



Faculty of Society and Economics

Academic Guide for Exchange Students - Summer Semester 2027



Contents

Important Information – how to choose your modules

Overview of Modules and Electives Suitable for Exchange Students

Detailed Course Descriptions:

- **International Business and Management**
- **International Relations**
- **Gender and Diversity**
- **International Taxation and Law**
- **Sustainable Tourism**

Important Information – how to choose your modules

The guide contains information about the courses that are available to exchange students in Summer Semester 2027 on the five English language bachelors' programs offered at the Faculty of Society and Economics:

- International Business and Management
- International Relations
- Gender and Diversity
- International Taxation and Law
- Sustainable Tourism.

Please **use this guide only** to choose your courses and not the module handbooks on our website. This is because our study programs have been reaccruited. So the old study program versions are gradually being phased out and the new ones phased in. Also the Sustainable Tourism program is being taught in English from this academic year and is being phased in. So, in Summer Semester 2027, only 1st and 2nd year modules are available in English for this program.

If you want to take modules from our German language bachelors' program Early Childhood Education (B2 German required) or from our English language masters' programs Economics and Finance or Sustainable Development Management, please contact me for information about available modules: anne.tempel@hochschule-rhein-waal.de

The guide firstly provides you with an overview of the available modules. It then gives you the detailed course descriptions and prerequisites.

When choosing your courses (modules and electives) from this guide, please follow the following instructions:

- You can take a **maximum of 30 ECTS** per semester. If your home university does not require you to take 30 ECTS, we strongly advise you to take less.
- Choose **one main study program** in this guide.
- It is possible to take **up to two** modules or electives from a second study program. But you cannot combine courses from more than two study programs within the faculty.
- You **cannot combine** any modules and electives from the Faculty of Society and Economics with modules and electives from other Faculties.

- You can choose modules and electives from a study program which is different from your home university study program. However, if you do so, **choose modules from the 1st year only and electives from the 2nd year, if these electives do not have prerequisites.** Please note that in Summer Semester, our 6th semester students do either a semester abroad or an internship. This is why there are no 3rd year courses in summer.
- Some modules and electives **have prerequisites**. You will find these in the course descriptions. Please make sure that you read these carefully and make sure that you fulfil them.
- To give you a wide choice of modules and electives, we allow you to combine modules and electives from different levels of one study program (i.e., 1st and 2nd year) and to combine modules and electives from two different programs. Please note that if you do so, your learning agreement before mobility **will be approved subject to timetables**. As teaching timetables are published after I sign your learning agreements before mobility, I cannot guarantee at that time that there will be no timetable clashes. However, you have the first five weeks of semester to make any changes you want or need to make to your learning agreement. If you choose all of your modules/electives from one level of one study program, there will be no timetable clashes.
- We offer a special module for exchange students: “Introduction to German Society, Economics and Politics”. This is taught in English and is accredited with 5 ECTS. We **require all** exchange students studying at the Faculty of Society and Economics to take this module. More details can found on page 5.

If you have any questions, please contact me by [email](#).

We are looking forward to welcoming you to Kleve for your semester abroad at the Faculty of Society and Economics!

Dr. Anne Tempel
Academic Exchange Coordinator
Faculty of Society and Economics

Special Module for Exchange Students: Introduction to German Society, Politics and Economics



Learn more about Germany during your semester abroad!

This module is a series of key lectures by professors from the Faculty of Society and Economics introducing you to Society, Politics and Economics in Germany. It consists of lectures on:

- Key facts about German politics
- Key features of the German business system
- Places and Cultures in Germany

The lectures normally take place on Wednesday afternoons to ensure that there are no timetable clashes with regular courses.

It can also involve an excursion, for example to the State Parliament of North-Rhine Westphalia, a regional company or to the European Institutions in Brussels.

The module is taught in English. In order to gain 5 ECTS, you need to submit an essay on a topic related to one of the key lectures.

Overview of Modules and Electives Suitable for Exchange Students

International Business and Management						
each module = 5 ECTS						
prerequisites in red						
YEAR 1	IBM 2 6209	IBM 2 6029	IBM 2 6216	IBM 2 6207	IBM 2 6202	IBM 2 6213
	Descriptive Statistics	Introduction to Accounting	Marketing	Business Ethics and Sustainability	Introduction to Law	Public Finance and Taxation
						Basic knowledge of economics
YEAR 2	IBM 4 6222		IBM 4 6210		IBM 4 6215	
	International Economics		Supply Chain Management and Logistics		Project – Current Topics and Trends	
	Knowledge of economics		Background in business studies		Background in business studies; Limited places	
	Electives					
	IBM 4 6358	IBM 4 6259	IBM 4 6260	IBM 4 6261	IBM 4 6036	
	Entrepreneurship	Inferential Statistics and Statistics Software	Human Behaviour in The Digital Age	Scientific Methods & Philosophy of Science	Foreign Language (English or German)	
		Knowledge of statistics				

International Relations each module = 5 ECTS prerequisites in red						
YEAR 1	IR 2 6107	IR 2 6144	IR 2 6109	IR 2 6145	IR 2 6111	IR 2 6146
	Qualitative and Quantitative Methods of Social Science	Political Philosophy	European Integration Basic knowledge of international relations and economics	Contemporary History	Public Choice Theory Basic knowledge of economics	Regional Integration and International Organisations Basic knowledge of international relations

YEAR 2	IR 4 6149 Game Theory and Decision-Making			IR 4 6150 Policy Advice and Negotiation Skills Basic knowledge of political science		
	Electives					
	IR 4 6126 Analysis of Economic and Political Crises Background in international relations; knowledge of economics	IR 4 6127 Current Issues in International Relations and International Political Economy For advanced international relations students only	IR 4 6028 Justice and Fairness in the Market Economy Limited places	IR 4 6119 Competition and Regulation Background in international relations	IR 4 6152 Nationalism and Globalisation Background in international relations	IR 4 6036 Foreign Language (English or German)

Gender and Diversity						
each module = 5 ECTS						
prerequisites in red						
YEAR 1	GD 2 6007	GD 2 6008	GD 2 6009	GD 2 6010	GD 2 6011	GD 2 6012
	Basics of Qualitative Methods	Applied Methods in Equal Opportunities	Social Structure, Inter-sectionality and Diversity	Basics of Quantitative Methods	Gender, Diversity and Work	New Models and Theories of Society
YEAR 2	GD 4 6019		GD 4 6020		IR 4 6022	
	Organisation Studies		Policy Analysis, Design and Advice		Gender Theories	
	Electives					
	GD 4 6027	GD 4 6030	GD 4 6031	GD 4 6036		
	Psychology	Gender and Mobility	Sexualities	Foreign Language (English or German)		

International Taxation and Law each module = 5 ECTS prerequisites in red						
YEAR 1	TL 2 6308 Basics of International Taxation	TL 2 6306 Business Taxation	TL 2 6102 Introduction to Economics	TL 2 6349 Research Skills	TL 2 6310 Financial Accounting Knowledge of Bookkeeping	TL 2 6305 Management Accounting
YEAR 2	Electives					
	TL 4 6356 The Digital Enterprise: Technology, Innovation, and Organizational Strategies	TL 4 6358 Entrepreneurship		TL 4 6036 Foreign Language (English or German)		

Sustainable Tourism						
each module = 5 ECTS						
YEAR 1	ST 2 6446	ST 2 6447	ST 2 6448	ST 2 6449	ST 2 6450	ST 2 6451
	Sustainable Destination Management	Geography, Environment and Sustainability	Introduction to Tourism Management	Basics of Marketing	Project and Conflict Management	Diversity, Equality and Inclusion
YEAR 2	ST 4 6457	ST 4 6458	ST 4 6459		ST 4 6460	
	Digitalisation and Customer Centricity in Tourism	Applied Concepts of Psychology in Tourism	Tourism Ethics		Sustainable Finance and Entrepreneurship	
	Basic knowledge of IT				Basic knowledge of business	
	Electives					
	ST 4 6468	ST 4 6469	ST 4 6470	ST 4 6471	ST 4 6036	
	Urban and Cultural Tourism	Case studies: Global Tourism and Sustainability	Sport and Adventure Tourism	Health, Medical and Wellness Tourism	Foreign Language (English or German)	
	Knowledge of sustainability	Knowledge of academic writing				

INTERNATIONAL BUSINESS AND MANAGEMENT

COURSE DESCRIPTIONS

IBM 2 6209 Descriptive Statistics

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

The module aims to familiarize students with the first steps of the statistical process, i.e. data collection, organisation and summary, typically utilized in empirical research and applied by corporate management and public administration. Upon successful completion of the module, students will be able to:

- Use the main concepts and techniques stated below.
- Assess the relevance and shortcomings of these approaches.
- Apply the statistical methods in order to solve realistic decision problems, practical case studies and exercises from business.
- Draw conclusions from available data.

Content

The module covers the basic concepts of descriptive statistics and probability theory. The main focus is on the following topics:

- Data collection, organisation and presenting techniques
 - Measures of central tendency, position, dispersion and concentration
 - Probability theory and selected probability distributions
 - Sampling theory and distributions
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IBM 2 6029 Introduction to Accounting

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Distinguish between bookkeeping and cost accounting to understand their importance and interrelations.
- Differentiate and analyse cash-flows, expenses, and costs to separate impacts in Finance, Financial Accounting, and Management Accounting.
- Apply the system of double entry bookkeeping to record business transactions and to draft simple financial statements from bookkeeping data.
- Analyse the effects of different accounting alternatives/ methods on business decisions.

Content

The lecture covers two aspects:

(1) Bookkeeping

- Introduction into accounting – a common overview of both parts
- The accounting equation and system of accounts
- Recording of business transactions
- The adjusting process

- Booking of merchandising operations
 - Booking of production operations
- (2) Cost accounting
- Fundamentals of management accounting
 - Cost type accounting
 - Cost centre accounting
 - Cost object accounting
 - Activity based costing
 - Common costs as challenge in decision making
-

IBM 2 6216 Marketing

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Identify different marketing concepts related to marketing mix to understand the importance of marketing in economic sector.
- Distinguish types and methods of basic marketing research concepts to apply them in different business fields.
- Analyse internal and external business environment to respond to market challenges and contribute to business development.
- Elaborate communication mix and its importance for successful marketing to promote products and services to specific market segments.
- Propose and evaluate a marketing plan for selected business/product/service to gain competitive advantage.

Content

- A conceptual definition of marketing
 - The marketing environment
 - Social responsibility of marketing
 - Market research
 - Consumer behaviour
 - Market segmentation and Positioning
 - Product
 - Place
 - Price
 - Promotion
 - Digital marketing
 - Creation of marketing plan
-

IBM 2 6207 Business Ethics and Sustainability

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Define the meaning of doing business ethics by discussing the foundational principles that guide ethical behaviour and decision-making within the business context to form a solid understanding of the core principles of business ethics.
- Perform a stakeholder analysis by using the power-interest matrix to visualize stakeholder influence, in order to prioritize and manage stakeholder relationships and make informed decisions.
- Discuss the role of corporate social responsibility in business by delving into the concept of CSR, fostering a comprehensive understanding of the ethical and social responsibilities of businesses and their impact on stakeholder and the broader community.
- Discover the role of sustainability in business by exploring principles and practices of sustainable development, in order to equip students with the knowledge and awareness needed to recognize the importance of sustainability in modern business, make informed decisions that balance economic, environmental, and social factors, contributing to the long-term well-being of organisations, communities, and the environment.
- Deconstruct the ethical decision-making process by utilizing the framework for understanding ethical decision-making in business to gain a comprehensive understanding of the ethical decision-making process within the business domain, enabling to navigate complex ethical dilemmas, make sound ethical choices, and uphold ethical standards in organisational settings.
- Establish a foundational understanding of argumentation and academic writing through a series of critical thinking workshops and assignments, providing necessary knowledge to communicate ideas effectively and enhance critical thinking skills.

Content

- Introduction to business ethics
 - Stakeholder and social responsibility
 - Corporate social responsibility
 - CSR and ethics management
 - Sustainability and the Triple-Bottom-Line
 - Business responses to sustainability issues
 - Emerging business ethics issues
 - Ethical decision making
 - Critical thinking workshops
-

IBM 2 6202 Introduction to Law

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Identify and describe fundamental practically highly relevant legal issues in the fields of contracts and corporations by using basic legal knowledge in these fields.
- Argue simple cases regarding frequently recurring situations.
- Act as an intermediary for the legal profession in the area of civil law and business law, in order to relate such practically highly relevant legal issues in the fields of contracts and corporations to various real-life situations and in order to consider them for the purpose of the management of a business.

Content

- Civil law: Introduction
 - Contracts: Formation, cancellation, fulfillment, breach
 - Litigation in civil law
 - Foundation and fundamentals of inner workings of a corporation, using a GmbH as an example
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IBM 2 6213 Public Finance and Taxation

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Basic knowledge of economics

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Describe and summarise the public expenditure and the public revenues in industrialized and developing countries, with a special focus on Germany.
- Analyse public finances in an international setting and interpret the decision-making process of the public budget.
- Critically examine and reflect government expenditure and public revenue policies in order to estimate their incentive effects.
- Apply theories of and approaches to public expenditure and public revenues to a variety of policy fields in national and international scenarios.

Furthermore, after successful completion of the taxation part of the module, students will be able to:

- Know what are the taxes which are relevant for businesses.
- Understand how taxation rules are designed and these rules are in line with economic theory.
- Use simple mathematical calculations to understand the influence of the tax system on business decisions.

Content

- Government expenditure in industrialised and developing countries
 - Public revenues in industrialised and developing countries
 - The positive and normative economic approach to government budgets especially to taxes and public debt
 - Critical discussions of fiscal government programs
 - Selected public re-distribution policies
 - Discussion of the role, rationale, objectives, and consequences of government intervention into the economic and social system
 - Overview over the 3 important categories of taxes (on income, on wealth, on consumption) and how they function
 - Rules for income and corporation tax and the German trade tax as examples for how income tax rules work
 - The economic constraints which explain why the basic rules of e.g. income taxation are as they are;
 - The impact of tax rules on business decisions with regard e.g. to the choice of the location of the enterprise, the choice of the legal form of the enterprise, the choice between debt financing and equity financing, and similar other business decisions
-

IBM 4 6222 International Economics

2nd Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Knowledge of economics

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Explain the (welfare) effects of international trade by applying different theoretical models and concepts,
- Analyse and evaluate the consequences of different trade policy measures by using insights of welfare economics,
- Explain monetary aspects of international trade,

in order to be equipped with the theoretical tools and understanding to reflect on international economic issues and to evaluate economic policy proposals in the global context.

Content

- Introduction to basic theories of international trade (Ricardian model, Heckscher-Ohlin model, standard trade model etc.)
 - Analyses of the welfare effects of different trade policy instruments such as tariffs and quotas as well as the respective arguments in favour of protectionist trade policies
 - Analyses of motivations for and effects of international trade agreements on the multinational level (such as WTO) and the regional level (such as free trade agreements)
 - Introduction to exchange rates, especially determinants, and exchange rate regimes
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IBM 4 6210 Supply Chain Management and Logistics

2nd Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Background in business studies

Learning Outcomes

The module intends to provide students with an understanding of the functioning, nexuses and relevant trends of supply chains and logistics in modern business management. Upon successful completion of the module, students will be able to:

- Explain the importance of specific tools for the overall management of firms.
- Apply strategies to a variety of situations and contexts occurring in practice.
- Reflect upon different approaches available to manage the entire supply chain for lean production.
- Discuss the importance of cost optimization over the supply chain.
- Critically debate the issues and risks resulting from advanced logistics systems and just-in-time production.

Content

- Introduction to supply chain management: definitions, objectives, drivers, operations and design
- Service network segments: procurement, production and distribution; planning and forecasting (bullwhip effect, beer game)
- Collaboration and risks, sustainability and corporate social responsibility, circular supply chains
- Current and future development in supply chain management: globalization, digitalization, cybersecurity, etc.
- Introduction to logistics: definitions, objectives, concepts and processes of logistics; relation of supply chain management to logistics
- Logistics management along the supply chain: procurement, production and distribution logistics
- Core logistic processes: warehousing and transport/transshipment

- Supply chain/logistics management and other areas of business administration: human resource management, marketing, accounting and controlling
-

IBM 4 6215 Project – Current Topic and Trends

2nd year module; Summer Semester; 2 contact hours per week; 5 ECTS

Background in business studies; limited places

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Identify and analyse key aspects of a selected project within the field of International Business and Management to develop a structured and goal-oriented approach.
- Apply project management techniques to plan, execute, and monitor project tasks effectively in small teams.
- Assess the role of relevant stakeholders and their impact on project development to ensure successful collaboration.
- Develop data-driven insights and critical perspectives on current topics and trends in international business.
- Formulate and implement problem-solving strategies based on contemporary business challenges.
- Communicate project results professionally through written reports and oral presentations, adapting to different target audiences.
- Reflect on their teamwork, leadership, and decision-making skills to enhance professional and personal development.
- Gain practical experience in managing projects relevant to international business environments, bridging the gap between theory and practice.

Content

- Exploration of current trends and emerging topics in International Business and Management.
 - Application of project management methodologies to structure and execute a project efficiently.
 - Selection of thematic projects based on real-world business challenges, ranging from market analysis and digital transformation to sustainability and strategic management.
 - Hands-on project work in small teams, including research, strategy development, and implementation.
 - Stakeholder analysis and engagement strategies to ensure effective collaboration and project success.
 - Presentation and documentation of project outcomes, including structured reports and professional presentations.
 - Reflection and feedback sessions to assess personal and team performance, fostering continuous learning and improvement.
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IBM 4 6358: Entrepreneurship

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Cannot be combined with TL 4 6358 Entrepreneurship

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Make valid managerial decisions in order to run their own start-up business.
- Recognise entrepreneurial opportunities, understand entrepreneurial behaviour, and interpret different types of financial and non-financial resources for ventures.
- Explain the financial lifecycle model and define entrepreneurial financial instruments.
- Start their own business and to examine entrepreneurial opportunities based on different valuation techniques.
- Negotiate financial contracts in all phases of the venture.
- Recognise entrepreneurial opportunities, understand entrepreneurial behaviour, and interpret different types of approaches to business models (for example, business model canvas).

The students are able to apply the different approaches for the identification and evaluation entrepreneurial opportunities and to find fields of application for the use. Many examples, exercises and case studies (e.g., green and social entrepreneurship) help students to develop an entrepreneurial mind set. Because of practical training in a start-up lab, students get involved into all elements of the entrepreneurial ecosystem and practices decision making in the different phases of founding a company.

Content

- Introduction to Entrepreneurship
 - Entrepreneurial Opportunities and Entrepreneurial Behaviour: Opportunity Recognition, Causation and Effectuation
 - Business Model Development
 - Non-financial Resources of Start-ups: Human Capital, Organisational Capital, Social capital
 - Financial Resources of Start-ups: Introduction to Entrepreneurial Finance, Financial Instruments, Financing Process
 - Market Entry and Entrepreneurial Marketing
 - Case studies: Corporate Entrepreneurship, Green Entrepreneurship, Social Entrepreneurship, Female Entrepreneurship, Digital Entrepreneurship
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IBM 4 6259 Inferential Statistics and Statistics Software

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Knowledge of Statistics

Learning Outcomes

The elective aims to provide participants with sophisticated methods of inferential statistics and practical statistical software skills employed by business management and other decision makers. Upon successful completion of the module, students will be able to:

- Design quantitative research and thesis projects.
- Understand intermediate and advanced concepts of statistics.
- Draw reasonable conclusions out of data analysis.
- Use their expertise on how to apply methods and approaches of inferential statistics to selected business cases.

Content

The elective addresses the subsequent approaches of inferential statistics:

- Extensions of sampling theory and distributions
 - Different specifications of estimation methods and confidence intervals
 - Hypothesis testing with regard to arithmetic means, proportions, variances and distributions of random variables
 - Univariate and multivariate regression analysis, inclusive estimation techniques, tests and quality indicators
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IBM 4 6260: Human Behaviour in The Digital Age

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Explain how digital immersion affects individual cognition by applying cognitive psychology concepts, in order to understand and adjust their own digital habits and behaviours.
- Critically evaluate the impact of constant connectivity on well-being using contemporary psychological research, in order to establish and promote healthier digital habits.
- Analyse the transformation of team dynamics in digital environments by employing agile working methods, in order to optimise collaboration in both virtual and face-to-face settings.
- Grasp the influence of online communities on individual and group behaviours by integrating sociological insights, in order to effectively navigate and contribute to digital communal spaces.
- Contrast traditional and digital-age organisational structures by studying innovative organisational models, in order to conceptualise adaptable and efficient future workplaces.
- Develop strategies for managing change in organisations using concepts of change management and digital leadership, in order to implement successful transformations in technology-driven environments.
- Assess trust in human-AI interactions by utilising psychological concepts, in order to contribute to more ethical and user-friendly AI systems.
- Determine the elements that enhance user engagement with technological products by applying UX/UI principles, in order to more effectively engage with or design user-centric digital platforms.

Content

The module provides a deep dive into the individual and collective psychological shifts in a tech-centric world. The curriculum delves into digital group dynamics, human-AI interactions, and the transformational challenges faced by organisations in a rapidly evolving digital landscape.

Individuals: Explore how digitalisation influences individual cognition and behaviours, revealing psychological shifts in a tech-driven world:

- Psychological effects of digital technologies and social media
- Digital wellness and mental health

Teams: Understand the digital evolution of group dynamics and its impact on teamwork, decision-making, and virtual collaboration:

- Team dynamics and value creation
- Collective decision-making in the digital realm
- The future of collaborative work

Organisations: Discover modern organisational challenges, emphasising design adaptation, agility, and maintaining a human-centred approach amidst rapid technological change:

- Rethinking organisational design for the digital age
- Building lean and agile organisations
- Change management and leadership for adaptive organisations

Human-Computer Interfaces: Navigate the ubiquitous exchange between humans and technology, understanding trust, ethics, and the psychological nuances of human-AI interactions:

- Engineering Psychology: User interfaces and user experience
 - Trust in human-computer interactions
 - Ethics in AI interactions
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IBM 4 6261: Scientific Methods & Philosophy of Science

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Remember: List foundational concepts and principles underlying both scientific methodologies and major philosophical debates about science.
- Understand: Explain the historical evolution of scientific methods and their philosophical foundations.
- Apply: Interpret the core principles of scientific methods to design research, analyse results, and critique studies.
- Analyse: Compare and analyse key philosophical arguments related to the nature, aims, and limits of scientific knowledge, including questions of falsifiability, paradigm shifts, and the demarcation problem.
- Evaluate: Evaluate the role and impact of values, ethics, and societal contexts in shaping both scientific inquiry and its interpretation.
- Create: Construct well-reasoned arguments that integrate concepts from both the practice of scientific methodology and the philosophy of science.
- Achieving these outcomes will equip students with a holistic and interdisciplinary perspective on the nature of scientific inquiry.

Content

The Scientific Methods part of this module introduces students to the methodological foundation of empirical research, about both quantitative and qualitative methodologies. Students will explore and reflect on quantitative methods, including experimental design, computer simulations, survey design, hypothesis formulation, and statistical analysis, using examples from disciplines such as psychology, economics, and computer science. In addition, qualitative methods will be covered, examining the scientific foundations of interviews, content analysis, and case studies, with examples drawn from economics, politics, and sociology. Through hands-on exercises and real-world case studies, students will gain practical insights into designing, executing, and analysing empirical research across diverse fields.

In the Philosophy of Science segment, students will engage with the philosophical foundations of scientific inquiry. This includes an introduction to Logic, offering tools for constructing valid arguments, and exploring its role in rigorous scientific reasoning. The course explores metaphysical and ontological questions concerning the nature of reality, epistemology focusing on the nature of knowledge and belief, and the philosophy of mind addressing the intricacies of consciousness and mental phenomena.

Through reflective discussions and thought experiments, students will develop a deeper appreciation of how philosophical considerations shape and interact with scientific investigation.

IBM 4 6036 Foreign Language (German or English)

It is possible to take a German or English language course offered by our language centre and gain 5 ECTS for the course. *Please indicate on your learning agreement whether you want to take a course in German or in English.* For more details of courses offered – only German and English can be taken as the foreign language elective – please see: <https://www.hochschule-rhein-waal.de/en/international/language-courses/language-courses>

INTERNATIONAL RELATIONS

COURSE DESCRIPTIONS

IR 2 6107 Qualitative and Quantitative Methods of Social Science

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Recall basic knowledge of the social science research process in order to identify the quality of secondary data and identify the reliable scientific sources.
- Recognize the differences between qualitative and quantitative methods, outline their underlying epistemologies, structure, scope and analysis in order to choose methods, applicable to a certain research questions
- Identify the data base needed to answer a certain research question and apply both basic qualitative and quantitative techniques according to their individual research needs.
- Estimate the ethical implications of conducting social research in order to avoid research pitfalls.

Content

The module aims at providing students with conceptual and practical knowledge of both qualitative and quantitative types of social research.

- Different epistemological positions (e.g. empiricism, standpoint theory, postmodernism, post-colonialism)
- The main differences and appropriate applications of qualitative and quantitative research, including the different toolkits and knowledge on sources for gaining advanced research skills
- How to develop a research question, research design, make a reasonable decision on data to be collected/used and analyse/interpret the findings according to an appropriate theoretical framework
- Paradigmatic methods from both qualitative research (e.g. ethnographic research, participant observation, interviews, discourse analysis) and quantitative research (e.g. surveys, experiments, different types of large n-statistical analysis, descriptive and inferential)

IR 2 6144 Political Philosophy

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Differentiate between the different areas of philosophy.
- Describe, review, and explain the key concepts of epistemology, the theory of science, and logics.
- Discuss key concepts of political philosophy.
- Name and outline the thoughts of influential figures in the history of classical and modern political philosophy.
- Analyse key texts of political philosophy.
- Relate key concepts of the history of political and economic thought to contemporary political discussions, in order to engage in critical and controversial debates about conflicting values in political philosophy.

Content

- Introduction to philosophy (including selected areas of philosophy)
 - Introduction to epistemology, the theory of science, and logics
 - History of political thought
 - Key concepts of political philosophy and their evolution until the 21st century
 - The development of political ideologies
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IR 2 6109 European Integration

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Basic knowledge of international relations and microeconomics

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Describe and summarize the structures and functions of the institutions of the European Union, their historical development and their economic impact.
- Analyse the political and economic system of the European Union and the respective decision-making procedures by using adequate analytical categories and theories (like “liberal intergovernmentalism”, “neo-functionalism”, “federalism” and others).
- Critically reflect on selected EU policies and discuss the process of policy making in the context of the multi-level-governance structure of the EU and its member states.
- Apply theories of economic and regional integration to the case of European integration.

Content

- History of European integration
 - The political system of the EU and its main institutions
 - Basic EU law and the ordinary legislative procedure
 - Selected EU policies
 - Economics of European integration and the EU's impact on the global economy
 - Theories of European integration
 - Current issues in European policy and economics
-

IR 2 6145 Contemporary History

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Apply basic interpretive approaches to historical events
- Relate modern events to their historical antecedents by tracing the potential consequences of historical events
- Place themselves in the shoes of historical actors so they may be better able to understand the then-existing pressures and limitations that impacted historical decisions and actions in order to critically evaluate historical events and the logical connections between them.

Content

- The emergence of the Westphalian System and its shaping of the modern international community
 - Modern Revolutions (French, American and Russian) and their impact on the rise and fall of different political systems
 - Colonialism and its consequences in the modern world
 - The Industrial Revolution and the beginnings of modern economics and globalization
 - The World Wars and the rise and fall of Great Powers
 - Post-World War II and the creation of the United Nations
 - The current state of the world: the historical precedents that helped create it and historical analogues that can assist in understanding it
-

IR 2 6111 Public Choice Theory

1st Year module; Summer Semester; lecture and exercise; 4 contact hours per week; 5 ECTS

Prerequisite: Basic knowledge of economics

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Explain the constitution of states, collective decision-making and the functioning of political institutions by using the rational choice approach
- Analyse and predict the outcome of various political processes as well as the behaviour of political actors by applying microeconomic tools and methods

in order to be equipped to critically evaluate real life political decision-making and institutional set ups.

Content

- Introduction to basic concepts and theoretical foundations of Public Choice Theory such as rational choice, methodological and normative individualism
 - Introduction to Constitutional Economics with focus on the origins of the state (market failure in case of public goods and externalities) and the relation between collective coercion and individual liberty
 - Analyses of collective decision-making including the examination of the characteristics, strengths and weaknesses of unanimity and majority rules as well as reflection on optimal majorities; specific aspects of collective decision-making such as the Condorcet paradox and logrolling are discussed as well
 - Analyses of political processes and behaviour of political actors such as participation of voters in elections (paradox of voting), motivations and constraints of politicians in political competition (median voter model), the organization of interests and lobbyism (logic of collective action) as well as motivations and constraints of public bureaucrats (principal-agent-problems)
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IR 2 6146 Regional Integration and International Organisations

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Basic knowledge of international relations

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Identify the nature, diversity, and scope of regional integration across the globe, yet outside Europe (cf. the separate module on “European Integration”).
- Discuss and analyse the dynamics of regional integration processes, in particular their political and economic foundations, in order to appreciate the “region” as a locus of cooperation, which is different from global forms of coordination.
- Describe leading regional as well as international security and socio-economic organizations of cross-continental and global scope (their mandates, the power dynamics within, and the role of shifting global orders for the organization’s presence and status).
- Explain the capacities and inabilities of regional and international organisations against the background of theories of inter-state cooperation, thereby employing theoretical knowledge to better analyse the presence of these organisations.
- Assess the performance and effectiveness of select regional as well as leading global international organisations.
- Estimate the resilience of established and newly built rivaling organisations, and hence be competent to discuss the likely future of international cooperation.

Content

The module introduces leading regional organisations outside Europe (e.g. the AU, the OAS and ASEAN) and select international organisations (e.g. the United Nations, NATO, World Bank/IMF and the OECD) as instances of inter-state cooperation. In the first half, it traces dynamics of regional integration processes, as well as their economic and political foundations, with the help of integration theories and models and the tools of comparative regionalism. Attention will also be given to more recent trends such as dis-integrative tendencies, alternative and supposedly post-hegemonic regionalisms. In the second half of the module, the scope is widened to trans-continental and global organisations. Select organisations, around which international orders have been built, will be introduced and critically discussed as regards their presence, impact and prospective future development. Particular emphasis will be on their roles as problem-solvers, power tools (of leading states), and knowledge brokers. Finally, more novel developments such as the emergence of rival and shadow institutions (e.g. the AIIB, the NDB/BRICS, and the SCO) will be examined in order to gauge the likely future trajectories of international cooperation orders. During the exercise-part of the module, the students will work on a particular organisation of their choice to deepen their understanding and apply the basic ideas introduced in the lecture.

IR 4 6149: Game Theory and Decision-Making

2nd Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Recall the fundamental concepts of Game Theory and relevant terms in international relations
- Explain the significance of Game Theory and its application in strategic decision-making
- Prepare and apply game theoretic models to analyse international interactions, such as trade negotiations and diplomatic initiatives.
- Identify and analyse historical and contemporary events using Game Theory frameworks, distinguishing the strategies employed by nations

- Evaluate and interpret the ethical implications and prediction about the future of decisions made within a game-theoretic framework
- Develop innovative negotiation strategies based on Game Theory principles for international conflicts

in order to enhance their strategic decision-making capacities in international contexts and argue these in discussions.

Content

This module introduces students to the fundamental concepts and applications of decision and Game Theory within the context of international relations. The main focus of this class lies in interactive decision-making. This includes non-cooperative, cooperative Game Theory, and behavioural decision-making.

- Basics of Game Theory: players, strategies, and payoffs. Types of games: simultaneous, sequential, zero-sum, non-zero-sum, cooperative, and non-cooperative games.
 - Nash Equilibrium: Defining Nash equilibrium and its significance. Examples of Nash equilibrium in international relations. Applications to real-world scenarios like arms races, trade negotiations, and environmental agreements.
 - Strategic Interaction Models: Prisoner's Dilemma, Chicken Game, and Stag Hunt: analysis and implications. Iterated games and the concept of repeated interactions.
 - Cooperation and Conflict: Strategies for promoting cooperation in repeated games. Tit-for-tat and other strategies in prisoner's dilemma.
 - Bargaining and Negotiation: The bargaining problem and solutions, the Ultimatum Game, and the Nash Bargaining Solution.
 - Using Game Theory for strategic models of conflicts and crises in the context of international relations. Case studies involving asymmetric information, deterrence, and alliances.
-

IR 4 6150: Policy Advice and Negotiation Skills

2nd Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Basic knowledge of political science

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Outline and identify the main instruments and techniques of policy advice (like “problem structuring”, “forecasting”, “prescription”, “monitoring”, “evaluation”) and of negotiation (like the “dual concern model”, “BATNA”, “Zone of potential agreement”).
- Differentiate between negotiation, arbitration, litigation and mediation.
- Explain and apply principles, stages, and tactics in negotiation.
- Describe and explain the key concepts relevant for the analysis of negotiation processes.
- Critically assess the role of consultancies in policy making in democratic political systems.
- Analyse and critically assess policy (issue) papers.
- Apply the analytical tools introduced in this module in order to develop policy recommendations.

Content

- The policy cycle (including its phases)
 - Policy analysis (including the structure of policy arguments)
 - Relevant stakeholders in policy advice
 - Techniques of policy advice (like “problem structuring”, “forecasting”, “prescription”, “monitoring”, “evaluation”)
 - Techniques of negotiation (like the “dual concern model”, “BATNA”, “Zone of potential agreement”),
 - Practical aspects of policy advice and negotiation (like “proposal writing”, SWOT analysis, stakeholder mapping, scenario building, presenting policy recommendations)
 - Training of negotiation skills
-

IR 4 6126 Analysis of Political and Economic Crises

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Background in international relations; knowledge of economics

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Describe and explain the concepts of “political crisis”, “international political crisis”, and “economic crisis”.
- Categorise different types of political and economic crises.
- Apply relevant theories and models to cases of political and economic crises.
- Examine historic and contemporary political and economic crises by identifying their triggers, long-term causes, and development patterns.
- Evaluate the impact of historic political and economic crises on different groups in society.
- Assess the probability that crises escalate into violent conflicts and argue for policies to overcome current political and economic crises in order to develop and formulate core elements of a crisis response plan.

Content

- Introduction to relevant concepts and typologies for the definition and analysis of political and economic crises
 - Models and theories for the analysis of political and economic crises from various academic fields (mainly political science, International Relations, and economics),
 - Selected case studies of political and economic crises
 - Political and economic processes as crisis accelerators
 - Structural and financial indicators of economic crises
 - The impact of recession on society
-

IR 4 6127 Current Issues in International Relations and International Political Economy

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisites: Suitable for advanced international relations students only

Learning Outcomes

Upon completion of the course, students will be able to:

- Identify and explain a particular subject matter in IR/IPE in great depth and detail, on the basis of a thorough understanding of the state of academic literature and debate in the respective field.
- Competently discuss policy implications and challenges in the chosen IR/IPE field under study, in order to demonstrate competence to think beyond the current state of affairs, and to gauge likely future developments.
- Develop ideas for further research in this thematic context, thereby sharpening skills to make an independent and novel contribution to the debate.

Content

Students have the opportunity to discuss and work on specific current issues relevant to either IR or IPE academic debates and/or policy discussions. Each cycle has a particular lead topic. Among the issues under consideration are:

- Dynamics of global and regional power transition, including eventually shifting international orders and relationships (e.g., transatlantic relations)
- The international diffusion of governance models and authority-market dynamics

- Cross-border interactions below the level of state politics, e.g., transboundary activism, mobility, or networking, which nevertheless are politically significant
- Ethical and normative debates, e.g., questions of dominance and contestation, post-colonialism, worlding IR
- Socio-economic concerns such as development, inequality, prosperity and sustainable livelihoods
- Disruptive and transformative dynamics in international politics (e.g., post-truth politics, polarisation, populism)

Depending on topic and group size, the module will be implemented as a series of workshops and group discussions.

IR 4 6028: Justice and Fairness in the Market Economy

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Limited places

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Describe and summarise the competing approaches to, and concepts of, justice and fairness as well as the major economic and political theories of efficiency.
- Analyse contemporary morality issues and the resulting challenges in capitalist and market-oriented societies.
- Critically reflect government and private policies from an ethical perspective and be able to estimate their moral implications from a normative and positive perspective.
- Apply theories of and approaches to justice and fairness and of efficiency to a variety of cases in and beyond market economies.

Content

- The ethical aspect of economic, social and political actions in the private and the public sector
 - Philosophical theories ranging from Kant's Idealism to Bentham's Utilitarianism, and from Nozick's Libertarianism to Marx's Communism, and their application to social responsibility
 - Critical discussions of major challenges associated with justice and fairness in a globalised and complex world
 - Selected re-distribution policies
 - Discussion of the role, rationale, objectives, and consequences of government intervention in the social system
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IR 4 6119 Competition and Regulation

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Background in international relations

Learning Outcomes

This course is designed to provide students with a comprehensive understanding of the principles, economic rationale, practical applications, and recent developments in competition policy and government regulation of industries. Students will:

- Deepen their knowledge on the purpose and functioning of competitive processes. They will understand how competition, competition policy and regulation are supportive of democracy by preventing an accumulation of economic (and political) power.

- Develop the ability to analyse markets, identify anti-competitive practices, and evaluate regulatory interventions by government agencies.
- Become familiar with and critically reflect on the legal and institutional frameworks that govern competition policy and industry regulation at the national and international levels, potential conflicts of interest, and forms of international cooperation between government agencies.
- Be able to apply theoretical knowledge to real-world scenarios and critically evaluate them.
- Explore the wider economic and political implications as well as the ethical dimensions, considering factors such as fairness, consumer rights and sustainability.
- Gain an understanding about recent challenges related to the digital transformation and how competition policy and regulation can contribute towards a competitive level-playing field in digital markets and fair rules for the application of artificial intelligence.
- Acquire interdisciplinary skills, particularly in the interplay of economics, law, and political science.

Content

This module explores key economic theories surrounding competition policy and government regulation of industries. It considers recent developments in economic thought and policymaking, differences in the institutional frameworks across nations, and international rules and cooperation between national antitrust and regulatory authorities. In particular, the following topics will be covered:

- Benefits of competition (incl. a brief overview on different schools of thought and plural economics)
 - Agreements which restrict competition (incl. classroom experiment and debate on differences EU and US law)
 - Abuse of market dominance (incl. Harvard vs. Chicago debate)
 - Merger control (incl. discussion on consumer vs. welfare standards)
 - State aid control (incl. “national” or European champions” debate, competitive neutrality and EU Foreign Subsidies Regulation)
 - Gender aspects of competition policy and regulation
-

IR 4 6152 Nationalism and Globalisation

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Background in international relations

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Trace the evolution of nationalism studies by summarising traditional, modern and contemporary approaches to it
- Distinguish between different types of nationalism and give classic and current examples thereof
- Name the key drivers and waves of globalisation by describing important events and developments
- Outline some challenges associated with globalisation and identify possible solutions

in order to understand the trajectory of nationalism and globalisation, and to reflect upon their own identity.

Content

- Basic concepts (nation, state, nation-state, etc.) and theories (primordialism, modernisation, ethnosymbolism, etc.) of nationalism
 - Different forms (unifying, separatist, banal, etc.) of nationalism
 - Economic, political and cultural aspects of (de)globalisation and their effects on social inequality, state sovereignty and national identity
 - Global challenges (pandemic, pollution, migration, etc.) and global responses
-

IR 4 6036 Foreign Language (German or English)

It is possible to take a German or English language course offered by our language centre and gain 5 ECTS for the course. *Please indicate on your learning agreement whether you want to take a course in German or English.* For more details of courses offered – only German and English can be taken as the foreign language elective – please see: <https://www.hochschule-rhein-waal.de/en/international/language-courses/language-courses>

GENDER AND DIVERSITY

COURSE DESCRIPTIONS

GD 2 6007 Basics of Qualitative Research Methods

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module:

- Students have a basic knowledge of qualitative social research methods and methodologies.
- They understand paradigmatic research styles, in theory of qualitative research and qualitative methodology by their first practice in methods of qualitative data analysis.
- They can describe the stages of the qualitative research process and they hold reflexive experience in conducting and analysing interviews.

Content

The module gives students theoretically informed and practical insights into qualitative research. Students will learn about paradigmatic research styles and will reflect on theory of qualitative research. There is also a focus on qualitative methodology. Moreover, students practice qualitative data collection and analysis and they will practice in methods of qualitative data analysis and gain reflexive experience in conduct and analysing interviews with a focus on the following aspects:

- epistemological issues of interviewing
 - ethics of qualitative research
 - planning an interview study
 - conducting an interview
 - interview variations
 - interview quality
 - transcribing interviews
 - analysing interviews
 - validation and generalization of interview knowledge
 - reporting interview knowledge
 - enhancing interview quality
-

GD 2 6008 Applied Methods in Equal Opportunities

1st Year module; Summer Semester; seminar and seminar; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the course:

- Students have developed advanced awareness and analytical skills regarding discrimination practices in the workplace, in educational contexts, organizations and institutions.
- Students know different approaches such as anti-racism, anti-bias and gender training methods. Students know how to plan training and what to take into consideration for the planning. They have gained theoretical and practical knowledge about applied methods in equal opportunities.
- Students have enhanced their self-reflectivity concerning social processes of discrimination by acquiring basic knowledge about a variety of applied methods in equal opportunities.

Content

Institutions, organizations and the workplace are changing and there is a growing demand for the inclusion of women and societal minorities such as migrants and international workers, persons with disabilities and people who are older than the average. This opens the chance to discover new goals and to develop a new culture of recognition.

- Students will learn about methods with which self-reflexivity can be enhanced.
 - Students learn of self-reflexivity and the reflection of communication processes.
 - Students acquire a basic knowledge of methods in equal opportunities such as gender trainings, anti-racism trainings, anti-bias trainings and social justice and diversity training.
 - Students will have practical training with these methods⁴. Moreover, they are able to apply a variety of methods in equal opportunities to heterogeneous organizational settings and demands.
 - They will reflect these practical approaches not only from the applied methods focus; but they will also analyse the approaches from a comparative and critical theoretical perspective.
-

GD 2 6009 Social Inequality, Social Structure and Intersectionality

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module:

- Students understand basic concepts and theories of social inequality as well as social stratification. They have learned that different dimensions of inequality intersect and reinforce one another. Specifically, they have acquired insight into the question how ‚race/ethnicity, class, gender, and age intersect in the structure of a given society.
- Students understand that ranking systems based on categories like wealth, gender, ‚race/ethnicity, or age form important structural features of society. They learn to which extent the distribution of power and resources is related to these structures in society.
- They understand the important consequences of these social structures for individuals' opportunities and experiences.
- Students are able to read statistical data and apply theories of social inequality on case studies.

Content

The lecture gives insight in theories of social inequality and the analysis and measuring of social stratification. Life chances are distributed unequally in society. One important issue of theories of social inequality is to understand to what extent belonging to certain social strata or to social groups determines participation in economy and society. Topics are theories of social class, social status, functional stratification, social space and practice, social milieus, theories on the construction of 'race', the construction of gender. Measures of social structure are a further issue. Questions raised are: Why does social inequality exist? How is it reproduced? What are dimensions of social stratification and social inequality? How has social inequality developed during time? What are issues of inequality today? After learning about basic concepts of social stratification, the intersectionality of inequalities is discussed. Measures of social stratification are dealt with. Students learn how social inequality is analysed not only within nation states but also internationally. Students also learn about the access of different social groups to resources. In working groups, the impact of life-events on families of different social groups are discussed using theories of social stratification and social inequality. A particular focus is on the intersectionality of social inequalities experienced by families belonging to different social groups.

GD 2 6010 Basics of Quantitative Research Methods

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Having completed the course, students will be able to describe the stages of quantitative research processes. They have gained insight into different quantitative research designs and methods of data collection. Students are able to present and communicate quantitative scientific data in a professional way. They can describe such data and illustrate it by means of high quality graphs. Students understand the basic concepts of hypothesis testing and have gained an overview of statistical approaches to data analysis. They have learned how to draw conclusions from quantitative data using descriptive and inferential statistical methods. They are aware of the limitations of quantitative data and be capable of using such data in a responsible way.

Content

The course gives an introduction to quantitative research approaches and to relevant methods of data collection in the social sciences. Students will be introduced to the concept of measurement in the social sciences and its epistemological assumptions. Main topics will be quantitative research in applied social sciences, stages of the quantitative research process, the concept of hypothesis testing, quantitative methods of data collection such as questionnaires, behavioural observation, rating scales and experimental studies, quality criteria in quantitative research, and the basics of descriptive and inferential statistics.

GD 2 6011 Gender, Diversity and Work

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module, students understand how work has become a highly relevant matter nowadays in many (post)industrial economies and societies. They know about the relations between paid work and unpaid care work and how work is linked to social stratification. Students have acquired an understanding of issues regarding sex-segregated labour markets and other forms of segregation, including concepts like tertiarisation, industrialism and post-industrialism. They have a basic knowledge of forms of workplace resistance and unionism. Students are able to address issues and problems in the world of labour independently and in a group. They have developed self-directed learning skills and collaborative learning skills, and are able to research and organize the required literature. Students are able to work in groups and moderate a group discussion, as well as document and reflect on group discussions.

Content

The lecture introduces issues in the world of labour from a sociological and historical perspective. Work has become a central field for the organization of (post-) industrial societies today. The question of participation in society is strongly linked to work, even in a rapidly changing world. Starting with a historical perspective on the transformation of work during the time of industrialization, the course continues with conditions of mass production and the more recent changes, which led to increasing requirements for flexibility, and mobility of employees. One focus of this lecture is the question, how gender and gender relations contribute to the organization of work. A further focus is on other forms of diversity in the workforce and their impact in work and work relations. In the seminar students work on topics in the field of work in groups and individually. The aim is to learn how to address a specified topic and problem in the field of work, for example by using the method of problem based learning.

GD 2 6012 New Models and Theories of Society

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module, students understand core theories relating to society and its institutions. They are able to identify which theory is useful to garner insight into an application example of their choice. They are able to argue the strengths and weaknesses of their chosen theory (theories) within the applicable context. They understand the format of an academic essay and are able to write one.

Content

The course introduces students to key models and theories relevant to the study of societies. Each session is divided between an introduction of a theory with reference to one of its representatives in lecture form and the study and discussion of primary literature on the lecture's topic. The course starts out with a reflection on the meaning and relevance of theories in sociology. In an exemplary structure, following this, students' knowledge of constructivist structuralism through the writings of Pierre Bourdieu is deepened. This is followed by an introduction to post-structuralism and the work of Michel Foucault. Next, the concept of hegemony and the importance of Antonio Gramsci's theoretical contributions to sociology are highlighted. Critical Theory is introduced to the course through the writings of Jürgen Habermas, structuration theory based on the work of Anthony Giddens. Other selected theoretical approaches might include Manuel Castell's Theory of a network society or World Systems Theory, with reference to the works of Immanuel Wallerstein and Saskia Sassen. The course potentially also broadens the knowledge of the students on feminist theories of society, such as Queer Theory or New Feminist Materialism. Students then are required to show the knowledge achieved e.g. in an essay, where they combine one of the theories out of the course with a societal phenomenon upon their own choice, working out the analytical and explanatory power (and possibly also weaknesses) of the respective theoretical approach. Throughout the course, the learning process is supported by the targeted use of documentaries, interviews, exemplary essays or the like.

GD 4 6019 Organisation Studies

2nd Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module:

- Students have acquired knowledge about structures and processes in organisations; they know how work is organised against the background of increasingly specialized forms of work.
- Based on sociology of organisations as well as organisation studies, they have gained insight into main features of organisations.
- Students understand and can critically reflect organisational structures and processes, the interaction at vertical and horizontal levels especially regarding gender and diversity in organisations. Furthermore, they are able to explain the wide range of interactive relations between organisations, the stakeholders and the corporate environment.
- Students are able to analyse organisational structures and processes and distinguish different approaches to organisation. Students have gained a deeper understanding of gender and diversity relations in organisations.
- Students have acquired an overview on different approaches and models of organisation development as means of coordinating and enhancing cooperation within an organisation. A particular focus is on gender and diversity objectives and how they can be pursued by taking up organisation development measures.

Content

The aim of the lecture is to get insight in different theoretical approaches on organisation as well as on different issues at hand such as the division and coordination of work and which conflicts may arise from structures and processes within organisations. The course offers an overview of the sociological description and explanation of formal and informal organisational structures, the production and reproduction of social inequalities in organisations, focusing the meso-level of organisations as well as the micro-level of social interactions. Main topics include organisation theories and organisational dynamics such as organizational culture as well as different issues such as coordination of work and dealing with conflicts. Empirical methods of organisation analysis will also be dealt with.

This module also focuses on key issues of organisation development. Students get insight in methods and processes of organisation change, they learn about the significance of research within an organisation, in order to identify issues of concern, as well as the integration of an organisation's members' perspective in the process of organisation development. Students learn how group dynamics, interpersonal relations, individual competencies as well as a systems perspective on cooperation within organisations form a basis to induce changes. The concept of organisation culture and the question of how cultural diversity can be included in organisational change is one particular issue in the course. In group work, they prepare a presentation on a topic of organisational change and apply the contents on a case study.

GD 4 6020 Policy Analysis, Design and Advice

2nd Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will:

- Know about the institutional framework and the legislative procedures of the European Union
- Demonstrate knowledge of key players in policy advice and consulting
- Be able to evaluate different policy proposals for an identified problem, based on objective evaluative criteria
- Be able to critically reflect the role of consultants and lobbyism in policy making
- Be able to draft policy briefs
- Be able to develop consulting proposals and pitch these in front of a possible customer
- Have the competence to give policy recommendations

Content

The course provides a basic introduction into the field of politics, by studying the legislative procedures of the European Union and its actors, as the EU is a relevant policy-maker with respect to gender and diversity issues. It analyses the policy-cycle, discusses evaluative criteria for different policies and methods on how to propose alternatives. Based on this foundation, the focus turns to the more practical issues in real policy-making by discussing the role of various actors in policy design and advice, e.g. the political-administrative system, the scientific community, commissions and lobbyists.

The students learn to evaluate policy proposals based on evaluative criteria and to give policy recommendations by drafting policy briefs.

In a second step, students will see the typical steps of a tendering process for consultants and learn the phases of a consulting project. They will develop a consulting proposal for a policy advice assignment that needs to be delivered in a typical "consulting pitch" situation to a possible political decision maker as customer. For this, they practice the required skills and conduct in the consulting environment, e.g. project management skills, effective slide-writing and oral presentation.

Thus, the course delivers students the required qualifications for the tasks and the role of a political advisor in parliament, ministries, foundations, companies or various other (N)GOs. Content-wise the main focus is on the provision of equal opportunities and managing diversity, qualifying students to use political instruments to eliminate discrimination in any form.

During the course, students get every opportunity to practice their knowledge using specially designed role play simulations of consulting situations.

Topics include but are not limited to:

- Fundamentals of public policy in the European Union
 - Key analytical categories in the field of policy analysis and design
 - Aims and actors in policy-making
 - The Consulting Process
 - Drafting and delivery of effective consulting proposals
 - Critical perspective on the policy advice business
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GD 4 6022 Gender Theories

2nd Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module:

- The students are familiar with the main theoretical threads from the field of Gender Studies.
- They are able to identify threshold concepts of gender theories.
- They are capable of working with different types of academic texts, including primary and secondary sources, theoretical texts and applications of theory.
- They have a deepened understanding of how gender theories apply to a selected specific subject area.
- Students know how to give a presentation based on academic sources and how to reproduce their knowledge in a written examination.

Content

Each session of the course discusses a different key concept or strand of a specific gender theory. In the first half of the session, students receive an introduction about the session's theory and are able to familiarize themselves with it on the basis of both textbooks and primary sources. In the second half, possible applications of the theory are explored by reading, presenting and discussing a text from the course's focal topic where the respective theoretical approach is referred to, such as e.g. the subject area gender, war and peace (the outline of the sessions can be modified to give each cohort a specific theoretical or thematic focus).

The course covers a broad spectrum of threshold theories, ranging from Liberal Feminism, Radical Feminism and Standpoint Feminism over Social Constructivism, Deconstructivist Gender Theories to Intersectionality, Postcolonial Gender Theories and Theories of Masculinity. Further sessions can examine theoretical branches such as Queer Theory, New Feminist Materialism and Affect Theory.

The introduction into the respective theories is complemented with their application to a chosen focal topic. This means that e.g. in the above mentioned case of gender, peace and war the examination of Liberal Feminism is complemented with research on equality in the context of armed forces; Radical Feminism and its credits in addressing sexualized violence are examined also with respect to armed conflicts; Standpoint Feminism is approached by reflecting gendered peace activism etc. This procedure is applied also to the other mentioned theories such as Social Constructionist Approaches, Intersectionality, Postcolonial and Deconstructivist Gender Theories and Hegemonic Masculinity.

GD 4 6027 Psychology

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module, students will be able to identify relevant concepts discussed in the fields of social and political psychology, and psychology of gender. They will acquire the necessary knowledge to analyse and reflect topics related to issues in gender and diversity against the background of theories, models and empirical findings provided by social and political psychology, and by domains in psychology that focus on gender-related topics.

Content

This course provides students with a basic introduction to the areas of social and political psychology.

Main topics to be covered include:

- historical roots of and trends in the fields of social and political psychology
- social perception and attribution and social cognition
- the self as a result of social and political construal processes
- attitudes and attitude change
- social and political influence
- social and political decision making
- aggression
- prosocial behaviour and morality
- interpersonal attraction
- group dynamics, group structure and performance
- intergroup relations
- the social and political psychology of culture

The course also introduces students to the field of psychology of gender. Students will be acquainted with relevant theoretical perspectives, empirical findings and applications of gender psychology. Main topics to be covered include:

- historical developments and current trends in gender psychology
 - evolutionary and comparative psychology of gender
 - interactional and transactional models of human development
 - theories of gender development across the lifespan
 - gender socialisation and cultural differences
 - gender in educational contexts
 - self-construal and gender
 - the cognitive psychology of gender; the psychology of emotion and gender
 - the social psychology of gender
 - gender and the psychology of health and aging
 - gender and mental health
-

GD 4 6030 Gender and Mobility

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module:

- Students are familiar with core issues relating to gendered aspects of mobility
- They are aware of how different forms of work relate to gender and migration
- They have a nuanced view of gender and mobility in different areas of society (family, civil society, economy)
- They are familiar with academic discourses relating to issues around migration and their specific gendered impacts

Content

The course addresses different forms of mobility and migration through a gendered lens. It starts out by a general look at gender, mobility and migration, and following this, moves on to examine a wide range of aspects of the given subject area. The thematic areas dealt with include for instance gendered aspects of migration and work; and/or a closer look is taken at the role of domestic and care work in mediating the relationship between gender and mobility. Further sessions can examine the topics of marriage and migration or transnational mothering. The course also introduces academic perspectives on gender and asylum, and on the civic participation of migrant women. Finally, it addresses the issues of human trafficking and sex tourism and their gendered aspects. Against this background, students are given the possibility to choose and specialize in one of the mentioned topics in order to get not only an overview about gender and mobility, but also to deepen their knowledge on a selected aspect of it.

GD 4 6031 Sexualities

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successful completion of the module:

- Students are familiar with interdisciplinary (medical/psychological, cultural/constructionist as well as sociological and political science) approaches to sexualities.
- Graduates are able to apply those theories on topics like sexual violence, trafficking, sexuality and identity construction.
- Students are able to discuss the conceptions of heteronormativity, gender regimes on sexualities, institutional control over sexualities.
- They can reflect on power relations with respect to sexualities.
- Students are able to explain how sexualities are being reflected in different societal fields (education, media, capitalist production, etc.).
- The students can analyse forms of exclusions and discrimination with respect to sexualities.

Content

In this module, a multidisciplinary approach offers a broad perspective on various aspects of sexuality. Interdisciplinary approach helps students to understand the complexity of meanings and framings of sexuality in a society. Sexual identities and biographical phases of sexuality developments (like sexual development in childhood and adolescence, elderly) will be taken up. From a historical constructivist perspective, students learn how sexuality has been constructed in specific historical periods and how sexuality is linked to the development of modernity and the concept of the individual through (self-) discipline. Students learn the conception of sexual citizenship, sexual regimes, LGBTTIQ-activism and political participation with respect to sexualities; sexuality is addressed as the site of the reproduction of power relations between individuals and between social groups, on the grounds of the intersection of social structures related to gender, ethnicity, class as well as age.

GD 4 6036 Foreign Language (German or English)

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TAXATION AND LAW

COURSE DESCRIPTIONS

TL 2 6308 Basics of International Taxation

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Describe the basic principles of international taxation, which are essential for navigating tax regulations in a globalized economy.
- Compare the impact of different methods used to eliminate double taxation, a key skill for ensuring tax efficiency in multinational corporations and advisory roles.
- Explain the influence of European law on national tax systems, preparing them to work in an international legal and regulatory environment.
- Analyze major challenges in international taxation and assess the role of the OECD in addressing these issues, equipping them with the knowledge to stay updated on global tax developments.
- Solve different cases in international taxation, enabling them to apply theoretical knowledge to real-world scenarios in corporate tax planning, consultancy, and financial management.

Content

- Introduction (term “international taxation”, importance of topic, relation to other modules)
 - Basic principles of international taxation (principles of international tax law, double taxation and minor taxation, methods for elimination of double taxation)
 - Developments at the level of the OECD and the EU (BEPS, Pillar 1 and 2, transformation of minimum tax into German law)
 - German international taxation (tax liabilities, tax base and international activities, double tax agreements)
 - International tax planning (basics, international taxation and organisational form, group taxation)
-

TL 2 6306 Business Taxation

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Have a profound basic knowledge of the taxation of enterprises, either in the form of capital companies (corporation tax) or as partnerships (transparent taxation under income tax), as well as the fundamentals of corporate taxation at the national and international level.
- Understand the principles of corporate taxation, including group taxation concepts and cross-border taxation issues.
- Solve cases in the field of business taxation in a professional way by applying the legal rules to real-world scenarios.
- Use their knowledge to analyze economic problems (e.g., the optimal choice of the legal form of an enterprise under tax aspects, the choice of financing options for investments, the impact of tax law on investment location decisions, and tax implications for corporate restructuring).

Content

- Corporation tax systems (possibilities from which states can choose in designing their tax system for enterprises and the relevant economic constraints)
 - Corporation tax
 - Taxation of partnerships
 - Corporate taxation, including group taxation and cross-border tax aspects
 - German trade tax as an example of a local tax where a modified form of profit serves as a tax base (and reasons why these modifications must be made)
 - Influence of business taxation on business decisions (choice between sole proprietorship, partnership, or capital company as the legal form for the enterprise; investment decisions; choice between credit financing and equity financing, etc.)
-

TL 2 6102 Introduction to Economics

1st Year module; Summer Semester; 6 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Describe the basic mechanisms at work in the economic system at micro and macro level.
- Illustrate the theoretical foundations of demand and supply, the role of consumers, producers and the public sector, especially in the context of monetary markets and macroeconomic framework.
- Discuss and compute different means and measures affecting the economy in the short- and long-run.
- Interpret and relate theories to individuals as they try to maximize their utility, to businesses that try to maximize profits and to the whole of society as it attempts to use its scarce resources efficiently.
- Solve simple diagrammatic and algebraic models in micro- and macroeconomics and to identify as well as analyse and develop applications and transfer of these models to real cases.

Content

- Basic microeconomic concepts, tools and theoretical foundations (economic principles, supply and demand, economics of the public sector, production costs and the organisation of markets, economics of factor markets, consumer preferences and budget constraints, Market Equilibrium and Elasticity, the role of pricing and principal-agent problems).
 - Basic macroeconomic concepts, tools and theoretical foundations (macroeconomic accounts and data, the goods market, monetary markets and policy, labour market and unemployment, aggregate supply and demand, short-run fluctuations, long-run economic development, analysis of economic policies)
-

TL 2 6349 Research Skills

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Define fundamental principles of research skills to identify different problems in business sector.
- Distinguish primary and secondary sources of data to utilize already existing and primary research methods.
- Differentiate qualitative and quantitative research methods to gain competencies in collecting data from both perspectives.
- Collect primary data by interviews and surveys to practice research skills and apply them in relevant industry sector for problem solving.
- Cite sources according to academic standards.

- Write an academic research report to exercise writing skills.

Content

- Introduction to research
 - Sources of research topics and ideas
 - Formulating research aims and objectives
 - Developing a conceptual framework
 - Writing a research proposal
 - Primary and secondary data sources
 - Qualitative research
 - Quantitative research
 - Data collection methods
 - Data analysis and interpretation
 - Report writing skills
-

TL 2 6310 Financial Accounting

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Knowledge of bookkeeping

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Gain a basic understanding of financial accounting in accordance with German Commercial Code in order to comprehend the importance of the financial reporting function for a company.
- Apply selected rules and principles to prepare financial statements in accordance to German Commercial Code.
- Critically evaluate accounting rules from the perspective of preparers of reports as well as from the perspective of users of financial statements in order to assess the quality and limits of information presented in financial statements in accordance to German Commercial Code.
- Apply German Accounting rules and principles to selected new simple cases in teams and are able to defend their positions in order to solve basic financial reporting problems not explicitly covered by a legal rule.
- Understand the importance of financial accounting for capital markets in order to acknowledge the requirement for ethical and professional standards for accountants.
- Understand and evaluate the key differences between accounting in accordance with German Commercial Code and IFRS in order to assess the impact of different accounting standards on financial statements.

Content

- Introduction to financial accounting in Germany: Basic legal rules, elements of financial statements and primary users of financial statements, single accounts versus group accounts.
 - Accounting for assets according to German accounting rules: Recognition and measurement of tangible and intangible non-current assets, for inventories, and for financial instruments
 - Recognition and measurement of equity and liabilities according to German accounting rules
 - Treatment of special balance sheet items (goodwill and deferred taxes)
 - Profit and loss statement and balance sheet according to German accounting rules
 - Other reporting tools (management report, non-financial information etc.)
-

TL 2 6305 Management Accounting

1st Year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Distinguish between bookkeeping and cost accounting to understand their importance and interrelations.
- Understand the processing of costs through a three-level process for pricing decisions.
- Analyse the effects of different accounting alternatives/ methods on business decisions.
- Apply value-based costs for decision steering.

Content

- Introduction to Management Accounting and its relation to Accounting, Finance, and Taxation
 - Fundamentals of management accounting
 - Cost type accounting
 - Cost centre accounting
 - Cost object accounting
 - Direct costing
 - Activity based costing
 - Common costs as challenge in decision making
-

TL 4 6356 The Digital Enterprise: Technology, Innovation, and Organizational Strategies

2nd Year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Recognise key elements and phases of digital transformation by exploring its historical and current trajectory, in order to grasp its influence on the broader business landscape.
- Distinguish between different digital business models by analysing their structures and revenue streams, in order to understand their strategic implications in the economy.
- Identify potential business disruptions caused by emergent technologies by understanding their functionalities and potential, in order to anticipate changes in the business terrain.
- Comprehend the intricacies of international taxation in the digital age by analysing implications of cross-border digital activities and associated tax challenges, in order to effectively advise on international tax matters.
- Navigate the ethical terrain of the digital age by understanding the nuances of data ethics, AI transparency, and digital corporate responsibility, in order to ensure they approach future tax consultancy with a solid moral compass.
- Utilise contemporary digital tools by practicing their application, in order to enhance their professional efficiency and adaptability.
- Bridge the knowledge of digital business models with tax considerations by gaining insights into taxation in digital markets, in order to equip themselves for the dynamic future of tax consultancy.

Content

The module provides a comprehensive look into the digital business world. It enables future tax professionals to grasp the intricacies of digital business models, transformative technologies, and the societal challenges they bring – all essential for the modern consulting landscape.

- Understanding digital transformation: An overview of the drivers and consequences of digital transformation in business and finance.

- Emergent technologies and their impact: Exploration of cutting-edge technologies shaping businesses, from artificial intelligence (AI) to blockchain and cryptocurrencies.
 - Digital markets and business models: Delving into various digital business models by understanding platform economics, customer centricity and digital strategies and their implications for taxation.
 - International taxation in the digital age: Understanding how global business activities from e-commerce to digital advertising, face unique taxation challenges, as digital economy expands beyond borders.
 - Organisational Challenges: Assessing the necessity for enterprises to transform their organisational structure and culture to guarantee humane working conditions and foster innovation and adaptability
 - Ethics and digital responsibility: Addressing ethical considerations and understanding the challenges of maintaining privacy, trust and integrity in a digital-first world.
 - The future of tax consulting: Understanding how digital transformation shapes the future of tax consulting by insights from practice.
-

TL 4 6358: Entrepreneurship

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Cannot be combined with IBM 4 6358 Entrepreneurship

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Make valid managerial decisions in order to run their own start-up business.
- Recognise entrepreneurial opportunities, understand entrepreneurial behaviour, and interpret different types of financial and non-financial resources for ventures.
- Explain the financial lifecycle model and define entrepreneurial financial instruments.
- Start their own business and to examine entrepreneurial opportunities based on different valuation techniques.
- Negotiate financial contracts in all phases of the venture.
- Recognise entrepreneurial opportunities, understand entrepreneurial behaviour, and interpret different types of approaches to business models (for example, business model canvas).

The students are able to apply the different approaches for the identification and evaluation entrepreneurial opportunities and to find fields of application for the use. Many examples, exercises and case studies (e.g., green and social entrepreneurship) help students to develop an entrepreneurial mind set. Because of practical training in a start-up lab, students get involved into all elements of the entrepreneurial ecosystem and practices decision making in the different phases of founding a company.

Content

- Introduction to Entrepreneurship
 - Entrepreneurial Opportunities and Entrepreneurial Behaviour: Opportunity Recognition, Causation and Effectuation
 - Business Model Development
 - Non-financial Resources of Start-ups: Human Capital, Organisational Capital, Social capital
 - Financial Resources of Start-ups: Introduction to Entrepreneurial Finance, Financial Instruments, Financing Process
 - Market Entry and Entrepreneurial Marketing
 - Case studies: Corporate Entrepreneurship, Green Entrepreneurship, Social Entrepreneurship, Female Entrepreneurship, Digital Entrepreneurship
-

TL 4 6036 Foreign Language (German or English)

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SUSTAINABLE TOURISM

COURSE DESCRIPTIONS

ST 2 6446 Sustainable Destination Management

1st year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of this module, students will be able to:

- Deliver basic knowledge of destination management.
- Understand linkages of specific locations and tourism development, in particular the associated impacts.
- Select and apply suitable methods for evaluating the sustainability of destinations.

Content

This course covers the following topics:

- the evaluation and basics of a destination, including the definition and evaluation of a destination, strategic and organizational destination management, destination management organisations and destination stakeholders,
 - critical issues relating to destination development with regard to touristic impacts and sustainability,
 - a comprehensive overview of destination management with a focus on sustainability and the Sustainable Development Goals (SDGs)
 - strategic destination management for sustainability
-

ST 2 6447 Geography, Environment and Sustainability

1st year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able:

- to explain basic geoscientific and environmental processes
- to describe critical interventions in the complex human-environment system and their effects on natural resources. The knowledge of different sub-disciplines of geography and environmental sciences is also transferred to tourism
- to determine and assess the effects of tourism on environmental systems and the destination's resources
- to show alternative choices for sustainable resources use.

Content

- Considering the interdisciplinary character of the human-environment system, knowledge is imparted e.g. on the topics of climatology, geomorphology, biogeography, hydrogeography, and human interventions in the ecosystems.
 - The basic knowledge is related to selected examples in tourism. Topics covered include tourism induced climate change and decarbonisation of the sector as well as the use of various resources by tourism, e.g. biodiversity as a tourism resource, water and food consumption in destinations, the use of geological heritage (geotourism).
-

ST 2 6448 Introduction to Tourism Management

1st year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of this module, students will be able to:

- understand the geographical characteristics of tourist regions and tourism flows,
- identify economic, environmental, social and political tourism challenges,
- classify international tourism activities,
- recognise national and international tourism stakeholders and associated standards and quality requirements,
- explain trends and current developments of globalisation and localisation in relation to the field of international tourism management and describe the reasons for internationalization of tourism,
- compare the advantages and disadvantages of international tourism,
- transfer the acquired knowledge to tourism and compare the different internationalisation strategies of different tourism stakeholders,
- understand service quality and quality management and know how to apply it to tourism,
- apply different procedures for recording and measuring service quality and different quality management models,
- convey this knowledge to the service and tourism sector and learn to pay attention to the specifics of quality management in the tourism industry.

Content

- Geographical characteristics of tourist regions
 - influence of tourism on economy, environment, economy and politics
 - tourism processes related to competition, mobility, globalisation and localization
 - internationalisation of tourism providers, especially tour operators, transport operators and the hotel industry.
 - different forms of market entries into tourism
 - motivations for international tourism market activity
 - practical examples of strategies that tourism actors choose in order to enter international markets.
 - quality management in tourism including the definition, characteristics and importance of quality management and the measurement of quality (e.g. certifications).
-

ST 2 6449 Basics of Marketing

1st year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Discuss marketing mix elements and elaborate their importance in tourism.
- Analyse internal and external marketing environment.
- Differentiate market segmentation and market positioning in tourism sector.
- Distinguish successful marketing strategies for tourist destinations and tourism companies.
- Prepare and present marketing plan for the tourism business/service entity or tourist destination.

Content

- Introduction to marketing
 - The marketing environment in tourism sector
 - Market research in tourism
 - Market segmentation and Positioning; Marketing strategies
 - Product, place, price, promotion
 - Digital marketing opportunities in tourism sector
-

ST 2 6450 Project and Conflict Management

1st year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon completion of this module, students have developed abilities to:

- Plan and implement projects.
- Be proficient in the use of methodological tools for planning, implementing, monitoring, and completing projects with regard to personnel, costs, appointments, and quality.
- Be proficient in adequately presenting project results.
- Understand the dynamics and common pitfalls in projects.
- Deal appropriately with conflicts in project teams.
- Understand the most relevant theories and ideas of conflict management.
- Develop an understanding of the different approaches and current problems of conflicts in (project) teams.
- Reflect on their own behaviour in conflict situations.
- Deal constructively in potential conflict situations and counteract escalations.

Content

- Goals, processes, and phases of projects
 - Goal setting and project planning (definition of work packages, planning of milestones, network plans, etc.)
 - Project monitoring and controlling
 - Tools in project management
 - Project completion and documentation
 - Presentation of project results
 - Definitions, types of conflicts
 - Analysis of different causes of conflicts
 - Dynamics and development of conflicts
 - Methods and strategies of conflict resolution
 - Significance of conflicts in teams and organizations
-

ST 2 6451 Diversity, Equality and Inclusion

1st year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

This module will help students to:

- Achieve an understanding that all individuals in tourism should be treated fairly and respectfully.
- Understand the meaning of the terms diversity, equity and inclusion in general and specifically in tourism and tourism development.
- Be able to organise this knowledge as a potential force to reduce the reproduction of social inequalities in tourism.
- Recognize the connection of diversity, equity and inclusion with tourism and the Sustainable Development Goals.
- Develop their conceptual thinking that leads to more fairness and equality in the outcomes of tourism development.
- Apply this theoretical knowledge to practical developments, especially with regards to creating an inclusive tourism environment.
- Analyse existing concepts of social inclusion and accessibility to tourism development.
- Develop ideas for alternative possibilities of inclusion within tourism.

Content

- Definition of the term and concepts of diversity, equity, inclusion and justice.
 - Examination of the ethical, socio-cultural, economic and political aspects of integration and inclusion.
 - Application of those concepts to sustainable tourism and tourism development with a particular focal point on the special needs of people with physical and mental disabilities.
 - Clarification why inclusion in tourism ultimately affects all (potential) types of tourists and groups of people and therefore offers opportunities for the tourism industry.
 - Explanation of the importance of an inclusive and diverse touristic workforce as well as the touristic participation of disadvantaged groups.
 - Description of specific subjects such as the unconscious bias towards particular groups in tourism because of their ethnicity, gender, sexual orientation, physical and mental abilities, socio-economic status, age, geographic background, religious beliefs, political beliefs and life experiences.
 - Analysis of touristic development from the perspective of the disadvantaged tourists as well as the touristic workforce.
 - Illumination of the importance of self-determination and accessibility for everyone while travelling.
-

ST 4 6457 Digitalisation and Customer Centricity in Tourism

2nd year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Basic knowledge of IT

Learning Outcomes

Upon successful completion of the module students will be able to:

- Identify key digital trends in tourism by understanding the evolution of digital transformation, in order to evaluate their implications for sustainable tourism practices.
- Understand the needs of digital tourists by analysing contemporary customer trends, in order to develop more effective tourism marketing strategies.
- Analyse popular digital tourism platforms by studying their business models and market presence, in order to inform business strategy in the tourism sector.
- Determine effective digital strategies for tourism by understanding core concepts of competitive positioning, in order to strengthen brand value and market share. Make data-informed decisions by understanding data analytics tools and methods, in order to support sustainable practices in the tourism industry.
- Maintain ethical digital standards in tourism by comprehending data protection regulations and ethical considerations, in order to safeguard customer information and ensure fair practices.
- Assess the role of technology in sustainability and vice versa by exploring digital solutions and sustainable practices, in order to enhance eco-friendly initiatives in the industry.
- Design user-centric digital tourism experiences by applying design thinking principles to prioritize sustainability and enhance customer engagement and satisfaction.

Content

The module focuses on the dual challenges of integrating digital transformation and sustainability within the tourism sector. Students will explore how modern tech tools can be harmonized with eco-friendly practices to create impactful, sustainable tourism experiences.

- The Digital Transformation of Tourism: Introduction to how digitalisation has impacted and transformed the tourism sector.
- Digital Markets in Tourism: Overview of digital platforms and business models that drive today's tourism industry.
- The Digital Tourist: Understanding the changing expectations and behaviours of tourists as customers in the digital age.
- Digital Strategy & Competitive Positioning: How digital strategies shape competitive positioning and brand value in the tourism sector.

- Data-driven sustainable tourism development: Embracing data analytics to improve sustainability measures in tourism operations.
 - Digital Ethics and Data Protection: Navigating ethical challenges and ensuring data protection in digital tourism practices.
 - Balancing Digitalisation and Sustainability in Tourism: Delving into the dual challenges and opportunities presented by digital transformation and the imperative of sustainability in tourism.
 - Hands-On Digital Business Development: The comprehensive process of conceptualizing, strategizing, pitching and launching a digital tourism product or service using design thinking and other customer-centric methods.
-

Module ST 4 6458: Applied Concepts of Psychology in Tourism

2nd year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

After successfully completing the course, the students will be able to:

- Accurately describe and comprehensively understand (socio-)psychological concepts and models relevant to (inter-)national tourism, in order to critically engage with scientific theories, evaluate their applicability to real-world tourism scenarios, and reflect on their implications for understanding human behaviour in tourism contexts.
- Analyse specific situational contexts from multiple perspectives, applying relevant psychological and sociological theories in order to systematically examine the underlying conflicting motives, needs and attitudes that shape behaviour in tourism settings. This includes recognizing and critically assessing potential conflicts, biases, and contextual influences, enabling students to develop well-founded, theory-driven interpretations and solutions.
- Question work-related instantaneous affective reactions based on individual values, societal norms and conventions and develop alternative response strategies to promote professional and culturally sensitive behaviour.
- Actively engage in different communicative situations (e.g., interactions between tourists and the service industry, other tourists, or the local population) by selecting and applying suitable and established methods (e.g., non-violent communication) in order to foster constructive and effective communication.

Content

This module introduces students to psychological concepts and theories relevant to tourism, focusing on interaction and identity construction. Key topics include:

- Demarcation, intragroup, and intergroup relations
- Individual tourist behaviour (e.g., attitudes, stereotypes, prejudices)
- Influence of gender and psychological factors (e.g., openness to new experiences) on tourist identity and choices
- Emotion work in the service industry and its impact on mental health
- The psychological and societal effects of tourism.

During the concomitant seminar, students will be able to explore the practical implications of selected theories and methods as well as reflect upon their own role(s), attitudes and behaviour.

ST 4 6459 Tourism Ethics

2nd year module; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

At the end of this module, students will be able to:

- Understand the fundamentals of ethical behaviour with a particular focus on ethics in tourism.
- Comprehend that all human behaviour is based on a more or less profound ethical foundation.
- Apply this knowledge to their own travel experience as well as to transfer it to tourism in general.
- Recognise that they have to face ethical issues in both a personal and a professional environment.
- Link ethical theories with questions and challenges of the tourism industry to develop possible solutions.
- Realise ethical considerations to individual, business and entrepreneurial action in a national and international context especially within the tourism industry.
- Determine the importance of corporate social responsibility in today's world and to apply its basics to entrepreneurial strategy development.

After successful completion, students are familiar with the essential theoretical and practical aspects of corporate social responsibility in an intercultural tourism context and can also integrate this into their actions. This is deepened in particular through the application of case studies.

Content

- Definition of ethics and tourism ethics
 - Overview of the classical and current theories and models of corporate social responsibility in general
 - Fundamental concepts, issues and critique of ethics and tourism
 - Overview of central ethical concepts and directions, global codes of ethics (including the Global Code of Ethics for the Tourism Industry) environmental ethics and the commons, intercultural ethics, exemplary value conflicts and dilemmas in tourism and intercultural ethics
 - Ethical decision making
 - Ethical and moral challenges in the global tourism market
 - Moral and ethical questions within a tourism development context
 - Definition and guiding principles of corporate social responsibility
 - Advantages and disadvantages of applying corporate social responsibility in tourism business operations and
 - Role of sustainability and sustainable tourism in the context of corporate social responsibility and ethics.
-

ST 4 6460: Sustainable Finance and Entrepreneurship

2nd year module; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Basic knowledge of business studies

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Make sustainable financing decisions by using different valuation techniques in order to become successful entrepreneurs aligned with the Sustainable Development Goals (SDGs)
- Define financial and sustainability metrics and analyse the effects of business transactions.
- Classify sustainable financial instruments (e.g., green bonds/loans, social bonds, sustainability-linked bonds) in different types of financing (equity financing and debt financing).
- Identify and compare different valuation techniques for decision-making.
- Explain the limitations of the approaches. After the course, students will be able to evaluate sustainability-related financial contracts and develop a sustainable finance strategy for a start-up company.
- Apply the different valuation techniques successfully and without making mistakes.

- Apply the valuation procedures quickly and accurately without any cognitive effort (Many examples, exercises, and case studies).

Due to the discussion of the limitations of each of the approaches in the course, students internalize the assumptions of valuation theories and are able to express their opinions on green and social financial instruments and green and social start-ups.

Content

- Introduction to Sustainable Finance/Sustainability related regulatory environment on Financial Markets
 - Definitions and Metrics, Types of Green and Social Financing.
 - Valuation and Decisions Rules.
 - Basic Financial Calculations.
 - Internal Financing: Overview, sustainability related financial Instruments.
 - Equity Financing: Overview, Stock Basics, ESG-Rating/ESG-Scores.
 - Debt Financing: Overview, Financial Instruments, Green/Social/Sustainability Linked Bonds.
 - Entrepreneurship and SDGs: Ideation, market research/business plan, pitch-technique.
-

ST 4 6468 Urban and Cultural Tourism

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Knowledge of sustainability

Learning Outcomes

Upon successful completion of the module, students will be able to:

- Describe different forms of urban and cultural tourism and discuss the supply and demand in these tourism segments.
- Critically analyse the sustainability and impact of these tourism forms.
- Minimise potential problems, e.g., by application of visitor management approaches.
- Understand different management tools in cultural tourism and will be able to employ them.

Content

First, a definition of the segments of urban and cultural tourism is given. Furthermore, the demand and different supply forms are analysed and future trends are presented. In addition, the following contents are discussed:

- Economic, social and ecological impact of urban and cultural tourism
 - Implementation of sustainable practices
 - Management instruments in cultural tourism
 - Different forms of cultural tourism, e.g., culinary tourism
 - Industrial and rural spaces as cultural tourism attractions
 - City and tourism: the city as tourist space and competing interests regarding the use of the city
-

ST 4 6469 Case studies: Global Tourism and Sustainability

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Prerequisite: Academic Writing Workshops

Learning Outcomes

This module will allow students to:

- Bridge the gap between theoretical touristic knowledge and its practical applications.
- Develop their problem-solving skills to challenges in sustainable tourism development.
- Strengthen their independent, critical thinking skills within an interdisciplinary context.
- Critically review and compare their ideas and approaches to those of other students.

Content

- Analysis of a variety of international tourism case studies to connect real life situations with the theoretical knowledge learned in previous courses such as project management or sustainable destination management.
 - Case studies in different topic areas such as tourism management, sustainable marketing, event management and hospitality management.
 - Presentation, analysis and discussion of case studies to build a toolbox of potential problem-solving solutions.
-

ST 4 6470 Sport and Adventure Tourism

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Identify the essential components and various socio-political dimensions of sports and adventure tourism.
- Assess the economic, social, and environmental impacts of sports and adventure tourism on destinations and local communities.
- Develop sustainable strategies and management approaches for adventure and sports tourism businesses.

For this purpose, concepts from the design of offers such as experience staging and flow theory, but also socio-political dimensions based on sports washing and soft power are discussed. Finally, the students are able to use the tools to analyse and evaluate existing practices as well as to design and market socially and ecologically sustainable products that cater to different levels of adventure seekers and sports tourists

Content

- Basic understanding of the importance of emotions and authenticity in the design of sport and adventure tourism products.
 - At the same time, students also gain an insight into how emotions, sport and tourism can be misused for political purposes and how unsustainable practices can be disguised.
 - Social and tourism trends, crises and future challenges as well as the connection, handling and responsibility of sports and adventure tourism with the respective developments.
 - Comprehensive and wide-ranging perspective on sport and adventure tourism practices, which enables both the analysis of existing or intended practices and enables them to design sustainable, authentic products.
 - This module prepares students for careers in adventure tourism management, event organization, outdoor recreation, destination planning, and sustainable tourism development
-

ST 4 6471: Health, Medical and Wellness Tourism

2nd year elective; Summer Semester; 4 contact hours per week; 5 ECTS

Learning Outcomes

Upon successful completion of the course, students will be able to:

- Identify meaning, forms and specifics of health tourism.
- Analyse medical and wellness tourism trends in destination development process.
- Classify customer's niche in health tourism.
- Review the management and organization of health tourism in different markets.
- Create and evaluate key elements related to the promotion of health, medical and wellness tourism.

For this purpose, concepts from the design of offers such as experience staging and flow theory, but also socio-political dimensions based on sports washing and soft power are discussed. Finally, the students are able to use the tools to analyse and evaluate existing practices as well as to design and market socially and ecologically sustainable products that cater to different levels of adventure seekers and sports tourists

Content

- History of health tourism
 - Definition of health, medical and wellness tourism
 - The economic effects of health tourism
 - Tourist destination and prerequisites for the development of health tourism
 - Content of health tourism offers
 - Types of services in medical tourism
 - The characteristics of wellness and its impact on development of tourist destinations
 - Synergy of tourism and hospitality sector in creation of health, medical and wellness offers in destinations
 - Management and organization of health tourism
 - Modern trends and demands for health tourism
 - Successful health tourism destination
 - Promotion of health tourism and digitalisation
-

ST 4 6036 Foreign Language Elective (English or German)

It is possible to take a German or English language course offered by our language centre and gain 5 ECTS for the course. ***Please indicate on your learning agreement whether you want to take a course in German or English.*** For more details of courses offered – only German and English can be taken as the foreign language elective – please see: <https://www.hochschule-rhein-waal.de/en/international/language-courses/language-courses>
