Session:</p> <p>Tuesday, 09. April 2024, 14:00, Room 26.</p>						
Admission requirements	Registration necessary because of a limited number of participants for organizational reasons. Students should have at least B2 language skills in English.						
Name of the lecturer	Prof. Dr. Harald Sander						
Instruction language	English						
Evaluation (Performance review and duration)	<table> <tr> <td>1. Multiple Choice Tests</td> <td>30%</td> </tr> <tr> <td>2. Presentations</td> <td>20%</td> </tr> <tr> <td>3. Seminar Paper</td> <td>50%</td> </tr> </table> <p>Submission of Seminar Papers: Monday, 17.06.2024, 23:59 (in ILU), Plagiarism check required.</p>	1. Multiple Choice Tests	30%	2. Presentations	20%	3. Seminar Paper	50%
1. Multiple Choice Tests	30%						
2. Presentations	20%						
3. Seminar Paper	50%						
Teaching and study methods	Flipped classroom course design: Preassigned readings, classroom debates, role plays, presentation and discussion of seminar research topics.						
Recommended literature	<p>Sander, H. (2022), Understanding the New Global Economy. A European Perspective. Routledge 2022. (Required Reading)</p> <p>Krugman, P., Obstfeld, M. und M. Melitz, International Economics. Theory and Policy, Addison-Wesley, latest edition</p> <p>Handouts in ILU</p>						

Code of the module/PSSO number	6.03./5030
Name of the module	Simulation Game International Management
Courses within this module	
Content of the module	<p>The course covers mainly the following aspects:</p> <ul style="list-style-type: none"> • Introduction to simulation games • Quantitative methods • Budgeting process • Integrated international corporate planning (corporate and international expansion strategy, finance, supply chain management, marketing and export management, accounting) • Strategic cost and performance management, price versus quality, advertising competition • Strategic, business and financial reporting to various company stakeholders.
Objective of the module (expected learning results and competences to acquire)	<p>The task for the students is to manage a global company through technological and market evolution. Students will develop and execute strategies for their simulated company operating in several global markets. This course is supposed to combine the knowledge of several business functions and the entrepreneurial abilities which have been acquired during the previous semesters (see below).</p> <p><u>Knowledge:</u> Students are aware of management-related disciplines and the financial implications of the strategic, operational and financial decisions.</p> <p><u>Understanding:</u> They have a clear understanding of the complexity of global business operations in a dynamic competitive environment. They understand the multidisciplinary nature and interdependencies of running business globally and the objectives of the relevant company stakeholders.</p> <p><u>Application:</u> Students apply their knowledge to an international business simulation and the preparation a strategic, business and financial plans for the companies' stakeholders.</p> <p><u>Analysis:</u> They are able to interpret relevant information as well as correlations between internal and external influencing factors. They identify risks and calculate profit, loss, cash flows, investment and funding requirements for several divisions across multiple countries.</p> <p><u>Synthesis:</u> Students combine all relevant information into a pool of possible scenarios, appropriate strategies, business</p>

	<p>and financial decisions. They convincingly present their strategy and business plans to shareholders and investors.</p> <p><u>Evaluation:</u> They evaluate possible strategies and select the strategy which most likely allows the company to reach its objectives.</p>
Semester	6 th semester
Duration	One semester
Frequency	Every Summer Semester, two parallel classes
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 hours independent studies (incl. preparation, review and examinations)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Admission requirements	Modules of the IB BSc curriculum especially "Introduction to International Business", "Introduction to International Accounting & Taxation", "International Management Accounting", "International Corporate Finance", "Introduction to Marketing", "International Marketing", "International Management & Ethics", "Digitalization & Consulting", "Quantitative Methods A", "Quantitative Methods B", "Managerial Microeconomics", "International Macroeconomics" and "International Economics" (or comparable courses from other universities). Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturers	Prof. Dr. Ridwan D. Rusli Prof. Dr. Andreas Fries
Instruction language	English
Evaluation (Performance review and duration)	Game Review presentation 20% Game Analysis, Decision Making and Documentation 40% Strategy and Business Plan Presentation to Shareholders 40%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.

Teaching and study methods	Moderated discussions; reverse classroom student presentations; reading texts, team decision making for and simulation of a management game.
Others	
Recommended literature	<p>Class notes</p> <p>TOPSIM GOING GLOBAL Participants' Manuals 1 & 2, periodic Factsheets, Scenario- and Project Sheers Bowhill, B., Business planning and control, John Wiley/Son Ltd, 2008</p> <p>Evans, V., Developing a Business Strategy: How to Use Strategic Planning to Start Up or Grow Your Business, 2013 (or any book about how to prepare Business Plans)</p> <p>Gaspar, J. / Arreolo-Risa, A. / Bierman, L. / Hise, R. / Kolari, J. / Smith, L., Introduction to global business: Understanding the international environment and global business functions, South-Western Cengage Learning, 2013</p> <p>Parboteeah, K. / Cullen, J., Strategic international management. South-Western Cengage Learning, 5th ed., 2011</p> <p>Rugman, A. / Collinson, S., International business, Pearson, 6th ed., 2012</p>

Economics

Code of the module/PSSO number	4.01./3010
Name of the module	Managerial Microeconomics
Courses within this module	
Content of the module	<ol style="list-style-type: none"> 1. Economic questions and concepts 2. Principles and rules of decision making 3. Theory of demand 4. Estimation of demand 5. Economic analysis of production 6. Economic analysis of costs 7. Competition and market structure 8. Monopoly 9. Game theoretical analysis 10. Governmental intervention
Objective of the module (expected learning results and competences to acquire)	<p>After attending the module:</p> <p><u>Knowledge:</u> Students will have acquired the basic competences to work academically in English. Moreover, students will acquire the necessary knowledge how to apply mathematical and statistical tools in economics (static equilibrium analysis, comparative-static analysis as well as concepts for the solution of optimization problems, estimation of demand).</p> <p><u>Understanding:</u> They understand the basic concept of the firm, the demand and supply analysis, the functioning of markets as well as the role of the government. Furthermore, they understand the basic aspects of human decision-making.</p> <p><u>Application:</u> Students will apply these concepts and the related data often available in online databases and digital publications within the context of the business decision making.</p> <p><u>Analysis:</u> By the end of this module, students will be capable to analyse the origin and economic logic behind economic decisions of consumers, companies and governments.</p> <p><u>Synthesis:</u> Students will be familiar with embedding microeconomic questions and analysis into a social context by addressing and regarding basic ethical aspects and those of human behaviour.</p> <p><u>Evaluation:</u> Students can evaluate the outcome of a market economy as the main coordination process based on individual decision-making as well as the different responsibilities of firms,</p>

	governments and international institutions in the context of competition, environment and economics.
Semester	1 st semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours total workload, consisting of 60 contact hours (45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	The self-study module “Quantitative Methods Competences” is recommended. As a preparation for the module, please refer also to the online resources on ILIAS under “Maths for economists”. Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Agnieszka Gehringer
Name of the lecturers	Prof. Dr. Agnieszka Gehringer Prof. Dr. Frank Gogoll
Instruction language	English
Evaluation (Performance review and duration)	Written Exam (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture/Seminar: Basic concepts of microeconomics will be transferred via learning videos, which should be viewed remotely prior to the classes. During the lectures, different conceptual and applied topics will be discussed, accompanied by the analysis of exercises, problems, data and case studies. Intensive reading and studying of the suggested literature is necessary.
Others	Learning resources (learning videos, slides, exercises, case studies) are available on ILIAS (E-Learning-Portal).
Recommended literature	Samuelson, W.F. / Marks, S.G., Managerial Economics, John Willey & Sons, 8 th ed., 2014

	Salvatore, D., Managerial Economics in a Global Economy, Oxford University Press, 8 th ed., 2014
Code of the module/PSSO number	4.02/3020
Name of the module	International Macroeconomics
Content of the module	<ol style="list-style-type: none"> 1. Introduction to Macroeconomic Analysis 2. Macroeconomic Data Analysis for Open Economies 3. Short-Run Open Economy Macroeconomics 4. Long-Run Open Economy Macroeconomics 5. Macroeconomic Problems 6. Macroeconomic Policies
Objective of the module (expected learning results and competences to acquire)	<p><u>Knowledge:</u> Macroeconomic concepts, in particular macroeconomics accounting, determinants of production, employment and inflation, fiscal and monetary policy analysis under rigid and flexible prices in open economies, economic growth and growth policies, and cost-benefits analysis of monetary unions.</p> <p><u>Understanding:</u> The students will understand the macroeconomic environment (e.g. economic crisis, inflation, unemployment etc.) of corporate decision making</p> <p><u>Application:</u> Students will be able to incorporate macroeconomic developments in economic decision making</p> <p><u>Analysis:</u> The students will analyse real world case studies on macroeconomic problems and policy issues (e.g. Greek debt crisis, macroeconomic consequences of German unification, Euro crisis)</p> <p><u>Synthesis:</u> The students will write a macroeconomic report on a country, analysing recent macroeconomic data development retrieved from publicly available databases and summarize major macroeconomic developments in that country.</p> <p><u>Evaluation:</u> Based on the macroeconomic country report, the students will give an evaluation of the macroeconomic prospects for that country. The report will be evaluated by the instructor and constitute 30% of the final grade.</p>
Semester/Trimester	2. Semester
Contact hours	4 SWS
Frequency of the module	yearly
Number of ECTS-Credits (based on the workload)	6 ETCS - 180 hours total workload, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	Students should have at least B2 language skills in English.
Name of the lecturer	Prof. Dr. Harald Sander

Instruction language	English
Evaluation (Performance review and duration)	<p>60 minutes written examination: 70%</p> <p>Individual written assignment (Macroeconomic Country Fact Sheet): 30%</p> <p>SUBMISSION Fact Sheet: TBA</p> <p>This module has a weight of 3.33 percent in relation to the final grade.</p>
Teaching and study methods	Mix of lecture, seminar, flipped classroom exercises and case studies
Recommended literature	<p>Blanchard, O.: Macroeconomics, latest edition, London: Prentice Hall, latest edition.</p> <p>Sander, H., An Executive('s) Guide to Macroeconomics and Economic Crises. Köln 2017 (mimeo).</p> <p>Handouts and additional readings provided in ILU.</p>

Code of the module/PSSO number	4.03./3030
Name of the module	International Economics
Courses within this module	
Content of the module	<p>Key concepts of international trade and their relationship with national policymaking will be presented and analysed with economic data. The relevance of exchange rates for cross border business decisions will be highlighted and models of exchange rate determination will be introduced.</p> <p>The importance of international policy coordination and the role of international institutions (IMF, World Bank, WTO) will be highlighted.</p> <p>The synthesis of empirical analysis regarding business and economic conditions in the context of international economic decisions will be performed.</p>
Objective of the module (expected learning results and competences to acquire)	<p>By the end of this module:</p> <p><u>Knowledge:</u> Students are familiar with the main theoretical explanations of international trade and finance. They are able to identify the relevant sources of information for empirical analysis of international economic issues and for verification of the role of domestic political constituencies in the international economic policy formulation.</p> <p><u>Understanding:</u> They have developed an understanding of the basic motives of trade and international financial transactions as well as the role of domestic political constituencies for international economic policy formulation.</p> <p><u>Application:</u> Students describe the effects of international economic policies on firms both at home and abroad. They appreciate and apply the multitude of online data sources, available for the analysis of issues in the field of international economics. They also manage large datasets.</p> <p><u>Analysis:</u> Students use data freely provided on the internet to analyse the decision making by firms active in a global context as well as the impact of international policy making on firms' activity. Simple statistical tools (correlation analysis, OLS) will be employed.</p> <p><u>Synthesis and Evaluation:</u> Students study examples of solutions to problems faced by internationally active firms. They also evaluate current international policy issues. By doing so, they get familiar with the process of developing own solutions and expose them to critical reviews.</p>

Semester	3 rd semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours total workload, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	The modules of the first semesters, especially “Managerial Microeconomics” and “International Macroeconomics”. Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Agnieszka Gehringer
Name of the lecturers	Prof. Dr. Agnieszka Gehringer Prof. Dr. Frank Gogoll
Instruction language	English
Evaluation (Performance review and duration)	Written Exam 70% (max. 60 minutes) Written assignment 30%
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture and seminar; online research of data and relevant literature; remote working on a selected issue from international economics
Others	
Recommended literature	Krugman, P. / Obstfeld, M. / Melitz, M., International Economics, Prentice Hall International, 10 th ed., 2014 Gandolfo, G., Elements of International Economics, Springer, 1 st ed., 2004 Doing Business 2018, The World Bank, 15 th ed., 2018

Code of the module/PSSO number	4.04./3040
Name of the module	Economic Policy and Empirical Evidence
Courses within this module	
Content of the module	<ol style="list-style-type: none"> 1. Theory of economic policy and political decision-making 2. Evidence based policy: Empirical evidence and empirical economic research 3. Basic Econometrics 4. Case studies
Objective of the module (expected learning results and competences to acquire)	<p>After attending the module:</p> <p><u>Knowledge:</u> Students can describe the national and international economic and political environment of companies.</p> <p><u>Understanding:</u> The students will understand the decision-making process in political economy and the basic functioning of economic policy measures in an open economy.</p> <p><u>Application:</u> Students are able to phrase, explain and communicate economic policy objectives and to design a policy mix of economic instruments</p> <p><u>Analysis:</u> They analyze the consequences of economic concepts and policy measures by applying a due diligence analysis for evaluation of the outcome of the determined economic policy mix. Students use economic and social databases for research.</p> <p><u>Synthesis:</u> On the basis of already acquired knowledge on micro- and macroeconomics as well as international economics, students are able to study and evaluate the effects of economic policy using empirical evidence thereby taking into account general political and ethical aspects.</p> <p><u>Evaluation:</u> Students evaluate the outcome of economic policy measures as well as the economic environment of companies (on national as well as international basis) against the background of sustainability in economic, social and ecological terms and taking ethical aspects into account.</p>
Semester	4 th semester
Duration	One semester
Frequency	Every summer semester
Number of ECTS-Credits	6

Total workload	4 SWS; 180 hours total workload, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	
Admission requirements	Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Katharina Eckartz
Name of the lecturers	Prof. Dr. Katharina Eckartz
Instruction language	English
Evaluation (Performance review and duration)	Written Exam
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture/Seminar: Basic concepts of economic policy and econometrics are taught in class, accompanied by exercises and problems as well as case studies. Intensive reading and study of the proposed literature are required.
Others	Practical work with econometrical methods by using digital databases and computer-based software.
Recommended literature	Gogoll, F. Theorie der Wirtschaftspolitik, Ordnungspolitik, in: Clement, R.; Gogoll, F.; Kiy, J., Terlau, W. und Veit, W.: Wirtschaftspolitik, Berliner WissenschaftsVerlag 2017 (englischsprachige Übersetzung) Asteriou, D. / Hall, S., Applied Econometrics, Palgrave ,3 rd ed., 2015 Latest reports of IMF, World Bank, OECD, ECB, Federal Statistical Office, etc More literature will be announced during the course of the class

Business Law

Code of the module/PSSO number	5.01./4010
Name of the module	Introduction to International Business Law
Courses within this module	
Content of the module	<p>This course focuses on the most important legal aspects for students studying international business:</p> <ul style="list-style-type: none"> • Introduction to international business law • Legal fields and sources of law • Conflict of laws • Differences between common law and civil law • Introduction to German contract law • Contractual and non-contractual obligations • International conventions: the CISG • Overview: the law of the European Union • International dispute resolution: how to solve your dispute
Objective of the module (expected learning results and competences to acquire)	<p>This module is focusing on legal cases concerning international sales-, service- and licensing contracts.</p> <p><u>Knowledge</u>: Students know the most relevant legal framework in the context of international business. They are familiar with international methods of dispute settlement.</p> <p><u>Understanding</u>: Students are able to differentiate international contract types from each other and are able to identify major risks. They can prepare a problem for efficient assessment by legal counsel. They are familiar with special legal features of international business in comparison to domestic contracts.</p> <p><u>Application</u>: Students are able to apply their knowledge to some simple international law cases. They can structure a contract and identify key elements.</p>
Semester	1 st semester
Duration	One semester
Frequency	Every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each), 135 hours independent studies (incl. preparation, review and examinations)

Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	The module is only used in this degree. Interested students from other study programs or faculties are welcome.
Admission requirements	Students should have at least B2 language skills in English.
Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturers	RA Dr. Rouven F. Bodenheimer
Instruction language	English
Evaluation (Performance review and duration)	Written Exam 100% (max. 60 minutes)
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture; moderated discussions; application of law cases studies in groups.
Others	Block course
Recommended literature	<p>Class notes</p> <p>August, R. / Mayer, D. / Bixby, M., International Business Law, Pearson Education Limited, 7th ed., 2016</p> <p>Chalmers, D. / Davies, G. / Monti, G., European Union Law, Cambridge University Press, 3rd ed., 2014</p> <p>Born, G., International Commercial Arbitration, Kluwer, 2nd ed., 2014</p> <p>Schlechtriem, P. / Schwenger, I., Commentary on the UN Convention on the International Sale of Goods (CISG), Oxford University Press, 4th ed., 2016</p>

Quantitative Methods

Code of the module/PSSO number 6.01./5010

Name of the module	Quantitative Methods II (A)
Courses within this module	
Content of the module	<p>Financial mathematics: Interest rate calculus, annuity calculation, loan schedules and repayments, basic methods of investment analysis.</p> <p>Statistics: Key metrics to describe data (measures of location and variation), measures of dependency, linear and multiple regression.</p>
Objectives of the module (expected learning results and competences to acquire)	<p>Students can aggregate cash flows (e.g. assets, liabilities, etc.) and calculate their current and future value. They are able to use the acquired knowledge to independently analyze and evaluate new types of cash flows. Furthermore, students are able to present (univariate and multivariate) data sets in tabular and graphical form, analyze them descriptively and, in the case of multivariate data sets, determine and quantify relationships within the data.</p> <p>To achieve the objectives, students can apply mathematical methods and concepts (e.g. sequences and series, (partial) derivatives and the method of least squares) as well as financial valuation methods (e.g. (net) present value and equivalence principle) to new situations.</p> <p>The acquired knowledge is required in business practice (e.g. in finance departments of industrial companies, banks and insurance companies) for investment decisions in tangible and simple capital goods and forms the basis for further financial mathematics modules. The ability to describe and analyze data is required to quantify economic relationships and provides the basis for first independent empirical analyses and further statistics modules.</p>
Semester	2 nd semester
Duration	One semester
Frequency	Summer semester
ECTS-Credits	6
Workload	4 SWS; 180 hours workload, divided into 60 contact hours (of 45 minutes each) and 135h independent studies (incl. preparation, participation in tutorials, review of covered material and individual practice)

Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	Banking and Finance; Betriebswirtschaftslehre; International Business; Wirtschaftsrecht
Admission requirements	Students should have at least B2 language skills in English.
Responsible persons for the module	Prof. Dr. Marc Kastner Prof. Dr. Ralf Knobloch Prof. Dr. Felix Miebs Prof. Dr. Tobias Schlüter
Name of the lecturers	Prof. Dr. Felix Miebs
Instruction language	English
Evaluation (Performance review and duration)	Written exam 100% (60 minutes) One or more passed e-tests may be required for admission to the module exam
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture, tutorials
Others	<p>Sound knowledge of elementary calculus rules, solving (in)equalities with one variable and linear systems of equations, familiarity with elementary functions, and ideally sound ability to take derivatives of functions with one or more variables.</p> <p>All recommended prerequisites are taught in the "Brückenkurs Wirtschaftsmathematik" and in the module Quantitative Methods I.</p> <p>An ungraded assessment regarding recommended prerequisites for this module (high school mathematics, material from the "Brückenkurs") takes place in the first lecture. Any electronic devices (e.g. calculators) are not permitted in this test.</p>
Recommended literature	<p>Arrenberg, Jutta: Wirtschaftsstatistik für Bachelor, 3rd ed., München: UVK Verlag, 2019.</p> <p>Arrenberg, Finanzmathematik, 3rd ed., Berlin: de Gruyter Oldenbourg, 2015.</p>

Kastner, M.: Statistik. Lehrbuch mit Online-Lernumgebung, 2nd ed. Herne: Kiehl, 2021.

Kruschwitz, Lutz: Finanzmathematik - Lehrbuch der Zins-, Renten-, Tilgungs-, Kurs- und Renditerechnung, Berlin: de Gruyter Oldenbourg, 2018.

Tietze, J., Einführung in die Finanzmathematik, 11th ed., 2011.

Tietze, Jürgen: Übungsbuch zur Finanzmathematik: Aufgaben, Testklausuren und ausführliche Lösungen. Wiesbaden: Springer Spektrum, 8. Auflage, 2015.

Code of the module/PSSO number	6.02./5020
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Name of the module	Quantitative Methods III (B)
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Courses within this module	
Content of the module	Index calculation, Binomial distribution, Normal distribution, Confidence intervals, statistical tests
Objectives of the module (expected learning results and competences to acquire)	The students are familiar with procedures of inferential statistics (statistical estimation and test theory) and can apply them by using the necessary methods (central limit theorem, estimation of parameters of the binomial and normal distribution by point and interval estimation as well as calculation of probabilities on the basis of the two distributions, formulation of null hypotheses and calculation of associated p-values) in a goal-oriented manner and can interpret and classify results confidently. The knowledge enables the students to answer simple statistical questions in a business management context and prepares the students for more advanced modules.
Semester	3rd semester
Duration	One semester
Frequency	Winter semester
ECTS-Credits	6
Workload	4 SWS; 180h work load, divided into 60 contact hours (of 45 minutes each) and 135h independent studies (incl. preparation, participation in tutorials, review of covered material and individual practice)
Type of the module (compulsory, elective, etc.)	Compulsory module
Applicability of the module	Banking and Finance; Betriebswirtschaftslehre; International Business
Admission requirements	Students should have at least B2 language skills in English.
Responsible persons for the module	Prof. Dr. Tobias Schlüter
Name of the lecturers	Dr. Thorsten Heck
Instruction language	English
Evaluation (Performance review and duration)	Written exam 100% (max. 60 minutes) One or more passed e-tests may be required for admission to the module exam.
Weightage of the result within the final result	This module has a weight of 3.33 percent in relation to the final grade.
Teaching and study methods	Lecture, tutorials

Others	
Recommended literature	Arrenberg J., Wirtschaftsstatistik für Bachelor, 4 th ed., 2020 Bamberg, G. / Baur, F. / Krapp, M., Statistik, 18 th ed., 2017 Schlittgen, R., Einführung in die Statistik, 12 th ed., 2012