

Course Handbook International Business Administration

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Deputy Head of Studies	Prof. Dr. Matthias Gröhl
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Deputy Chairman of Examination	Prof. Dr. Hellen Gross

International Business Administration - mandatory courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Accounting	BIBW-210	2	4V	5	Prof. Dr. Mana Mojadadr
Accounting Techniques	BIBW-112	1	2VU	2,5	Prof. Dr. Günter Pochmann
Bachelor Thesis	BIBW-630	6	-	12	Prof. Dr. Petra Garnjost
Business Law	BIBW-220	2	4VU	5	Prof. Dr. Holger Buck
Colloquium	BIBW-640	6	2C	3	Prof. Dr. Stefanie Jensen
Cost Accounting	BIBW-310	3	4VU	5	Prof. Dr. Michael Zell

Data and Business Process Management	BIBW-330	3	4VU	5	Prof. Dr. Stefan Selle
Foreign Trade and Payments	BIBW-610	6	4V	5	Prof. Dr. Leonhard Firlus
Fundamentals of Law	BIBW-130	1	4VU	5	Prof. Dr. Holger Buck
Human Resource Management and Organization	BIBW-150	1	4SU	5	Prof. Dr. Markku Klingelhöfer
Intercultural Competence	BIBW-410	4	4SU	5	Prof. Dr. Stefanie Jensen
Introduction to Business Administration	BIBW-111	1	2VF	2,5	Prof. Dr. Petra Garnjost
Investment and Financing	BIBW-320	3	4VU	5	Prof. Dr. Matthias Gröhl
Macroeconomics	BIBW-350	3	4VU	5	Prof. Dr. Leonhard Firlus
Marketing and Market Research	BIBW-240	2	4V	5	Prof. Dr. Stefanie Jensen
Mathematics	BIBW-140	1	4V	5	Prof. Dr. Teresa Melo
Microeconomics	BIBW-120	1	4V	5	Prof. Dr. Markus Münter

Office Management	BIBW-252	2	2VU	2,5	Prof. Dr. Christian Liebig
Operations Management	BIBW-340	3	4VU	5	Prof. Dr. Thomas Korne
Soft Skills	BIBW-251	2	2VU	2,5	Prof. Dr. Petra Garnjost
Statistics	BIBW-230	2	4V	5	Prof. Dr. Teresa Melo
Study Abroad (practical study phase)	BIBW-510	5	-	30	Prof. Dr. Petra Garnjost

(22 modules)

International Business Administration - optional courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Business Information Systems / SAP (compulsory elective module 2)	BIBW-622	6	4VU	5	Prof. Dr. Christian Liebig
Economic Policy (compulsory elective module 2)	BIBW-623	6	4V	5	Prof. Dr. Leonhard Firlus
English 1	BIBW-161	1	2V	2,5	Prof. Dr. Thomas Tinnefeld
English 2	BIBW-261	2	2V	2,5	Prof. Dr. Thomas Tinnefeld
English 3	BIBW-361	3	2V	2,5	Prof. Dr. Thomas Tinnefeld
English 4	BIBW-471	4	2V	2,5	Prof. Dr. Thomas Tinnefeld
French 2	BIBW-271	2	2V	2,5	Prof. Dr. Thomas Tinnefeld
French 3	BIBW-371	3	2V	2,5	Prof. Dr. Thomas Tinnefeld

French 4	BIBW-451	4	2V	2,5	Prof. Dr. Thomas Tinnefeld
French I	BIBW-171	1	2V	2,5	Prof. Dr. Thomas Tinnefeld
International Accounting Seminar (focus module)	BIBW-433	4	4S	5	Prof. Dr. Mana Mojadadr
International Contract and Competition Law (compulsory elective module 2)	BIBW-621	6	4V	5	Prof. Dr. Holger Buck
International Finance (compulsory elective module 1)	BIBW-421	4	4V	5	Prof. Dr. Matthias Gröhl
International Market Research (focus module)	BIBW-441	4	4V	5	Prof. Dr. Tatjana König
International Marketing Instruments (focus module)	BIBW-442	4	4V	5	Prof. Dr. Frank Hälsig
International Marketing Seminar (focus module)	BIBW-443	4	4S	5	Prof. Dr. Tatjana König
Management Accounting und International Financial Reporting (focus module)	BIBW-431	4	4V	5	Prof. Dr. Mana Mojadadr

Spanish 1	BIBW-181	1	2V	2,5	Prof. Dr. Thomas Tinnefeld
Spanish 2	BIBW-281	2	2V	2,5	Prof. Dr. Thomas Tinnefeld
Spanish 3	BIBW-381	3	2V	2,5	Prof. Dr. Thomas Tinnefeld
Spanish 4	BIBW-461	4	2V	2,5	Prof. Dr. Thomas Tinnefeld
Strategic Management (Compulsory elective module 1)	BIBW-422	4	4V	5	Prof. Dr. Malte Beinhauer
Taxation (focus module)	BIBW-432	4	4V	5	Prof. Dr. Christoph Freichel

(23 modules)

International Business Administration - mandatory courses

Accounting

Module name (EN): Accounting
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-210
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English/German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-210 International Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BIBW-210 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.

Recommended as prerequisite for:

BIBW-320 Investment and Financing

BIBW-431 Management Accounting und International Financial Reporting (focus module)

BIBW-432 Taxation (focus module)

BIBW-433 International Accounting Seminar (focus module)

[updated 07.01.2020]

Module coordinator:

Prof. Dr. Mana Mojadadr

Lecturer:

Prof. Dr. Mana Mojadadr

Prof. Dr. Jochen Pilhofer

Prof. Dr. Günter Pochmann

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with and understand the conceptual and legal principles of international and German accounting law (IFRS and HGB);

- be familiar with the main components of annual financial statements and can

analyze and interpret them;

- have mastered the fundamental principles

and basic concepts of recognition, measurement (first

and subsequent measurement) and disclosure and can apply them to problems;

- be able to confidently deal with the theoretical and actual recognizability

- be able to describe the most important national accounting standards for selected accounting topics (e. g. inventories, trade receivables, equity capital, provisions, liabilities, deferred income, earnings report, etc.) and of analyzing their effects on the asset, financial and earnings position of annual financial statements prepared in accordance with international and national accounting standards;

- be familiar with different types of balance sheet policies and discretionary decisions and can apply these to practical questions depending on a management's objectives;

- be able to apply their knowledge to practical questions, e. g. in the form of exercises and case studies.

Annual financial statements

[updated 14.03.2018]

Module content:

- Principles (functions, legal basis, components of national and international financial statements (balance sheet, earnings report, annex and management report)
- Principles of proper accounting and reporting
- Theoretical and actual recognizability
- Recognition and measurement of fixed and current assets
- Determination of the commercial and tax-related acquisition and production costs
- Recognition and measurement of liabilities
- Recognition and measurement of provisions
- Deferred items
- Presentation of equity and the income statement
- Critical appraisal of accounting for cross-standard issues

[updated 14.03.2018]

Teaching methods/Media:

Lecture, case studies
[updated 14.03.2018]

Recommended or required reading:

Baetge, J./Kirsch, H.-J./Thiele, S.: Bilanzen, Düsseldorf, latest edition.
Bieg, H. u. a.: Handbuch der Rechnungslegung nach IFRS. Wiesbaden, latest edition
Bieg, H./ Kußmaul, H.: Externes Rechnungswesen, München, latest edition.
Coenberg, A.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart, latest edition.
Döring, U./Buchholz, R.: Buchhaltung und Jahresabschluss, Berlin 2011
Eisele, W.: Technik des betrieblichen Rechnungswesens, Wiesbaden, latest edition.
Grefe, C.: Kompakt-Training Bilanzen, Ludwigshafen, latest edition.
Kudert, S./Sorg, P.: Rechnungswesen leicht gemacht, Berlin, latest edition 2011
Meyer C.: Bilanzierung nach Handels- und Steuerrecht, Herne/Berlin, latest edition.
Wöhe, G./Kußmaul, H., Grundzüge der Buchführung und Bilanztechnik, München 2010
Wichtige Wirtschaftsgesetze, latest edition, NWB-Verlag.
Wichtige Steuergesetze, latest edition, NWB-Verlag.

[updated 14.03.2018]

Accounting Techniques

Module name (EN): Accounting Techniques
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-112
Hours per semester week / Teaching method: 2VU (2 hours per week)
ECTS credits: 2,5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (60 min.)
Curricular relevance: BIBW-112 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Günter Pochmann

Lecturer:

Prof. Dr. Günter Pochmann

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module students will:

- have mastered the basic concepts of accounting
- understand how the economic reality inside a company and its external relations with procurement, sales and financial markets is reflected in its figures.
- understand how a balance sheet and earnings report are structured and functionally related.

[updated 14.03.2018]

Module content:

- Basic accounting terms
- Account types and business account system
- Mapping transactions in ordinary business activities
- Final work and preparing a final balance sheet

[updated 14.03.2018]

Teaching methods/Media:

Lecture/exercises

[updated 14.03.2018]

Recommended or required reading:

- Bieg, Hartmut: Buchführung. NWB-Verlag. Herne, latest edition
- Wöhe, Günter/ Kußmaul, Heinz: Grundzüge der Buchführung und Bilanztechnik. Vahlen, München, latest edition.

[updated 14.03.2018]

Bachelor Thesis

Module name (EN): Bachelor Thesis
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-630
Hours per semester week / Teaching method: -
ECTS credits: 12
Semester: 6
Mandatory course: yes
Language of instruction: English/French
Assessment: Thesis
Curricular relevance: BIBW-630 International Business Administration, Bachelor, ASPO 01.10.2013, semester 6, mandatory course BIBW-630 International Business Administration, Bachelor, ASPO 01.10.2017, semester 6, mandatory course
Workload: The total student study time for this course is 360 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost

Lecturer: Prof. Dr. Petra Garnjost
[updated 01.10.2017]

Learning outcomes:

After successfully completing this module, students will,

- be able to work independently, according to scientific methods, on a business management issue or problem in a foreign language and within a given period of time,
- in the case of a practical thesis, be able to develop a practical solution for a problem,

- be able to independently research and analyze the technical literature from a selected field, and to critically examine the knowledge gained,
- prepare a written thesis in accordance with scientific standards.

[updated 14.03.2018]

Module content:

The Bachelor thesis, must be completed in a foreign language and is a detailed written thesis on a selected problem from the field of business. The topic of the thesis must refer to relevant, subject-related course content that must be coordinated between the student and his/her supervisor. It can take the form of practical work (in cooperation with a company, a public authority or a research institution) or theoretical work. Students have 12 weeks to write their thesis. While doing so, students will be individually supervised by the professors of the Faculty of Economics and Business Administration. The title of their Bachelors thesis will be determined by the supervising professor, while the ideas of the students or the participating companies and institutions will be taken into account.

[updated 14.03.2018]

Teaching methods/Media:

Written thesis

[updated 14.03.2018]

Recommended or required reading:

Depends on the respective topic

[updated 14.03.2018]

Business Law

Module name (EN): Business Law
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-220
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-220 International Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BIBW-220 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-130 Fundamentals of Law [updated 19.12.2019]
Recommended as prerequisite for: BIBW-432 Taxation (focus module) BIBW-621 International Contract and Competition Law (compulsory elective module 2) [updated 07.01.2020]

Module coordinator:

Prof. Dr. Holger Buck

Lecturer:

Prof. Dr. Holger Buck

[updated 19.12.2019]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the most important types of contracts in commercial law;
in particular sales law
- know commercial and corporate law
- be able to handle the relevant legal texts in English independently
- be familiar and work with English legal terminology
- be able to recognize the relevance of regulations for business practice
- be capable of developing solutions to concrete cases in the areas of sales, commercial and corporate law by classifying the problem,
subsuming the facts under the characteristics of the relevant regulations and
deriving the result from them
- be able to review the results based on general legal value judgements

[updated 09.04.2019]

Module content:

General overview of special contractual obligations, In-depth look at contracts of sale; based on a contract of sale; Defective Performance;

Commercial law: Tasks, functions and structure; Merchant status; Company and business registers; Company; Commercial powers of attorney; Commercial transactions;

Corporate law: Partnerships and corporations together with a brief introduction to European company forms.

[updated 08.04.2019]

Teaching methods/Media:

- Interactive lecture with integrated case studies
- Visualizing slides
- Learning material posted in eLearning management system

[updated 08.04.2019]

Recommended or required reading:

- Brox, H. / Henssler, M. Handelsrecht. München: C. H. Beck, latest edition.
 - Brox, H. / Walker, W. Besonderes Schuldrecht, München: C.H. Beck, latest edition.
 - Gildeggen, R. u. a. Wirtschaftsprivatrecht: Kompaktwissen für Betriebswirte. Berlin; Boston: de Gruyter Oldenbourg, latest edition.
 - Kindler, P. Grundkurs Handels- und Gesellschaftsrecht. München: C. H. Beck, latest edition.
 - Linhart, K. / Fabry, R. Englische Rechtssprache: Ein Studien- und Arbeitsbuch. München: C. H. Beck, latest edition.
 - Robbers, G. An introduction to German law. Baden-Baden: Nomos, latest Edition.
- [updated 09.04.2019]

Colloquium

Module name (EN): Colloquium
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-640
Hours per semester week / Teaching method: 2C (2 hours per week)
ECTS credits: 3
Semester: 6
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation (can be repeated semesterly)
Curricular relevance: BIBW-640 International Business Administration, Bachelor, ASPO 01.10.2013, semester 6, mandatory course BIBW-640 International Business Administration, Bachelor, ASPO 01.10.2017, semester 6, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Stefanie Jensen

Lecturer:

Prof. Dr. Petra Garnjost

Prof. Dr. Frank Hälsig

Prof. Dr. Tatjana König

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will, _

- be able to present the core contents of their thesis in a clear and understandable manner within a given time frame,

- be able to present and, if necessary, link the thematically relevant aspects of theory and, if applicable, practice that are relevant to their thesis,

- be able to present and critically reflect on the experiences they have made during their semester abroad,

- be able to conduct a professional and intercultural discussion with a critical audience.

The goal of the colloquium is to help students prepare for their bachelor thesis in the 6th semester.

[updated 14.03.2018]

Module content:

It will take place in the form of a block seminar. It is the students' task to explain and discuss the topic of their thesis, the scientific and organizational procedures they are taking while writing it and the solutions/approaches to the problems presented in their thesis in front of their fellow students and the supervising professor.

In addition, they will be expected to give an overview of the experiences gained during their semester abroad. In addition to thematic and methodological topics, the colloquium will also deal with the students' intercultural experiences. The exchange of experiences among the students and feedback to the faculty are of particular importance here.

[updated 14.03.2018]

Teaching methods/Media:

Oral presentation, expert discussions

[updated 14.03.2018]

Recommended or required reading:

Depends on the topic of the Bachelor thesis.

[updated 14.03.2018]

Cost Accounting

Module name (EN): Cost Accounting
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-310
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-310 International Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BIBW-310 International Business Administration, Bachelor, ASPO 01.10.2017, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-431 Management Accounting und International Financial Reporting (focus module) BIBW-433 International Accounting Seminar (focus module) [updated 26.02.2018]

Module coordinator:

Prof. Dr. Michael Zell

Lecturer:

Prof. Dr. Michael Zell

[*updated 26.02.2018*]

Learning outcomes:

After successfully completing this module, students will:

- be able to explain the basic concepts of accounting and to distinguish cost accounting from financial accounting,
- be able to follow and describe the basic process flow of cost accounting,

as well as illustrate the connections between each process step of the costs,

- be able to understand and master detailed aspects of determining cost elements, the allocation of costs to cost centers and individual costing and profitability analysis procedures,
- be able to apply their knowledge to practical questions, e. g. in the form of exercises and case studies,
- be familiar with the English cost accounting terms and can understand the differences to Anglo-American management accounting
- Principles and basic concepts of accounting

[*updated 14.03.2018*]

Module content:

- Principles of cost accounting
- Cost element accounting
- Cost center accounting
- Cost object accounting _ Calculation
- Cost object accounting -profit and loss accounting

[*updated 14.03.2018*]

Teaching methods/Media:

Lecture with exercises and case studies

[*updated 14.03.2018*]

Recommended or required reading:

- Coenenberg, A.G.: Kostenrechnung und Kostenanalyse, latest edition.
- Däumler, K.-D., Grabe, J.: Kostenrechnung 1, latest edition.
- Zell, M.: Kosten- und Performance Management, latest edition.
- Horngren, C.T., Foster, G., Dater, S.M.: Cost Accounting _ A Managerial Emphasis, latest edition.
- Weygandt, J.J., Kimmel, P.D., Kieso, D.E.: Managerial Accounting, latest edition.
- Mowen, M.M., Hansen, D.R., Heitger, D.L.: Managerial Accounting, latest edition.

[updated 14.03.2018]

Data and Business Process Management

Module name (EN): Data and Business Process Management
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-330
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-330 International Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BIBW-330 International Business Administration, Bachelor, ASPO 01.10.2017, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-622 Business Information Systems / SAP (compulsory elective module 2) [updated 26.02.2018]

Module coordinator:

Prof. Dr. Stefan Selle

Lecturer: Prof. Dr. Stefan Selle

[updated 01.10.2017]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with and be able to illustrate the principles of data management,
- be able to design, implement and use relational databases,
- be able to apply and describe business process management methods,
- be able to model companies with the support of IT-tools,
- be able to analyze business processes and their weaknesses.

[updated 14.03.2018]

Module content:**I. Data management**

Data (master data, transaction data, inventory data), transactions, OLTP systems, ACID principle, database, data protection, IT security, client/server principle, data modeling, Entity Relationship Model (ERM), relational model, normalization, Structured Query Language (SQL), relational database (tables, keys, relationships, integrity, queries), OLAP, data warehouse, big data.

II. Business Process Management

Processes, business processes, business process management, process orientation, differentiation (process, project, workflow), process map, classifying business processes, PDCA, process key figures, process modeling, enterprise architecture (views, phases), ARIS concept, modeling methods, models (organizational chart, function tree, value chain diagram, event-driven process chain, function assignment diagram), process optimization, business process reengineering, Total Quality Management, lean management, kaizen, Six Sigma, vulnerability assessment

[updated 14.03.2018]

Teaching methods/Media:

Lecture with integrated exercises and case studies: Students will work independently on the PC to solve concrete business management tasks using suitable application software (e. g. ARIS, MS Visio, MS Access, MySQL). E-learning support (e.g. CLIX).

[updated 14.03.2018]

Recommended or required reading:

I. Data management

- Dorschel, J.: Praxishandbuch Big Data, Springer Gabler Fachmedien, Wiesbaden, 2015.
- Fuchs, E.: SQL_Grundlagen und Datenbankdesign, Herdt-Verlag, Bodenheim, 2015.
- Kemper, A.; Eickler, A.: Datenbanksysteme. Eine Einführung, 10. Auflage, De GruyterVerlag, Berlin, 2015.
- Müller, R.M.; Lenz, H.-J.: Business Intelligence, Springer Verlag, Berlin, 2013.
- Schicker, E.: Datenbanken und SQL, 5. Auflage, Springer Vieweg Verlag, Wiesbaden, 2017.
- Steiner, R.: Grundkurs Relationale Datenbanken, 9. Auflage, Springer Vieweg Verlag, Wiesbaden, 2017.
- Swoboda, B.: Access 2016 _Grundlagen für Datenbankentwickler, Herdt-Verlag, Bodenheim, 2016.

II. Business Process Management

- Becker, J., Kugeler, M., Rosemann, M.: Prozessmanagement, 7. Auflage, Springer Gabler Verlag, Berlin, 2012.
- Gadatsch, A.: Geschäftsprozesse analysieren und optimieren, Springer Vieweg Verlag, Wiesbaden, 2015.
- Gadatsch, A.: Grundkurs Geschäftsprozessmanagement, 8. Auflage, Springer Vieweg Verlag, Wiesbaden, 2017.
- Schmelzer, H.J., Sesselmann, W.: Geschäftsprozessmanagement in der Praxis, 8. Auflage, Hanser Verlag, München, 2013.
- Seidlmeier, H.: Prozessmodellierung mit ARIS, 4. Auflage, Springer Vieweg Verlag, Wiesbaden, 2015.

[updated 14.03.2018]

Foreign Trade and Payments

Module name (EN): Foreign Trade and Payments
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-610
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-610 International Business Administration, Bachelor, ASPO 01.10.2013, semester 6, mandatory course BIBW-610 International Business Administration, Bachelor, ASPO 01.10.2017, semester 6, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-120 Microeconomics BIBW-350 Macroeconomics [updated 22.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Leonhard Firlus

Lecturer: Prof. Dr. Leonhard Firlus

[updated 01.10.2017]

Learning outcomes:

After successfully completing this module, students will be able to illustrate the causes and effects of trade

- in a global environment and apply them to current examples.
- They will be able to illustrate the structure of a balance of payments and carry out transactions independently.
- Students will be able to explain how exchange rates are determined and their importance for international competitiveness.
- They will be able to show the possibilities and limits of an expansive demand policy at fixed and floating exchange rates.
- Students will be capable of naming the central institutions of the European Union and their tasks.

[updated 14.03.2018]

Module content:

1. The balance of payments
2. Exchange rates and the foreign exchange market
3. Aggregate demand in an open economy under fixed and floating exchange rates
4. Theory of international trade
5. Trade policy
6. Introduction to the European Union

[updated 14.03.2018]

Teaching methods/Media:

This module consists of a lecture and group work. Students are expected to prepare and present small group projects on selected foreign trade topics.

[updated 14.03.2018]

Recommended or required reading:

- Krugman, Paul / Obstfeld, Maurice: International Economics. Addison-Wesley, Reading Mass., latest edition.
- Maennig, Wolfgang: Außenwirtschaft, Vahlen Verlag, München, latest edition.
- Rose, Klaus und Karlhans Sauernheimer: Theorie der Außenwirtschaft, Vahlen Verlag, München, latest edition.
- Salvatore, Dominick: International Economics. John Wiley & Sons Inc., New York, latest edition.

[updated 14.03.2018]

Fundamentals of Law

Module name (EN): Fundamentals of Law
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-130
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-130 International Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course BIBW-130 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-220 Business Law BIBW-621 International Contract and Competition Law (compulsory elective module 2) [updated 19.12.2019]

Module coordinator:

Prof. Dr. Holger Buck

Lecturer:

Prof. Dr. Holger Buck

Dozenten des Studiengangs

[updated 19.12.2019]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the most important basics of German civil law for international business economists and its integration into the international and European framework
- be able to explain the function and mechanisms of private international law, and will have deepened their knowledge about the law of legal transactions
- be able to apply legal and legislative texts independently, interpret individual provisions and correlate them
- be able to recognize the relevance of regulations for business practice
- be capable of developing proposals for solutions to concrete cases relating to legal transactions and obligations by classifying the problem, subsuming the facts under the characteristics of the relevant provisions and deriving the result from them.
- be able to review the results based on general legal value judgements

[updated 14.03.2018]

Module content:

The legal system, international and European influences, structure of jurisdiction

Legal entities of private law (people, consumers, entrepreneurs, businessmen)

Theory of legal transactions (declaration of intent, general legal transactions, contracts, abstraction principle)

Inclusion and main features of the content control of GTCs

Flaws in legal transactions (nullity due to form or content, contestability)

Agency

Statutory limitation

Introduction to law of obligations

Performance modalities and types of fulfilment

Rescission and revocation rights for consumers

Overview of defective performance and damages

Default in payment

Cession

Participation of third parties in the contractual relationship

[updated 14.03.2018]

Teaching methods/Media:

Lecture based on introductory cases with integrated exercises for solving civil law cases

Board and slides

Learning material from the Internet (charts, diagrams, practice cases)

[*updated 14.03.2018*]

Recommended or required reading:

-Hirsch, Christoph, Der Allgemeiner Teil des BGB, Baden-Baden, Nomos, latest edition

-Hirsch, Christoph, Schuldrecht Allgemeiner Teil, Baden-Baden, Nomos, latest edition

-Klunzinger, Eugen, Einführung in das Bürgerliche Recht, München: Vahlen, latest edition

-Klunzinger, Eugen, Übungen im Privatrecht, München: Vahlen, latest edition

[*updated 14.03.2018*]

Human Resource Management and Organization

Module name (EN): Human Resource Management and Organization
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-150
Hours per semester week / Teaching method: 4SU (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-150 International Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course BIBW-150 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Markku Klingelhöfer

Lecturer:

Prof. Dr. Markku Klingelhöfer

[updated 26.02.2018]

Learning outcomes:

At the end of the module students are able

- to list critical success factors of an effective and professional human resource management.
- to apply various models of management or organizational design according to corporate needs.
- to assess different methods in selecting and developing employees.
- to propose solutions for corporate challenges related to human resource management.
- to show personal and social competencies in presenting complex professional content and leading related group discussions.

[updated 26.11.2019]

Module content:

Subject

- Fundamentals of human resource management
- Methods to select and develop employees
- Critical success factors on leading individuals and teams
- Basics of employer branding
- Challenges in management of compensation and benefits
- Actual trends of modern international human resource management
- Basics of organizational design
- Professional change management

[updated 26.11.2019]

Teaching methods/Media:

Lecture, presentations (by students and external speakers), as well as exercises

This module is offered as a weekly course and / or as a lecture block.

[updated 14.03.2018]

Recommended or required reading:

- Dowling, Peter e.a. / Festing, Marion / Allen, D. Engle Sr.: International Human Resource Management
- Dessler, Gary: Human Resource Management
- Ulrich, Dave e.a.: HR from the Outside In: Six Competencies for the Future of Human Resources.
- Becker, Brian e.a.: The HR Scorecard.

[updated 26.11.2019]

Intercultural Competence

Module name (EN): Intercultural Competence
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-410
Hours per semester week / Teaching method: 4SU (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: BIBW-410 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, mandatory course BIBW-410 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-250 Soft Skills and Office Management [updated 22.02.2018]
Recommended as prerequisite for: BIBW-510 Study Abroad (practical study phase) [updated 26.02.2018]

Module coordinator:

Prof. Dr. Stefanie Jensen

Lecturer:

Prof. Dr. Petra Garnjost
Prof. Dr. Kerstin Heuwinkel
Prof. Dr. Stefanie Jensen
[updated 22.02.2018]

Learning outcomes:

Learning outcomes/skills:

After successfully completing this module, students will, _

- _ be able to explain and apply central concepts of cultural theory,
- _ be able to provide an overview of management styles and dos + don'ts in the day-to-day business of selected national cultures,
- _ be capable of explaining the specifics of selected national cultures with regard to history, national culture, economic situation and touristic highlights,
- _ be able to independently research content on selected national cultures and evaluate it on the basis of specified criteria,
- _ be able to work in a group successfully and independently in a goal-oriented manner and within a specific time limit. This includes the independent distribution of work packages within the group, their individual preparation by the respective group members and a group presentation. This also includes resolving any conflicts that might arise within the group or escalating them to the lecturers.
- _ Students will be able to prepare a written paper in English, taking into account scientific principles, and deliver a presentation in English within a specified timeframe.

[updated 14.03.2018]

Module content:

- _ Knowledge from the field of cultural research, for example by participating in the European Spring Academy in cooperation with the European Academy Otzenhausen.
- _ This interdisciplinary course will make students familiar with the culture, as well as the economic and touristic core data of a country and their influence on management styles and practices in everyday business, based on current topics (partly supplemented by excursions).
- _ Structured discussions and exercises.
- _ Structured project work in a team with a written composition and presentation of the team's results using modern presentation techniques.

[updated 14.03.2018]

Teaching methods/Media:

Lecture with high student participation, discussions, group work, group presentations, written compositions

[updated 14.03.2018]

Recommended or required reading:

Always the latest edition:

- _ Deresky, Global Management, New Jersey
- _ Hofstede/Hofstede/Minkov, Cultures and Organizations, McGrawHill (USA)
- _ Lewis, When Cultures Collide Nicholas Brealey International, (USA)
- _ Rothlauf, Interkulturelles Management, München/Wien
- _ Rodrigues, C.; International Management: A Cultural Approach, Cincinnati (Ohio)
- _ Schneider/Barsoux, Managing Across Cultures, Harlow (UK)

Additional literature on selected national cultures.

[updated 14.03.2018]

Introduction to Business Administration

Module name (EN): Introduction to Business Administration
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-111
Hours per semester week / Teaching method: 2VF (2 hours per week)
ECTS credits: 2,5
Semester: 1
Mandatory course: yes
Language of instruction: English/German
Assessment: Written exam 60 min.
Curricular relevance: BIBW-111 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost

Lecturer:

Prof. Dr. Petra Garnjost

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module students will:

- know and be able to explain basic business administration terms
- be able to describe the external and internal determining factors and results of entrepreneurial activity,
- be able to illustrate and evaluate operational processes
- be able to explain economic decisions
- be able to identify the most important characteristics of the strategic management process
- be able to describe selected models for situation analysis and the development of strategies
- receive an overview of the international aspects of corporate management
- be able to apply these concepts and tools in various sub-areas to simple business examples.

[updated 14.03.2018]

Module content:

Introduction to Business Administration

- Basic concepts and interrelationships in business administration
- Presentation and evaluation of business conditions
- Description and explanation of operational processes
- Operational key figures to measure a company's success
- Principles of corporate management (planning, organization, implementation and control)
- Strategic corporate management and strategy approaches
- Planning, decision making and control of business processes
- Special characteristics of international management

[updated 14.03.2018]

Teaching methods/Media:

Lecture with case study work

[updated 14.03.2018]

Recommended or required reading:

- Thommen, Jean-Paul; Achleitner, Ann-Kristin: Betriebswirtschaftslehre : umfassende Einführung aus managementorientierter Sicht, Wiesbaden
- Wöhe, Günter: Einführung in die Allgemeine Betriebswirtschaftslehre, München
- Bovee, C. L., Thill, J.: Business in Action, Publisher: Prentice Hall
- Ebert, R. J.; Griffin, R. W.: Business Essentials, Publisher: Prentice Hall
- Solomon, M. R., Poatsy, M.A., Martin, K.: Better Business, Publisher: Prentice Hall
- Williams, B.K; Sawyer, S. C.; Berston, S.: Business: A Practical Introduction, Publisher: Prentice Hall

[updated 14.03.2018]

Investment and Financing

Module name (EN): Investment and Financing
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-320
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English/German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-320 International Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BIBW-320 International Business Administration, Bachelor, ASPO 01.10.2017, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-140 Mathematics BIBW-210 Accounting [updated 26.02.2018]

Recommended as prerequisite for:

BIBW-421 International Finance (compulsory elective module 1)

BIBW-431 Management Accounting und International Financial Reporting (focus module)

BIBW-433 International Accounting Seminar (focus module)

[updated 26.02.2018]

Module coordinator:

Prof. Dr. Matthias Gröhl

Lecturer:

Prof. Dr. Matthias Gröhl

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module students will be able to do the following in the field of investment:

- describe the objectives of capital budgeting,
- describe and differentiate between static and dynamic investment calculation methods

- discuss the advantages and disadvantages of investment calculation methods,
- apply the methods of static and dynamic investment calculation procedures to tasks,

- explain the solutions to selected problems in investment accounting,

- calculate the influence of income taxes, the optimum useful life and the optimal investment program.

In the field of financing students will be able to:

- explain the importance of financing in the context of business functions,

- describe and distinguish between debt and internal financing,
- name the financing instruments of self- and debt financing,
- recall and describe the possibilities of equity capital for different legal entities,

- calculate the regular capital increase of a public stock corporation,
- illustrate the instruments of short and long-term external financing with regard to their areas of application,

- create interest and repayment plans,
- Calculate the effective yield according to the mean value method for bonds and trade credits,

- recognize the importance of cash flow for corporate financing,
- understand how financing potential arises from depreciation and provisions,

- describe the capacity-increasing effect,

- understand the meaning and purpose of horizontal capital structure rules and be able to apply the resp. calculation formulas,

- determine long-term and short-term capital requirements,
- create short-term liquidity planning.

[updated 14.03.2018]

Module content:

Investment

Static investment calculation

- Cost comparison calculation
- Profit comparison method
- Profitability calculation
- Comparative amortization calculation

Dynamic investment calculation

- Net present value (NPV) method
- Annuity method
- Internal rate of return (IRR)
- Final asset value method

Selected problems regarding investment decisions

Financing

Debt financing

- Deposit and equity financing
- External financing

Internal financing

- Cash flow financing
- Financing from asset redeployment and equity release

Capital structure and debt policy

- Optimizing the vertical capital structure
- Leverage effect
- Financing rules for the horizontal balance sheet structure

Capital budgeting and financial planning

- Concept and tasks of financial planning
 - Capital budgeting and liquidity planning
- [updated 14.03.2018]

Teaching methods/Media:

Lecture und exercises

[updated 14.03.2018]

Recommended or required reading:

- Becker, H.P.: Investition und Finanzierung, latest edition, Gabler, Wiesbaden.
- Berk, J./DeMarzo, P.: Grundlagen der Finanzwirtschaft : Analyse, Entscheidung und Umsetzung, latest edition, Pearson, München.
- Bieg, H./Kußmaul, H.: Investition, latest edition, Vahlen, München.
- Bieg, H./Kußmaul, H.: Finanzierung, latest edition, Vahlen, München.
- Däumler, K.-D.: Betriebliche Finanzwirtschaft, latest edition, NWB, Herne.
- Däumler, K.-D./Grabe, J.: Grundlagen der Investitions- und Wirtschaftlichkeits-rechnung, latest edition, NWB, Herne.
- Gräfer, H. /Schiller, B. /Rösner, S.: Finanzierung, latest edition, ESV, Berlin.
- Jahrmann, F.-U.: Finanzierung, latest edition, NWB, Herne.
- Perridon, L./Steiner, M./Rathgeber, A.W.: Finanzwirtschaft der Unternehmung, latest edition, Vahlen, München.
- Wöhe, G. / Bilstein, J. / Ernst, D. / Häcker, J.: Grundzüge der Unternehmens-finanzierung, latest edition, Vahlen, München.
- Zantow, R.: Finanzwirtschaft der Unternehmung, latest edition, Pearson, München.

[updated 14.03.2018]

Macroeconomics

Module name (EN): Macroeconomics
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-350
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-350 International Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BIBW-350 International Business Administration, Bachelor, ASPO 01.10.2017, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-120 Microeconomics [updated 14.03.2018]
Recommended as prerequisite for: BIBW-610 Foreign Trade and Payments BIBW-623 Economic Policy (compulsory elective module 2) [updated 22.02.2018]

Module coordinator:

Prof. Dr. Leonhard Firlus

Lecturer:

Prof. Dr. Leonhard Firlus
[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will:

1. know and be able to explain the basic principles of national accounts.
2. be able to explain key macroeconomic variables such as the gross domestic product and place them in a macroeconomic context.
3. be able to explain the components and determinants of macroeconomic supply and demand.
4. be able to explain the price formation on the labor market and classify the determinants of macroeconomic supply;
5. be able to outline the principles of the European Central Bank's monetary policy;
6. be able to explain the interplay between aggregate demand and aggregate supply on the supply and demand side.

[updated 14.03.2018]

Module content:

1. National income accounting
2. The neoclassical macro model
3. Inflation
4. The European Central Bank
5. The Keynesian Theory
6. Price formation in the labor market and aggregate supply
7. The Phillips Curve
8. Medium term macro model with a flexible price level
9. Alternative consumption functions

[updated 14.03.2018]

Teaching methods/Media:

Lecture and exercises
[updated 14.03.2018]

Recommended or required reading:

Blanchard, Olivier/Johnson, David R.: Macroeconomics, Upper Saddle River, latest edition

Brümmerhoff, Dieter: Volkswirtschaftliche Gesamtrechnungen, München/Wien, latest edition.

European Central Bank: The implementation of monetary policy in the euro area, Frankfurt, latest edition.

Felderer, Bernhard/Homburg, Stefan: Macroeconomics and New Macroeconomics, Berlin, latest edition.

Mankiw, Gregory N.: Macroeconomics, London/New York, latest edition.

[updated 14.03.2018]

Marketing and Market Research

Module name (EN): Marketing and Market Research
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-240
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-240 International Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BIBW-240 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-441 International Market Research (focus module) BIBW-442 International Marketing Instruments (focus module) BIBW-443 International Marketing Seminar (focus module) [updated 26.02.2018]

Module coordinator:

Prof. Dr. Stefanie Jensen

Lecturer: Prof. Dr. Stefanie Jensen

[updated 01.10.2017]

Learning outcomes:

After successfully completing this module, students will _

- be able to explain basic marketing concepts and the marketing management process and critically examine marketing activities with regard to the company.
- be able to explain the necessity of intercultural marketing and

identify, explain and reflect upon fundamental orientation patterns of international market cultivation.

- be able to explain basic concepts and models of consumer behaviour research,

describe and exemplify factors influencing purchase decisions and

be able to provide qualified information on the results of consumer behaviour.

- be able to describe the basic idea of market segmentation, approaches and criteria,

as well as implementation examples.

- be able to illustrate the connections between the importance of information in the marketing process and

the essential tasks of market research,

- be able to explain the benefits and types of market research,

- be able to describe essential sampling procedures, methods and instruments of gathering information

- be able to divide up the course of a market research study into different phases

[updated 14.03.2018]

Module content:

- Concept of marketing, market-oriented management and the marketing management process
- Critical assessment of the impact of marketing on society
- International market cultivation orientations, standardisation/differentiation debate
- Principles of consumer behavior
- Market segmentation methods, transnational target groups

- Importance of information in the marketing decision process
- Principles and tasks of market research
- Different forms of market research (primary/secondary, in-house/outsourced, quantitative/qualitative market research)
- Phases and conception of the market research process
- Non-random sampling
- Methods and instruments for gathering information

[updated 14.03.2018]

Teaching methods/Media:

Lecture with group work and case studies

[updated 14.03.2018]

Recommended or required reading:

Kotler, P. et al: Grundlagen des Marketing, München

Meffert, H. et al.: Marketing. Grundlagen marktorientierter Unternehmensführung. Wiesbaden.

Müller, S.; Gelbrich, K.: Interkulturelles Marketing, München

Keegan, W.J.: Green, M.C.: Global marketing, Boston et al.

Kotabe. M.; Helsen, K.: Global marketing management, Hoboken

Mooij, M: Consumer behavior and culture : consequences for global marketing and advertising, Los Angeles

(latest edition)

[updated 14.03.2018]

Mathematics

Module name (EN): Mathematics
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-140
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English/German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-140 International Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course BIBW-140 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-230 Statistics BIBW-320 Investment and Financing [updated 26.02.2018]

Module coordinator:

Prof. Dr. Teresa Melo

Lecturer: Prof. Dr. Teresa Melo

[*updated 01.10.2017*]

Learning outcomes:

After successfully completing this module students will:

- be able to model economic problems in the language of mathematics,
- be able to explain the basic formalities of differential and integral calculus as well as the matrix calculus,
- be able to test fundamental mathematical methods of analysis and linear algebra using examples,

- have mastered basic concepts and calculation methods of financial mathematics with regard to interest, annuity and sinking fund calculations,

- be able to model and solve economic linear programming problems,

- be able to demonstrate the properties and possible applications of mathematical methods and assess their limits,
- be able to economically interpret and implement the results obtained by means of mathematical methods,

- have developed analytical skills by independently solving tasks in the subject area.

Differential calculus:

[*updated 14.03.2018*]

Module content:

- Functions of a variable, differentiation rules
- Application of differential calculus to basic business functions
- Functions with several variables, partial derivatives, extreme values with and without consideration of constraints

Integral calculus

- Root functions, elementary integration rules
- Special integration techniques: integration by parts, substitution
- Specific integral and economic applications of integral calculus

Elements of financial mathematics:

- Interest-rate models
- Annuity calculation
- Sinking fund calculation

Basics of linear algebra:

- Description of business processes using matrices (e. g. production processes)
- Elementary calculations with matrices, matrix multiplication
- Creation of linear systems of equations and solution methods (e. g. Gauss algorithm)

Linear programming:

- Creating models for business problems (e. g. production, logistics, marketing, investment)
- Graphical solution method for solving linear programming models
- Simplex method and economic interpretation of optimal solutions

[updated 14.03.2018]

Teaching methods/Media:

Lecture and discussion in a large group using transparencies (projectors) and the blackboard (theory and example calculations).

The lecture will be supplemented by exercises and tutorials. In order to support independent work, a large number of exercise sheets covering the wide range topics in this module will be provided.

Afterwards, the solutions will be discussed with the students.

Both the lecture notes and the exercise sheets will be available to students in electronic form.

[updated 14.03.2018]

Recommended or required reading:

- Gohout, Operations Research: Einige ausgewählte Gebiete der linearen und nichtlinearen Optimierung_, 4. erw. Auflage, Oldenbourg Verlag, 2009
- Karmann, Mathematik für Wirtschaftswissenschaftler, 6. Auflage, Oldenbourg Verlag, München/Wien, 2008
- Luderer, Einstieg in die Wirtschaftsmathematik, 8. überarb. u. erw. Auflage, Vieweg+ Teubner, Wiesbaden, 2011
- Salomon/Poguntke, Wirtschaftsmathematik, 2. Auflage, Fortis Verlag, Köln, 2003
- Sydsaeter/Hammond, Mathematik für Wirtschaftswissenschaftler: Basiswissen mit Praxisbezug, 3. Auflage, Pearson Studium, München, 2008
- Tietze, Einführung in die angewandte Wirtschaftsmathematik, 15. Auflage, Vieweg, Wiesbaden, 2010
- Tietze, Einführung in die Finanzmathematik - Klassische Verfahren und neuere Entwicklungen: Effektivzins- und Renditeberechnung, Investitionsrechnung, Derivative Finanzinstrumente, 10. aktualisierte Auflage, Vieweg+Teubner, Wiesbaden, 2010
- Werners, Grundlagen des Operations Research mit Aufgaben und Lösungen, 2. Auflage, Springer, Berlin/Heidelberg, 2008
- Zimmermann: Operations Research: Methoden und Modelle für Wirtschaftsingenieure, Betriebswirte, Informatiker, 2. Auflage, Vieweg, Wiesbaden, 2008
- English literature:
- Hillier, Lieberman: Introduction to Operations Research, 9th edition, McGraw Hill Higher Education, 2010
- Simon, Blume: Mathematics for Economists, W.W. Norton Company, New York, London, 1994
- Sydsæter, Hammond: Essential Mathematics for Economic Analysis; 3rd edition, Prentice Hall, 2008
- Sydsæter, Hammond, Seierstad, Strøm: Further Mathematics for Economic Analysis, 2nd edition, Prentice Hall, 2008
- Winston: Operations Research: Applications and Algorithms, 4th edition, Duxbury Press 2004
- [updated 14.03.2018]

Microeconomics

Module name (EN): Microeconomics
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-120
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-120 International Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course BIBW-120 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-350 Macroeconomics BIBW-610 Foreign Trade and Payments BIBW-623 Economic Policy (compulsory elective module 2) [updated 14.03.2018]

Module coordinator:

Prof. Dr. Markus Münter

Lecturer:

Prof. Dr. Markus Münter

[*updated 26.02.2018*]

Learning outcomes:

After successfully completing this module, students will have acquired knowledge about microeconomic considerations and models which can be used to:

- explain consumer and business behaviour and the decisions of consumers and businesses in markets
- analyze and develop business strategies in different market structures
- work on case studies on consumer behavior and business strategies.

[Key learning objectives. Students will:

- _ understand how to apply basic microeconomic principles and concepts
- _ understand and explain consumer behavior and decision making
- _ understand and explain company behavior and how managers make decisions
- _ be able to explain and analyze company strategies and their relation to different types of market structures, as well as develop their own strategies]

[*updated 14.03.2018*]

Module content:

- Consumer behavior and demand decisions
- Decisions with regard to risk and from a behavioral perspective
- Companies, competition and market structure
- Company size and production decisions
- Costs, restructuring and M&A
- Perfect competition and the monopoly as a framework for competition policy
- Pricing strategies with market power
- Strategic decisions with the game theory
- Strategic competition in the oligopoly

[Structure and content:

A) How do consumers behave?

- Consumer behavior and demand
- Uncertainty, risk and behavioral economics

B) How do companies and managers make decisions?

- Theory of the company, market structure and competition
- Company size and production decisions
- Costs, restructuring and M&A

C) How do companies compete?

- Perfect competition and the monopoly as a framework for competition policy
- Pricing with market power
- Strategic decision-making with the game theory
- Strategic competition in an oligopoly]

[updated 14.03.2018]

Teaching methods/Media:

Lecture, exercises, case studies, workshop.

[updated 14.03.2018]

Recommended or required reading:

- Pindyck, R. and Rubinfeld, D., Microeconomics, latest edition, Pearson, New Jersey.
- Besanko, D. and Braeutigam, R., Microeconomics, latest edition, Wiley, New Jersey.
- Frank, R. and Cartwright, E., Microeconomics and behaviour, latest edition, McGraw Hill, Maidenhead.

[updated 14.03.2018]

Office Management

Module name (EN): Office Management
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-252
Hours per semester week / Teaching method: 2VU (2 hours per week)
ECTS credits: 2,5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment:
Curricular relevance: BIBW-252 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christian Liebig

Lecturer:

Prof. Dr. Christian Liebig

[updated 21.02.2018]

Learning outcomes:

After successfully completing this module, students will be able to:

- use the most important techniques in spreadsheet calculation,
- program simple macros in Excel,
- differentiate between when to use spreadsheet calculations and when to use other applications (e.g. databases),
- use a word processor efficiently
- use a presentation program to create a presentation.

[updated 14.03.2018]

Module content:**I. Spreadsheets**

- Introduction and overview
- Formulas, functions, date and time
- Diagrams, processing techniques
- Consolidation and pivot analysis
- Automating with macros: recorder, editor, dialogs

II. Word processing

- Business letters
- Structuring and formatting large documents
- Tables and graphics
- Quotes and footnotes
- Indices

III. Presentation Program

- Creating and giving a presentation
- Formatting and layout
- Graphics and other objects
- Creating and reusing templates

[updated 14.03.2018]

Teaching methods/Media:

Lecture integrated with independent work on the PC, i. e. the direct solution of concrete, business management tasks using MS Excel, Word and PowerPoint.

[updated 14.03.2018]

Recommended or required reading:

Bossert, T.: PowerPoint für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, latest edition.

Von Braunschweig, C., Spieß, S., Stulle, K.: Word für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, latest edition.

Wies, P.: Excel für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, latest edition.

Wies, P.: Excel für Windows _ Fortgeschrittene Techniken, Herdt-Verlag, latest edition.

[*updated 14.03.2018*]

Operations Management

Module name (EN): Operations Management
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-340
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English/German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-340 International Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BIBW-340 International Business Administration, Bachelor, ASPO 01.10.2017, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Korne

Lecturer:

Prof. Dr. Thomas Korne

[updated 26.02.2018]

Learning outcomes:

After successfully completing this course, students will be able to use their knowledge about the theoretical foundations of operations management and the practical experience gained by working on cases studies to do the following:

- Explain the significance of vertical integration decisions, as well as list the advantages and disadvantages of outsourcing,
- Describe the criteria and procedures necessary for supplier evaluation,
- Apply basic methods for the qualitative and quantitative selection of production and distribution locations,
production and distribution locations
- Specify goals in the design of production and storage systems,
- Evaluate alternative possibilities for the design of production and storage systems,
- Describe the basic methods of quality management for these systems and processes,

- List the advantages and disadvantages of different modes of transportation,

- Explain and quantify the connection between delivery services and logistic costs based on examples,
- Explain the way alternative inventory policies work and discuss their respective advantages and disadvantages,

- Describe methods for sales planning and apply a procedure for time series forecasting,

- Explain each step within the framework of hierarchical production program planning,

- Draw up a production program based on a sales plan and given capacities,

- Calculate material requirements based on a production program, a parts list and a work plan,

- Explain the consequences of the economic lot size decisions,

- Describe the possibilities of production control,
- Explain the task of vehicle routing and possible approaches to this problem,
- Identify macroeconomic trends and their impact on production, logistics and procurement.

1.

[updated 14.03.2018]

Module content:

Introduction

2. Strategic tasks in production, logistics and procurement
 - 2.1. Market and production strategy
 - 2.2. Making decisions on vertical integration and outsourcing
 - 2.3. Managing supplier relationships
 - 2.4. Location planning
3. Tactical tasks in production, logistics and procurement
 - 3.1. The principles of process design
 - 3.2. Production system design
 - 3.3. The design of warehouse and order picking systems
 - 3.4. Quality management
 - 3.5. Selecting a mode of transport and delivery frequencies
 - 3.6. Inventory policies
4. Operational production, logistics and procurement management
 - 4.1. Sales planning and forecasts
 - 4.2. Hierarchical planning concept: PPS/MRP II
 - 4.3. Production program planning
 - 4.4. Material requirements planning
 - 4.5. Lot size planning
 - 4.6. Production control
 - 4.7. Shipping and packaging
 - 4.8. Vehicle routing
5. Trends in production, logistics and procurement

[updated 14.03.2018]

Teaching methods/Media:

Lecture, instructive discourse, mathematical exercises, case studies, group work

[updated 14.03.2018]

Recommended or required reading:

- Chopra, S., Meindl, P. (2016): Supply Chain Management _ Strategy, Planning, and Operation, 6th edition, Pearson Education Limited UK (English)
- Jacobs, F. R., Chase, R. B. (2014): Operations and Supply Chain Management, 14th Global Edition, McGraw-Hill, Berkshire/UK (English)
- Johnson, G. et al (2016): Strategisches Management: eine Einführung, 10. Auflage, Pearson Verlag, Hallbergmoos (German)
- Johnson, G. et al (2011): Exploring Strategy: Text & Cases, 9th edition, Prentice Hall, Harlow/UK (English)
- Kiener, S. et al. (2009): Produktionsmanagement. 9. Auflage. München u.a. (German)
- Koether, R. (2011): Taschenbuch der Logistik, 4.Auflage, Hanser Verlag, München
- Krajewski, L.J., Malhotra M.K., Ritzman, L.P. (2015): Operations Management, 11th International edition, Pearson Educational Limited, Harlow/UK (English)
- Pfohl, H.C. (2010): Logistiksysteme _ Betriebswirtschaftliche Grundlagen, 8. Auflage, Springer Verlag, Berlin (German, available in digital form)
- Rushton, A., Croucher, P., Baker, P. (2012): The handbook of logistics & distribution management, 4th edition, Kogan Page, London/UK (English)
- Thonemann, U. (2010): Operations Management, 2.Auflage, Pearson, München
- van Weele, A. J. (2010): Purchasing and Supply Chain Management, 5th edition, Cengage Learning, Andover/UK (English)
- Tempelmeier, H., Günther, H.O., (2014): Produktion und Logistik: Supply Chain Management und Operations Management, 11. Auflage, Books on demand, Norderstedt, additional exercise book available (German)

[updated 14.03.2018]

Soft Skills

Module name (EN): Soft Skills
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-251
Hours per semester week / Teaching method: 2VU (2 hours per week)
ECTS credits: 2,5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written composition with presentation
Curricular relevance: BIBW-251 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module students will be able to:

- work on their studies independently and acquire new knowledge on their own
- speak freely and confidently in front of a group
- name the principles of convincing argumentation and apply them in concrete discussions and lectures
- name and apply the criteria of a successful presentation, e. g. with PowerPoint

[updated 14.03.2018]

Module content:

Module content:

- Speaking freely
- Speaking convincingly
- Training speech techniques
- Confident body language
- Convincing argumentation skills
- Reducing stage fright
- Modern presentation techniques

[updated 14.03.2018]

Teaching methods/Media:

Partner and group work, exercises and role playing, use of camera and video technology.

[updated 14.03.2018]

Recommended or required reading:

Hartmann, M., Funk, R. und Nietmann, H.: Präsentieren, latest edition, Verlag Beltz

Lemmermann, H. Praxisbuch Rhetorik, latest edition, mgv Verlag

Molcho, S., Alles über Körpersprache, latest edition, Mosaik Verlag

Thiele, A., Argumentieren unter Stress, latest edition, dtv

Vogt, G., Erfolgreiche Rhetorik, latest edition, Oldenbourg-Verlag

[updated 14.03.2018]

Statistics

Module name (EN): Statistics
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-230
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English/German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-230 International Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BIBW-230 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-140 Mathematics [updated 01.10.2017]
Recommended as prerequisite for: BIBW-441 International Market Research (focus module) [updated 01.10.2017]

Module coordinator:

Prof. Dr. Teresa Melo

Lecturer: Prof. Dr. Teresa Melo

[updated 01.10.2017]

Learning outcomes:

After successfully completing this module students will:

- describe basic economic concepts of descriptive statistics for univariate and bivariate data analysis,
- Apply concepts for the graphical presentation of empirical data,
- select suitable methods for statistical data analysis and independently to clearly defined research subjects,
- identify correlations and dependencies between statistical features,
- describe and model random phenomena using concepts from the probability theory,
- describe basic methods from the probability theory

- and apply them to exemplary economic situations,
- apply the most important discrete and continuous probability distributions (e. g. binomial and normal distributions),
- explain basic procedures of inferential statistics such as the principle of point and interval estimators and the testing of hypotheses,
- solve business practice problems with the help of adequate statistical methods and interpret the results obtained,
- understand possible applications in other fields of business studies and their practice,

- know the limits of the statistical methodology used and discuss them critically.

[updated 14.03.2018]

Module content:

Descriptive statistics:

- Classification of features
- Frequency tables for classified and nonclassified data
- Graphical representation of univariate data sets
- Description of univariate datasets using measures of central tendency, dispersion and concentration
- Bivariate data analysis: graphical representation of data sets and investigation of the correlation of statistical variables (contingency, correlation, rank correlation)
- Linear regression

Probability calculation:

- Probability terms: Laplace distribution, statistical probability, Kolmogorov's probability theory
- Elementary calculation rules, total probability theorem, Bayesian theorem
- Discrete and continuous random variables
- Special distribution models (e.g. binomial and normal distribution)

Inferential statistics:

- Properties and construction of estimators
- Estimation of parameters (point and interval estimation)
- Formulation of statistical hypotheses
- Test procedure for expected values, proportional values and variances

[updated 14.03.2018]

Teaching methods/Media:

Lecture and discussion in a large group using transparencies (projectors) and the blackboard (theory and example calculations).

The lecture will be supplemented by exercises and tutorials. In order to support independent work, a large number of exercise sheets covering the wide range topics in this module will be provided.

Afterwards, the solutions will be discussed with the students.

Both the lecture notes and the exercise sheets will be available to students in electronic form.

[updated 14.03.2018]

Recommended or required reading:

- Bamberg, Baur, Krapp: Statistik, 14. korr. Auflage, Oldenbourg, 2008
- Bamberg, Baur, Krapp: Statistik - Arbeitsbuch, 8. überarb. Auflage, Oldenbourg, München, 2008
- Caputo, Fahrmeir, Künstler, Lang, Pigeot-Kübler, Tutz: Arbeitsbuch Statistik, 5. Auflage, Springer, Berlin, 2009
- Fahrmeir, Künstler, Pigeot, Tutz: Statistik: Der Weg zur Datenanalyse, 6. überarbeitete Auflage, Springer-Verlag, Berlin, Heidelberg, 2007
- Mosler, Schmid: Beschreibende Statistik und Wirtschaftsstatistik, 3. Auflage, Springer-Verlag, Berlin, Heidelberg, 2006
- Mosler, Schmid: Wahrscheinlichkeitsrechnung und schließende Statistik, 2. Auflage, Springer-Verlag, Berlin, Heidelberg, 2006
- Schira: Statistische Methoden der VWL und BWL: Theorie und Praxis, 3., aktualisierte Auflage, Pearson Studium, 2009
- Schwarze: Grundlagen der Statistik, Band 1, 11. vollständig über. Auflage, Reihe: NWB Studium Betriebswirtschaft, nwb Verlag, 2009
- Schwarze: Grundlagen der Statistik, Band 2: Wahrscheinlichkeitsrechnung und induktive Statistik, 9. vollständig über. Auflage, Reihe: NWB Studium Betriebswirtschaft, nwb Verlag, 2009
- Toutenburg, Heumann: Arbeitsbuch zur deskriptiven und induktiven Statistik, 2. Auflage, Springer, 2009
- Toutenburg, Heumann: Descriptive statistics: Eine Einführung in Methoden und Anwendungen mit R und SPSS, 6. Auflage, Springer-Verlag, Berlin, Heidelberg, 2008
- Toutenburg, Heumann: Induktive Statistik: Eine Einführung mit R und SPSS, 4. überarb. und erw. Auflage, Springer-Verlag, Berlin, Heidelberg, 2008
- English literature:
- Aczel: Complete Business Statistics, McGraw Hill, 2006
- Bowerman, O'Connell, Murphree: Business Statistics in Practice, 6th edition, McGraw-Hill/Irvin, 2011
- Dretzke: Statistics with Microsoft Excel, 4th edition, Pearson, 2009
- Field: Discovering Statistics using SPSS, 3rd edition, SAGE Publications, 2009
- Sweeney, Williams, Anderson: Fundamentals of Business Statistics, 6th edition, Cengage Learning Emea, 2011

[updated 14.03.2018]

Study Abroad (practical study phase)

Module name (EN): Study Abroad (practical study phase)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-510
Hours per semester week / Teaching method: -
ECTS credits: 30
Semester: 5
Mandatory course: yes
Language of instruction: English/French
Assessment: Proof of achievement from the foreign university, study report, if applicable qualified certificate of practical experience
Curricular relevance: BIBW-510 International Business Administration, Bachelor, ASPO 01.10.2013, semester 5, mandatory course BIBW-510 International Business Administration, Bachelor, ASPO 01.10.2017, semester 5, mandatory course
Workload: The total student study time for this course is 900 hours.
Recommended prerequisites (modules): BIBW-410 Intercultural Competence [updated 26.02.2018]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost

Lecturer: Prof. Dr. Petra Garnjost
[updated 01.10.2017]

Learning outcomes:

A period of study abroad is an integrated part of the course of study that is coordinated with the content of the course of study and supervised. After successfully completing this module, students will be able to, _

- successfully participate in courses in connection with the subject International Business Administration at a foreign university and acquire 30 ECTS,
- depending on the partner university's offer, students will have acquired at least 10 ECTS credits in courses that are thematically assigned to their focus area chosen in the fourth semester.

- find their way independently in a linguistically and culturally unfamiliar environment and master everyday life and study,

- communicate successfully in the foreign language in the courses held there and to cooperate successfully with students from the host country.

Alternatively, 10 of the remaining 20 ECTS can be acquired through an internship of at least 10 weeks.

In this case, students should be able to,

- apply the knowledge they acquired during their studies to concrete problems and tasks in the company,
- work independently on the tasks assigned to them in practice,
- work in a team and communicate with the people involved in the company in a targeted manner.

[updated 14.03.2018]

Module content:

A period of study abroad is an integrated part of the course of study that is coordinated with the content of the course of study and supervised. Usually, students study abroad at a foreign university that the HTW has a cooperation agreement with. Students should choose courses at the foreign university closely related to the focus areas they selected in the 4th semester and the subject of International Business Administration.

During the period of study abroad 30 ECTS of the foreign European higher education institution or a corresponding equivalent of the non-European higher education institution must be acquired. The selection of courses to be taken abroad must be set down in writing in a learning agreement with the foreign representative in cooperation with the course management and the examination board before starting students begin their study abroad.

The recognition of the ECTS/equivalent of the non-European higher education institution acquired abroad is based on the transcript of records, bulletin de notes or a corresponding document).

Alternatively, 10 of the 30 ECTS credits to be achieved abroad can be acquired through an internship abroad during a period of at least 10 weeks. As a rule, this internship must be carried out in a company or other professional institution. During their internship, students should carry out tasks in the company that correspond to the job description of a business administration graduate and, if possible, also correspond to the contents of their major field of study. Upon request, the examination board can approve an interruption of the internship for good cause. A continuous period of 10 weeks can be dispensed with if students participate in a cooperative study program.

Students must sign a study contract with the company at the beginning of their practical phase. Before concluding the contract, the office responsible for internships/practical study phase must approve the internship.

Students must prepare a study report on their activities during the practical study phase. This must be submitted to the office responsible for internships/practical study phase no later than 4 weeks after completion of the practical study phase.

[updated 14.03.2018]

Teaching methods/Media:

Study at a foreign university, including the teaching methods used there in the selected modules
Practical work; study report on practical work

[updated 14.03.2018]

Recommended or required reading:

Literature used at the foreign university

[updated 14.03.2018]

International Business Administration - optional courses

Business Information Systems / SAP (compulsory elective module 2)

Module name (EN): Business Information Systems / SAP (compulsory elective module 2)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-622
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-622 International Business Administration, Bachelor, ASPO 01.10.2013, semester 6, optional course BIBW-622 International Business Administration, Bachelor, ASPO 01.10.2017, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

BIBW-250 Soft Skills and Office Management
BIBW-330 Data and Business Process Management
[updated 26.02.2018]

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Christian Liebig

Lecturer:

Prof. Dr. Christian Liebig
Dr. Ulrike Sträßer
[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will be able to:

- describe the basics of handling business processes with ERP systems and demonstrate the data-technical connections,
- carry out business processes with SAP ERP,
- describe knowledge management systems (technologies, processes and methods),
- install a Wiki for company use,
- describe the principles of e-business,
- create web applications with a CMS resp. HTML, CSS, JavaScript or PHP

[updated 14.03.2018]

Module content:**1) Enterprise Resource Planning with SAP**

Principles of ERP systems. Purchasing, sales and production business processes. Implementation of the processes based on an example.

2 a) Knowledge management systems and new media

Basic concepts, knowledge cycle, processes and methods of knowledge management, content management systems, document management systems, groupware, workflow management systems, Internet search technologies, business intelligence, Web 2.0, wikis, blogs, social networks.

2 b) E-business and Internet applications

Architecture of web applications, basic e-business concepts, web page design using HTML and CSS, programming possibilities with JavaScript or PHP.

[updated 14.03.2018]

Teaching methods/Media:

Lecture with PC work. Business management-oriented tasks and case studies will be implemented directly with the help of special software (e. g. SAP ERP, Media Wiki, CMS Joomla). E-learning will also be used as a learning tool.

[updated 14.03.2018]

Recommended or required reading:

1) Enterprise Resource Planning with SAP ERP

- Frick, Gadatsch, Schäffer-Külz: Grundkurs SAP ERP, Vieweg, Wiesbaden, latest edition.
- Hesseler, Görtz: Basiswissen ERP-Systeme, W3L Herdecke-Witten, latest edition.

2 a) Knowledge management systems and new media

- Probst, G., Raub, S., Romhardt, K.: Wissen managen. Wie Unternehmen ihre wertvollste Ressource optimal nutzen, Gabler Verlag, Wiesbaden, latest edition.
- Kilian, D., Krismer, R., Loreck, S., Sagmeister, A.: Wissensmanagement _ Werkzeuge für Praktiker., Linde Verlag, Wien, latest edition.

2 b) E-business and Internet applications

- Franke F., Ippen, J.: Apps mit HTML5 und CSS3, Galileo Computing, latest edition.
- Kollmann, T.: E-Business. Grundlagen elektronischer Geschäftsprozesse in der Net Economy, Gabler Verlag, Wiesbaden, latest edition.
- Münz, S., Clemens Gull: HTML 5 Handbuch, Franzis Verlag, Poing, latest edition.
- Müller, P.: Webseiten Gestalten mit CSS, Markt + Technik, München, latest edition.
- Münz, S., Nefzger, W.: JavaScript Referenz, Franzis Verlag, Poing, latest edition.
- Kannengiesser, C., Kannengiesser, M.: PHP5 / MySQL5, Franzis Verlag, Poing, latest edition.

[updated 14.03.2018]

Economic Policy (compulsory elective module 2)

Module name (EN): Economic Policy (compulsory elective module 2)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-623
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-623 International Business Administration, Bachelor, ASPO 01.10.2013, semester 6, optional course BIBW-623 International Business Administration, Bachelor, ASPO 01.10.2017, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-120 Microeconomics BIBW-350 Macroeconomics [updated 22.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Leonhard Firlus

Lecturer: Prof. Dr. Leonhard Firlus

[*updated 01.10.2017*]

Learning outcomes:

After successfully completing this module, students will be able to: analyze economic strategies and instruments and apply them to selected fields of economic policy action.

- They will be able to systematically describe the institutional, instrumental and social framework conditions in economic policy approaches.

- They will be able to critically reflect on different problem-solving approaches and instruments and reach decisions.

1.

[*updated 14.03.2018*]

Module content:

Principles of economic policy

2. Market and government

3. Fiscal policy

4. Growth policy

5. Economic policy

6. Competition policy

7. Employment and social policy

[*updated 14.03.2018*]

Teaching methods/Media:

This module combines a lecture with discussions. Students will be encouraged to carry out critical discussions about current economic policy topics, based on selected documents.

[*updated 14.03.2018*]

Recommended or required reading:

Ahrns, H.-J. / Feser, H.-D.. Wirtschaftspolitik. München: Oldenbourg, latest edition.

Baßeler, U. et al.. Grundlagen und Probleme der Volkswirtschaft. Stuttgart: Schäffer-Poeschel, latest edition.

Brümmerhoff, D. / Büttner, T.. Finanzwissenschaft. München: Oldenbourg, latest edition.

Fredebeul-Krein, M. et al.. Grundlagen der Wirtschaftspolitik. Stuttgart: UTB, latest edition.

Fritsch, M.. Marktversagen und Wirtschaftspolitik. München: Vahlen, latest edition.

Klump, R.. Wirtschaftspolitik. München: Pearson Studium, latest edition.

Mussel, G. / Pätzold, J.. Grundfragen der Wirtschaftspolitik. München: Vahlen, latest edition.

Schmidt, I. / Haucap, J.. Wettbewerbspolitik und Kartellrecht. München: Oldenbourg, latest edition.

Zimmermann, H. et al.. Finanzwissenschaft. München: Vahlen, latest edition.

[*updated 14.03.2018*]

English 1

Module name (EN): English 1
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-161
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 1
Mandatory course: no
Language of instruction: English
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-161 International Business Administration, Bachelor, ASPO 01.10.2013, semester 1, optional course BIBW-161 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-261 English 2 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will have: strengthened and developed the four essential language skills at the B2.1 level of the Common European Framework of Reference for Languages (CEFR)

- developed their communicative language competence (taking into account linguistic, sociolinguistic and pragmatic components)
- improved their communicative language skills (text reception, text production, interaction, language teaching)
- be able to use their foreign language skills independently
- acquired basic and subject-related knowledge of the technical economics and business administration language
- acquired basic knowledge about the target language countries
- increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension: (general and specialized texts)
 - Understand the content of technically and linguistically complex texts in standard language; Following current news reports in text form, expert discussions, subject-oriented communication.
 - Exercises to strengthen writing and speaking skills: Dialogic/monologic speech; role playing and simulations relevant to the profession (statements, arguments, discussions, comments); Composing detailed texts on technical topics using various sources, introduction to business correspondence; giving a presentation followed by discussion.
 - Introduction to the use of a technical vocabulary
 - Repetition of basic and specific (speaker-dependent) grammatical structures with exercises
 - Improve and expand the standard vocabulary
 - Acquire strategies to improve and guarantee comprehension
- (Learning aids such as dictionaries, the Internet and grammar books)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media, computer-based interactivity

Partner work, group work and role playing

Presentations by the lecturer and the participants/students

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Authentic print media

Listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[updated 14.03.2018]

English 2

Module name (EN): English 2
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-261
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 2
Mandatory course: no
Language of instruction: English
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-261 International Business Administration, Bachelor, ASPO 01.10.2013, semester 2, optional course BIBW-261 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-161 English 1 [updated 27.02.2018]
Recommended as prerequisite for: BIBW-361 English 3 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have further strengthened and developed the four essential language skills at the B2.1 level of the Common European Framework of Reference for Languages (CEFR)

- have advanced their communicative language competence
- have advanced their communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have advanced their basic and subject-related knowledge of technical business administration terms/language
- have improved their ability to compose texts on technical topics using various sources
- have acquired advanced knowledge about the target language countries
- have further increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension (predominantly specialized texts): Understand the content of technically and linguistically complex texts in standard language; reception of complex expert discussions and subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Advanced skills in the use of a technical vocabulary;
- Expand the general and technical vocabulary
- Advanced strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[updated 14.03.2018]

English 3

Module name (EN): English 3
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-361
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 3
Mandatory course: no
Language of instruction: English
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-361 International Business Administration, Bachelor, ASPO 01.10.2013, semester 3, optional course BIBW-361 International Business Administration, Bachelor, ASPO 01.10.2017, semester 3, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-261 English 2 [updated 27.02.2018]
Recommended as prerequisite for: BIBW-471 English 4 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have strengthened and developed the four essential language skills at the B2.2 level of the Common European Framework of Reference for Languages (CEFR)

- have further improved their communicative language competence and expanded their language activities
- have further advanced their ability to use their foreign language skills independently
- have further advanced their basic and subject-related knowledge of technical business administration terms/language
- have acquired more basic knowledge about the target language countries
- increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension (predominantly specialized texts): Understand the content of technically and linguistically complex texts in standard language; follow current news in written form, expert discussions, subject-oriented communication
- Exercises to strengthen writing and speaking skills: Dialogic/monologic speech; role playing and simulations relevant to the profession (linguistic means of communication in negotiations); The composition of detailed texts on technical topics using various sources.

Presentation with subsequent discussion

- Continued improvement and expansion of the technical vocabulary
- Repetition of specific (speaker-dependent) grammatical structures with exercises

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media, computer-based interactivity

Partner work, group work and role playing

Presentations by the lecturer and the students

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[updated 14.03.2018]

English 4

Module name (EN): English 4
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-471
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-471 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-471 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-361 English 3 [updated 27.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have further strengthened and developed the four essential language skills at the B2.2 level of the Common European Framework of Reference for Languages (CEFR), independent language use

- have perfected their communicative language competence and language activities
- have further advanced their basic and subject-related knowledge of technical business administration terms/language
- have acquired more knowledge about the target language countries
- have further increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension (predominantly specialized texts): Understand the content of technically and linguistically complex texts in standard language; follow current news in written form, expert discussions, subject-oriented communication
- Exercises to strengthen writing and speaking skills: Dialogic/monologic speech, job-related role playing and simulations (technical-language communication tools in product presentations), the composition of detailed texts on technical topics using various sources, composing business-related business correspondence on specific topics, presentation with subsequent discussion
- Use of a technical vocabulary in special subject areas
- Improvement and expansion of standard vocabulary

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media,
computer-based interactivity

Partner work, group work and role playing

Presentations by the lecturer

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[*updated 14.03.2018*]

French 2

Module name (EN): French 2
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-271
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 2
Mandatory course: no
Language of instruction: French
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-271 International Business Administration, Bachelor, ASPO 01.10.2013, semester 2, optional course BIBW-271 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-171 French I [updated 27.02.2018]
Recommended as prerequisite for: BIBW-371 French 3 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[*updated 26.02.2018*]

Learning outcomes:

After successfully completing this module, students will: have further strengthened and developed the four essential language skills at the B1.1 level of the Common European Framework of Reference for Languages (CEFR)

- have improved their communicative language competence
- have advanced their communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have advanced their basic and subject-related knowledge of technical business administration terms/language
- have improved their ability to compose texts on technical topics using various sources
- have acquired additional knowledge about the target language countries
- have further increased their awareness with regard to intercultural content and experiences

[*updated 14.03.2018*]

Module content:

- Exercises for listening and reading comprehension including more subject-related texts; comprehension of fairly detailed statements in moderately difficult texts in standard language; reception, to some extent, of expert discussions and subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Expansion of a general and subject-oriented vocabulary and advanced skills for its use
- Continued acquisition of strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[*updated 14.03.2018*]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[*updated 14.03.2018*]

Recommended or required reading:

Teaching materials:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[updated 14.03.2018]

French 3

Module name (EN): French 3
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-371
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 3
Mandatory course: no
Language of instruction: French
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-371 International Business Administration, Bachelor, ASPO 01.10.2013, semester 3, optional course BIBW-371 International Business Administration, Bachelor, ASPO 01.10.2017, semester 3, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-271 French 2 [updated 27.02.2018]
Recommended as prerequisite for: BIBW-451 French 4 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have strengthened and developed the four essential language skills at the B1.2 level of the Common European Framework of Reference for Languages (CEFR)

- have advanced and further developed their communicative language competence
- have further advanced their communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have advanced their subject-related knowledge of technical business administration terms/language
- have further improved their ability to compose texts on technical topics using various sources
- have acquired more advanced knowledge about the target language countries
- have further increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension using predominantly subject-related texts; comprehension of detailed statements in moderately difficult texts in standard language; reception of moderately difficult expert discussions and subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Continued expansion of a general and subject-oriented vocabulary and advanced skills for its use
- Continued acquisition of strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Teaching materials:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[*updated 14.03.2018*]

French 4

Module name (EN): French 4
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-451
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 4
Mandatory course: no
Language of instruction: French
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-451 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-451 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-371 French 3 [updated 27.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have further strengthened and developed the four essential language skills at the B1.2 level of the Common European Framework of Reference for Languages (CEFR)

- have advanced their communicative language competence
- have advanced their communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have further advanced their subject-related knowledge of technical business administration terms/language
- have further improved their ability to compose relatively detailed texts on technical topics using various sources
- have acquired advanced knowledge about the target language countries
- have further increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension using predominantly subject-related texts; comprehension of detailed statements in moderately difficult texts in standard language; active reception of moderately difficult expert discussions and subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Continued expansion of both a general and a subject-oriented vocabulary and the ability to use them
- Advanced acquisition of strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Teaching materials:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[updated 14.03.2018]

French I

Module name (EN): French I
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-171
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 1
Mandatory course: no
Language of instruction: French
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-171 International Business Administration, Bachelor, ASPO 01.10.2013, semester 1, optional course BIBW-171 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-271 French 2 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have strengthened and developed the four essential language skills at the B1.1 level of the Common European Framework of Reference for Languages (CEFR)

- have improved their communicative language competence
- have acquired the communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have acquired basic, subject-related knowledge of the technical business administration language
- be able to compose texts on technical topics using various sources
- have acquired basic knowledge about the target language countries
- increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension: (general and specialized texts); understand the content of technically and linguistically complex texts in standard language; reception of expert discussions and, to some extent, subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Introduction to the use of a technical vocabulary
- Repetition of basic and technical grammatical structures with exercises
- Expand the general and technical vocabulary
- Acquire strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Teaching materials:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[updated 14.03.2018]

International Accounting Seminar (focus module)

Module name (EN): International Accounting Seminar (focus module)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-433
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English/German
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: BIBW-433 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-433 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-210 Accounting BIBW-250 Soft Skills and Office Management BIBW-310 Cost Accounting BIBW-320 Investment and Financing [updated 26.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Mana Mojadadr

Lecturer:

Prof. Dr. Matthias Gröhl
Prof. Dr. Mana Mojadadr
[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will have acquired knowledge about the basic criteria of scientific work.

They will be able to write a scientific paper on a given topic.

Students will be able to present their theses in a presentation.

[updated 14.03.2018]

Module content:

- Principles of scientific work
- Fundamentals of composing a term paper
- Definition of a topic in international accounting
- Independent scientific elaboration using scientific work techniques, in particular literature research and citation
- Presentation and discussion of and about a selected topic from the field of international accounting.

[updated 14.03.2018]

Teaching methods/Media:

- Professional and systematic advice on preparing the term paper
- Presentation of the resp. topic followed by group discussion

[updated 14.03.2018]

Recommended or required reading:

- specialist literature depending on the topic
- Ebster, C./Stalzer, L.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. Wien, latest edition.
- Theisen, Manuel R.: Wissenschaftliches Arbeiten. Technik, Methodik, Form. München, latest edition.

[updated 14.03.2018]

International Contract and Competition Law (compulsory elective module 2)

Module name (EN): International Contract and Competition Law (compulsory elective module 2)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-621
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: English/French
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-621 International Business Administration, Bachelor, ASPO 01.10.2013, semester 6, mandatory course BIBW-621 International Business Administration, Bachelor, ASPO 01.10.2017, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-130 Fundamentals of Law BIBW-220 Business Law [updated 19.12.2019]

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Holger Buck

Lecturer:
Prof. Dr. Holger Buck
Prof. Dr. Sybille Neumann
[updated 19.12.2019]

Learning outcomes:

International contract law:

After successfully completing this module, students will be able to:

- interpret the international and national legal frameworks and regulations that are important for the transnationally active business community
- interpret the regulations in international competition law
- know English and French legal terminology
- explain the function and mechanisms of private international law, the harmonization of laws at the international and European level, as well as international jurisdiction
- apply legal and legislative texts independently, interpret individual provisions and relate them to each other.
- understand the relevance of regulations for business practice
- develop proposals for solutions to concrete cases and contracts based on international commercial law by classifying the problem, subsuming the facts under the characteristics of the relevant provisions and deriving the result from this.
- review the results based on general legal value judgement

International competition law:

After successfully completing this module, students will be able to:

- interpret the framework conditions and regulations of competition law and industrial property rights that are important for the cross-border economy
Patent and proprietary rights
- explain the function and mechanisms of international agreements on industrial property rights, conflict of laws and the approximation and harmonization of laws at the international and European level
- apply legal and legislative texts independently, interpret individual provisions and relate them to each other.
- understand the relevance of regulations for business practice
- develop proposals for solutions to concrete cases and contracts based on international competition law by classifying the problem, subsuming the facts under the characteristics of the relevant provisions and deriving the result from them.
- review the results based on general legal value judgement

[updated 14.03.2018]

Module content:**A. International contract law (in English or French)**

- Inhomogeneity, legal sources, legal nature and elements of private international law
- The UN Convention on Contracts for the International Sale of Goods (CISG)
- Private international law (collision law), in particular the Rome I Regulation
- Judicial enforcement of claims (EuGVVO and simplified procedures), as well as dispute avoidance and dispute resolution
- Negotiating international contracts

B. International competition law (in English)

- Elements and functions of international competition law
- International agreements on industrial property rights
- The world's first supranational industrial property rights: European Union trade mark and Gemeinschaftsgeschmacksmuster and community design (EU law)
- International registration/international protection of trademarks and designs
- Private international law (collision law), in particular the Rome II Regulation
[updated 14.03.2018]

Teaching methods/Media:

Lecture, group work, exercises based on selected cases and contracts
[updated 14.03.2018]

Recommended or required reading:

International contract law:

Clavel, S., Droit international privé, Dalloz, Paris, latest edition

Gildeggen, R./Willburger, A., Internationale Handelsgeschäfte, Vahlen, München, latest edition

Gutmann, D., Droit international privé, Dalloz, Paris, latest edition

Laborde, J.-P., Droit international privé, Dalloz, Paris, latest edition

Mo, J., International Commercial Law, LexisNexis, Chatswood, latest edition

Rauscher, Th., Internationales Privatrecht, C.F. Müller, Heidelberg, latest edition

Schlechtriem, P. / Butler, P., UN Law on International Sales, Springer, Berlin, latest edition

Schlechtriem, P. / Witz, C., Convention de Vienne, Daloz, Paris, latest edition

International competition law:

Annand, R.: Blackstone's Guide to the Community Trade Mark, Oxford University Press, Oxford, latest edition

Cook, T.: EU Intellectual Property Law, Oxford University Press, Oxford, latest edition

Gerardin, D et al.: EU Competition Law and Economics, Oxford University Press, Oxford, latest edition

Huber, P. (ed.): Rome II Regulation, Sellier, Berlin, 2011

Jones, A. & Sufrin, B.: EU Competition Law, Oxford University Press, Oxford, latest edition

Maier, P. & Schlötelborg M.: Manual on the European Community Design, Heymanns, Köln et al., latest edition

Popp, E.: Trademark Protection in Germany and Europe, in: Wendler, M. et al. (eds.), Key Aspects of German Business Law, Springer, Berlin, 2006, p. 377ff.

Yu, P.: International Intellectual Property Law and Policy, Carolina Academic Press, Durham, latest edition

[updated 14.03.2018]

International Finance (compulsory elective module 1)

Module name (EN): International Finance (compulsory elective module 1)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-421
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English/German
Assessment: Written exam (90 minutes)
Curricular relevance: BIBW-421 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-421 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-320 Investment and Financing [updated 26.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Matthias Gröhl

Lecturer:

Prof. Dr. Matthias Gröhl

Prof. Dr. Mana Mojadadr

[updated 26.02.2018]

Learning outcomes:

After successfully completing this course, students will have gained initial insight into the life cycle of a company and will be able to reflect upon the financial challenges of each phase. In doing so, they will be able to identify possible stakeholder contributions to the financing of the company.

Participants will be able to:

- describe the correlation between return, risk and benefit, as well as the criteria for making capital structure decisions

- determine the origin and areas of application of equity, debt and mezzanine capital,

- describe the tasks of financial management and explain the financial decision criteria using examples,
- identify ethic problems in corporate financing,

- systematically represent the transactions customary in financial markets,
- understand the role and functions of financial intermediaries,
- identify factors that influence the financial markets and identify necessary regulatory rules

Participants will learn about the prerequisites for and difficulties of setting up a business and be able to describe the financing components that are common in this phase. In addition, they will also be capable of assessing all the elements of a credit negotiation, calculating a company's debt limit and illustrating the construction and application of a credit rating.

Students will have detailed knowledge about the construction and application areas of the financing instruments mainly used in the growth phase.

They will also be able to explain the functions of the capital markets.

Students will be able to explain the functions of foreign trade financing, describe the payment terms with regard to the procedure and benefits for the participants, as well as their integration into foreign trade financing.

Finally, participants should be able to clearly illustrate the typical emergence of company crisis. In doing so, they should be able to develop solutions to the crisis and check their practical feasibility.

The lecture will enable participants to critically assess different approaches to business valuation along each lifecycle phase or maturity level of potential companies. Students will also learn to independently derive and compare company values based on concrete examples.

[updated 14.03.2018]

Module content:

- _ Financing theory
- _ Functional mechanisms of the financial markets
- _ Finance-oriented corporate management
- _ Company valuation and financing in different company life cycle phases (foundation, growth, maturity and crisis)

[updated 14.03.2018]

Teaching methods/Media:

Lecture, exercises, case studies

[updated 14.03.2018]

Recommended or required reading:

Backhaus, K./Werthschulte, H. (Hrsg.) Projektfinanzierung, latest edition, Schäffer-Poeschel Verlag, Stuttgart.

Bieg, H./Kußmaul, H.: Finanzierung, latest edition, Verlag Franz Vahlen, München.

Bieg, H./Kußmaul, H.: Investitions- und Finanzierungsmanagement, Band III:

Finanzwirtschaftliche Entscheidungen, Verlag Franz Vahlen, München 2000.

Brealy, R. A./Myers, S. C.: Principles of Corporate Finance, latest edition, Verlag McGraw-Hill, Boston.

Bundesverband Deutscher Leasing-Unternehmen e.V. (Hrsg.): Abwicklung des Leasing-Vertrages, in: Kleines Leasing-Lexikon, www.bdl-leasing-verband.de, Berlin.

Dortsch, J. W./Jung, K.-H./Köller, R.: Auslandsgeschäfte _ Banktechnik und Finanzierung, latest edition, Verlag Schäffer-Poeschel, Stuttgart.

Falter, M.: Die Praxis des Kreditgeschäfts, latest edition, Deutscher Sparkassen Verlag, Stuttgart.

Häberle, S. G.: Handbuch der Außenhandelsfinanzierung, latest Edition, München.

Dahmen, A./Jacobi, P./Rossbach, P.: Corporate Banking, latest edition, Bankakademie-Verlag, Frankfurt a. M.

Perridon, L./Steiner, M./Rathgeber, A.W.: Finanzwirtschaft der Unternehmung, latest edition, Vahlen-Verlag, München.

Portisch, W.: Finanzierung im Unternehmenslebenszyklus, München 2008.

Prätsch, J./Schikorra, U./Ludwig, E.: Finanzmanagement, latest edition, Hanser Verlag, München, 2013.

Rösler, P./Mackenthun, T./Pohl, R.: Handbuch Kreditgeschäft, latest edition, Gabler-Verlag, Wiesbaden.

Ross, S. A./Westerfield, R. W./Jordan, B.D.: Fundamentals of Corporate Finance, latest edition, Verlag McGraw-Hill, Boston.

[updated 14.03.2018]

International Market Research (focus module)

Module name (EN): International Market Research (focus module)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-441
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: German
Assessment: Project or written exam (Exam: 90 minutes / can be repeated annually)
Curricular relevance: BIBW-441 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-441 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-230 Statistics BIBW-240 Marketing and Market Research [updated 01.10.2017]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Tatjana König

Lecturer: Prof. Dr. Tatjana König

[updated 01.10.2017]

Learning outcomes:

After successfully completing this module, students will have expanded their methodological and analytical skills. They will be able to apply the basic principles and operational steps of market research. This includes for example, the critical examination of the applicability of instruments for obtaining information in concrete practical cases. Students will be capable of explaining the relevance of equivalence conditions in international market research and describe the conditions.

They will be able to participate in the design of a market research instrument, to analyze and evaluate data and to present and critically discuss their results. They will know how to handle data confidentially and understand the ethical principles of market research. Students will learn to work with standard analysis software.

[updated 14.03.2018]

Module content:

- Intensify knowledge on questions and methods pertaining to qualitative and quantitative market research
- Types of equivalence in international market research
- Questionnaire design (scale types, scale levels etc.)
- Practical application of the process steps in a market research study
- Special features of transnational market research (country-specific response behaviour, comparability of questions, scales etc.)
- SPSS training (data preparation: coding, decoding, data control; Evaluations: Frequency distributions, mean values, t-test, ANOVA (single factor)
- Presentation, as well as critical discussions

[updated 14.03.2018]

Teaching methods/Media:

Lecture with case studies and exercises or project (realization of a market research project with international relevance)

[updated 14.03.2018]

Recommended or required reading:

- _ Bauer, E. (2009), Internationale Marketingforschung: Informationsgewinnung für das internationale Marketing, 4. Auflage, München
 - _ Berekoven, L., Eckert, W., Ellenrieder, P. (aktuellste Auflage), Marktforschung _ Methodische Grundlagen und praktische Anwendung, Wiesbaden.
 - _ Berndt, R., Fantapie Altobelli, C., Sander, M. (2010), Internationales Marketing-Management, 4. Auflage, Heidelberg u.a.
 - _ Herrmann, A., Homburg, Ch., Klarmann, M. (aktuellste Auflage), Marktforschung, Wiesbaden.
 - _ Homburg, Ch., Krohmer, H. (aktuellste Auflage), Marketingmanagement: Strategie, Instrumente, Umsetzung, Unternehmensführung, Wiesbaden
- [*updated 14.03.2018*]

International Marketing Instruments (focus module)

Module name (EN): International Marketing Instruments (focus module)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-442
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BIBW-442 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-442 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-240 Marketing and Market Research [updated 21.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Frank Hälsig

Lecturer:

Prof. Dr. Frank Hälsig

[*updated 21.02.2018*]

Learning outcomes:

After successfully completing this module students will:

- know and be able to explain the principle, theoretical approaches and determinants of international marketing
 - know the decision fields of international marketing and be able to apply them to companies from different industries.
 - be able systematically analyze, critically evaluate and apply different options of market engagement and forms of activity in foreign markets.

 - be familiar with the essential features of international marketing and be able to develop appropriate options for companies taking into account the company's respective international marketing strategy.

 - be able to analyze, critically evaluate and apply the basic options for standardisation and differentiation of the international marketing mix.

 - understand the relevance of the coordination perspective and reflect upon the extent of feedback effects between country markets.

 - Theoretical principles and perspectives of international marketing
- [*updated 14.03.2018*]

Module content:

- Determinants of international marketing
 - Basic decision-making variables in international marketing: market selection, market entry, timing and standardized or adapted marketing activities.
 - Decision-making options in the field of marketing instruments against the background of international market segmentation
 - Decisions regarding the product or program range in international market cultivation (especially the degree of standardization against the background of the differentiation from culture-free vs. culture-bound products)
 - Design and coordination of communication tools in the context of intercultural characteristics
 - Special features of international sales and distribution policy: transnational distribution systems, global account management, interculturally varying incentive effects, consideration of different international distribution channels and structures
 - Challenges of international price and condition management: pricing information and decisions, as well as pricing and price maintenance, the consideration of of different discount and condition structures, international price differentiation, the problem of corruption
- [updated 14.03.2018]

Teaching methods/Media:

Lecture with exercises and case studies.

[updated 14.03.2018]

Recommended or required reading:

- _ Berndt, R., Fantapie Altobelli, C., Sander, M. (aktuellste Auflage), Internationales Marketing-Management, Heidelberg
u.a.
- _ De Mooji, M. (aktuellste Aufl.), Global Marketing and Advertising: Understanding Cultural Paradoxes, Thousand Oaks,
CA
- _ Guenzi, P., Geiger, S. (ed.), Sales Management: A Multinational Perspective, Basingtoke UK,
u.a., (latest edition)
- _ Hollensen, S. (latest edition), Global Marketing: A Decision-Oriented Approach, Harlow,
England
- _ Kotabe, M., Helson, K. (latest edition), Global Marketing Management, international student
edition, Hoboken, N.J.
- _ Morschett, D., Schramm-Klein, H., Zentes, J. (latest edition): Strategic International
Management: Text and
Cases, Wiesbaden
- _ Morschett, D., Schramm-Klein, H., Zentes, J. (latest edition): Strategic Retail: Text and Cases,
Wiesbaden
- _ Müller, S., Gelbrich, K. (latest edition), Interkulturelles Marketing, München
- _ Nalge, T. T., Hogan, J.E. (latest edition), The Strategy and Tactics of Pricing, Upper Saddle
River, N.J.
- _ Zentes, J., Swoboda, B., Schramm-Klein, H. (latest edition), Internationales Marketing,
München

[updated 14.03.2018]

International Marketing Seminar (focus module)

Module name (EN): International Marketing Seminar (focus module)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-443
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: BIBW-443 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-443 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-240 Marketing and Market Research BIBW-250 Soft Skills and Office Management [updated 26.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Tatjana König

Lecturer:

Prof. Dr. Tatjana König

[*updated 26.02.2018*]

Learning outcomes:

After successfully completing this module, students will:

- be able to independently understand and analyze specialist literature on a selected topic,
- be able to assess the value of different sources (online, in books or journals),

- be capable of summarizing a problem from the field of international marketing

- in the form of a well-structured term paper,
- discuss the problem critically and create suggestions for its solution,
- be able to demonstrate their knowledge in the form of a presentation or lecture,
- be able to conduct a discussion of the results they presented

- in English and deal constructively with critical comments and suggestions for improvement,
- be able to realistically estimate the time required for literature research and evaluation, as well as how long they will need to actually write their term paper and gear their time and self-management to it.

[*updated 14.03.2018*]

Module content:

- Introduction to working scientifically and writing a term paper
- Independent elaboration and presentation of a selected topic within the broader scope of international marketing.
- Application of scientific work techniques, in particular literature research

- and citation (for German and English-speaking sources)
- Formal requirements for creating and giving a presentation

[*updated 14.03.2018*]

Teaching methods/Media:

- Professional and systematic advice on preparing the term paper (Structure, additional literature resp. practical examples)
- Presentation of the resp. topic followed by group discussion

[*updated 14.03.2018*]

Recommended or required reading:

Depends on the topic.

Literature on scientific work

-Ebster, C./Stalzer, L.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. Wien, latest edition.

-Theisen, Manuel R.: Wissenschaftliches Arbeiten. Technik, Methodik, Form. München, latest edition.

[updated 14.03.2018]

Management Accounting und International Financial Reporting (focus module)

Module name (EN): Management Accounting und International Financial Reporting (focus module)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-431
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English/German
Assessment: Written exam (90 minutes / can be repeated annually)
Curricular relevance: BIBW-431 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-431 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-210 Accounting BIBW-310 Cost Accounting BIBW-320 Investment and Financing [updated 26.02.2018]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Mana Mojadadr

Lecturer:

Prof. Dr. Mana Mojadadr

Prof. Dr. Günter Pochmann

Prof. Dr. Michael Zell

[updated 26.02.2018]

Learning outcomes:

Management Accounting:

After successfully completing this module, students will:

- know and master the application possibilities of cost accounting instruments for solving short-term problems,
- be able to assess and analyze the profitability of a company according to different aspects,

- have mastered the main instruments of operative controlling,

especially for planning, control and deviation analysis, and can implement them using computer technology (e. g. in Excel),

- be able to apply their knowledge to practical questions, e. g. in the form of exercises and case studies.

International Financial Reporting:

- Students will have acquired structured knowledge of the basics of the International Financial Reporting Standards (IFRS).
- They will have deepened their specialist knowledge of German accounting standards by comparing them with the IFRS.
- Students will be able to understand and critically interpret a company's practical financial information from economic journals and the company's annual reports.

Management Accounting:

[updated 14.03.2018]

Module content:

- Decision-based costing
- Profitability analysis and contribution costing analysis
- Planning, control and deviation analysis

International Financial Reporting:

- History, supporting organizations and structure of the IFRS
- Objectives and underlying assumptions of the IFRS
- Comparative presentation of significant financial reports:
balance sheet, statement of comprehensive income, cash flow statement, segment reporting
- Accounting and valuation methods in the balance sheet, especially the "fair value" concept
- References to accounting policy options

[updated 14.03.2018]

Teaching methods/Media:

The course combines lectures with exercises and case studies and requires a high degree of student participation.

[updated 14.03.2018]

Recommended or required reading:

- Horngren, C.T., Foster, G., Dater, S.M.: Cost Accounting _ A Managerial Emphasis, latest edition.
- Weygandt, J.J., Kieso, D.E., Kimmel, P.D.: Managerial Accounting, latest edition.
- Hansen, D.R., Mowen, M. M., Heitger, D.,L.: Managerial Accounting, latest edition.
- Zell, Michael: Kosten- und Performance Management, latest edition.
- Bieg, Hartmut u.a: Handbuch der Rechnungslegung nach IFRS. Grundlagen und praktische Anwendung. Wiesbaden (IDW-Verlag), latest edition.
- Coenenberg, Adolf/ Haller, Axel/ Schultze, Wolfgang: Jahresabschluss und Jahresabschluss-analyse. Betriebswirtschaftliche, handelsrechtliche, steuerrechtliche und internationale Grund-sätze - HGB, IFRS, US GAAP. Stuttgart, latest edition.
- Pellens, Bernhard/ Fülber, Rolf/ Gassen, Joachim/ Sellhorn, Thorsten: Internationale Rechnungslegung. IFRS 1 bis 8, IAS 1 bis 41. IFRIC- Interpretationen, Standardentwürfe. Mit Beispielen, Aufgaben und Fallstudie. Stuttgart (Schaeffer-Poeschel), latest edition.
- Pochmann, Günter u.a.: Internationale Bilanzpolitik. Düsseldorf 2012

[updated 14.03.2018]

Spanish 1

Module name (EN): Spanish 1
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-181
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 1
Mandatory course: no
Language of instruction: Spanish
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-181 International Business Administration, Bachelor, ASPO 01.10.2013, semester 1, optional course BIBW-181 International Business Administration, Bachelor, ASPO 01.10.2017, semester 1, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BIBW-281 Spanish 2 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have strengthened and developed the four essential language skills at the B1.1 level of the Common European Framework of Reference for Languages (CEFR)

- have improved their communicative language competence
- have acquired the communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have acquired basic, subject-related knowledge of the technical business administration language
- be able to compose texts on technical topics using various sources
- have acquired basic knowledge about the target language countries
- increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension: (general and specialized texts); understand the content of technically and linguistically complex texts in standard language; reception of expert discussions and, to some extent, subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Introduction to the use of a technical vocabulary
- Repetition of basic and technical grammatical structures with exercises
- Expand the general and technical vocabulary
- Acquire strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Teaching materials:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[*updated 14.03.2018*]

Spanish 2

Module name (EN): Spanish 2
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-281
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 2
Mandatory course: no
Language of instruction: Spanish
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-281 International Business Administration, Bachelor, ASPO 01.10.2013, semester 2, optional course BIBW-281 International Business Administration, Bachelor, ASPO 01.10.2017, semester 2, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-181 Spanish 1 [updated 27.02.2018]
Recommended as prerequisite for: BIBW-381 Spanish 3 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have further strengthened and developed the four essential language skills at the B1.1 level of the Common European Framework of Reference for Languages (CEFR)

- have improved their communicative language competence
- have advanced their communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have advanced their basic and subject-related knowledge of technical business administration terms/language
- have improved their ability to compose texts on technical topics using various sources
- have acquired additional knowledge about the target language countries
- have further increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension (predominantly specialized texts);
- Exercises for listening and reading comprehension including more subject-related texts; comprehension of fairly detailed statements in moderately difficult texts in standard language; reception, to some extent, of expert discussions and subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Expansion of a general and subject-oriented vocabulary and advanced skills for its use
- Continued acquisition of strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Teaching materials:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[updated 14.03.2018]

Spanish 3

Module name (EN): Spanish 3
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-381
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 3
Mandatory course: no
Language of instruction: Spanish
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-381 International Business Administration, Bachelor, ASPO 01.10.2013, semester 3, optional course BIBW-381 International Business Administration, Bachelor, ASPO 01.10.2017, semester 3, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-281 Spanish 2 [updated 27.02.2018]
Recommended as prerequisite for: BIBW-461 Spanish 4 [updated 27.02.2018]

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have strengthened and developed the four essential language skills at the B1.2 level of the Common European Framework of Reference for Languages (CEFR)

- have advanced and further developed their communicative language competence
- have further advanced their communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have advanced their subject-related knowledge of technical business administration terms/language
- have further improved their ability to compose texts on technical topics using various sources
- have acquired more advanced knowledge about the target language countries
- have further increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension using predominantly subject-related texts; comprehension of detailed statements in moderately difficult texts in standard language; reception of moderately difficult expert discussions and subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Continued expansion of a general and subject-oriented vocabulary and advanced skills for its use
- Continued acquisition of strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Teaching materials:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[*updated 14.03.2018*]

Spanish 4

Module name (EN): Spanish 4
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-461
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 4
Mandatory course: no
Language of instruction: Spanish
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated semesterly)
Curricular relevance: BIBW-461 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-461 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-381 Spanish 3 [updated 27.02.2018]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer:

Dozenten des Studiengangs

[updated 26.02.2018]

Learning outcomes:

After successfully completing this module, students will: have further strengthened and developed the four essential language skills at the B1.2 level of the Common European Framework of Reference for Languages (CEFR)

- have advanced their communicative language competence
- have advanced their communicative skills relevant for text reception, text production, interaction and linguistic mediation
- have further advanced their subject-related knowledge of technical business administration terms/language
- have further improved their ability to compose relatively detailed texts on technical topics using various sources
- have acquired advanced knowledge about the target language countries
- have further increased their awareness with regard to intercultural content and experiences

[updated 14.03.2018]

Module content:

- Exercises for listening and reading comprehension using predominantly subject-related texts; comprehension of detailed statements in moderately difficult texts in standard language; active reception of moderately difficult expert discussions and subject-related communication situations
- Writing and speaking exercises; dialogic/monologic speech; job-related role-playing and simulations; presentation with subsequent discussion
- Continued expansion of both a general and a subject-oriented vocabulary and the ability to use them
- Advanced acquisition of strategies to improve and guarantee comprehension (learning aids such as dictionaries, grammars and the Internet)

[updated 14.03.2018]

Teaching methods/Media:

Use of a multimedia computer language laboratory

Use of print, audio and video media

Partner work, group work and role playing

Presentations by the lecturer and the participants

Internet research

The goal is to enable authentic foreign language communication within the teaching environment.

[updated 14.03.2018]

Recommended or required reading:

Teaching materials:

Authentic print media

Texts for listening comprehension (audio/video)

Individualized and target group-oriented exercise materials for vocabulary and grammar

Internet resources

[*updated 14.03.2018*]

Strategic Management (Compulsory elective module 1)

Module name (EN): Strategic Management (Compulsory elective module 1)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-422
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: English
Assessment: Written exam and composition with presentation (90 minutes / weighting 1:1 / can be repeated annually)
Curricular relevance: BIBW-422 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-422 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Malte Beinhauer

Lecturer:

Prof. Dr. Malte Beinhauer
[updated 26.02.2018]

Learning outcomes:

In this module, strategic management is understood as the direct and indirect influence of behavior on the realization of goals derived from the superior goals of an organization, a company and the expectations of its stakeholders. After successfully completing this module, students should be able to make business decisions on the basis of corporate and environmental analyses and structured alternative derivation, to implement them successfully in the company and to control success.

After taking part in the _Strategic Management_ module, students will be able to,

- identify and evaluate potentials and challenges with regard to the development of corporate strategies,
- understand and systematize the complexity of strategic management of companies,
- to analyze and assess the relevant framework conditions of company management,
- explain management theories and transfer them to practical business examples,
- characterize and analyze corporate strategies at different levels,
- make decisions in uncertain situations in a structured and confident manner.

[updated 14.03.2018]

Module content:

- Dynamics of global competition
- Basic concepts and theoretical framework of strategic management
- Normative corporate management
- Business environment analysis
- Market-oriented corporate management
- Resource-oriented corporate management
- Implementing strategies

[updated 14.03.2018]

Teaching methods/Media:

Lecture, cases studies and discussions

Slides, videos, book, magazines and Internet research

[updated 14.03.2018]

Recommended or required reading:

- Dillerup, Stoi: Unternehmensführung, 2. Aufl. 2010
- Macharzina, Wolf: Unternehmensführung, 7. Aufl. 2010
- Schreyögg: Organisation: Grundlagen moderner Organisationsgestaltung, 5. Aufl. 2008.
- Stähle: Management: Eine verhaltenswissenschaftliche Perspektive, 9. Auflage 2013.
- Welge, Al-Laham: Strategisches Management. Grundlagen - Prozess _ Implementierung, 6. Aufl. 2012.
- Wheelen, Hunger: Strategic management and business policy, 9. Auflage 2004.

[updated 14.03.2018]

Taxation (focus module)

Module name (EN): Taxation (focus module)
Degree programme: International Business Administration, Bachelor, ASPO 01.10.2017
Module code: BIBW-432
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: no
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated annually)
Curricular relevance: BIBW-432 International Business Administration, Bachelor, ASPO 01.10.2013, semester 4, optional course BIBW-432 International Business Administration, Bachelor, ASPO 01.10.2017, semester 4, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BIBW-210 Accounting BIBW-220 Business Law [updated 07.01.2020]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Christoph Freichel

Lecturer:

Prof. Dr. Christoph Freichel

[*updated 21.02.2018*]

Learning outcomes:

- After successfully completing this module, students will be able to name the characteristics of and justifications for the most important German tax types.
- Students will be able to calculate the tax base _ depending on the tax type. _

- Students will be able to calculate their personal income tax.

- Students will be able to point out differences in the income tax rates of partnerships and corporations and carry out a comparison of effective tax burden.
- They will be able to apply the principles of international tax law to different problems.

- Common tax theory

[*updated 14.03.2018*]

Module content:

- Income tax
- Corporate tax
- Trade tax
- Value added tax
- Links to the German foreign tax law
- Basic problems and objectives of international tax law
- Avoidance or mitigation of double taxation

[*updated 14.03.2018*]

Teaching methods/Media:

Lecture, case studies

[*updated 14.03.2018*]

Recommended or required reading:

Bornhofen: Steuerlehre 2, Wiesbaden, latest edition.

Breithecker/Klapdor: Einführung in die Internationale Betriebswirtschaftliche Steuerlehre, Erich Schmidt Verlag, latest edition.

[*updated 14.03.2018*]