



Handbook of Modules for the Degree Programme

International Business and Social Sciences, B.A.

Faculty of Communication and Environment

Version 2.0

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Index

Curriculum of the Bachelor Degree Programme International Business and Social Sciences, B.A.....	4
IBSS_1.01 Fundamentals of Business Administration	5
IBSS_1.02 Economics	7
IBSS_1.03 Accounting	9
IBSS_1.04 Basics of International Business Law	11
IBSS_1.05 Mathematics.....	13
IBSS_1.06 Introduction to Scientific Working	15
IBSS_2.01 Production	17
IBSS_2.02 Marketing	19
IBSS_2.03 Controlling	21
IBSS_2.04 International Economic Development.....	23
IBSS_2.05 Project Management and Intercultural Competence	25
IBSS_2.06 Business Information Systems.....	27
IBSS_3.01 Human Resource Management.....	29
IBSS_3.02 Strategic Management and Business Planning	31
IBSS_3.03 Procurement and Logistics	33
IBSS_3.04 Social and Labor Policy	35
IBSS_3.05 Statistics.....	38
IBSS_3.06 Communication and Cooperation	40
IBSS_4.01 Corporate and Investment Finance	42
IBSS_4.02 International Relations	44
IBSS_4.03 Culture and Diversity	46
IBSS_4.04 Project.....	48
IBSS_5.01 Quality and Risk	50
IBSS_5.02 Corporate Aspects of International Business Law	52
IBSS_5.03 Interdisciplinary Project.....	54
IBSS_6.01 Internship / Semester Abroad	56
IBSS_7.01 Bachelor Workshop I: Research Methods	58
IBSS_7.02 Bachelor Workshop II: Scientific Writing.....	60
IBSS_7.03 Bachelor Workshop III: Advanced Seminar	62
IBSS_7.04 Bachelor Thesis and Disputation	64

IBSS_W.01 Trend Research and Strategy Formulation (Specialization Module)	66
IBSS_W.02 Advanced Finance and Accounting (Specialization Module)	68
IBSS_W.03 Marketing Communications (Specialization Module).....	70
IBSS_W.04 Corporate Governance and Current Topics in Finance and Accounting (Specialization Module)	72
IBSS_W.05 Theories of Political Economy (Specialization Module).....	74
IBSS_W.06 Political Economy of European Integration (Specialization Module)	76
IBSS_W.07 Consumer Psychology (Specialization Module)	79
IBSS_W.08 Corporate Social Responsibility (Specialization Module).....	81
IBSS_W.09 Business Ethics (Specialization Module)	83
IBSS_W.10 Innovation Management (Specialization Module)	85

Curriculum of the Bachelor Degree Programme International Business and Social Sciences, B.A

Code No (Kennnummer)	Module	SW (SWS)	Type (Veranstaltungsart)						TE (Prü)	CP (CP)	WS1	SS2	WS3	SS4	WS5	SS6	WS7
			L (V)	SL (SL)	S (S)	Ex (Ü)	PT (Pra)	Pro (Pro)									
IBSS_1.01	Fundamentals of Business Administration	4	2				2		E	5	4						
IBSS_1.02	Economics	4	2				2		E	5	4						
IBSS_1.03	Accounting	4	2				2		E	5	4						
IBSS_1.04	Basics of International Business Law	4	2				2		E	5	4						
IBSS_1.05	Mathematics	4	2				2		E	5	4						
IBSS_1.06	Introduction to Scientific Working	4		4					C	5	4						
IBSS_2.01	Production	4	2				2		E	5		4					
IBSS_2.02	Marketing	4	2				2		E	5		4					
IBSS_2.03	Controlling	4	2				2		E	5		4					
IBSS_2.04	International Economic Development	4	2				2		E	5		4					
IBSS_2.05	Project Management and Intercultural Competence	4	2				2		C	5		4					
IBSS_2.06	Business Information Systems	4		4					C	5		4					
IBSS_3.01	Human Resource Management	4	4						E	5			4				
IBSS_3.02	Strategic Management and Business Planning	4	2				2		E	5			4				
IBSS_3.03	Procurement and Logistics	4	4						E	5			4				
IBSS_3.04	Social and Labor Policy	4	4						E	5			4				
IBSS_3.05	Statistics	4	2				2		E	5			4				
IBSS_3.06	Communication and Cooperation	4		4					C	5			4				
IBSS_4.01	Corporate and Investment Finance	4	2				2		E	5				4			
IBSS_4.02	International Relations	4	2				2		E	5				4			
IBSS_4.03	Culture and Diversity	4	2				2		E	5				4			
IBSS_4.04	Project	4						4	C	5				4			
IBSS_5.01	Quality and Risk	4	2				2		E	5					4		
IBSS_5.02	Corporate Aspects of International Business Law	4	2				2		E	5					4		
IBSS_5.03	Interdisciplinary Project	6						6	E	10						6	
	Elective courses *	16								20				8	8		
	Semester hours per week (total)	118								150	24	24	24	24	22	30	30

150 CP 118 SW 12 SW
 60 CP
 210 CP

Allocation	SW	total	130	24	24	24	24	22	-	12
	CP	total	210	30	30	30	30	30	30	30

Code No (Kennnummer)	courses will be offered each semester Wahlpflichtkurse	SW	CP	TE
IBSS_W.01	Trend Research and Strategy Formulation	4	5	E
IBSS_W.02	Advanced Finance and Accounting	4	5	E
IBSS_W.03	Marketing Communications	4	5	E
IBSS_W.04	Corporate Governance and Current Topics in Finance and Accounting	4	5	E
IBSS_W.05	Theories of Political Economy	4	5	E
IBSS_W.06	Political Economy of European Integration	4	5	E
IBSS_W.07	Consumer Psychology	4	5	E
IBSS_W.08	Corporate Social Responsibility	4	5	E
IBSS_W.09	Business Ethics	4	5	E
IBSS_W.10	Innovation Management	4	5	E

List of abbreviations	
SW	Semester hours per week (Semesterwochenstunden)
L	Lecture (Vorlesung)
SL	Seminaristic lecture (Seminaristische Lehrveranstaltung)
S	Seminar (Seminar)
Ex	Exercise (Übung)
PT	Practical training (Praktikum)
Pro	Project (Projekt)
TE	Type of examination (Prüfungsform)
CP	Credit Points
WS	Winter semester (Wintersemester)
SS	Summer semester (Sommersemester)
E	Examination (Prüfung)
C	Certificate (Testat)

* As elective courses, a maximum of 5 CP can be chosen with the consent of the examination committee from any study course at the Rhine-Waal University of Applied Sciences

IBSS_1.01 Fundamentals of Business Administration

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_1.01	150 h	5 CP	1 st semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercise: 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
Students have gained an understanding of fundamental concepts of business administration and the basic functions of organizations. They have a good grasp of important terms, concepts, and methods and are able to apply them to real-life problems. They have discussed the impacts of globalization and can describe its influence on business processes.					
Content					
An organization and its goals					
Corporate organization and organizational structure					
Principles of strategic management and planning					
The operations function: the process of production, costs and planning, production logistics					
Fundamentals of marketing: the marketing mix					
Principles of finance					
The controlling function					
Fundamentals of human resource management and leadership					
Teaching methods					
Lectures, accompanied by exercises in which case studies and problems in practice are presented					
Entry requirements					
None					
Types of assessment					
Graded examination					

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Same module in "Environment and Energy", "Industrial Engineering - Specialization Communication and Information Engineering", "International Business and Social Sciences" and "Mobility and Logistics"

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Daniel H. Scheible

Additional information

Reading:

Gamble, J. E. / Thompson, A. A. (2011): Essentials of Strategic Management. The Quest for Competitive Advantage. 2nd edition. New York: McGraw-Hill.

Hill, C. W. L. (2009): International Business. Competing in the Global Marketplace. 7th edition. New York: McGraw-Hill.

Kotler, P. / Armstrong, G. (2010): Principles of Marketing. 13th edition. Upper Saddle River: Pearson Prentice Hall.

Luthans, F. / Doh, J. P. (2009): International Management. Culture, Strategy, and Behavior. 7th edition. New York: McGraw-Hill.

Robbins, Stephen P. / DeCenzo, David A. / Coulter, Mary (2011): Fundamentals of Management. Essential Concepts and Applications. 7th edition. Upper Saddle River: Pearson Prentice Hall.

Slack, N. / Chambers, S. / Johnston, R. (2010): Operations Management. 6th edition. Harlow: Pearson Prentice Hall.

IBSS_1.02 Economics

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_1.02	150 h	5 CP	1 st semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercise: 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students have gained an understanding of the foundations of microeconomics as well as macroeconomics and are able to apply it to real world phenomena and to identify scope and limitations of the models used. Students can derive supply and demand functions and understand the meaning of a market-clearing equilibrium within the framework of the traditional neoclassical model. They are able to identify different market forms (perfect competition, monopoly etc.) and can assess the consequences for competition and welfare. They know about the importance of money and credit for an economy.</p> <p>Furthermore students can explain and apply the macroeconomic AS/AD model for a closed economy with state in order to analyse business fluctuations and stabilisation policies. They understand common macroeconomic indicators and know how to handle macroeconomic data. Students are able to explain the connection between consumption, investment and saving in a structured way. They can explain the impact of fiscal and monetary policies on aggregate demand and inflation.</p>					
Content					
Economic thinking and behaviour					
Economic actors, market institutions, externalities and the public sector					
Money, the price level and the banking system					
How markets work: supply & demand curves and their shifts, market equilibrium, elasticities					
Production & consumption: opportunity cost, marginal cost, average cost, production function, economies and diseconomies of scale, short and long run, profit and utility maximisation, income and substitution effects, consumerism					
Firm behaviour, competition and welfare issues: Perfect competition, monopoly, oligopoly, monopolistic competition					
Macroeconomic measurement: national accounts and meaning and use of indicators					
AS/AD model: business fluctuations and their causes, aggregate demand and its components, the problem of insufficient demand and persistent unemployment, aggregate demand and supply curves					
Macroeconomic policies in the AS/AD model: expansionary and contractionary policies, spending and tax					

multipliers, inflation and deflation, supply shocks

Teaching methods

Lectures, accompanied by exercises in which quantitative/graphical as well as qualitative problems are solved and discussed

Entry requirements

None

Types of assessment

Graded examination

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Torsten Niechoj

Additional information

Readings:

Goodwin, N., Nelson, J.A., Ackerman, F., Weisskopf (2009): Microeconomics in context, 2nd ed., Armonk: M.E. Sharpe.

Goodwin, N., Harris, J.M., Nelson, J.A., Roach, B., Torras, M. (2013): Macroeconomics in context, 2nd ed., New York: Routledge.

Krugman, P., Wells, R., Graddy, K. (2011): Essentials of economics, 2nd ed., New York: Worth Publishers.

IBSS_1.03 Accounting

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_1.03	150 h	5 CP	1 st semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercise: 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Having completed this course students are able to perform simple and adjustment bookings as well as closing entries in double-entry bookkeeping in journal format and in T-accounts. Students can set up a trial balance and an income statement. They are able to book under consideration of Value Added Tax and are able to perform year-end-bookings (accruals, deferrals, provisions).</p> <p>Students can explain the purposes of the different elements of the financial statements and argue how accrual accounting differs from cash based accounting. They have insight into the concept of the International Financial Reporting Standards (IFRS) and can explain their basic valuation concept.</p> <p>They are familiar with different cost types and can explain the aim of cost type accounting, cost center accounting and product costing. Students can perform an Internal Cost Allocation applying different methods. They are familiar with Full Cost Accounting and are able to set up a Cost Allocation Sheet and calculate the Production Costs as well as the Aggregate Costs of a product.</p>					
Content					
I. Bookkeeping					
<ul style="list-style-type: none"> • Basic terms in Accounting • The Components of a Financial Statement • Double-Entry System • Accounts • Closing of Accounts • Selected Business Transactions 					
II. Financial Statements					
<ul style="list-style-type: none"> • Elements of Financial Statement • Major Differences between German Accounting Standard (HGB) and International Financial Reporting Standards (IFRS) • Selected Aspects of Financial Statements • Introduction to Financial Statement-Analysis 					
III. Management Accounting (Cost Accounting)					
<ul style="list-style-type: none"> • Basic terms in Cost Accounting • Full Cost Accounting • - Cost Type Accounting • - Cost Center Accounting • - Product Costing • Critical Evaluation of Full Cost Accounting – Perspectives of Direct Costing 					

<p>Teaching methods</p> <p>Lectures, accompanied by exercises in which quantitative and qualitative problems as well as case studies are solved and discussed</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p> <p>Same module in "International Business and Social Sciences" and "Mobility and Logistics"</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Franca Ruhwedel</p>
<p>Additional information</p> <p>Reading:</p> <p>Bragg, S.M. (2011): Bookkeeping Essentials. Hoboken: Wiley & Sons.</p> <p>Drury, C. (2013): Management Accounting for Business. 5th edition. Andover: Cengage Learning EMEA.</p> <p>Powers, M. / Needles, B. E. / Crosson, S. V. (2010): Financial and Managerial Accounting Principles. 9th ed. Andover: Cengage Learning EMEA.</p> <p>Weber, J. / Weißenberger, B. E. (2014): Einführung in das Controlling. 14. Auflage. Stuttgart: Schäffer-Poeschel.</p> <p>Weber, J. / Schäffer, U. (2008): Introduction to Controlling. 1st edition. Stuttgart: Schäffer-Poeschel</p>

IBSS_1.04 Basics of International Business Law

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_1.04	150 h	5 CP	1 st semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students have gained extensive knowledge of the function and the operating of law, especially civil law and (international) business law. They have experienced basic juridical working techniques and have gained an understanding of how different actors in the legal system work with the applicable rules of law and which functions and responsibilities they have. Students are familiar with fundamental terms and instruments of civil law, commercial law, labor law, and European law.</p>					
Content					
<p>Legal basics (sources of law, ranking of norms, function and operating of law)</p> <p>Differentiation between civil law and public law</p> <p>Construction and classification of the German Civil Code (BGB)</p> <p>Fundamentals of civil law (person/thing, formation of a contract, declaration of intent, agency, legal capacity, avoidance and invalidity of contracts, types of contracts, civil law association)</p> <p>Fundamentals of business law</p> <p>International business law (term, development, public international law)</p> <p>Fundamentals of labor law (individual and collective labor law, contract of employment)</p> <p>The legal nature of the European Union</p> <p>Law of the European Union (regulations, directives, decisions, recommendations, and opinions)</p>					
Teaching methods					
<p>Lectures, accompanied by exercises in which cases are solved and discussed and moot courts are performed. Students visit legal institutions on excursions</p>					
Entry requirements					
None					

<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>N.N.</p>
<p>Additional information</p> <p>Reading:</p> <p>Davies, K. (2011): Understanding European Union Law. 4th edition. London: Routledge.</p> <p>Deffains, B. / Kirat, T. (editors) (2001): Law and Economics in Civil Law Countries. Amsterdam: Elsevier.</p> <p>Schaffer, R. (2012): International Business Law and its Environment. 8th edition. Andover: South-Western.</p> <p>Schuster, E. J. (1979): The Principles of German Civil Law. Aalen: Scientia.</p> <p>Twomey, D. P. / Jennings, M. M. (2011): Business Law. Principles for Today's Commercial Environment. 3rd edition. Florence: Cengage.</p> <p>Twomey, D. P. (2010): Labor And Employment Law. Text and Cases. 14th edition. Florence: Cengage.</p>

IBSS_1.05 Mathematics

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_1.05	150 h	5 CP	1 st semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		60 h / 4 SWS	90 h		Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
Students are enabled to use mathematical methods in given economic contexts. Knowledge of equations, economic functions, differential and integral calculus, and linear algebra can be applied to profit maximization, rates of change of economic variables, and key concepts like marginal concepts, e.g. marginal costs, profits, and the concept of elasticity.					
Content					
Equations and systems of equations (linear equations, quadratic equations, equations and inequalities of higher degree, systems of linear equations with and without Gauß, logarithms, exponential and logarithmic equations)					
Functions in relevant economic contexts (linear functions, quadratic functions, higher polynomial functions, exponential functions, e-functions, rational functions)					
Differential calculus and its application in key economic concepts (basics of the discussion of economic functions, rules of differentiation, rates of change of economic variables)					
Integral calculus as a tool to solve economic problems (antiderivatives in economic contexts, indefinite integrals, integration techniques, integration by parts, integration by substitution, the Fundamental Theorem of Calculus, definite integrals as limits of Riemann sums, definite integrals in economic contexts)					
Linear algebra in economic contexts (systems of linear equations in matrix notation, vectors as special matrices, basic matrix-vector calculus, the Gauß-Jordan algorithm in economic contexts, the matrix product in economic contexts, determinants, Cramer's rule for solving systems of linear equations, the fundamental theory of systems of linear equations, eigenvalues and eigenvectors in economic contexts)					
Teaching methods					
Lectures, accompanied by exercises in which problems in practice are solved					
Entry requirements					
None					

Types of assessment

Graded examination

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)**Weight towards final grade**

3.2%

Person in charge of module

Prof. Dr.-Ing. Christoph Haag

Additional information

Reading:

Dowling, E. (2009): Mathematical Methods for Business and Economics. 3rd edition. New York: McGraw-Hill.

Simon, C. P. / Blume, L. (2010): Mathematics for Economists. New York; London: Norton.

IBSS_1.06 Introduction to Scientific Working

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_1.06	150 h	5 CP	1 st semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lecture: 60 h / 4 semester hours per week (SWS)		60 h / 4 SWS	90 h		Seminaristic Lecture: 30 students
Learning outcomes / Competences and qualifications profile					
<p>This course enables students to explain the purposes and name the stakeholders of research and science. Students are able to define a topic, border it adequately and find literature on the topic. They have also acquired the skills to evaluate literature efficiently and critically and write a well-structured seminar paper applying either footnotes or Harvard citation style. Furthermore students know what criteria pieces of scientific writing have to meet and can give a convincing and to the point oral presentation about their research findings.</p>					
Content					
<p>What is research and science? What purpose do they serve?</p> <p>Where is research produced? Different stakeholders in the field of research</p> <p>Research methods in economics and business management</p> <p>Finding a suitable topic and bordering the topic</p> <p>Literature search: Sources and searching methods, relevance of literature, quality of literature</p> <p>Reading techniques: Efficient reading, critical reading</p> <p>Scientific writing: Different genres of scientific writing - summary, response paper, policy paper, seminar paper, bachelor thesis, master thesis, research proposal, research paper, literature review</p> <p>Structuring the topic; the elements of a seminar paper, time management</p> <p>Citations: What purpose do citations serve? Citations with footnotes, citations in Harvard Style</p> <p>References vs. bibliography: Purposes and formats</p> <p>Graphs and tables</p> <p>Evaluation criteria for pieces of scientific writing</p> <p>Oral presentation of research results: Demands, preparation, methods, evaluation criteria</p>					

Teaching methods

The course is mostly taught in seminaristic lectures in which students discuss different topics of scientific working. Small research and writing exercises will be part of the course to directly apply what has been learned. In the later part of the course students present their seminar papers. Their results, the scientific approach as well as the style of the oral presentation are discussed.

Entry requirements

None

Types of assessment

Certificate (Testat)

Requirements for the award of credit points

Written assignments, seminar papers and oral presentation delivered have to meet quality criteria to pass

Use of module (in other study programs)

Same module in "E-Government", "Industrial Engineering - Specialization Communication and Information Engineering", "International Business and Social Sciences", "Media Communication and Computer Sciences" and "Mobility and Logistics"

Weight towards final grade

None (ungraded)

Person in charge of module

Prof. Dr. Franca Ruhwedel

Additional information

Reading:

Esselborn-Krummbiegel, H. (2008): Von der Idee zum Text. Eine Anleitung zum wissenschaftlichen Schreiben. 3rd edition. Stuttgart: UTB / Schöningh.

Franck, N. / Stary, J. (2009): Die Technik wissenschaftlichen Arbeitens. 16th edition. Stuttgart: UTB / Schöningh.

Hofmann, A. H. (2010): Scientific Writing and Communication: Papers, Proposals, and Presentations. Oxford: Oxford University Press.

Russey, W. E. / Ebel, H. F. / Bliefert, C. (2006): How to Write a Successful Science Thesis: The Concise Guide for Students. Chichester: Wiley.

IBSS_2.01 Production

Code IBSS_2.01	Workload 150 h	Credits 5 CP	Level of module 2 nd semester	Frequency of offer Summer semester	Duration 1 semester
Courses Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile Students have gained an understanding of problems and interdependencies in the (industrial) production of goods and services. They had an in-depth look at the planning and the control of material flow and production activities in a manufacturing organization. They are able to relate these activities to a global context.					
Content Planning and design of products and services Production technologies Plant layout and material flow Capacity planning and control Lean Production Systems Production economics Production controlling					
Teaching methods Lectures, accompanied by exercises in which case studies and problems in practice are presented					
Entry requirements None					
Types of assessment Graded examination					
Requirements for the award of credit points Passed examination					

Use of module (in other study programs)

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Christoph Haag

Additional information

Reading:

Chopra, S. / Meindl, P. (2015): Supply Chain Management. Strategy, Planning, and Operation. 6th edition. Upper Saddle River: Pearson Prentice Hall.

Nahmias, S. / Olsen, T.L. (2015): Production and Operations Analysis. 7th edition. Long Grove: Waveland Press

Slack, N. / Brandon-Jones, A. / Johnston, R. (2010): Operations Management. 7th edition. Harlow: Pearson Prentice Hall.

Stevenson, W. J. (2014): Operations Management. 12th edition. New York: McGraw-Hill.

Russel, R.S. / Taylor, B.W. (2014): Operations and Supply Chain Management. 8th edition. Singapore: Wiley

IBSS_2.02 Marketing

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_2.02	150 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		60 h / 4 SWS	90 h		Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
Students have gained insight into the role of marketing and the concept of customer-driven marketing management. They understand and are able to apply basic models and methods of marketing. They are sensitized for challenges of marketing in international contexts.					
Content					
The marketing landscape					
Customer-driven marketing management: Building valuable relationships					
Marketing research (marketing analyses, marketing intelligence, methodology of marketing research, research in international markets)					
Market segmentation and targeting					
Buyer behavior in consumer markets and business markets					
The marketing mix					
Product policy					
Marketing channel design and management					
Pricing					
Marketing communications (promotion mix and promotion budget, advertising, sales promotion, merchandizing, public relations, promoting in an international context, socially responsible marketing)					
Teaching methods					
Lectures, accompanied by exercises in which case studies and problems in practice are presented and discussed					
Entry requirements					
None					

<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Daniel H. Scheible</p>
<p>Additional information</p> <p>Reading:</p> <p>De Pelsmacker, P. / Geuens, M. / Van den Bergh, J. (2010): Marketing Communication. A European Perspective. 4th edition. Harlow: Prentice Hall.</p> <p>Hill, C. W. L. (2011): International Business. Competing in the Global Marketplace. 8th edition. New York: McGraw-Hill.</p> <p>Homburg, C. / Kuester, S. / Kromer, H. (2009): Marketing Management. A Contemporary Perspective. New York: McGraw-Hill.</p> <p>Kotler, P. / Armstrong, G. (2010): Principles of Marketing. 13th edition. Upper Saddle River: Pearson Prentice Hall.</p> <p>Werther, W. B. / Chandler, D. (2006): Strategic Corporate Social Responsibility. Stakeholders in a Global Environment. Thousand Oaks, et al.: Sage.</p>

IBSS_2.03 Controlling

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_2.03	150 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students can name the different tasks of controlling and explain why controlling has an important function in the enterprise. They are able to differentiate between strategic and operational controlling and explain their different focus. Regarding strategic controlling students are able to derive strategies from a company's vision, goal and objectives and to explain the key tools of strategic controlling. They understand the company's planning process, can explain the different elements and are able to plan a financial budget. Students are able to perform direct costing and apply it to questions such as production planning or make or buy-decisions. They can apply standard costing as well as variance analysis. Students can calculate and interpret different ratios (asset, financial and profit position) in order to evaluate the company's performance. Students can derive transfer prices according to the cost-plus, market value and negotiated transfer price method. They are able to explain why the balanced scorecard has emerged as a tool to measure performance and can find key performance indicators for the different dimensions of the balanced score card.</p>					
Content					
<ul style="list-style-type: none"> • Controlling basics <ul style="list-style-type: none"> – Basic principles and categories – Organizational structuring of the controlling function • Strategic Controlling <ul style="list-style-type: none"> – Vision, goals and strategy – Planning process – Strategic controlling tools – overview • Operative Controlling <ul style="list-style-type: none"> – Budgeting process – Cost accounting <ul style="list-style-type: none"> - Direct costing - Production planning and Make-or-Buy - Standard costing and variance analysis – Performance measurement – ratio analysis – Transfer prices • Reporting – Balanced Scorecard 					

Teaching methods

Lectures, accompanied by exercises in which quantitative and qualitative problems as well as case studies are solved and discussed

Entry requirements

It is recommended to attend the module "Accounting" before taking this course, but exceptions can be made.

Types of assessment

Graded examination

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Same module in "International Business and Social Sciences" and "Mobility and Logistics"

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Franca Ruhwedel

Additional information

Reading:

Drury, C. (2013): Management Accounting for Business. 5th edition. Andover: Cengage Learning EMEA.

Powers, M. / Needles, B. E. / Crosson, S. V. (2010): Financial and Managerial Accounting Principles, 9th ed., Andover: Cengage Learning EMEA.

Weber, J. / Schäffer, U. (2008): Introduction to Controlling. 1st edition. Stuttgart: Schäffer-Poeschel

Hornigren, C. T. / Sundem, G. L. / Stratton, W. O. / Burgstahler, D. / Schatzberg, J. O (2013): Introduction to Management Accounting. Global ed of 16th revised ed., Pearson Education Limited

Weber, J. / Weißenberger, B. E. (2014): Einführung in das Controlling. 14. Auflage. Stuttgart: Schäffer-Poeschel.

IBSS_2.04 International Economic Development

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_2.04	150 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students have a profound knowledge of the major institutions that shape global business and international economic development today. Furthermore, students understand the principles of international trade and investment from an economic and business point of view. They are familiar with the causes and macroeconomic effects of international trade and foreign direct investments as well as various policy instruments such as tariffs and quotas. They can apply modern management approaches to analyze a firm's international business environment including the financial environment and export and import management.</p>					
Content					
<p>Institutions most relevant for international political relations, international trade and financial flows, and economic development: The United Nations, the World Trade Organization, the International Monetary Fund and the World Bank</p> <p>Types and causes of financial crises, foreign aid, and approaches to global governance</p> <p>Overview of the imperative forces of globalization (including the drivers and challenges for companies aiming to become active on global markets)</p> <p>Market entry strategies (exports, licensing, direct investment, strategic alliances, etc.)</p> <p>Comparative advantage, trade theories, exchange rates and exchange rate systems, macroeconomic and social effects of trade</p> <p>Empirical patterns of world trade in goods and services, foreign direct investments as well as recent trends of outsourcing and offshoring</p> <p>Protectionist measures (tariff and non-tariff barriers) and their economic and political effects</p> <p>Selected international business topics important for conducting international trade (the financial environment, export and import management, etc.)</p>					
Teaching methods					
Lectures, accompanied by exercises including case studies, text analyses, group discussions, and excursions					

<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Torsten Niechoj</p>
<p>Additional information</p> <p>Hill, C. (2011): International Business. Competing in the Global Marketplace. 8th edition. New York: McGraw-Hill.</p> <p>Hurd, I. (2011): International Organizations. Politics, Law, Practice. Cambridge: Cambridge University Press.</p> <p>Karns, M. P. / Mingst, K. A. (2009): International Organizations. The Politics and Processes of Global Governance. 2nd edition. Boulder: Lynne Rienner.</p> <p>Salvatore, D. (2012): Introduction to International Economics, 3rd Int. ed., New York: Wiley.</p> <p>Stiglitz, J. E. (2006): Making Globalization Work. London et al.: Penguin.</p>

IBSS_2.05 Project Management and Intercultural Competence

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_2.05	150 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		60 h / 4 SWS	90 h		Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
Students know about the importance of project management in today's world. They have developed the skills to plan and conduct projects. In addition to this they have acquired knowledge and skills on how to develop a professional presentation. Students experienced dynamics and pitfalls of team work in projects and gained some routine in presenting and communicating results.					
Content					
Defining the project and its scope					
Developing the project plan (defining work packages, setting milestones, developing flow charts and network plans)					
Scheduling the project					
Building, leading, and managing a project team					
Managing resources					
Monitoring project performance					
Controlling the project and managing risk					
International projects					
Project closure and documentation					
Presenting to an audience					
Developing the presentation (developing the material, structuring the presentation, use of presentation software, preparation)					
Presentation techniques and visual aids					

<p>Teaching methods</p> <p>Lectures, accompanied by exercises in which students conduct their own projects (case studies) and present their results</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Certificate (Testat)</p>
<p>Requirements for the award of credit points</p> <p>Participation in a project (case study), final presentation and report</p>
<p>Use of module (in other study programs)</p> <p>Same module in "Environment and Energy", "Industrial Engineering - Specialization Communication and Information Engineering", "Information and Communication Design", "International Business and Social Sciences" and "Mobility and Logistics"</p>
<p>Weight towards final grade</p> <p>None (ungraded)</p>
<p>Person in charge of module</p> <p>Prof. Dr. Daniel H. Scheible</p>
<p>Additional information</p> <p>Reading:</p> <p>Heerkens, G. R. (2002): Project Management. New York: McGraw-Hill.</p> <p>Hillson, D. (2009): Managing Risk in Projects. Farnham; Burlington: Gower.</p> <p>Kerzner, Harold (2009): Project Management. A Systems Approach to Planning, Scheduling, and Controlling. 10th edition. Hoboken: Wiley.</p> <p>Larson, E. W. / Gray, C. F. (2011): Project Management. The Managerial Process. 5th edition. New York: McGraw-Hill.</p> <p>Raynolds, G. (2008): Presentation Zen. Simple Ideas on Presentation Design and Delivery. Berkeley: New Riders.</p> <p>Stanton, N. (2009): Mastering Communication. 5th edition. Basingstoke; New York: Palgrave Macmillian. Larson, E. W. / Gray, C. F. (2011): Project Management. The Managerial Process. 5th edition. New York: McGraw-Hill.</p>

IBSS_2.06 Business Information Systems

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_2.06	150 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminar: 60 h / 4 semester hours per week (SWS)		60 h / 4 SWS	90 h		40 students
Learning outcomes / Competences and qualifications profile					
<p>The students are familiar with business related information flows and communication processes as well as application specific technical solutions to support the different levels of information exchange. They can identify different communicators (e.g. business to customer, business to business, business internal) and the particular needs and intentions of different communication processes (e.g. customer relation, marketing, business analysis). They are able to assess which class of software is best to solve a particular problem. As a result of practical training they know how to use some of the relevant software products on an introductory level. They know about recent developments in information technology (IT) for business related applications. The graduates are able to formulate communication and information issues, propose IT solutions and present their findings.</p>					
Content					
<p>Business related communication processes, their participants and intentions</p> <p>Business divisions, internal and external information exchange</p> <p>Different classes of software solutions to support business information and communication issues</p> <p>Data Mining</p> <p>Corporate master data, database management systems and data warehouses</p> <p>Business processes and enterprise resources management (ERP) software</p> <p>E-commerce and web 2.0 applications</p> <p>IT Governance</p> <p>The role and technology of social networks</p> <p>Business process modelling</p>					
Teaching methods					
<p>Dialog oriented, seminaristic lectures with exercises</p> <p>Practical training with application specific software</p>					

Students' presentations
Entry requirements
None
Types of assessment
Certificate (Testat)
Requirements for the award of credit points
Passing specific assignments
Use of module (in other study programs)
Same module in "International Business and Social Sciences" and "Mobility and Logistics"
Weight towards final grade
None (ungraded)
Person in charge of module
Prof. Dr. Christoph Haag
Additional information
Software: ARIS Expresse, Microsoft Dynamics NAV (ERP Software)
Reading: Turban, E. / Volonino, L. (2010): Information Technology for Management. Transforming Organizations in the Digital Economy. 7 th edition. Hoboken: Wiley.
Silvers, F. (2008): Building and Maintaining a Data Warehouse. 1 st edition. Boca Raton: Auerbach
Laudon, K.C. / Laudon, J.P. (2015): Management Information Systems: Managing the Digital Firm. 14 th edition. Harlow: Pearson Prentice Hall.

IBSS_3.01 Human Resource Management

Code IBSS_3.01	Workload 150 h	Credits 5 CP	Level of module 3 rd semester	Frequency of offer Winter semester	Duration 1 semester
Courses Lecture: 60 h / 4 semester hours per week (SWS)		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size Open
Learning outcomes / Competences and qualifications profile Students have gained insight into concepts and practices of HRM and common approaches to leadership. They are aware of the influence of a good relationship between an organization and its staff on performance and are sensitized to the characteristics and challenges of HRM in an international context.					
Content People in an organizational context: The human resource The strategic role of HRM Human resource planning (scope, job analysis, job description, flexibility) Recruitment and selection Downsizing the workforce Human resource allocation International assignment Health and safety Motivation (motivation theories, motivating job design, use and effectiveness of incentives and motivators in different countries) Reward management Performance management and appraisal Human resource development Leadership (styles and behavior, change management, leadership across cultures) Ethics in HRM					
Teaching methods Lectures, accompanied by exercises in which case studies and problems in practice are presented and discussed					

<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Daniel H. Scheible</p>
<p>Additional information</p> <p>Reading:</p> <p>Bratton, J. / Gold, J. (2007): Human Resource Management. Theory and Practice. 4th edition. Basingstoke; New York: Palgrave Macmillan.</p> <p>Luthans, F. / Doh, J. P. (2009): International Management. Culture, Strategy, and Behavior. 7th edition. New York: McGraw-Hill.</p> <p>Mathis, R. L. / Jackson, J. H. (2011): Human Resource Management. 13th edition. Mason: South-Western Cengage.</p> <p>Torrington, D. / Hall, L. / Taylor, S. (2008): Human Resource Management. 7th edition. Harlow: Prentice Hall.</p>

IBSS_3.02 Strategic Management and Business Planning

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_3.02	150 h	5 CP	3 rd semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercise: 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are acquainted with fundamental concepts and common tools of strategic management. They are able to analyse the positioning of an organization, to develop strategic options, and they know how to transfer these options to strategic programs.</p> <p>Furthermore, students know how to apply this knowledge to the development of a new business. They have acquired skills of business planning and have first experience in writing a sound business plan.</p>					
Content					
<p>The strategic management process</p> <p>Vision and mission</p> <p>Setting objectives</p> <p>Analyzing the external environment (macroenvironment and competitive environment)</p> <p>Analyzing the internal environment (competitive advantage, value chain analysis, balanced scorecard)</p> <p>Corporate strategies</p> <p>Business strategies</p> <p>Strategies for multibusiness corporations</p> <p>Competing in international markets</p> <p>Strategy implementation and control</p> <p>Business planning: Defining and modeling the business</p> <p>Structure of the business plan</p> <p>Addressing the target audience (style and layout of the business plan, presentation)</p>					

<p>Teaching methods</p> <p>Lectures, accompanied by exercises in which students develop their own business plan</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p> <p>Elective in "Mobility and Logistics" and "Industrial Engineering - Specialization Communication and Information Engineering"</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Daniel H. Scheible</p>
<p>Additional information</p> <p>Reading:</p> <p>Capezino, P. J. (2010): Manager's Guide to Business Planning. New York: McGraw-Hill.</p> <p>Dess, G. G. / Lumpkin, G. T. / Eisner, A. B. (2010): Strategic Management. Creating Competitive Advantage. 5th edition. New York: McGraw-Hill.</p> <p>Friend, G. / Zehle, S. (2009): Guide to Business Planning. London: Economist Profile Books.</p> <p>Gamble, J. E. / Thompson, A. A. (2011): Essentials of Strategic Management. The Quest for Competitive Advantage. 2nd edition. New York: McGraw-Hill.</p> <p>Pearce, J. A. / Robinson, R. B. (2011): Strategic Management. Formulation, Implementation, and Control. 12th edition. New York: McGraw-Hill.</p>

IBSS_3.03 Procurement and Logistics

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_3.03	150 h	5 CP	3 rd semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 60 h / 4 semester hours per week (SWS)		60 h / 4 SWS	90 h		Open
Learning outcomes / Competences and qualifications profile					
<p>Students have gained an overview of the major functions of procurement in different kinds of organizations and different settings. They are sensitized to critical aspects and current developments – especially in the international context.</p> <p>Students have been introduced to procurement logistics, production logistics, and distribution logistics. They are able to understand the main tasks, objectives, structures, and processes in these areas as well as the interdependencies of material and information flows.</p>					
Content					
<p>The purchasing function and organisation forms</p> <p>Strategic procurement</p> <p>Supplier relationship (importance, decision-making, forms of supplier collaboration)</p> <p>Total-Cost-of-Ownership analysis</p> <p>International procurement</p> <p>Pricing, negotiating, and supplier development</p> <p>E-procurement</p> <p>Material class Management</p> <p>Procurement function in new product development projects</p> <p>The delivery processes (forms of organization, forms of transportation)</p> <p>Basics of transport regulations (INCOTERMS) and transport cost calculation</p> <p>Warehousing and inventory management</p> <p>Demand determination and forecasting</p> <p>Basic structures of logistics organizations within a company</p>					
Teaching methods					
Lectures, accompanied by exercises in which case studies and problems in practice are presented and					

discussed
Entry requirements
None
Types of assessment
Graded examination
Requirements for the award of credit points
Passed examination
Use of module (in other study programs)
Weight towards final grade
3.2%
Person in charge of module
Prof. Dr. Christoph Haag
Additional information
<p>Reading:</p> <p>Baily, P. / Farmer, D. / Crocker, B. et al. (2015): Procurement Principles and Management. 11th edition. Harlow: Prentice Hall.</p> <p>Benton, W. C. (2013): Purchasing and Supply Chain Management. 3rd edition. New York: McGraw-Hill.</p> <p>Booth, C. (2014): Strategic Procurement. Organizing Suppliers and Supply Chains for Competitive Advantage. 2nd edition. London; Philadelphia: Kogan Page.</p> <p>Chopra, S. / Meindl, P. (2015): Supply Chain Management. Strategy, Planning, and Operation. 6th edition. Upper Saddle River: Pearson.</p> <p>Christopher, M. (2012): Logistics and Supply Chain Management. 4th edition. Harlow: Financial Times Prentice Hall.</p>

IBSS_3.04 Social and Labor Policy

Code IBSS_3.04	Workload 150 h	Credits 5 CP	Level of module 3 rd semester	Frequency of offer Winter semester	Duration 1 semester
Courses Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are able to explain the relevant aspects of social security, social institutions and instruments, family policy, poverty, social exclusion, and counteracting measures. Furthermore, they have obtained a good overview of the different facets of the welfare state. They have a good grasp on the challenges social change poses to the modern welfare state and on possible reforms to tackle those challenges.</p> <p>In the field of labor policy students have gained an understanding of basic concepts of active labor market policy (public employment services, training schemes, employment subsidies, wage determination). They have also obtained a good overview of the instruments of labor market policy. They have a grasp on many of the challenges globalization poses to labor markets and know possible instruments to tackle those challenges. They also gained some insights into the European labor market.</p>					
Content					
<p>Social policy:</p> <p>Rapid changes in the social, economic, and demographic environment</p> <p>The modern welfare state and the question about its sustainability</p> <p>Social trends (aging population, rising inequalities, changing labour markets) and resulting demands for the welfare state</p> <p>Public investments in education, training and child care: Current demands and the problems connected to current shortfalls</p> <p>Institutions and financing mechanisms of the welfare state</p> <p>Fiscal constraints connected to the welfare state and social policy</p> <p>The importance of institutional continuity</p> <p>Labor policy:</p> <p>Definitions, indices and basic economic concepts (labor demand, labor supply, labor market equilibrium, unemployment, wage determination processes)</p>					

<p>Labor market policies (active policies, passive policies, labor protection legislation, differences across countries)</p> <p>Globalization and labor (impact of globalization on working conditions, how to manage the impacts: national policies, ILO, OECD etc.)</p> <p>European labor market (free movement of labor, EES)</p>
<p>Teaching methods</p> <p>Lectures, accompanied by exercises; discussion of articles students were asked to read</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Torsten Niechoj</p>
<p>Additional information</p> <p>Reading:</p> <p>Bonoli, G. (2010): The Political Economy of Active Labour Market Policy. Politics & Society 38(4): 435-457.</p> <p>Borjas, G. J. (2010): Labor Economics. 5th edition. New York: McGraw-Hill.</p> <p>Burda, M. C. / Wyplosz, C. (2009): Macroeconomics. A European Text. 5th edition. Oxford: Oxford University Press.</p> <p>Ehrenberg, R. G. / Smith, R. S. (2011): Modern Labor Economics. 11th edition. Upper Saddle River: Pearson Prentice Hall.</p> <p>Flanagan, R. J. (2006): Globalization and Labor Conditions. Oxford: Oxford University Press.</p> <p>Franz, W. (2006): Arbeitsmarktökonomik. 4th edition. Heidelberg: Springer.</p>

Jochem, S. (2011): Scandinavian Labour and Social Policy. Models for a Preventive Welfare State. Berlin: Friedrich-Ebert-Stiftung, Internat. Policy Analysis.

Kaufmann, F. (2012): Thinking about Social Policy: The German Tradition. Heidelberg: Springer.

Robertson, R. / Brown, D. / Gaele, P. (2009): Globalization, Wages, and the Quality of Jobs: Five Country Studies. Washington, DC: World Bank Publications.

IBSS_3.05 Statistics

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_3.05	150 h	5 CP	3 rd semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		60 h / 4 SWS	90 h		Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students who have completed this module successfully able to make informed decisions based on business and social data. They can select appropriate statistical techniques for collecting, summarizing and displaying data. They are able to analyze and draw inferences from data using appropriate statistical methods and computer software. Students have developed the skills to interpret and communicate the results of a statistical analysis in the context of a business problem or an empirical investigation of a social phenomenon.</p>					
Content					
<p>Probability:</p> <ul style="list-style-type: none"> - Random phenomena (probability experiments and events) - Probability rules - Conditional probabilities (Bayes-Theorem) - Combinatorics (counting techniques) - Random variables (discrete and continuous) - Expected value und variance - Discrete and continuous probability distributions <p>Descriptive statistics and correlation analysis:</p> <ul style="list-style-type: none"> - Basic concepts (Levels of measurement, univariate data, bivariate data) - Sampling and data collection - Graphical and numerical summaries (frequency distributions; measures of central tendency, measures of position, measures of dispersion; grouped data) - Covariance, correlation, regression <p>Inferential statistics:</p> <ul style="list-style-type: none"> - Sampling distribution of a sample mean (sampling distribution of a sample proportion; point estimates, 					

interval estimates, confidence intervals)

- Hypothesentests

Statistical software skills: using Excel, SPSS/R

Teaching methods

Lecture and exercises. The course will be carried out in a seminar-like, interactive manner. The impartation of the statistical concepts will be supported by the integration of relevant applied examples and the deployment of statistical software (e.g. R, SPSS and/or Excel).

Entry requirements

Passed module "Mathematics"

Types of assessment

Graded examination

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Same module in "E-Government", "International Business and Social Sciences" and "Mobility and Logistics"

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Thomas Heun

Additional information

Reading:

Johnson, R. R. / Kuby, P. J. (2008): Elementary Statistics. 10th edition. Belmont: Thomson Brooks/Cole.

Sullivan, M. (2011). Fundamentals of Statistics. 3rd edition. Boston: Pearson Prentice-Hall.

IBSS_3.06 Communication and Cooperation

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_3.06	150 h	5 CP	3 rd semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lecture 60 h / 4 semester hours per week (SWS)		60 h / 4 SWS	90 h		35 students
Learning outcomes / Competences and qualifications profile					
<p>Having completed this module students can explain basic models and theories regarding communication, conflict management and group processes. Students have acquired professional and social as well as personal competences. Different exercises and experiments which students have worked on individually, in pairs and in groups have strengthened students' self-awareness. The content of the course has been applied, reflected and thus deepened.</p>					
Content					
<p>Basic communication models</p> <p>Ethical and Cultural Dimensions of Communication</p> <p>Interpersonal Skills</p> <p>Conflict and Conflict management</p> <p>Negotiations and Negotiation strategy</p> <p>Leadership and Communication</p> <p>Team Work</p> <p>Presentations – Verbal and Visual Support</p> <p>New media, new communication</p>					
Teaching methods					
Lectures accompanied by exercises and experiments conducted individually, in pairs as well as in groups.					
Entry requirements					
None					
Types of assessment					
Certificate (Testat)					
Requirements for the award of credit points					

Passed examination
Use of module (in other study programs)
Weight towards final grade None (ungraded)
Person in charge of module Prof. Dr. Klaus Hegemann
Additional information Reading: Adler, R. B. / Elmhorst, J. M. (2010): Communicating at Work. Principles and Practices for Business and the Professions. 10th edition. New York: McGraw-Hill. Axelrod, R. M. (2006): The Evolution of Cooperation. 2nd edition. New York: Basic Books. Goodall, H. L. / Goodall, S. / Schiefelbein, J. (2010): Business and Professional Communication in the Global Workplace. 3rd edition. Boston: Wadsworth. Katz, N. H. / Lawyer, J. W. / Sweedler, Marcia K. (2011): Communication and Conflict Resolution Skills. 2nd edition. Dubuque: Kendall Hunt. Stanton, N. (2009): Mastering Communication. 5th edition. Basingstoke; New York: Palgrave Macmillian.

IBSS_4.01 Corporate and Investment Finance

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_4.01	150 h	5 CP	4 th semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS) Exercises 30 h / 2 SWS		60 h / 4 SWS	90 h		Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are able to evaluate different investment options using various tools (NPV, annuity, IRR) both under certainty and under uncertainty. Students can also explain strengths and weaknesses of the different methods. Students are able to list various sources of corporate financing and argue whether they are suited for the company size, corporate form of business and/or specific investment projects. Students can demonstrate their knowledge of different financing rules. Furthermore, students can calculate a company's weighted average cost of capital and explain the importance that Basel II and credit ratings have for company financing. Students can argue why a well-structured financial planning is essential for the corporation's success.</p>					
Content					
<ul style="list-style-type: none"> • Investment and Finance <ul style="list-style-type: none"> • Interrelationship between Investment and Finance • The Time Value of Money • Capital Budgeting <ul style="list-style-type: none"> • Introduction into Capital Budgeting • Methods of Dynamic Investment Appraisal <ul style="list-style-type: none"> - Net Present Value - Internal Rate of Return • Determination of Capital Costs (Weighted Average Cost of Capital) • Consideration of taxes • Dealing with uncertainty • Basics of Company Financing <ul style="list-style-type: none"> • External Financing <ul style="list-style-type: none"> - External Self-Financing - External Debt-Financing - Relevance of Basel III for Debt-Financing - Special Forms of External Financing • Internal Financing • Corporate Finance Management <ul style="list-style-type: none"> • Financial Planning • Management of Capital Structure <ul style="list-style-type: none"> - Equity- vs. Debt-Financing - Optimal Capital Structure • Financial Analysis 					

<p>Teaching methods</p> <p>Lectures, accompanied by exercises in which quantitative and qualitative problems as well as case studies are solved and discussed</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Franca Ruhwedel</p>
<p>Additional information</p> <p>Reading:</p> <p>Brealey, R. A. / Myers, S. C. / Allen, F. (2014): Principles of Corporate Finance - Global Edition. 11th edition. New York: McGraw-Hill.</p> <p>Berk, J./DeMarzo, P. (2014): Corporate Finance, 3rd edition, Pearson Education Limited.</p> <p>Pike, R. / Neale, B. / Linsley, P. (2015): Corporate Finance and Investment: Decision and Strategies. 8th edition. Pearson Education Limited</p> <p>Hillier, D. / Ross, S. A. / Westerfield, R. W. / Jaffe, J. / Jordan, B. D. (2013): Corporate Finance - European Edition. 2nd edition. New York: McGraw-Hill.</p>

IBSS_4.02 International Relations

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_4.02	150 h	5 CP	4 th semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS) Exercises 30 h / 2 SWS		60 h / 4 SWS	90 h		Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are able to analyze topics in international relations by looking at them from different perspectives (e.g. realist or liberalist perspective) and levels of analysis (e.g. national or systemic level). Topics include international conflict and security policy, international cooperation and diplomacy, and global governance.</p> <p>Students have experienced international policies by taking part in a complex policy simulation game. They are familiar with the basic concepts and practice of international negotiations and have acquired practical skills in bargaining and decision-making.</p>					
Content					
<p>Overview of various political systems and instruments (while maintaining the international dimension throughout the course)</p> <p>Relationships between states, as well as international organizations and multinational corporations</p> <p>Theories from the fields of economics, history, law, philosophy, geography, sociology, psychology, gender and cultural studies</p> <p>Topics to be discussed in class (among others): Globalization, international security (e.g. nuclear proliferation), terrorism, military interventions, human rights, global warming</p>					
Teaching methods					
Lectures, accompanied by exercises in which a policy simulation is conducted as well as cases studies, text and video analyses, and group discussions					
Entry requirements					
None					
Types of assessment					
Graded examination					

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Klaus Hegemann

Additional information

Reading:

Baylis, John/ Smith, Steve/ Owens/ Patricia (ed.): The Globalization of World Politics. An Introduction to International Relations, Oxford: Oxford University Press, 4. ed., 2008

Brück, T. (Ed.): The Economic Analysis of Terrorism, Oxon: Routledge 2007.

Colgan, Jeff: The Promise and Peril of International Trade, Toronto 2005

Ganor, B.: The Counter-Terrorism Puzzle: A Guide for Decision Makers, Piscataway, NJ: Transaction Publishers 2007.

Heiduk, Günter S./ Wong, Kar-yiu (ed.): WTO and World Trade, Heidelberg 2005.

Hoffman, B. (2006) Inside Terrorism, New York: Columbia University Press.

Jackson, Robert/ Sorensen, Georg: Introduction to International Relations: Theories and Approaches, Oxford: Oxford University Press, 3. ed., 2007

Nau, Henry R.: Perspectives on International Relations: Power, Institutions and Ideas, Washington: CQ Press, 3rd. ed., 2012.

Van den Bossche: The Law and the Policy of the World Trade Organization, 2. ed., Cambridge 2008

IBSS_4.03 Culture and Diversity

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_4.03	150 h	5 CP	4 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		60 h / 4 SWS	90 h		Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are sensitized to aspects of culture and diversity and their impact on society and economy. They know approaches and concepts to manage diversity and are able to evaluate these concepts critically.</p> <p>Furthermore, students have developed techniques in order to interact and communicate with members of other cultures effectively.</p>					
Content					
<p>Concepts of culture</p> <p>Cultural differences and how to cope with them</p> <p>Culture as construction</p> <p>Intercultural communication</p> <p>Developing intercultural competence</p> <p>Concept, fields, and challenges of Diversity Management</p> <p>Aspects of diversity in Organisational Development, HRM, Marketing, and PR</p>					
Teaching methods					
Lectures, accompanied by exercises in which case studies and problems in practice are presented and discussed					
Entry requirements					
None					
Types of assessment					
Graded examination					

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Daniel H. Scheible

Additional information

Reading:

Gardenswartz, L. / Rowe, A. (2003): *Diverse Teams at Work. Capitalizing on the Power of Diversity*. Alexandria: Society for Human Resource Management.

Healey, J. F. (2007): *Diversity and Society. Race, Ethnicity, and Gender*. 2nd edition. Thousand Oaks: Sage.

Hofstede, G. (2001): *Culture's Consequences. Comparing Values, Behaviors, Institutions, and Organizations Across Nations*. 2nd edition. Thousand Oaks et al.: Sage.

Luthans, F. / Doh, J. P. (2009): *International Management. Culture, Strategy, and Behavior*. 7th edition. New York: McGraw-Hill.

Trompenaars, F. / Hampden-Turner, C. (1997): *Riding the Waves of Culture. Understanding Cultural Diversity in Business*. 2nd edition. London: Nicholas Brealey Publishing.

IBSS_4.04 Project

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_4.04	150 h	5 CP	4 th semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Introductory meeting Kickoff meetings Intermediate meetings Results presentations		Depending on demand; approximately 20 h	130 h project work		Open
Learning outcomes / Competences and qualifications profile					
<p>Students are able to define individual tasks within a project and formulate a time schedule with different project phases and milestones. Students can allocate work associated to a project to the different project members in an efficient way. They are able to write a convincing project report and communicate project results to their peers.</p> <p>Due to this project experience students have improved their soft skills and have learned how to work and communicate in a group in order to reach a common goal. They are able to deal with conflicts in the group in a professional manner.</p>					
Content					
Project definition Structuring overall project task into different project sub-tasks and resulting project phases Writing a time schedule for the project phases including milestones and tracking the project's progress in the course of the semester Doing research necessary for the specific project Allocate project tasks to project members Working on the different project tasks Writing a project report Presentation of project results					

Teaching methods

This is a very student centred course. In the beginning of the semester the different projects are presented and student groups will be formed. Project kickoffs and intermediate meetings will be initiated by the lecturers. The lecturers in charge of the individual projects will support the projects and will be available in case of problems and questions.

Entry requirements

It is recommended to attend the module "Project Management and Presentation" before taking this course.

Types of assessment

Certificate (Testat)

Requirements for the award of credit points

Project report and results presentation delivered. Both have to meet quality criteria in order to pass the course.

Use of module (in other study programs)

Weight towards final grade

None (ungraded)

Person in charge of module

All professors of IBSS study program will be responsible for the projects.

Additional information

Reading:

Andler, N. (2012): Tools für Projektmanagement, Workshops und Consulting: Kompendium der wichtigsten Techniken und Methoden. 4th edition. Erlangen: Publicis Publishing.

Harvard Business School (2004): Harvard Business Essentials Managing Projects Large and Small: The Fundamental Skills for Delivering on Budget and on Time. Cambridge: Harvard Business Review Press.

Kahn, W. A. (2008): The Student's Guide to Successful Project Teams. New York: Psychology Press.

Different books, reports and articles for the specific projects.

IBSS_5.01 Quality and Risk

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_5.01	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are familiar with functionalities of quality management and risk management systems. They have acquired knowledge about tools of both, quality management and risk management, and have a general understanding of an adequate implementation of these tools and techniques. Furthermore, they are aware of the limitations of the various approaches of managing quality and risk.</p>					
Content					
<p>Characteristics and definitions of quality</p> <p>Quality management principles and approaches (quality planning, quality control, quality improvement, quality assurance)</p> <p>Total quality management (integrated management, PDCA cycle, key elements of total quality, process design and evaluation, etc.)</p> <p>Managing quality using ISO 9000 and 14001</p> <p>Methods and tools of quality management (flowcharts, Ishikawa diagram, Failure Mode and Effects Analysis (FMEA), Poka Yoke, the Six Sigma toolbox)</p> <p>Environmental aspects of managing quality</p> <p>Communication in difficult situations (role of communication, information systems, etc.)</p> <p>Basics of risk management (difference between symmetric and asymmetric risks, approaches to risk management, benefit/risk function)</p> <p>Exposures in corporate risk management</p> <p>Measuring risk</p> <p>Value at risk (definition, methods, and criticism)</p> <p>Risk containment strategies (active vs. passive instruments, hedging etc.)</p>					

<p>Teaching methods</p> <p>Lectures, accompanied by exercises in which case studies and problems in practice are presented</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p> <p>Elective in "Mobility and Logistics" and "Industrial Engineering - Specialization Communication and Information Engineering"</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Christoph Haag</p>
<p>Additional information</p> <p>Reading:</p> <p>Andersen, T. J. / Schrøder, P. W. (2010): Strategic Risk Management Practice. How to Deal Effectively with Major Corporate Exposures. Cambridge: Cambridge University Press.</p> <p>Crouhy, M. / Galai, D. / Mark, R. (2014): The Essentials of Risk Management. 2nd edition. New York: McGraw-Hill.</p> <p>Goetsch, D. L. / Stanley, D. B. (2012): Quality Management for Organizational Excellence. Introduction to Total Quality. 7th edition. Upper Saddle River: Pearson Prentice Hall.</p> <p>Hoyle, D. (2007): Quality Management Essentials. Oxford; Burlington: Butterworth-Heinemann Elsevier.</p> <p>Jorion, P. (2011): Financial Risk Manager Handbook. FRM Part I / Part II. 6th edition. Hoboken: Wiley.</p>

IBSS_5.02 Corporate Aspects of International Business Law

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_5.02	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		60 h / 4 SWS	90 h		Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students have gained insight into important topics of corporate law and corporate taxation in the international arena. They have developed the ability to initiate organizational changes in the structure of international corporations.</p> <p>Furthermore, students have acquired knowledge of the principles of national and international taxation, are able to calculate tax burden and to analyze differences in taxation. They can also make well founded decisions based on the results of these analyses.</p>					
Content					
Corporations vs. partnerships					
Corporate governance					
European corporate law					
Change of legal form					
Cross-border mergers					
Co-determination					
Principles of national taxation (classification of tax types, taxation terminology, subject/object of taxation, tax base, tax tariffs)					
Taxation of partnerships vs. taxation of corporations					
Group taxation (Organschaft)					
Cross-border loss transfer					
Principles of international taxation					
Avoidance of double taxation under national law					
Double tax treaties					

Cfc-rules
European tax law
Teaching methods
Lectures, accompanied by exercises in which case studies and problems in practice are presented and discussed
Entry requirements
Passed module "Basics of International Business Law"
Types of assessment
Graded examination
Requirements for the award of credit points
Passed examination
Use of module (in other study programs)
Weight towards final grade
3.2%
Person in charge of module
N.N.
Additional information
Reading:
Bohinc, R. (2011): Comparative Company Law. An Overview on US and Some EU Countries' Company Legislation on Corporate Governance. Saarbrücken: VDM.
Djanani, C. / Brähler, G. / Lösel, C. (2007): German Income Tax. Personal Income Tax, Corporate Income Tax and Trade Tax. Frankfurt am Main: Verlag Recht und Wirtschaft.
Lang, M. (2004): CFC Legislation. Domestic Provisions, Tax Treaties and EC Law. Wien: Linde.
Monks, R. A. G. / Minow, N. (2011): Corporate Governance. 5 th edition. Chichester: Wiley.
Rasmussen, M. (2011): International Double Taxation. Alphen: Kluwer.
Rohatgi, R. (2005): Basic International Taxation. Volume 1: Principles. 2 nd . edition. The Hague: Kluwer.
Terra, B. J. M. / Wattel, P. J. (2008): European Tax Law. 5 th edition. Alphen: Kluwer.

IBSS_5.03 Interdisciplinary Project

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_5.03	300 h	10 CP	5 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Project		90 h / 6 semester hours per week (SWS)	210 h		25 students
Learning outcomes / Competences and qualifications profile					
<p>In this module students have expanded and deepened the knowledge and skills they have acquired in previous project and modules. The interdisciplinary character of the project encourages students to discover new topics and gather practical experiences in different fields. Having completed this module, students are able to work on questions of theory or praxis in an international and interdisciplinary team. They are able to work scientifically and produce convincing results in their teams.</p>					
Content					
<p>The content differs between projects, depending on the study programs which are involved and the teaching staff's background. Depending on students' knowledge, lectures and workshops concerning different topics will be included so that students can attend different lectures of other study programmes.</p>					
Teaching methods					
<p>Sessions for basic information about the project options; project coordination; project counseling provided by teaching staff or project partner from a company; accompanying lectures depending on projects' topics and demand; presentation of results to an interested audience consisting of university staff and students as well as external project partners.</p>					
Entry requirements					
None					
Types of assessment					
Graded examination					
Requirements for the award of credit points					
Project report and presentation of results delivered. Both have to meet quality criteria to pass the module.					
Use of module (in other study programs)					
Same module for all Bachelor study programs of the faculty					

Weight towards final grade
6.4%
Person in charge of module
All professors of the faculty
Additional information

IBSS_6.01 Internship / Semester Abroad

Code IBSS_6.01	Workload 900 h	Credits 30 CP	Level of module 6 th semester	Frequency of offer Summer or winter semester	Duration 1 semester
Courses		Teaching time	Self-study 900 h		Planned group size Open
Learning outcomes / Competences and qualifications profile					
<p>The internship module has enabled students to apply their knowledge in a practical setting. Students have gained insights into a company and into specific practical fields. During their stays as interns they have worked on different tasks in the companies and have taken on responsibility for certain topics.</p> <p>Students having opted for a semester abroad have gained intercultural competencies. They have improved their foreign language skills or have even studied a new foreign language, have learned how to get along in a foreign educational system and have worked with other students and teaching staff of different nationalities.</p>					
Content					
Depending on internship company or university abroad. Topics will be discussed beforehand with teaching staff of Rhine-Waal University of Applied Sciences.					
Teaching methods					
Entry requirements					
89 credit points achieved					
Types of assessment					
Certificate (Testat)					
Requirements for the award of credit points					
<p>20 weeks of internship have to be completed. Splitting these 20 weeks into parts is not possible. An internship report and a presentation which have to meet quality criteria have to be delivered.</p> <p>In case of a semester abroad at least 10 ECTS have to be earned at the foreign university which is based in a non-German speaking country. Exceptions can be made in cases in which the success of the semester abroad is defined in a different way.</p>					
Use of module (in other study programs)					
Same module in "International Business and Social Sciences", "Industrial Engineering - Specialization Communication and Information Engineering", "Information and Communication Design", "Environment and					

Energy", and "Mobility and Logistics"

Weight towards final grade

None (ungraded)

Person in charge of module

All professors of the faculty

Additional information

IBSS_7.01 Bachelor Workshop I: Research Methods

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_7.01	150 h	5 CP	7 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lectures: 60 h / 4 semester hours per week (SWS)		60 h / 4 SWS	90 h		35 students
Learning outcomes / Competences and qualifications profile					
<p>This is a very applied course aiming to provide students with the skills and knowledge about research methods they need to write their bachelor thesis. Having completed this course, students are able to decide which research method is suited best to explore their chosen bachelor theses topics. They can research available data sets or collect their own data using questionnaires. They can evaluate the data either with SPSS or estimate simple econometric models with EViews.</p> <p>With regard to qualitative research methods students are able to apply the case study methodology and write convincing case studies. They can also apply interviewing techniques when conducting expert interviews.</p> <p>Students are aware of quality criteria for both quantitative and qualitative research. They have deepened this understanding through analyzing and criticizing examples of qualitative as well as quantitative research.</p>					
Content					
Quantitative research methods:					
<ul style="list-style-type: none"> • Own data collection vs. working with available data sets • Where to find available data sets • Data quality, dealing with missing observations • How to design a questionnaire • How to evaluate a questionnaire • Statistical analysis using SPSS • Introduction to econometric methods • Basic estimations using EViews • Introduction to event study methodology • Analysis of examples of quantitative research 					
Qualitative research methods:					
<ul style="list-style-type: none"> • Quality of qualitative data • Process of qualitative research • Case study analysis • Interview techniques • Content analysis • Discourse analysis • Analysis of examples of qualitative research 					

<p>Teaching methods</p> <p>Seminaristic lectures which will include discussions as well as student tasks performed individually, in pairs or in groups. Some PC sessions to practice SPSS as well as EViews software.</p>
<p>Entry requirements</p> <p>175 credits points recommended (including internship or semester abroad)</p>
<p>Types of assessment</p> <p>Certificate (Testat)</p>
<p>Requirements for the award of credit points</p> <p>Passed assessment</p>
<p>Use of module (in other study programs)</p> <p>Same module in "International Business and Social Sciences", "Industrial Engineering - Specialization Communication and Information Engineering", "E-Government", "Environment and Energy", "Media Communication and Computer Sciences" and "Mobility and Logistics"</p>
<p>Weight towards final grade</p> <p>None (ungraded)</p>
<p>Person in charge of module</p> <p>Prof. Dr. Thomas Heun</p>
<p>Additional information</p> <p>Reading:</p> <p>Pallant, J. (2010): SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS. 4th edition. New York: McGraw-Hill.</p> <p>Saunders, M. / Lewis, P./ Thornhill, A. (2009): Research Methods for Business Students. 5th edition. London: Financial Times.</p> <p>Studenmund, A. H. (2010): Using Econometrics: A Practical Guide with Eviews. Upper Saddle River: Pearson Prentice Hall.</p> <p>Yin, R. K. (2009): Case study research: Design and methods. 4th edition. Thousand Oaks: Sage.</p>

IBSS_7.02 Bachelor Workshop II: Scientific Writing

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_7.02	150 h	5 CP	7 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lectures: 60 h / 4 semester hours per week (SWS)		60 h / 4 SWS	90 h		35 students
Learning outcomes / Competences and qualifications profile					
Students are able to communicate their results of scientific working in an appropriate written form. They have learned how to write effectively, concisely, and clearly. By practicing the discussed writing techniques they have gained an understanding of and experience in creating a scientific manuscript.					
Content					
Writing style					
Writing techniques					
Structure, outline, and first draft					
Organizing the writing process					
How to present methods and results effectively					
Discussing the results					
Putting the fragments together					
Abstract and Introduction					
Rewriting the manuscript					
Editing and publishing the text					
Teaching methods					
Workshop including seminaristic lectures and many writing exercises. Students discuss their results and support each other.					
Entry requirements					
175 credits points recommended (including internship or semester abroad)					
Types of assessment					
Certificate (Testat)					

Requirements for the award of credit points

Passed assessment

Use of module (in other study programs)

Same module in "International Business and Social Sciences", "Industrial Engineering - Specialization Communication and Information Engineering", "E-Government", "Environment and Energy", "Media Communication and Computer Sciences" and "Mobility and Logistics"

Weight towards final grade

None (ungraded)

Person in charge of module

Prof. Dr. Torsten Niechoj

Additional information

Reading:

Cargill, M. / O'Connor, P. (2009): Writing Scientific Research Articles. Strategy and Steps. Chichester: Wiley-Blackwell.

Glasman-Deal, H. (2010): Science Research Writing for Non-Native Speakers of English. A Guide for Non-Native Speakers of English. London: Imperial College Press.

Hofmann, A. H. (2010): Scientific Writing and Communication: Papers, Proposals, and Presentations. Oxford: Oxford University Press.

Russey, W. E. / Ebel, H. F. / Bliefert, C. (2006): How to Write a Successful Science Thesis. The Concise Guide for Students. Weinheim: Wiley-VCH.

IBSS_7.03 Bachelor Workshop III: Advanced Seminar

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_7.03	150 h	5 CP	7 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lectures: 60 h / 4 semester hours per week (SWS)		60 h / 4 (SWS)	90 h		35 students
Learning outcomes / Competences and qualifications profile					
<p>In this module students get the opportunity to receive feedback and advice on the research approaches of their upcoming bachelor thesis. They are asked to write a research proposal for their thesis covering research question, potential hypotheses, theoretical and methodological approach, a literature review and an outline. Further requirements may be specified by the examiner of the bachelor thesis. Based on this proposal, they present their research approach in a convincing way, state preliminary findings and defend the approach professionally. They are able to offer helpful feedback and to make use of feedback by peers and examiners in order to develop further their approach.</p>					
Content					
<p>How to prepare a research proposal</p> <p>How to present a research proposal in a professional way</p> <p>How to defend your ideas and develop it further</p> <p>How to comment and criticize the research of others</p>					
Teaching methods					
Students prepare a research proposal and present it					
Entry requirements					
175 credits points recommended (including internship or semester abroad)					
Types of assessment					
Certificate (Testat)					
Requirements for the award of credit points					
Preparation of research proposal and presentation					
Use of module (in other study programs)					
Same module in "International Business and Social Sciences", "Industrial Engineering - Specialization Communication and Information Engineering", "Environment and Energy", and "Mobility and Logistics"					

Weight towards final grade
None (ungraded)
Person in charge of module
All professors of the faculty
Additional information

IBSS_7.04 Bachelor Thesis and Disputation

Code IBSS_7.04	Workload 450 h	Credits 15 CP	Level of module 7 th semester	Frequency of offer Winter semester	Duration 1 semester
Courses Bachelor Thesis: 12 CP Disputation: 3 CP		Teaching time Depends on need and demand	Self-study 450 h		Planned group size
Learning outcomes / Competences and qualifications profile Students have conducted their own studies examining a research question from their scientific discipline, developing an appropriate methodological approach, and reflecting their research design and findings critically. During the disputation students have proven their competencies in evaluating the topic and reflecting on its impact on real-life problems.					
Content Depends on the topic; inter alia: Researching and evaluating literature Developing a research question and deriving hypotheses Operationalizing constructs Analyzing methodological strengths and weaknesses of different research approaches Developing research designs Conducting the studies Evaluating the results Writing the thesis Presenting and defending the findings					
Teaching methods Individual supervision and support					
Entry requirements 175 credits points achieved (including internship or semester abroad)					

Types of assessment

Written Bachelor thesis and oral disputation

Requirements for the award of credit points

Passed Bachelor thesis and disputation as well as successful completion of all other modules of the curriculum

Use of module (in other study programs)

Weight towards final grade

20%

Person in charge of module

All professors of the faculty

Additional information

IBSS_W.01 Trend Research and Strategy Formulation (Specialization Module)

Code IBSS_W.01	Workload 150 h	Credits 5 CP	Level of module 4 th semester	Frequency of offer Summer semester	Duration 1 semester
Courses Lecture 30 h / 2 semester hours per week (SWS) Exercises 30 h / 2 SWS		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size Lecture: open Exercise: 40 students
Learning outcomes / Competences and qualifications profile Students have developed methodological skills of researching organizations' environments and social trends. They are able to apply these skills to challenges in the field of strategic marketing, know how to deal with uncertainty in strategy development and how to cope with deviation and risk.					
Content Quantitative and qualitative approaches of researching trends and consumer behavior Trend impact analysis and extrapolation Scenario techniques Linking the organization's mission to social development Crafting strategies Stakeholder relationship management The new and the innovative Discontinuous developments Decision-making under uncertainty Strategic issue management					
Teaching methods Lectures, accompanied by exercises in which case studies are presented in order to practice researching techniques and to develop strategies					

Entry requirements

It is recommended to attend the modules "Marketing" as well as "Strategic Management and Business Planning" before taking this course

Types of assessment

Graded examination

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Open to students of other study programs

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Daniel H. Scheible

Additional information

Reading:

Aaker, D. A. / Kumar, V. / Day, G. S. (2011): Marketing Research. 10th edition. Hoboken: Wiley.

Hamel, G. / Prahalad, C. K. (1994): Competing for the Future. Boston: Harvard Business School Press.

Kumar, V. (2000): International Marketing Research. Upper Saddle River: Prentice-Hall.

Pearce, J. A. / Robinson, R. B. (2011): Strategic Management. Formulation, Implementation, and Control. 12th edition. New York: McGraw-Hill.

Prahalad, C. K. / Ramaswamy, V. (2004): Future of Competition. Co-creating Unique Value with Customers. Boston: Harvard Business School Press.

Tidd, J. / Bessant, J. R. (2010): Managing Innovation. Integrating Technological, Market, and Organizational Change. 4th edition. Chichester: Wiley.

Trott, P. (2012): Innovation Management and New Product Development. 5th edition. Harlow: Pearson Prentice-Hall.

IBSS_W.02 Advanced Finance and Accounting (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.02	150 h	5 CP	4 th semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Having completed this course students have a sound knowledge of the most important topics in advanced finance and accounting. They can give an overview on the neoclassic financial theory and its underlying assumptions. Students are able to explain and evaluate the concepts of Portfolio Theory as well as Capital Asset Pricing Model and are able to calculate risk and return of portfolios. Furthermore, students can determine the company value applying discounted cash flows as well as the comparable company's method. They are able to list advantages, disadvantages and prerequisites for these methods. Participants can not only describe different derivative securities, they are also familiar with the models to value these assets (Binomial Model and Black-Scholes-Option-Pricing-Model).</p> <p>By applying the Framework-based teaching approach in Accounting the students are enabled to relate the accounting and reporting of the entity's economic resources, claims, and changes in resources and claims against the entity, and other transactions and events to the objective of financial statements and the qualitative characteristics of financial information. Students receive a cohesive understanding of IFRS and have the ability to exercise the judgments that are necessary to apply IFRS and to continuously update their IFRS knowledge and competencies. Finally students are enabled to see the link between Financial Accounting and Management Accounting by discussing the management approach and its application in residual income concepts.</p>					
Content					
I. Advanced Finance					
<ul style="list-style-type: none"> • Neoclassic Finance Theory <ul style="list-style-type: none"> – Assumptions – Portfolio Theory – The idea of diversification – Capital Asset Pricing Model – Pricing of risky assets • Company Evaluation <ul style="list-style-type: none"> – Valuation with Discounted Cashflow Models – Multiple Valuation • Derivatives <ul style="list-style-type: none"> – Basics of Derivative Securities – Valuation of Derivatives 					
II. Advanced Accounting					
<ul style="list-style-type: none"> • IFRS Introduction <ul style="list-style-type: none"> – Institutions and Concept 					

<ul style="list-style-type: none"> - Overview on Financial Statement • Selected Accounting Topics • Integration of Financial Accounting and Management Accounting <ul style="list-style-type: none"> - Management Approach - Use of Financial Accounting Data for Management Decisions – Residual Income Concepts
<p>Teaching methods</p> <p>Lectures, accompanied by exercises in which quantitative and qualitative problems as well as case studies are solved and discussed.</p>
<p>Entry requirements</p> <p>It is recommended to attend the modules "Accounting", "Controlling" as well as "Corporate and Investment Finance" before taking this course, but exceptions can be made.</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p> <p>Open to students of other study programs</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Franca Ruhwedel</p>
<p>Additional information</p> <p>Reading:</p> <p>Brealey, R. A. / Myers, S. C. / Allen, F. (2014): Principles of Corporate Finance - Global Edition. 11th edition. New York: McGraw-Hill.</p> <p>Picker, R./Leo, K./Loftus, J./Wise, V./Clark, K./Alfredson, K. (2012): Applying IFRS, 3rd edition, John Wiley & Sons.</p> <p>Berk, J./DeMarzo, P. (2014): Corporate Finance, 3rd edition, Pearson Education Limited.</p> <p>Pike, R. / Neale, B. / Linsley, P. (2015): Corporate Finance and Investment: Decision and Strategies. 7th edition. Pearson Education Limited</p> <p>Hillier, D. / Ross, S. A. / Westerfield, R. W. / Jaffe, J. / Jordan, B. D. (2013): CORPORATE FINANCE: EUROPEAN EDITION. 2nd edition. New York: McGraw-Hill.</p>

IBSS_W.03 Marketing Communications (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.03	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
Students have acquired competent knowledge of the instruments of an integrated marketing communications mix. They have examined effects of marketing communications, are able to plan a sound communications strategy, and are sensitized to pitfalls in a cross-cultural environment.					
Content					
Corporate identity, image, and reputation					
The marketing communications mix					
Hierarchy-of-effects models					
Communications budgeting					
Advertising (planning, research, types, campaign development, content, b2b vs. b2c, advertising in cross-cultural environments)					
Branding (positioning, meaning, brand awareness, brand equity, brand portfolio)					
Public relations and sponsorship					
Media planning					
Sales promotion					
Point-of-purchase communications					
Direct marketing and e-communications					
Personal selling					
Ethical issues in marketing communications					
Teaching methods					
Lectures, accompanied by exercises in which case studies are presented and discussed					

Entry requirements

It is recommended to attend the module "Marketing" before taking this course

Types of assessment

Graded examination

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Open to students of other study programs

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Daniel H. Scheible

Additional information

Reading:

Clow, K. E. / Baack, D. E (2011): Integrated Advertising, Promotion, and Marketing Communications. 5th edition. Upper Saddle River: Pearson Prentice Hall.

De Pelsmacker, P. / Geuens, M. / Van den Bergh, J. (2010): Marketing Communication. A European Perspective. 4th edition. Harlow: Prentice Hall.

Homburg, C. / Kuester, S. / Kromer, H. (2009): Marketing Management. A Contemporary Perspective. New York: McGraw-Hill.

Percy, L. (2008): Strategic Integrated Marketing Communications. Oxford: Butterworth-Heinemann Elsevier.

IBSS_W.04 Corporate Governance and Current Topics in Finance and Accounting (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.04	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminar 60 h / 4 semester hours per week (SWS)		60 h / 4 SWS	90 h		30 students
Learning outcomes / Competences and qualifications profile					
<p>Having passes this module consisting of two seminars students are able to fully explore a topic. They are able to write a scientific research paper about the chosen topic using Harvard style citations. Furthermore students can convincingly report about their research findings in an oral presentation and defend their findings in a discussion. The module is intended to be a good preparation for the bachelor theses which will be written in the following semesters.</p>					
Content					
<p>The module consists of the two partial modules "Corporate Governance" and "Current Topics in Finance and Accounting". Both are organized in seminars and might cover different topics from year to year depending on topicality and current relevance.</p> <p>Examples for topics in the field of corporate governance are:</p> <ul style="list-style-type: none"> • Corporate governance systems around the world • Do corporate governance systems converge? • Board structures in different countries evaluated • Corporate governance codices: Emergence, functions, best practices • Effects of corporate governance characteristics on company performance • Corporate governance and investor protection in emerging markets • Corporate governance and investor activism: The role of institutional investors • Recent changes in German corporate governance <p>Examples for topics in the field of finance and accounting are:</p> <ul style="list-style-type: none"> • The role of credit rating agencies and sovereign risk • The current state of small and medium company financing in Germany • Mergers and acquisitions in Germany • Green investments • Private equity financing for small and medium sized enterprises • The role of auditors • The current state of saving and investments of German households • Evaluation of exchange traded funds: Functionality & performance. • Speculative attacks on small currencies: Connected problems and current cases 					

Teaching methods

Seminars. After some introductory lectures students will present their research findings regarding the different topics. A group discussion of the respective topic will follow the presentations.

Entry requirements

It is recommended to attend the modules "Accounting" as well as "Corporate and Investment Finance" before taking this course

Types of assessment

Graded examination

Requirements for the award of credit points

Seminar papers and presentations graded with at least 4.0

Use of module (in other study programs)

Open to students of other study programs

Weight towards final grade

3.2%

Person in charge of module

Prof. Dr. Franca Ruhwedel

Additional information

Reading: Reading pack compiled of book chapters and research articles regarding the topics covered in the respective semesters.

IBSS_W.05 Theories of Political Economy (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.05	150 h	5 CP	4 th semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are familiar with the seminal theories of the Political Economy approach. They are encouraged to widen their perspective on economics by recognising the social embeddedness of economic actors. Students have learned to handle the pluralism of research perspectives and are acquainted with theoretical concepts essential for the understanding of issues of the day.</p> <p>The usefulness of this approach is not restricted to but of special relevance for career opportunities in areas where politics and economics go hand in hand, such as non-governmental organisations, local and central governments or applied research institutes.</p>					
Content					
<p>The Political Economy approach is broader than the standardised view of economics. It takes the context of historical processes, power relations and institutions that shapes economic behavior into account. It also describes, vice versa, how actors modify the context they are living in. Thus, this approach allows to analyse and to explain social change and distribution, the constitution of collective actors, and the evolution of economic institutions. Moreover, it combines different levels of analysis – micro, meso and macro – and helps to identify fallacies of composition, e.g. the – erroneous – belief that an increase in individual saving rates will always lead to higher savings and higher output at the macro level.</p> <p>The course addresses these topics in a paradigm-oriented way. It builds on several independent theories which cover a broad range of methodologies and perspectives and combine different disciplines. “Theories of Political Economy” comprises an overview and a discussion of different strands of the Political Economy approach by focusing on:</p> <ul style="list-style-type: none"> – Classical Political Economy, i.e. Smith, Ricardo, Marx and others; – Old and New Institutionalism; – Austrian Economics; – and Post-Keynesian Economics. <p>These theories of Political Economy do not necessarily form a consistent corpus, are sometimes conflicting but often complementary. A comparative assessment of merits and limitations of the different perspectives is</p>					

provided.
<p>Teaching methods</p> <p>Lectures, accompanied by exercises, analyses of original and secondary texts, group discussions, and role plays</p>
<p>Entry requirements</p> <p>It is recommended to attend the module "Economics" before taking this course</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p> <p>Open to students of other study programs</p>
<p>Weight towards final grade</p> <p>3.2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Torsten Niechoj</p>
<p>Additional information</p> <p>Blaug, M. (1997): Economic Theory in Retrospect. Cambridge: Cambridge University Press.</p> <p>Boettke, P. J. (ed.) (2010): Handbook on Contemporary Austrian Economics. Cheltenham; Northampton: Edward Elgar.</p> <p>King, J. E. (2005): The Elgar Companion to Post Keynesian Economics. Cheltenham; Northampton: Edward Elgar.</p> <p>North, D. (1990): Institutions, Institutional Change and Economic Performance. Cambridge: Cambridge University Press.</p> <p>Veblen, T. (1998 [1899]): The Theory of the Leisure Class. New York: Prometheus Books.</p>

IBSS_W.06 Political Economy of European Integration (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.06	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students have a good understanding of the European integration process from the perspective of political economy, i.e. a view that analyses the interplay between political governance and economic decisions. They are familiar with the economic and political reasoning that led to the establishment of the euro area and have discussed whether this area is an optimal currency union. Moreover, they have a sound knowledge of the institutional setting that frames economic policies and economic decisions in Europe and they can discriminate between different modes of policy coordination in the European Union.</p> <p>Against this background, they have discussed and analysed crises in Europe and the specific challenges for member states. Students are able to perform a comparison of economic developments in the European Union using national accounts and indicators, provided by Eurostat databases, in order to identify the different growth models and performances of the member states.</p>					
Content					
<p>In this module, the interplay of political integration, economic policies, and economic developments in Europe is analysed. It starts with an introduction to the history and current developments of the European Union as basically an economic integration process covering</p> <ul style="list-style-type: none"> - the establishment of the Single Market; - exchange rate systems before the introduction of the euro and the question of an optimal currency area; - introduction of the euro and establishment of an independent central bank; - and the consequences of this type of so-called negative integration, i.e. a primarily economic and not social and societal integration, for the welfare states within Europe. <p>Then, the current system of economic policy coordination in the European Union - dealing with monetary, fiscal and labour market issues - is depicted:</p> <ul style="list-style-type: none"> - after the introduction of the euro, monetary policy is concentrated at the supranational level and now is the responsibility of the European Central Bank; - fiscal policies are still located at the national level but are coordinated supranationally by the Stability and 					

Growth Pact and other procedures of semi-hard coordination;

- national labour market policies are subject to soft coordination and the Open Method of Coordination;
- further procedures, the Integrated Guidelines and the Macroeconomic Dialogue, aim at inter-coordination of economic policies.

Policy coordination at the European level has undergone several changes within the last years, triggered and challenged by severe economic crises which endangered but also pushed European integration. This development is discussed and analysed as follows:

- an introduction to national accounting, indicators and the use of Eurostat databases is given to enable the students to perform a comparison of the growth models and performances in the euro area;
- against this background of stylised facts a sequence of three crises is analysed in order to demonstrate the capacities of the member states and the union to deal with challenges of European integration: first, the process of financialisation is sketched to shed light on the financial market crisis of 2008; this crisis led to a severe economic crisis in Europe which was countered by the stabilisation policies of the states; for the euro area it holds that this crisis again transformed into another one, the European debt crisis which is characterised by a rise in public but also private debt. The causes and the sequencing as well as the policy responses are explained and identified.

Teaching methods

Lectures, accompanied by exercises, intensive use of databases, group discussions, and cases studies

Entry requirements

It is recommended to attend the module "Economics" before taking this course

Types of assessment

Graded examination

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Open to students of other study programs

Weight towards final grade

Person in charge of module

Prof. Dr. Torsten Niechoj

Additional information

Reading:

Dyson, K. (2009): Fifty Years of Economic and Monetary Union. A Hard and Thorny Journey. In: Phinnemore, D. / Warleigh-Lack, A. (eds.): Reflections on European Integration. 50 Years of the Treaty of Rome. Basingstoke: Palgrave Macmillan. 143-171.

Hein, E. / Niechoj, T. / Schulten, T. / Truger, A. (eds.) (2005): Macroeconomic Policy Coordination in Europe. Brussels: ETUI.

Wallace, H. / Wallace, W. / Pollack, M. A. (eds.) (2005): Policy-Making in the European Union. Oxford: Oxford University Press.

Linsenmann, I. / Meyer, C. O. / Wessels, W. T. (eds.) (2007): Economic Government of the EU. A Balance Sheet of New Modes of Policy Coordination. Basingstoke: Palgrave Macmillan.

Niechoj, T. / van Treeck, T. (2011): Policy Responses to the Euro Debt Crisis. Can They Overcome the Imbalances That Caused the Crisis? In: Intervention. European Journal of Economics and Economic Policies, 8(2). 245–266.

IBSS_W.07 Consumer Psychology (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.10	150 h	5 CP	4 th /5 th semester	Winter Semester	1 semester
Courses Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size 25 students
Learning outcomes / Competences and qualifications profile Students understand the role of psychology in marketing management and consumer research. They have an overview about basic psychological concepts and research methods of consumer psychology. They are able to apply key methods on their own. They can gain insights into consumption behavior on the basis of their own qualitative psychological consumer study.					
Content Psychological concepts in marketing management <ul style="list-style-type: none">- Decision Making- Perception- Learning & Memory- Motivation- The Self- Values- Attitudes Methods & techniques of qualitative-psychological consumer research: <ul style="list-style-type: none">- Narrative Interview & In-Depth Interview- Focus Group- Projective and associative techniques- Semiotics					
Teaching methods Seminar form: Seminaristic lecture Teaching concept: Research-oriented teaching & learning					
Entry requirements: Students have passed the course ‚IBSS Marketing‘ successfully					
Types of assessment Projekt Work					

Requirements for the award of credit points

5 CP

Use of module (in other study programs)

None

Weight towards final grade

3,2%

Person in charge of module

Prof. Dr. Heun

Additional information

Reading:

Flick, U. (2013). The SAGE Handbook of Qualitative Data Analysis. London: Sage.

Solomon, M.R. (2013): Consumer Behaviour. Buying, Having, and Being. Essex: Pearson.

Thomas, G. (2013). How to do your Research Project. London: Sage.

IBSS_W.08 Corporate Social Responsibility (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.08	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are getting an idea of ethical perspectives in history and today. They are establishing competences to evaluate critically ethical conflicts on current problems in the economy. Students are realizing possible conflicting goals between markets and the environment. To develop a critical argument by weighing alternatives is the objective of the class.</p> <p>The course aims to give students knowledge and basic understanding of the most relevant Theories and Ideas of ethics and CSR. The course will enable the students to develop an understanding for the different approaches and current problems of Ethics</p>					
Content					
<ul style="list-style-type: none"> - Ethics, Morality and Law - From Classical Perspectives towards Virtue Ethics in the 21st Century - Applied Ethics: Human Behaviour and Morals - Neo-classical theory and the Standard Economic Model – Market economy between Efficiency and Reality - Sustainability – Globalization and Ecology - Consequences of Globalization - Corporate Social Responsibility: Development of CSR in theory and practice - Corporate Social Responsibility in your Company - Corporate Social Responsibility and Whistleblowing - Corporate Social Responsibility or Compliance – more than Marketing? - Privacy and Security 					
Teaching methods					
Lectures accompanied by exercises including the analyses of classical and modern writings as well as case studies are solved and discussed.					
Entry requirements					
It is recommended to attend the module „Business ethics“ before taking this course, but exceptions are allowed.					

<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p> <p>Open to students of other study programs</p>
<p>Weight towards final grade</p> <p>3,2%</p>
<p>Person in charge of module</p> <p>Prof. Dr. Klaus Hegemann</p>
<p>Additional information</p> <p>Reading:</p> <p>Blowfield, Michael/ Murray, Alan: Corporate Responsibility. A Critical Introduction, Oxford 2008.</p> <p>Boylan, Michael (Hg.): Business Ethics, 2. Aufl., Wiley: West Sussex 2014.</p> <p>Czington, Claudia/ Neckel, Sighard: Finanzakteure in gesellschaftlicher Verantwortung? Befunde zur Berufsmoral im Banken- und Finanzwesen, in: Westend, Neue Zeitschrift für Sozialforschung 01/ 2015, S. 71 – 84.</p> <p>Friedman, Milton: Capitalism and Freedom, University of Chicago Press, 1962. Fernando, A. C.: Corporate Governance. Principles, Policies and Practices, 3rd ed., New Delhi 2009.</p> <p>Habisch, André/ Jonker, Jan/ Wegner, Martina/ Schmidpeter, René (Eds.): Corporate Social Responsibility Across Europe, Berlin & Heidelberg 2005.</p> <p>Höffe, Ottfried (Hg.): Lesebuch zur Ethik. Philosophische Texte von der Antike bis zur Gegenwart, 5. Aufl., München 2012.</p> <p>Ludwig, Ralf: Kant für Anfänger, Die Kritik der reinen Vernunft, dtv, München, 9. Aufl. 2004.</p> <p>Lütge, Christoph: Wirtschaftsethik ohne Illusionen: Ordnungspolitische Reflexionen, Mohr Siebeck, Tübingen, 2012.</p> <p>Sher, George (ed.): Ethics: Essential Readings in Moral Theory, New York 2012.</p> <p>Thaler, Richard: <u>The Winner's Curse: Paradoxes and Anomalies of Economic Life</u>, Princeton Univ Pr, 1994</p>

IBSS_W.09 Business Ethics (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.07	150 h	5 CP	4 th semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students are getting a profound idea of ethical perspectives in history and today. They are establishing competences to evaluate critically ethical conflicts on current problems in the economy and society. Students are realizing possible conflicting goals between markets and the environment. To develop a critical argument by weighing alternatives is the objective of the class.</p> <p>The course aims to give students knowledge and profound understanding of the most relevant Theories and Ideas of ethics. The course will enable the students to develop an understanding for the different approaches and current problems of Ethics. Students are enhancing competencies to debate and to question critically different perspectives.</p>					
Content					
<ul style="list-style-type: none"> - Ethics, Morality and Law - From Classical Perspectives towards Virtue Ethics in the 21st Century - Applied Ethics: Human Behaviour and Morals - Neo-classical theory and the Standard Economic Model – Market economy between Efficiency and Reality - Responsibility: State, Church, Non-profit-organizations - Globalization and its consequences - Sustainability – Globalization and Ecology - Corporate Social Responsibility: Development of CSR in theory and practice - Ethics in politics - Ethics and media - Privacy and Security 					
Teaching methods					
Lectures accompanied by exercises including the analyses of classical and modern writings as well as case studies are solved and discussed.					

<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p> <p>Open to students of other study programs</p>
<p>Weight towards final grade</p> <p>3,2 %</p>
<p>Person in charge of module</p> <p>Prof. Dr. Klaus Hegemann</p>
<p>Additional information</p> <p>Reading:</p> <p>Blowfield, Michael/ Murray, Alan: Corporate Responsibility. A Critical Introduction, Oxford 2008. Boylan, Michael (Hg.): Business Ethics, 2. Aufl., Wiley: West Sussex 2014. Friedman, Milton: Capitalism and Freedom, University of Chicago Press, 1962. Fernando, A. C.: Corporate Governance. Principles, Policies and Practices, 3rd ed., New Delhi 2009. Höffe, Ottfried (Hg.): Lesebuch zur Ethik. Philosophische Texte von der Antike bis zur Gegenwart, 5. Aufl., München 2012. Ludwig, Ralf: Kant für Anfänger, Die Kritik der reinen Vernunft, dtv, München, 9. Aufl. 2004. Lütge, Christoph: Wirtschaftsethik ohne Illusionen: Ordnungspolitische Reflexionen, Mohr Siebeck, Tübingen, 2012. Sher, George (ed.): Ethics: Essential Readings in Moral Theory, New York 2012. Thaler, Richard: <u>The Winner's Curse: Paradoxes and Anomalies of Economic Life</u>, Princeton Univ Pr, 1994</p>

IBSS_W.10 Innovation Management (Specialization Module)

Code	Workload	Credits	Level of module	Frequency of offer	Duration
IBSS_W.09	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercises 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Having completed this course students have a sound knowledge of the economic role of innovation and the innovation process. They can give an overview on the development of innovation theory, including fundamental theories like those of Adam Smith, John Ruskin, and Joseph Schumpeter. They know about the different characteristics and economic impacts of product-related as well as process-related innovations. Furthermore, students know about the organisational constraints with regard to creativity and invention, are familiar with network effects towards innovativeness, understand the division of labor as one nucleus for innovation, and get behind the meaning of entrepreneurship with regard to the innovation process.</p> <p>Transferring those economic fundamentals into industrial practice, students receive an understanding of state-of-the-art techniques for managing the innovation process in a company, and are enabled to apply them. Concepts include the stage-gate-approach, portfolio technique, design thinking, TRIZ, intellectual property protection strategies, real options approach, crowd funding, and open innovation.</p>					
Content					
I. Innovation Economics					
<ul style="list-style-type: none"> • Introduction of key economists for innovation theory • Schumpeter's theory of creative destruction • Invention vs. technology vs. innovation • Product- vs. process-related innovation • Fostering creativity and invention • Effects of networks, clusters and the division of labor • Entrepreneurship theory 					
II. Innovation Management					
<ul style="list-style-type: none"> • Establishing and measuring innovativeness in a firm • The management concepts of divergence and convergence • Front Loading, Design Thinking & TRIZ • Methods for innovation controlling <ul style="list-style-type: none"> ○ Portfolio approach ○ Stage-gate-process ○ Real options approach • Open innovation and crowd funding • Intellectual property protection 					

Teaching methods

Lectures, accompanied by exercises in which quantitative and qualitative problems as well as case studies are solved and discussed.

Entry requirements

It is recommended to attend the module „Production“ before taking this course, but exceptions are allowed.

Types of assessment

Graded examination

Requirements for the award of credit points

Passed examination

Use of module (in other study programs)

Open to students of other study programs

Weight towards final grade

3,2%

Person in charge of module

Prof. Dr.-Ing. Christoph Haag

Additional information

Reading:

Swann, G.M.P.: The Economics of Innovation, Cheltenham: Edward Elgar, 2009.

Dodgsons, M.; Gann, D.M.: The Oxford Handbook of Innovation Management, Oxford: OUP, 2013.

Davila, T.; Epstein, M.; Shelton, R.: Making Innovation Work: How to Manage It, Measure It, and Profit from It. Pearson, 2012.

Dokumentenhistorie

Hinweis zur Versionen.

- Jede Änderung führt zu einer neuen Version. Sobald Module ausgetauscht werden, Inhaltlich neu ausgerichtet werden oder sich der Name des Moduls ändert, wird die Version um 1 erhöht. Alle kleinen Änderungen führen um eine Erhöhung rechts vom Komma.
- Die Modulnummer ist mit dem Modulname verknüpft. Sollte ein Modul wegfallen, so kann die Modulnummer nicht erneut vergeben werden.

Version	Datum	Verantw.	Bemerkung
1.0			Version für die Akkreditierung
1.1	4.10.2013	TN	Koch replaced by Ruhwedel as person in charge of modules
1.2	19.01.2015	AR	Title changed (Degree Programme)
1.3	22.01.2015	TN	Changes in the module description of Economics and International Economic Development; persons in charge (re-)allocated
1.4	23.01.2015	FR	Changes in the module description of Accounting, Controlling, Corporate and Investment Finance, Advanced Finance and Accounting
1.5	06.03.2015	TN	Corrected values for 'weight towards final grade'; revised version of curriculum inserted
1.6	30.04.2015	FR	Changes in the module description of "Bachelor Workshop III – Advanced Seminar"
1.7	10.03.2016	FR	Update of reading suggestions in various modules
1.8	31.08.2016	KH	IBSS_3.06: Update in content and person in charge, IBSS_4.02: Update in reading suggestions and person in charge
2.0	08.12.2016	FR	Four modules added (IBSS_W.07 – IBSS_W.10)