

Curriculumsübersicht - "International Business"

Modul-Code	Bezeichnung	Semester						Gesamt			Prüfungs-leistungen	Gewicht für Gesamtnote
		1	2	3	4	5	6	SWS	Selbst	ECTS		
1.1.1 GECCO	Global Economy	6						4	124	6	KL 120	3,0%
0.1.1 IMQM	Introduction to management and its quantitative methods	10						8	188	10	KL 240	5,0%
0.1.2 BENV	Business Environment	5	5					8	188	10	Case Study	5,0%
0.1.3 SCIE	Introduction to scientific research methods	5	5					8	188	10	Learners Portfolio, Written assignment, Presentation	5,0%
0.1.4 EFL1	English as a foreign language (BE) 1	4						4	64	4	KL 90; Test	2,0%
1.1.2 GER 1	German 1	4						4	64	4	KL 90; Test	2,0%
1.2.1 INEC	International Economics		5					5	110	6	KL 120	3,0%
1.2.2 MARK	Intercultural Marketing		5					3	108	5	Presentation	2,5%
0.2.2 STRA	Basic Principles in Strategic Management		5					3	108	5	KL 120	2,5%
0.2.3 EFL 2	English as a foreign language (BE) 2		4					4	64	4	KL 90; Test	2,0%
1.2.3 GER 2	German 2		4					4	64	4	KL 90; Test	2,0%
1.3.1 INMA	International Management			6				3	138	6	Written Assignment	3,0%
0.3.2 RESO	Resources: Financial, Human & Organisation			6				6	96	6	KL 180	3,0%
0.3.1 IPRO	Introductory Company Project			6				6	96	6	Project work	3,0%
1.3.2 OPMA	Operations Management & Statistics			6				5	110	6	KL 180	3,0%
0.3.3 xxx	Foreign Language 2.1			6				4	124	6	KL 90; Test	3,0%
0.3.3 ARA1	Arabic 1											
0.3.3 CHI1	Chinese 1											
0.3.3 FRA1	French 1											
0.3.3 ITA1	Italienisch 1											
0.3.3 RUS1	Russian 1											
0.3.3 SPA1	Spanish 1											
1.4.2 MIOP	Managing International Operations				6			4	124	6	Written Assignment	3,0%
1.4.1 INFI	International Finance				6			3	138	6	Learner's Portfolio	3,0%
0.4.1 APRO	Advanced Company Project				6			4	124	6	Project work	3,0%
0.4.2 MACC	Managerial Accounting				6			4	124	6	KL 180	3,0%
0.4.3 xxx	Foreign Language 2.2				6			4	124	6	KL 90; Test	3,0%
0.4.3 ARA2	Arabic 2											
0.4.3 CHI2	Chinese 2											
0.4.3 FRA2	French 2											
0.4.3 ITA2	Italienisch2											
0.4.3 RUS2	Russian 2											
0.4.3 SPA2	Spanish 2											
1.5.1 CONT	Contemporary Issues in Int. Mgmt.					6		4	124	6	Essay	3,0%
1.5.2 xxx	Compulsory elective 1					6		3	138	6		3,0%
1.5.2 MEAC	Mergers & Acquisitions										Presentation	
1.5.2 ENTR	Entrepreneurship & Business Planning										Presentation	
0.5.2 CHIN	Change & Innovation					6		3	138	6	Learners Portfolio	3,0%
1.5.4 BECS	Business Ethics and CSR					6		4	124	6	KL 90	3,0%
0.5.3 xxx	Foreign Language 2.3					6		4	124	6	KL 90; Test	3,0%
0.5.3 ARA3	Arabic 3											
0.5.3 CHI3	Chinese 3											
0.5.3 FRA3	French 3											
0.5.3 ITA3	Italienisch 3											
0.5.3 RUS3	Russian 3											
0.5.3 SPA3	Spanish 3											
0.6.1 INTS	Internship						18		480	18		9,0%
0.6.2 BACH	Bachelor thesis including its defence						12		360	12		16,0%
ECTS/Semester		30	30	30	30	30	30					104,0%
Summe Semesterstunden												
Summe Workload (WL)		900	900	900	900	900	900					
WL-Stunden/Jahr		1800	1800	1800	1800	1800	1800					

Global Economy

Status: August 2011

Module-Nr./ Code	1.1.1 GECO
Module title	Global Economy
Semester or trimester	1 st semester
Duration of module	One Semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	-
Frequency of module	Once a year
Entry requirements	HZB
Applicability of the module to other programmes	This module is part of the IB programme.
Person responsible for the module	Prof. Dr. Kai Holschuh
Name(s) of the instructor(s)	Karl-Heinz Thielmann
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written Examination (120') § 14 (2) CER 18.02.2011
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will: – receive an introduction to the history of commerce and trade – be instructed on the concepts that define

	<p>international business</p> <ul style="list-style-type: none"> – receive an introduction to the theories and models that facilitate the analysis of international economic activity – be instructed on the environmental factors, major institutions and basic regulations that effect the organizational type and strategy, as well as the processes involved in doing business abroad – receive an introduction to the processes of globalization and internationalization, and the implications of each for firms and managers
Content of the module	<ul style="list-style-type: none"> – Brief History of Commerce and Trade – Introduction to Economic Theory – Globalisation and Internationalisation – Fundamental Aspects of Currencies and Exchange rate Systems – Basic International Trade Regulation and Law – Relationship of cultural Factors and Corporate Responsibility on IB – International Actors: States, Companies and Multinationals – International Business Strategy – International Business Operative Functions – Examples of Companies and Countries from all continents, in particular with respect to how their profile affects the ability to compete.
Teaching and learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Sitkin, Alan; Bowen, Nick (2010): International business: Challenges & Choices. Oxford Univ. Press; Oxford, UK.</p> <p>Shenkar, Oded; Luo, Yadong (2008): International business (2nd edition); Sage, Los Angeles.</p> <p><u>Optional Reading:</u></p> <p>Eicher, Theo S. ; Mutti, John H.; Turnovsky, Michelle H. (2009): International Economics; Routledge Chapman & Hall; ISBN-10: 0415772850. ISBN-13: 978-0415772853.</p>

Johnson, Debra; Turner, Colin (2010): International Business: Themes and Issues in the Modern Global Economy. Routledge Chapman & Hall; ISBN-10: 0415437636. ISBN-13: 978-0415437639.

Krugmann, Paul; Obstfeld, Maurice; Melitz, Marc J. (2011): International Economics: Theory & Policy (9th edition); Prentice Hall International; ISBN-10: 0273754203. ISBN-13: 978-0273754206.

Rugman, Alan M.; Collinson, Simon (2008): International Business (5th edition); Financial Times; ISBN-10: 0273716549. ISBN-13: 978-0273716549.

Rugman, Alan M. (2010): The Oxford Handbook of International Business (2nd edition); Oxford University Press; ISBN-10: 0199593442 ISBN-13: 978-0199593446.

Stutz, Frederick P. (2007): The world economy: resources, location, trade and development (5th edition) Pearson Education, Upper Saddle River.

**Introduction to management
and its quantitative methods**

Status: August 2011

Modul-Nr./ Code	0.1.1 IMQM
Module title	Introduction to management and its quantitative methods
Semester or trimester	1 st semester
Duration of the module (Semester)	One Semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	-
Frequency of module	Once per year
Entry Requirements	None
Applicability of the module to other programmes	This module is part of the IB programme.
Person responsible for the module	Prof. Dr. Cordula Braedel-Kühner
Name(s) of the instructor(s)	Prof. Dr. Kai Holschuh, Prof. Dr. Henk van Elst, Prof. Dr. Bernd Ankenbrand
Teaching language	English
Number of ECTS-Credits	10
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 300 (contact hours =112)
Hours per week	8
Assessment type / requirement for the award of credits	Written examination 240' (end of term) § 14 (2) CER 18.02.2011
Weighting of the grade within the total grade	5 %
Performance objectives of the module	The performance objectives are to be achieved through an integrative approach.

	<p>A broad range will be covered. Students are meant to acquire a 360° perspective of administrative tasks, personnel-related responsibilities and the diverse roles of a manager as well as an understanding of conceptual tools and analytical methods to be able to describe business activities and suggest coherent solutions to problems in an integrative way. The learning of tasks and the understanding of how to apply methods and tools shall be supported by a constructivist approach to knowledge building and based on the use of case studies and practice exercises.</p> <p>Students who have successfully participated in this module will be able to</p> <ul style="list-style-type: none"> – describe the fundamentals of management as well as the roles, tasks and responsibilities of a manager in different types of organizations, – define the players and institutions relevant to areas of managerial activity and their interdependence – differentiate the goals and tasks of general and functional management, as well normative, strategic and operational management – demonstrate the concept of the value chain, thereby distinguishing primary, coordination and supporting activities – describe management as a comprehensive function of planning, deploying and controlling resources, based on the PDCA-Cycle – identify an appropriate way to handle different managerial situations and challenges (quantitative, qualitative, objectivistic, interpretative) – solve problems in Linear Algebra and Analysis and apply these mathematical methods to quantitative problems in management – to apply knowledge and challenge the use of knowledge critically when addressing current issues and working on selected case studies
Content of the module	<ul style="list-style-type: none"> – The historical approach and selected concepts of the evolution of

	<p>management as a discipline</p> <ul style="list-style-type: none"> – The enterprise as a multifunctional socio-technical system, as illustrated by M. E. Porter’s value chain – The goals and tasks of general, functional and project management – The normative, strategic and operational levels of management – The rolls, responsibilities, tasks and capabilities of management, as understood after critical reflection and from a constructivist perspective – The resources of an organization and the situation-specific deployment of the managerial tools, especially when developing goals, planning, organizing, delegating and controlling outcomes under complex ambiguous conditions – The integration of quantitative methods in managerial processes, in particular: <ul style="list-style-type: none"> • concepts of financial activities • principles of managerial accounting • foundations of financial reporting • understanding of the investment process • valuation methods • introduction to risk management • Linear Algebra: solving linear systems of simultaneous equations by means of Gaussian elimination; application of these methods in the context of Leontief’s Input–Output–Model. • Linear Programming: graphical method for solving problems with two variables; systematic solution by means of the simplex algorithm. • Analysis: Differentiation of real-valued functions of one variable. Discussion of properties of typical economical functions of one variable; determination of roots, local extremal values and points of inflection such as break-even points and maximum returns. Description of absolute/relative rates of change in economic functions; elasticity: elastic, inelastic and
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	<p>proportional-elastic behaviour. Simple rules of integration for real-valued functions of a single variable. Determination of consumer surplus and producer surplus.</p>
<p>Teaching and learning methods of the module</p>	<p>Interactive lectures, training sessions with the application of quantitative methods in managerial decision making processes</p>
<p>Special features (e.g. online activities, event/ company visits, guest speakers, etc.)</p>	<p>The concept is based on a cycle of management lectures supported by parallel lectures and exercises in quantitative methods. The cycle will be coordinated by the responsible instructor including briefing, syllabus, common scripts, and de-briefing.</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required readings:</u></p> <p>Daft, Richard L. (2010): New era of management. 9th edition. Thomson South Western, Mason. [Selected chapters]</p> <p>Watson, Denzil; Head, Antony (2009): Corporate Finance, 5th edition, Financial Times / Prentice Hall. [Selected chapters]</p> <p>Dowling, E. T. (2009): Schaum's Outline of Mathematical Methods for Business and Economics, McGraw—Hill, New York. [Selected chapters]</p> <p><u>Supplementary Readings:</u></p> <p>Schreyögg, Georg; Koch, Jochen (2009): Grundlagen des Managements: Basiswissen für Studium und Praxis. 2. Aufl., Wiesbaden: Gabler.</p> <p>Thommen, U.G.; Achleitner, A.-K. (2009): Allgemeine Betriebswirtschaftslehre - Umfassende Einführung aus managementorientierter Sicht, Wiesbaden: Gabler.</p> <p>Further readings, case studies and exercises will be submitted in class.</p>

Business Environment

Status: August 2011

Module-Nr./ Code	0.1.2 BENV
Module title	Business Environment
Semester or trimester	1 st and 2 nd semester
Duration of module	2 semesters
Course type (mandatory, elective, etc.)	Mandatory subject
If relevant, course units within the module	
Frequency of module	Every academic year
Entry requirements	None
Applicability of the module to other programmes	This module is part of the IB programme.
Person responsible for the module	Michael Gassner
Names of the instructors	Prof. Dr. Michael Zerr
Teaching language	English
Number of ECTS credits	10
Total workload and its breakdown (e.g. self-study and contact hours)	300 hours (of which 112 contact hours)
Hours per week	8
Assessment type / requirement for the award of credits	Case Study (at the end of the 2 nd semester) § 14 (12) CER 18.02.2011
Weighting of the grade within the total grade	5 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – Describe political, economic, socio-cultural and legal factors that influence entrepreneurial activities on a local, regional and national level and their interrelations

	<ul style="list-style-type: none"> – present, classify and interpret current economic issues and the main macro-economic theoretical approaches and models – describe the basic environmental factors, players, institutions and instruments of (economic and) political activities and critically interpret political decisions regarding the use of the community's resources – explain the importance of the legal system in a national and international context and take entrepreneurial actions drawing on a knowledge of civil law, business law, trade law and labour law – conduct a PESTEL analysis
Content	<ul style="list-style-type: none"> – Political, economic, social and legal conditions for entrepreneurial activities – Decision-makers, instruments and objectives of economic policy – The importance of political institutions and relations for entrepreneurial activities – Economic systems – Basic principles of macro-economics – Analysis of economic circulation and macro-economic accounting – Development of economic indicators – Main areas of macro-economics – Societal and demographic framework for entrepreneurial activities – The role of law in regulating interaction in society and <ul style="list-style-type: none"> as a location factor – Public law: guarantee of freedom and a reliable legal framework – Forms of civil law relevant to entrepreneurial activities. e.g.: <ul style="list-style-type: none"> ○ Basic principles of sales contracts ○ Basic principles of contracts for work and labour ○ Basic principles of company law ○ Basic principles of trade law ○ Basic principles of labour law – Comparison of different legal cultures and forms of cross-border business ventures – PESTEL analysis
Teaching and learning methods of the module	<p>Combination of interactive lectures, seminars and self-study:</p> <p>Interactive lectures (instruction)</p> <p>Seminars with case studies of location decisions and country analyses (constructed</p>

	<p>by students under supervision) Self-study: autonomous preparation and follow-up(construction and reflection)</p>
<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	<p>Case studies, business games, simulations, excursions to political institutions or corporations with current location decisions</p> <p>The topics of the guest lectures by international experts are “the effects of economic and political developments on international security, as well as political and economic relations” (e.g. business game “politics and international security (POL&IS)” as 4-day conference and excursion)</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Worthington, Ian; Britton, Chris (2009): The Business Environment. Aufl.: 6th revised edition. Financial Times Prentice Hall.</p> <p>Kerth, K.; Asum, H.; Stich, V. (2009): Die besten Strategietools in der Praxis: welche Werkzeuge brauche ich wann? Wie wende ich sie an? Wo liegen die Grenzen? 4. erw. Aufl., München: Hanser.</p> <p>Capon, Claire (2009): Understanding the business environment. 3rd edition. Financial Times Prentice Hall.</p> <p>Gassner, Michael (2009): PESTEL – Strategie zur Beherrschung externer Risiken. Symposion Publishing, Düsseldorf.</p> <p>Peter Bofinger (2007): Grundzüge der Volkswirtschaftslehre: eine Einführung in die Wissenschaft von Märkten. 2nd revised edition. Pearson Studium, München. [excerpts]</p> <p>Chamberlin, Graeme; Yueh, Linda Y. (2006): Macroeconomics. Thomson Learning, London. [excerpts]</p> <p>Führich, Ernst (2010): Basiswissen des Bürgerlichen Rechts und des Handels- und Gesellschaftsrechts für Wirtschaftswissenschaftler und Unternehmenspraxis; [Privatrecht,</p>

Handelsrecht, Gesellschaftsrecht]. 10th revised edition. München: Vahlen. [excerpts]

Rudzio, Wolfgang (2006): Das politische System der Bundesrepublik Deutschland. 7th revised edition. Wiesbaden: VS Verlag. [excerpts]

Additional list of recommended reading:

Englmann, Frank C. (2007): Makroökonomik. Kohlhammer, Stuttgart.

Guckelsberger, Ulli; Kronenberger, Stefan (2009): Grundzüge der Volkswirtschaftslehre: Lehr- und Übungsbuch. 5th revised edition. Kiehl, Ludwigshafen.

Mankiw, Gregory N.; Taylor, Mark P. (2008): Grundzüge der Volkswirtschaftslehre. 4th revised edition. Schäffer-Poeschel, Stuttgart.

Johnson, G.; Scholes, K.; Whittington, R. (2008): Exploring corporate Strategy: text & cases. Prentice Hall Financial Times, Harlow; München.

Macharzina, K. (2003): Unternehmensführung. Das internationale Managementwissen, Konzepte – Methoden – Praxis. 6th revised edition. Gabler, Wiesbaden.

Journals:

Journal of International Business Studies:
JIBS: a publication of the Academy of International Business and the Western Business School. Palgrave Macmillan, Basingstoke.

Introduction to scientific research methods

Status: August 2011

Module-Nr./ Code	0.1.3 SCIE
Module title	Introduction to scientific research methods
Semester	1 st and 2 nd semester
Duration of the module (Semester)	Two semesters
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	-
Frequency of module	Once a year
Entry Requirements	-
Applicability of the module to other programmes	This module is part of the IB programme.
Person responsible for the module	Prof. Dr. Cordula Braedel-Kühner
Name(s) of the instructor(s)	Prof. Dr. Henk van Elst, Prof. Dr. Kai Holschuh
Teaching language	English
Number of ECTS-Credits	10
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 300 (contact hours = 112)
Hours per week	8
Assessment type / requirement for the award of credits	Learner's Portfolio
Weighting of the grade within the total grade	5 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – appropriately apply methods and work techniques of empirical research and adequately implement qualitative and quantitative methods of analysis (e.g.

	<p>frequency distributions, measures of central tendency, variance and association, correlation between two variables, linear regression)</p> <ul style="list-style-type: none"> – understand and describe different approaches to the philosophy of science and epistemology; explain the relationship between the philosophy of science and standards of academic research in the management, economic and social sciences – prepare texts, graphs, spreadsheets and presentations using standard software; thereby, be able to communicate in an academically suitable manner as well as convincingly present results
Content of the module	<ul style="list-style-type: none"> – The philosophy of science and epistemology – Diverse methods of academic inquiry (scientific interest, research question, theories, hypotheses, methods, inter-textual discourse, literature research) – Diverse methods of empirical social research, including the basic statistical principles that support quantitative methodologies – The foundations of descriptive and inferential statistics – The standards of scientific communication (e.g. norms of citation and bibliography) – Different techniques for learning and carrying out academic work
Teaching and learning methods of the module	Lectures, Exercises, Self-Study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Berg, B.L. (2007): Qualitative research methods for the social sciences (6th edition); Allyn & Bacon; Boston, MA.</p> <p>Donnelley, J.P.; Trochim, M.L. (2010): Research methods: The concise knowledge base WORKBOOK (2nd; also 2005). Atomic Dog Publishing/Cengage; Mason, OH.</p>

Flick, Uwe (2009): An introduction to qualitative research. 4th edition. Sage, Los Angeles.

Levin, Jack A.; Fox, James Alen; Forde, David R. (2009): Elementary Statistics in Social Research. 11th edition, Pearson Education, München. [selected chapters]

Trochim, M.L.; Donnelley, J.P (2005): Research methods: The concise knowledge base (3rd). Atomic Dog Publishing/Cengage; Mason, OH. [free and complete online access to material:
<http://www.socialresearchmethods.net/kb/index.php>]

Supplementary Readings:

Alasuutari, P.; Bickman, L. (2008): SAGE Handbook of Social Research Methods. Sage; London, UK.

Bickman, L.; Rog, D.J. (2009): SAGE Handbook of applied social research methods. Sage; Thousand Oaks, CA.

Brink, A. (2007): Anfertigung wissenschaftlicher Arbeiten (3rd edition). Oldenbourg Verlag; München.

Denzin, N.K.; Lincoln, Y.S. (2008): The landscape of qualitative research. Sage; London, UK.

Matthew, D.; Sutton, C.D. (2011): Social research: An introduction (2nd). Sage; London, UK.

Saunders, M.; Lewis, P. (2007): Research methods for business students (4th; also 2003). Pearson Education; Essex, UK.

Silverman, D. (2010) Doing Qualitative Research (3rd). Sage; London, UK.

English as a Foreign Language 1

Status: August 2011

Module-Nr./ Code	0.1.4 EFL1
Module title	English as a foreign language (Business English) 1
Semester or trimester	1 st Semester
Duration of module	Single Semester
Course type (mandatory, elective, etc.)	Mandatory
Frequency of module	Once a year (WS)
Entry requirements	HZB, English level approx. B2
Applicability of the module to other programmes	This module is part of the IB, ICM, IMA, ITM, MCCE, CA, EM and MCM programmes
Person responsible for the module	Robynne Flynn-Diez
Names of the instructors	Robynne Flynn-Diez, Lee Webb, Alaa Khallil, Jo-Ann Littles-Kilguss, Ghaile Windeck
Teaching language	English
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level B2.2 80% of assessment in a written examination (90') and 20% in a test (oral job interview simulation) § 14 (2) / § 14 (3) SPO 18.02.2011
Weighting of the grade within the total grade	2%
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> – communicate in a variety of business situations in the English language, – know the basic terminology used in business as well as parts of the language for specific purposes and apply the terminology in practical business situations, – write short reports and e-mails, – express opinions on business topics orally, and take part in simple specific business talks. The students can also apply their oral communication skills in practical situations, such as telephoning and meetings. <p>English level B2.2 (according to the Common European Framework of Reference for Languages)</p>
Content	<p>Introduction to general business English terminology and the basics of vocabulary for specific purposes, introduction to business communication skills (written and oral), application of knowledge and skills in basic role plays and case studies, practice listening skills using audiovisual media, systematic grammar revision etc.</p>
Teaching and learning methods of the module	<p>Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production.</p>
Special features (e.g. online activities, event/company visits, guest speakers etc.)	<p>Special features are specified at the beginning of the semester.</p>
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya; Tullis, Graham (2006): Teacher’s book: intermediate business english. (Intelligent business). Longman, Harlow.</p> <p>Trappe, Tonya; Tullis, Graham (2005): Coursebook: intermediate business english. (Intelligent business). Longman, Harlow.</p> <p>Trappe, Tonya; Tullis, Graham (2006): Coursebook: upper intermediate business english. (Intelligent business). Longman,</p>

Harlow.

Cotton, David; Falvey, David; Kent, Simon (2003): Course book. (Market Leader: intermediate business English). Longman, Harlow.

Flinders, Steven; Sweeney, Simon (1996): Business english pair work. Penguin Books, London.

Crowther-Alwyn, John (1997): Business roles: 12 simulations for business english. Cambridge University Press, Cambridge.

Allison, John; Powell, Mark (2005): In company: case studies. Macmillan, Oxford.

Emmerson, Paul (2002): Business grammar builder. Macmillan, Oxford.

Periodicals:

- The Economist: London, New York
- Newsweek: the international newsmagazine. New York
- New York Times
- Financial Times
- BBC News

German 1

Status: August 2011

Module-Nr./ Code	1.1.2 GER1
Module title	German as a foreign language 1
Semester or trimester	1 st Semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory module with elective possibilities
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Daniela Kleinheinz
Teaching language	German. (English if the students do not meet language requirements)
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1-A2 or B1-B2 according to the Common European Framework of Reference for Languages, CEFR Written examination, 90' and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	2%
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<p>either</p> <ul style="list-style-type: none"> – deal with simple everyday situations in the spoken language, – understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language (target level A1-A2, with no previous knowledge of the language), <p>or</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents (target level B1-B2, with previous knowledge of the language with approx. three years of German at school).
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Communication skills in everyday situations – Pronunciation and intonation – General vocabulary – Basic grammar – Business vocabulary – Simple application of the language in professional situations – Production of simple texts – Initial contact with the civilisation and culture of the German-speaking world <p>Target level A1-A2, specifically:</p> <ul style="list-style-type: none"> – The basics of the phonetic and written form of the foreign language – Basic grammatical structures – Basic lexis – Learning aids <p>Target level B1-B2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary and the basics of business vocabulary – Specialised texts – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.

<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	<p>Special features are specified at the beginning of the semester.</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbook:</p> <p>Eurolingua (2005). Gesamtband 1. Kurs- und Arbeitsbuch: Einheit 1-16 - Europäischer Referenzrahmen A1. Cornelsen Verlag.</p>

International Economics

Status: August 2011

Module-Nr./ Code	1.2.1 INEC
Module title	International Economics
Semester or trimester	2 nd Semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory module
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None
Applicability of the module to other programmes	This module is part of the IB programme.
Person responsible for the module	NN (Prof. Dr. Andreas Müller)
Name(s) of the instructor(s)	NN
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 70)
Hours per week	5
Assessment type / requirement for the award of credits	Written examination 120' § 14 (2) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	The main objective of the class is to give the students the basic knowledge in order to understand the functioning of the international economy. The class will focus on the study of the international monetary system and financial markets. In a second part the class will study "North-South"

	<p>relations and analyse the evolution of the role in the world economy of the US and the EU on the one hand and the evolution of BRIC countries in the other.</p>
<p>Content of the module</p>	<p>The international monetary system and the financial markets</p> <ul style="list-style-type: none"> - The International monetary system. We will study the different monetary systems in existence and study how the value of a currency is fixed and how it can impact the economy. The role of Ben Bernanke and Jean-Claude Trichet, the heads of the FED and the European Central Bank and how their decisions can impact the world economy. <u>Case study</u>: The question of monetary sovereignty and common monetary policies will be analysed through the problems the “Club Med” countries (Greece, Spain and Portugal according to German terminology) are actually experiencing. - Financial markets. In this part we will explain the evolutions western economies have gone under recently, going from industrial to post-industrial economies. <u>Case study</u>: the financialisation of the British economy in the Thatcher-Major-Blair era. The role and the importance of actors on the financial markets such as banks, hedge funds, sovereign funds but also noting agencies and auditing groups will also be studied. <u>Case study</u>: the subprime crisis and explaining the role of the various actors, including the states and their response to the crisis. <p>North/South Relations and the growing importance of BRIC</p> <ul style="list-style-type: none"> - North/South relation. The evolution of North/South relations from the 1800’s to the decolonisation. The rebalancing of North/South relations since the late 1990’s. <u>Case study</u>: the causes of persistent

	<p>under development taking the example of Africa.</p> <p>The importance of foreign direct investment theory and its application.</p> <p><u>Case study</u>: to be determined</p> <p>– BRIC</p> <p>The fast growth of BRIC: we will analyse the causes of the wealth of Brazil, Russia, India and China: in what sectors did they specialize? What are their advantages, cheap labor put aside? The issue of the growing influence of these countries will be central in understanding the future challenges in the international economy.</p> <p><u>Case study</u>: “Decline of the American empire”? What role for the USA and the dollar in the coming decade.</p>
<p>Teaching and learning methods of the module</p>	<p>The class will be organised around lectures and case studies aimed at illustrating a particular concept as well as debated. The study and analysis of current affairs concerning international economy will be an important element of the class. It is vital, for the purpose of the class to be fulfilled, for the students to stay informed, on their own initiative, on international issues.</p> <p>The students will also be handed out a textbook they will have to read during the semester.</p>
<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading</u>:</p> <p>Barclay, Lou Ann (2000): <u>Foreign direct investment in emerging countries</u>, Routledge, London.</p> <p>Krugman, Paul R.; Obstfeld, Maurice (2009): <u>International economics: Theory and policy</u>, 8th edition, Pearson international Edition, Boston.</p> <p>McMillan, Susan (1999): <u>Foreign direct investment in three regions of the south at the end of the twentieth century</u>, International political economy series, Hampshire.</p>

	<p>Oxelheim, Lars (2006): <u>The European Union and the race for foreign direct investment in Europe</u>, International business and management, Oxford.</p>
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Valdez, Stephen (2000): An introduction to global financial markets, 3rd edition, Palgrave, New York.

Intercultural Marketing

Status: August 2011

Modul-Nr./ Code	1.2.2 MARK
Module title	Marketing
Semester	2 nd Semester
Duration of module	1 Semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None
Applicability of the module to other programmes	This module is part of the IB programme.
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Tim Palmer
Teaching language	English
Number of ECTS-Credits	5
Total workload and its breakdown (e.g. self- study and contact hours)	150 h (108 h + 42 h)
Hours per week	3
Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 18.02.2011
Weighting of the grade within the total grade	2,5 %
Qualification objectives of the module	Following the successful completion of this course, students should be able to – understand the fundamentals of marketing strategy and of the elements of marketing analysis: customer analysis, company analysis and competitor analysis of an national an international level

	<ul style="list-style-type: none"> – explain and discuss the elements of the marketing mix (product, pricing, promotion and distribution strategies) – leverage strategic marketing analysis and tactical marketing mix decisions with enhance problem solving skills and decision making abilities for e.g. global or international brands – evaluate marketing decisions and to create successful marketing initiatives e.g. for international products and marketing companies – describe and discuss the similarities and differences as well as the chances and risks between the general, international and intercultural Marketing
Content of the module	<ul style="list-style-type: none"> – Introduction to Marketing and international Marketing – Core Concepts of Marketing and international Marketing- Principles of Product, Price and Place. Branding. – Marketing Process – Company, Competitors & Customer Analyses – Marketing research – Designing Marketing of different approaches of national and international Strategies – Planning Marketing Programmes
Teaching and learning methods of the module	<ul style="list-style-type: none"> – Discussions, Readings, Presentations: To gain a conceptual understanding of management studies. – Case Studies/Explorations: To gain knowledge about the applicability of such concepts and theory through exposure to real-world applications.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Kotler, Philip; Armstrong, Gary (2008): Principles of marketing. 12th edition. Pearson Prentice Hall, Upper Saddle River.</p> <p>Mühlbacher, Hans; Leih, Helmut, Dahringer. Lee (2006): International Marketing: A Global Perspectives, 3rd edition.</p> <p>Czinkota, Michael; Ronkainen, Ilkka (2004): International Marketing.</p>

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Basic Principles in Strategic Management

Status: August 2011

Modul-Nr./ Code	0.2.2 STRA
Module title	Basic Principles in Strategic Management
Semester	2 nd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory subject
If relevant, course units within the module	
Frequency of module	Every academic year
Entry requirements	Introduction to management and its quantitative methods
Applicability of the module to other programmes	This module is part of the IB programme.
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Tim Palmer
Teaching language	English
Number of ECTS-Credits	5
Total workload and its breakdown (e.g. self-study and contact hours)	150 hours (of which 42 contact hours)
Hours per week	3
Assessment type / requirement for the award of credits	120' examination at the end of the semester § 14 (2) CER 18.02.2011
Weighting of the grade within the total grade	2.5 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to – explain the significance and the steps of strategic decision-making processes on global markets – describe and apply selected methods to

	<p>analyse international corporations, business environments, markets and competition.</p> <ul style="list-style-type: none"> – compare different concepts of strategic management, formulate strategic alternatives and systematically select suitable strategic alternatives – apply methods to implement a strategy – understand the role of strategies in building a business venture and in interacting with corporate environments and develop an ability to critically reflect on these
Content of the module	<ul style="list-style-type: none"> – Strategic mindsets and strategic concepts <ul style="list-style-type: none"> • Historical approach • Contingency theory-based • Interaction theory-based approaches • Market-based view • Resource-based view • Entrepreneurship • Corporate strategy • Competitive strategy • Functional strategies <ul style="list-style-type: none"> ▪ Strategic talent management ▪ F&E and technology strategies ▪ Sourcing strategies – The process of strategic management <ul style="list-style-type: none"> • Conceptual approaches • Target setting • Strategic planning • Strategy implementation • Strategic supervision – Strategic methods and frameworks <ul style="list-style-type: none"> • SWOT • Competitive analysis • Portfolio analysis • Five forces • Diamond model • Weak signals and early recognition • Anticipation • 7-S framework (McKinsey) • PPM (Project Portfolio Management) – Strategic management and business development – Critical reflection on strategy and society

Teaching and learning methods of the module	Interactive lectures, groupwork, working with documentary material, case studies, media
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Guest lectures by industry practitioners and academics
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Stacey, R. D. (2011): Strategic Management and Organisational Dynamics; 6e: Harlow (Perason Education).</p> <p><u>Supplementary list of recommended reading:</u></p> <p>Pfriem, Reinhard (2006): Unternehmensstrategien: ein kulturalistischer Zugang zum Strategischen Management. (Grundlagen der Wirtschaftswissenschaft; 12). Metropolis Verlag, Marburg.</p> <p>Nagel, R.; Wimmer, R. (2009): Systemische Strategieentwicklung – Modelle und Instrumente für Berater und Entscheider. Stuttgart: Schäffer-Poeschel.</p> <p>Further Literature will be presented resp. distributed in class (Internet Sources, Media, Reader and/or Handouts).</p>

English as a Foreign Language 2

Status: August 2011

Module-Nr./ Code	0.2.3 EFL2
Module title	English as a foreign language (Business English) 2
Semester or trimester	2 nd Semester
Duration of module	Single Semester
Course type (mandatory, elective, etc.)	Mandatory
Frequency of module	Once a year (SS)
Entry requirements	0.1.4 EFL1
Applicability of the module to other programmes	This module is part of the IB, ICM, IMA, ITM, MEEC, CA, EM and MCM programmes.
Person responsible for the module	Robynne Flynn-Diez
Names of the instructors	Robynne Flynn-Diez, Lee Webb, Alaa Khallil, Jo-Ann Littles-Kilguss, Ghaile Windeck
Teaching language	English
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level C1 80% of assessment in a written examination (90') and 20% in a test (presentation in class) § 14 (2) / § 14 (3) SPO 18.02.2011
Weighting of the grade within the total grade	2%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – communicate in a broad variety of

	<p>business situations in the English language,</p> <ul style="list-style-type: none"> – know the advanced terminology used in business as well as the language for specific purposes and apply it in practical business situations, <ul style="list-style-type: none"> • write complex texts, • use some of the most important rhetorical skills in English business communication environments, • participate actively in practical situations, initiating both subject-oriented discussions as well as interpersonal talk. <p>English Level C1 (according to the Common European Framework of Reference for Languages)</p>
Content	<p>Introduction to advanced business English terminology and vocabulary for specific purposes on an abstract and idiomatic level, advanced communication skills (written and oral), application of knowledge and skills in complex role plays and case studies, practice listening skills using audiovisual media, systematic grammar revision etc.</p>
Teaching and learning methods of the module	<p>Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production</p>
Special features (e.g. online activities, event/company visits, guest speakers etc.)	<p>Special features are specified at the beginning of the semester.</p>
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya; Tullis, Graham (2006): Teacher's book: intermediate business english. (Intelligent business). Longman, Harlow.</p> <p>Trappe, Tonya; Tullis, Graham (2005): Coursebook: Intermediate business english. (Intelligent business). Longman, Harlow.</p> <p>Trappe, Tonya; Tullis, Graham (2006): Coursebook: upper intermediate business English. (Intelligent business). Longman,</p>

Harlow.

Cotton, David; Falvey, David; Kent, Simon (2003): Course book. (Market Leader: intermediate business english). Longman, Harlow.

Flinders, Steven; Sweeney, Simon (1996): Business english pair work. Penguin Books, London.

Crowther-Alwyn, John (1997): Business roles: 12 simulations for business english. Cambridge University Press, Cambridge.

Allison, John; Powell, Mark (2005): In company: case studies. Macmillan, Oxford.

Emmerson, Paul (2002): Business grammar builder. Macmillan, Oxford.

Periodika:

- The economist: London, New York
- Newsweek: the international newsmagazine. New York
- New York Times
- Financial Times
- BBC News

German 2

Status: August 2011

Module-Nr./ Code	1.2.3 GER2
Module title	German as a foreign language 2
Semester or trimester	2 nd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory module with elective possibilities
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	GER1
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Daniela Kleinheinz
Teaching language	German (English if the students do not meet language requirements)
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level B1/1 according to the CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	2%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – use the spoken language in a versatile

	<p>manner to deal with a suitable range of communication situations autonomously,</p> <ul style="list-style-type: none"> – draw up simple accompanying written documents (handouts, short reports) (target level B1/1).
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. <p>Target level B1/1, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary – Specialised texts – Colloquial language – Learning aids
Teaching and learning methods of the module	<p>Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.</p>
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<p>Special features are specified at the beginning of the semester.</p>
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Delfin (2001): Teilband 2. Kurs- und Arbeitsbuch: Einheit 7 - 14 - Europäischer Referenzrahmen B1/1. Hueber Verlag.</p>

International Management

Status: August 2011

Module-Nr./ Code	1.3.1 INMA
Module title	International Management
Semester or trimester	3 rd semester
Duration of module	One semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	
Applicability of the module to other programmes	Management and Global Business Environment
Person responsible for the module	NN (Prof. Dr. Andreas Müller)
Name(s) of the instructor(s)	Prof. Dr. Lutz Becker
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 42)
Hours per week	3
Assessment type / requirement for the award of credits	Written Assignment § 14 (4) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Following the successful completion of this course, students should be able to: – Comprehend the complexities of multinational companies and their activities across borders and cultures – Distinguish between different international orientations and strategies that

	<p>companies pursue in foreign markets</p> <ul style="list-style-type: none"> – Provide an overview of the different entry modes into foreign markets – Analyse the foreign market entry in form of corporate case studies using PESTL and SWOT linked with the internationalization stage assessment
Content of the module	<ul style="list-style-type: none"> – Introduction to International Management – Strategies for International Competition – Modes of Entry into Foreign Markets – Internal versus External Modes of Entry – Greenfield Investment versus Acquisitions – Strategic Alliances – Review
Teaching and learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Phatak, Arvind V.; Bhagat, Rabi S.; Kashlak, Roger (2005): International management: managing in a diverse and dynamic global environment. Internat. Edition. McGraw Hill, Boston.</p> <p>Hill, Charles W. (2008): Global business today. 5th edition. Int. student edition. McGraw Hill, Boston.</p> <p>Beamish Paul W. et al. (2003): International management: text and cases. 5th edition. McGraw Hill, Boston.</p>

Operations Management & Statistics

Status: August 2011

Modul-Nr./ Code	1.3.2 OPMA
Module Title	Operations Management & Statistics
Semester or trimester	3 rd Semester
Duration of the module	One Semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of the module	Once a year
Entry requirements	
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Andreas Gissel
Name(s) of the instructor(s)	Prof. Dr. Andreas Gissel Prof. Dr. Henk van Elst
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total work load = 180 (Contact hours = 70)
Hours per week	5 (3 H/W Statistics, 2 H/W Operations)
Assessment type / requirement for the award of credits	Written Examination 180' § 14 (2) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will: – be able to understand the importance of the operations management function for

	<p>organisations to compete in today's global business environment,</p> <ul style="list-style-type: none"> – have received an introduction to concepts, processes and managerial skills needed to manage operations effectively and – be equipped with the tools and techniques used to solve operations management issues. <p>Students passing this module should have the following skills:</p> <ul style="list-style-type: none"> – They know how to apply standard methods of business statistics to solve simple related problems in economics. – The students understand the basic notions of probability theory and inferential statistics. They can explain the concepts of a random experiment and a random event. They know Kolmogorov's axioms. They are able to calculate Laplacian probabilities. – The students can distinguish between discrete and continuous random variables. They determine cumulative distribution functions of random variables and understand their role in computing probabilities for random events. They know how to calculate expectation values, variances and q-quantiles of random variables. They are familiar with the properties of standard cumulative distribution functions. – The students calculate confidence intervals for population means and population variances of a Gaussian normal distribution. – They perform one sample tests of statistical hypotheses for a population mean or a population variance and interpret their results.
Content of the module	<ul style="list-style-type: none"> – Introduction to operation management – Forecasting demand – Process management and capacity planning – Inventory management – Location management / linear programming – Supply chain management – JIT concept – Quality control <p>Introduction to probability theory and inferential statistics, with applications to related issues in business / economics.</p> <p>1. Probability Theory: Random experiments;</p>

	<p>random events; sample spaces. Kolmogorov's axioms. Laplacian probabilities. Combinatorics. Conditional probability; theorem of total probability; Bayes' theorem. Independence of random events. Random variables (discrete/continuous); cumulative distribution functions; computation of a probability of a random event from a cumulative distribution function. Probability function of a discrete random variable; probability density function of a continuous random variable. Expectation value, variance, standard deviation and q-quantiles of a random variable. Uniform distributions (discrete/continuous); binomial distribution; Gaussian normal distribution: standard normal distribution, $k\sigma$ rule. Use of appropriate statistical tables to perform calculations. Law of large numbers, central limit theorem.</p> <p>2. Inferential Statistics: Estimating parameters of a normal distribution: random sample, sample mean, sample variance, confidence intervals for a population mean when population variance is un-/known (Gosset's t-distribution function with n degrees of freedom); confidence intervals for a population variance (χ^2-distribution with $n-1$ degrees of freedom). Testing of statistical hypotheses, one sample tests: null/alternative hypotheses, tests for a population mean when population variance is un-/known (t-test / z-test); tests for a population variance (χ^2-Test).</p>
Teaching and Learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary reading)	<p><u>Required reading:</u></p> <p>Chopra, Sunil; Meindl, Peter (2004): Supply chain management: strategy, planning, and operations. 2nd, internat. ed., Upper Saddle River, NJ, Pearson Education Internat.</p> <p>Hill, Terry (2005): Operations management.</p>

2nd ed. Houndmills [inter alia] Palgrave.

Schönsleben, Paul (2007) Integrales Logistikmanagement: Operations und Supply Chain Management in umfassenden Wertschöpfungsnetzwerken. 5th revised and extended edition, Berlin [inter alia] Springer.

Simchi-Levi, David; Kaminsky, Philip; Simchi-Levi, Edith (2008): Designing and managing the supply chain: concepts, strategies, and case studies. 3rd, intern. student ed. New York, NY [inter alia] McGraw-Hill.

Thonemann, Ulrich (2010): Operations Management. 2nd edition. Pearson Studium.

Nahmias, Steven (2009): Production and operations analysis. 6th ed. McGraw-Hill, New York.

Stevenson, William; Hojati, Mehran (2006): Operations management. 3rd canadian ed. McGraw-Hill, Ryerson.

Gardiner, David (2006): Operations management for business excellence. Pearson Education, Auckland.

Heizer, Jay H. (2006): Principles of operations management. 6th ed. Pearson Prentice-Hall, Upper Saddle River.

Keller, Gerald (2009): Managerial Statistics. 8th Internat. Student Edition. South-Western/Cengage Learning, Mason.

Wewel, Max-Christoph (2008): Statistik im Bachelor-Studium der BWL und VWL: Methoden, Anwendungen und Interpretationen. 2. aktual. Nachdruck. Pearson Studium, München.

Introductory Company Project

Status: August 2011

Module-Nr./ Code	0.3.1 IPRO
Module title	Introductory Company Project
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	“Introduction to scientific research methods” and “Basic Principles in strategic Management”
Applicability of the module to other programmes	This module is part of all the programmes at Karlshochschule International University. The subject of the project varies according to the programme specialisation of the students.
Person responsible for the module	Prof. Dr. Stephan Sonnenburg
Name(s) of the instructor(s)	Prof. Dr. Stephan Sonnenburg
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self- study and contact hours)	180 hours, of which 84 contact hours
Hours per week	6
Assessment type / requirement for the award of credits	Project work § 14 (11) CER 18.02.2011
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	In teams, the students find a project, plan it autonomously and implement it as far as it is feasible, starting with the generation of an idea and concluding with a presentation of the

	<p>results. In this process, they learn creative techniques and project management methods and develop communication and team-working skills.</p> <p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – develop a project idea and alternative approaches using selected creative techniques, – to plan a project, carry it out and supervise it using appropriate methods, present it in its various steps, including the following: <ul style="list-style-type: none"> • formulate a project brief • describe and assume the roles in a project team • draw up a project structure plan and a milestones plan • draw up a Gantt chart • plan and allocate resources using objective, time-related and budgetary criteria • draw up and present a project report and other reports (progress report, change request, meeting minutes etc.) • implement specific controlling instruments <p>The students are also able to work in teams and recognise the opportunities and problems that arise from teamwork. They are also able to find ways out of a crisis and solve conflicts. The project also gives them experience in collaboration based on the division of labour.</p>
Content of the module	<ul style="list-style-type: none"> – Introduction to the concept of the module – Historical outline and its role in a corporate context – Development, formulation and evaluation of a project idea and alternative approaches using selected creativity techniques – Project management starting with the project brief and concluding with the presentation of the results – Definition of the project objective – Formulation of the project brief – Composition of a project team – Draw up a project structure plan and a milestones plan

	<ul style="list-style-type: none"> – Draw up Gantt charts – Plan and allocate resources using objective, time-related and budgetary criteria and find alternatives – Time buffer and uncertainty, critical path – Reporting and controlling instruments: progress report, change request, meeting minutes etc. – Implement controlling instruments – Overview of the architecture and application of selected project tools – Teambuilding, communication in a project, conflict management and crisis management – Revision and critical analysis
Teaching and learning methods of the module	Interactive lectures Exercises Team work
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	An internal project defined by the students (in exceptions also an external project) should be completed or carried out up to a specific milestone.
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Verzug, Eric (2008): The fast forward MBA in Project Management; Wiley & Sons.</p> <p><u>Supplementary recommended reading:</u></p> <p>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (eds.)(2009): Projektführung und Projektmanagement. Symposion, Düsseldorf.</p> <p>Boos, Evelyn (2007): Das große Buch der Kreativitätstechniken. Compact, München.</p> <p>Levine, Harvey A. (2005): Project portfolio management. Jossey-Bass, San Francisco.</p> <p>Michalko, Michael (2006): Thinkertoys: A handbook of creative-thinking techniques. 2nd edition, Ten Speed, Berkeley.</p> <p>Schelle, Heinz (2010): Projekte zum Erfolg führen: Projektmanagement systematisch und kompakt. 6th revised edition, Beck, München.</p>

Resources: Financial Resources, Human Resources, Organisation

Status: August 2011

Module-Nr./ Code	0.3.2 RESO
Module title	Resources: Financial Resources, Human Resources, Organisation
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	Seminars, accompanied by tutorials to optimise the link between theory and practice
Frequency of module	Once a year
Entry requirements	Module 0.1.1. EMQM
Applicability of the module to other programmes	This module is part of the IB, ICM, IMA, ITM, MCCE, ACM, EM and MCM programmes.
Person responsible for the module	Prof. Dr. Bernd Ankenbrand
Name(s) of the instructor(s)	Prof. Dr. Bernd Ankenbrand
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 hours (of which 84 contact hours)
Hours per week	6
Assessment type / requirement for the award of credits	Written examination 180' at the end of the semester § 14 (2) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to – present the execution of strategic planning within the context of the

	<p>management process via the selection, procurement, allocation, deployment and organisation of financial and human resources</p> <ul style="list-style-type: none"> – explain the term resources in the context of a “resource-based view” – assess, allocate suitably depending on the situation and develop various resources from a general management perspective in the context of varying conditions (“constraints”), strategies and conflict situations (“tensions”) – apply different methods of researching and making decisions regarding the procurement measures required in a company – describe the tasks and instruments of financial management (financial consequences of productivity-based decisions, alternative forms of financing, short and long-term financial and liquidity planning, capital expenditure budgeting including its mathematical principles) – understand the role of human resource management within the context of general management, explain and critically question the most important structures and processes of HRM and apply selected methods and tools of personnel management – present the basic functional, institutional and behaviour-related aspects of the organisation, give a basic outline of research in the field of organisational theory and discuss various theoretical approaches – analyse the composition of the organisation and its formal structure, interpret the objectives and conditions of structuring an organisation and assess organisation structures with a view to the situation and cultural context
Content of the module	– Differentiation between the factors work

	<p>and capital</p> <ul style="list-style-type: none"> – The interrelation between productivity-based and financial decisions in a company – Decisions on the employment of capital (principles, static and dynamic methods of capital expenditures budgeting) – Decisions on the procurement of capital (systemisation and presentation of various financing types) – Tasks and instruments of financial management – Principles of financial and liquidity planning – Development and implementation of HR strategies – HR planning and procurement – HR selection – Personnel leadership, employee loyalty, personnel development – Views of man, work structuring, motivation, performance and reward – Conditions, objectives and concept of international HRM – Diversity as a challenge for personnel development – Interdependency between the organisation and the individual – Organisation with the context of starting a company – The organisation from an institutional, functional and instrumental perspective – Organisational conditions and tensions – Structures and processes in conflict areas of formal and informal organisation – The impact of corporate culture on organisation structuring
Teaching and learning methods of the module	Interactive lectures, group work and group discussions
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended)	<u>Required reading:</u>

reading)

Jones, Gareth (2010): Organizational Theory, Design, and Change: Global Edition, 6th edition, Pearson Higher Education.

Torrington, Derek; Hall, Laura; Taylor, Steven (2009): Fundamentals of Human Resource Management: Managing People at Work, Financial Times Press.

Brealey, Richard; Myers, Stewart; Allen, Franklin (2010): Principles of Corporate Finance, Concise, 2nd revised edition, McGraw-Hill Education.

Supplementary recommended reading:

Levitt, Steven; Dubner, Stephen (2009): Freakonomics: A Rogue Economist Explores the Hidden Side of Everything.

Boddy, David (2010): Management, Financial Times Press.

Schreyögg, Georg; Koch, Jochen (2009): Grundlagen des Managements: Basiswissen für Studium und Praxis. 2nd edition, Gabler, Wiesbaden.

Thommen, U.G.; Achleitner, A.-K. (2009): Allgemeine Betriebswirtschaftslehre - Umfassende Einführung aus managementorientierter Sicht, Gabler.

Watson, Denzil; Head, Antony (2009): Corporate Finance, 5th edition, Financial Times/ Prentice Hall.

Burr, Wolfgang; Stephan, Michael; Werkmeister, Clemens (2011): Unternehmensführung, 2nd edition, München: Vahlen.

Arabic 1

Status: August 2011

Module-Nr./ Code	0.3.3 ARA1
Module title	Arabic 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Arabic has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – know the basics of the Arabic alphabet and,

	<p>with guidance, structure simple sentences and classify individual elements,</p> <ul style="list-style-type: none"> – know the basics of the phonetic system and name the most important differences between the Arabic language and their own language using examples, – produce simple sentences and carry out the most important ritual conversations (e.g. greeting someone).
Content of the module	<ul style="list-style-type: none"> – The alphabet (sounds and written), the article, gender, the nominal sentence, numbers, the adjective, radical, the broken plural, declination and conjugation, prepositions. – The house; the telephone conversation; in town; breakfast with the family; at the market; giving directions; receiving somebody; going out; the Arab League; Europe. – The phonetic and graphic code of the foreign language. – The type of basic grammatical structure (root languages, iconographic languages, spoken languages) and construction principles. – Basic vocabulary. – Learning aids.
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Language textbook:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8th edition, Langenscheidt, Berlin.</p>

Chinese 1

Status: August 2011

Module-Nr./ Code	0.3.3 CHI1
Module title	Chinese 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Chinese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – know the basics of the Chinese alphabet

	<p>and, with guidance, structure simple sentences and classify individual elements,</p> <ul style="list-style-type: none"> – know the basics of the phonetic system and name the most important differences between the Chinese language and their own language using examples, – produce simple sentences and carry out the most important ritual conversations (e.g. greeting someone). <p>.</p>
Content of the module	<ul style="list-style-type: none"> – The phonetic and graphic code of the foreign language – The type of basic grammatical structure (root languages, iconographic languages, spoken languages) and construction principles – Basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Direct online learning of the Chinese phonetic and written alphabet in the lessons.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): Wir lernen Chinesisch. Renmin Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): Chinesisch erleben. Gaodeng Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p>Gu, Wen; Meinshausen, Frank (2005): Umgangschinesisch effektiv: ein Crash-Kurs der chinesischen Umgangssprache. Schmetterling, Stuttgart.</p>

French 1

Status: August 2011

Module-Nr./ Code	0.3.3 FRA1
Module title	French 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if French has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	French (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.1. (Beginners), A2-B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> - deal with simple everyday situations in the spoken language, - understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language. <p>Intermediate:</p> <ul style="list-style-type: none"> - understand and deal with topics which are familiar (work, school, leisure, etc.) or of personal interest. Can describe experiences and events, briefly justify and explain opinions and plans. <p>Advanced:</p> <ul style="list-style-type: none"> - use their spoken language to take part in a suitable range of advanced business communication situations, - draw up accompanying written documents.
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> - Communication skills in everyday situations - Pronunciation and intonation - General vocabulary - Basic grammar - Business vocabulary - Simple application of the language in professional situations - Production of simple texts - Initial contact with the civilisation and culture of the French-speaking world <p>Target level A1, specifically:</p> <ul style="list-style-type: none"> - The basics of the phonetic and written form of the foreign language - Basic grammatical structures - Basic lexis - Learning aids <p>Target level B1 and B2, specifically:</p> <ul style="list-style-type: none"> - Consolidation of knowledge of the language in oral and grammatical exercises - Extension of the general vocabulary and the basics of business vocabulary - Specialised texts - Learning aids

Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Girardet, J.; Pécheur, J. (2008): Écho 1, méthode de français (A1-A2), CLE International.</p> <p>Girardet, J.; Pécheur, J. (2008): Écho 2, méthode de français (A2), CLE International.</p> <p>Girardet, J.; Pécheur, J. (2008): Écho 3, méthode de français (B1), CLE International.</p> <p>Penfornis, Jean-Luc (2002): Français.com, CLE International.</p>

Russian 1

Status: August 2011

Module-Nr./ Code	0.3.3 RUS1
Module title	Russian 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Russian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – know the Cyrillic alphabet and read simple

	<p>texts,</p> <ul style="list-style-type: none"> - deal with simple everyday situations in the spoken language, - understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language.
Content of the module	<p>The phonetic and graphic code of the Russian language.</p> <ul style="list-style-type: none"> - Basic grammatical structures - Basic lexis - Learning aids
Teaching and learning methods of the module	<p>Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.</p>
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<p>Special features are specified at the beginning of the semester.</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Loos, Harald; Berditschewski, Anatoli (2008): Projekty: ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning (Medienkombination).</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2001): Kljuci 1: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2004): Kljuci 2: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p>

Spanish 1

Status: August 2011

Module-Nr./ Code	0.3.3 SPA1
Module title	Spanish 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Spanish has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlsruhochschule International University.
Person responsible for the module	NN (Prof. Dr. Andreas Müller)
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Spanish (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.1. (Beginners), A2-B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> - deal with simple everyday situations in the spoken language, - understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language. <p>Intermediate:</p> <ul style="list-style-type: none"> - understand and deal with topics which are familiar (work, school, leisure, etc.) or of personal interest. Can describe experiences and events, briefly justify and explain opinions and plans. <p>Advanced:</p> <ul style="list-style-type: none"> - use their spoken language to take part in a suitable range of advanced business communication situations, - draw up accompanying written documents.
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> - Communication skills in everyday situations - Pronunciation and intonation - General vocabulary - Basic grammar - Business vocabulary - Simple application of the language in professional situations - Production of simple texts - Initial contact with the civilisation and culture of the Spanish-speaking world <p>Target level A1, specifically:</p> <ul style="list-style-type: none"> - The basics of the phonetic and written form of the foreign language - Basic grammatical structures - Basic lexis - Learning aids <p>Target level B1, B2, specifically:</p> <ul style="list-style-type: none"> - Consolidation of knowledge of the language in oral and grammatical exercises - Extension of the general vocabulary and the basics of business vocabulary - Specialised texts - Learning aids

Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>González Salgado, C. (2007): ene A1, Der Spanischkurs, Hueber Verlag.</p> <p>González Salgado, C.; Sanz Oberberger, C. (2008): ene A2, Der Spanischkurs, Hueber Verlag.</p> <p>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E. (2008): ene B1.1, Der Spanischkurs, Hueber Verlag.</p> <p>Bade, P.; Görrissen, M.; Mellado, R. (2007): Avenida (B2), Klett Verlag.</p>

International Finance

Status: August 2011

Module-Nr./ Code	1.4.1 INFI
Module title	International Finance
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Resources, Introduction to scientific methods, Introduction to World Economy
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Bernd Ankenbrand
Name(s) of the instructor(s)	Prof. Dr. Bernd Ankenbrand
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self- study and contact hours)	Total workload = 180 (contact hours = 42)
Hours per week	3
Assessment type / requirement for the award of credits	Learner's Portfolio
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will – have studied financial management and market theories and their applications in practice – have learnt about the implication of

	<p>financial planning, long-term financial decisions and working capital management for international business</p> <ul style="list-style-type: none"> – be able to understand the importance of managing risks, especially currency risks
Content of the modul	<ul style="list-style-type: none"> – Introduction to Multinational Financial Management – International Flow of Funds – Government Influence on Exchange Rates – International Arbitrage & Interest Rate – Direct Foreign Investment – Multinational Capital Budgeting – Multinational Restructuring – Country Risk Analysis – Long-Term Financing – Financing International Trade – Short-Term Financing
Teaching and learning methods of the module	<ul style="list-style-type: none"> – Lectures covering theoretical components – Case studies including the following topics: <ul style="list-style-type: none"> • Bank Rescue (Lehmann, etc.) • Company Bailout (GM/Opel, ...) • Criminal Incident (Madoff, ...) • Regulation (Naked Short Selling) – Learning Agreement – weekly quizzes
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<ul style="list-style-type: none"> – company visits (including Banks, Funds, Risk Consultancies) – guest speakers from the industry – weekly newspaper topics
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading</u></p> <p>Jeff Madura, Roland Fox. (2010): International Financial Management, 10th revised edition, Thomson Learning.</p> <p>newspaper topics including</p> <ul style="list-style-type: none"> • New York Times www.nytimes.com • The Financial Times www.ft.com • Handelsblatt www.handelsblatt.com

Managing International Operations

Status: August 2011

Module-Nr./ Code	1.4.2 MIOP
Module title	Managing International Operations
Semester or trimester	4 th semester
Duration of module	One semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	
Applicability of the module to other programmes	
Person responsible for the module	NN (Prof. Dr. Andreas Müller)
Name(s) of the instructor(s)	Prof. Dr. Andreas Gissel
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written Assignment § 14 (4) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to <ul style="list-style-type: none">– study how international firms organise their foreign operations– learn about global sourcing, international production and worldwide logistics– evaluate best practice cases in

	<p>outsourcing and offshoring</p> <ul style="list-style-type: none"> – analyse current trends in the relocation of productive MNC activities
Content of the module	<ul style="list-style-type: none"> – Introduction – Organising International Operations – Offshoring and Outsourcing – Global Sourcing – Location of International Production – Global Logistics – Current Topics
Teaching and learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Phatak, Arvind V.; Bhagat, Rabi S.; Kashlak, Roger (2005): International management: managing in a diverse and dynamic global environment. Internat. Edition. McGraw Hill, Boston.</p> <p>Beamish Paul W. et al. (2003): International management: text and cases. 5th edition. McGraw Hill, Boston.</p>

Advanced Company Project

Status: August 2011

Module-Nr./ Code	0.4.1 APRO
Module title	Advanced Company Project
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.1. IPRO
Applicability of the module to other programmes	This module is part of all the programmes at Karlshochschule International University. The subject of the project varies according to the programme specialisation of the students.
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Prof. Dr. Sonnenburg
Teaching language	German/English/other (depends on the subject of the project and the "sponsor")
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180' 56' (contact hours) + 124' (self-study)
Hours per week	4
Assessment type / requirement for the award of credits	Project work § 14 (11) CER 18.02.2011
Weighting of the grade within the total grade	2 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to autonomously identify,

	<p>plan and implement a selected social or business project, preferably international, e.g. from the fields of culture, tourism, marketing, business development, trade fair, convention, event, organisation, personnel etc. with the help of tutors (instructors) and supervisors (professors). This involves integrating, applying and implementing the knowledge acquired in the modules to date.</p>
<p>Content of the module</p>	<p>Autonomous development of a project idea and implementation of a project under supervision and in collaboration with external partners (“sponsors”). If relevant, students can base their project on work carried out in the project module in the 3rd semester.</p>
<p>Teaching and learning methods of the module</p>	<p>Project work in a team (tutored)</p>
<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	<ul style="list-style-type: none"> – The projects are developed in close collaboration with interested companies or social organisations (e.g. SIFE, Rotaract, Leos), in some cases on location – Students draw-up a written presentation for the sponsor – The following is assessed: <ul style="list-style-type: none"> • The content and formal quality of the presentation and documentation • The academic performance of the written paper, research and analysis – Students are expected to carry out project management as regards content and timing, which is fully documented. They are expected deliver the following: <ul style="list-style-type: none"> • Put together and organise a project team • Coordinate with the sponsor and the university instructor and other stakeholders (other groups) • Draw up a project brief and target definition in writing • Milestone and project structure planning and schedule (Gantt chart) • Present the individual work packages (Who does what by when?) taking into consideration the personal time budget • Weekly status update for the client and the university instructor (project progress report and meeting minutes) including work packages, to-do’s of the

	<p>relevant time period (planned, in progress / degree of completion, completed), plan/actual comparison</p> <ul style="list-style-type: none"> • Quality assurance, risk and problem management • Project conclusion, delivery of performance and meeting of deadlines
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>The selection of literature is carried out by the students with the guidance of their tutors. The following is a list of optional general background reading:</p> <p>Armstrong, Michael (2004): How to be an even better manager: a complete A-Z of proven techniques and essential skills. 6th edition. Kogan Page, London.</p> <p>Armstrong, Michael; Stephens, Tina (2006): Management and leadership: a guide to managing for results. Repr. Kogan Page, London.</p> <p>Becker, Lutz (ed.)(2008): Management und Führungspraxis: Digitale Fachbibliothek. Symposium, Düsseldorf. [Extracts will be provided]</p> <p>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (eds.)(2007): Führungspraxis und Führungskultur. (Die neue Führungskunst; 2). Symposium, Düsseldorf.</p> <p>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (eds.)(2008): Führung, Wandel und Innovation. (Die neue Führungskunst; 3). Symposium, Düsseldorf.</p> <p>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (eds.)(2008): Projektführung und Projektmanagement. (Die neue Führungskunst; 4). Symposium, Düsseldorf.</p> <p>Bentley, Colin (2002): Prince 2: a practical handbook. 2nd edition. Butterworth-Heinemann, Oxford.</p> <p>Hölzle, Philipp (2007): Projektmanagement: professionell führen, Erfolge präsentieren. 2nd edition. Haufe, Freiburg.</p>

Kappler, Ekkehard; Seibel, Johannes J.; Sterner, Siegfried (1983): Entscheidungen für die Zukunft: Instrumente und Methoden der Unternehmensplanung. Frankfurter Allgemeine Zeitung GmbH, Frankfurt.

Levine, Harvey A. (2005): Project portfolio management. Jossey-Bass, San Francisco.

Mees, Jan; Oefner-Py, Stefan; Sünemann, Karl-Otto (1995): Projektmanagement in neuen Dimensionen: das Helogramm zum Erfolg. 2nd revised and extended edition. Gabler, Wiesbaden.

Managerial Accounting

Status: August 2011

Module-Nr./ Code	0.4.2 MACC
Module title	Managerial Accounting
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	<ul style="list-style-type: none">- Introduction to Management and its Quantitative Methods- Strategic Planning- Resources: Finance, Human Resources, Organisation
Applicability of the module to other programmes	This module is part of the IB, ICM, IMA, ITM, MCCE, ACM, EM and MCM programmes.
Person responsible for the module	Prof. Dr. Bernd Ankenbrand
Name(s) of the instructor(s)	Prof. Dr. Bernd Ankenbrand
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 hours (of which 56 contact hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination 180' § 14 (2) CER 18.02.2011
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module are able to

	<ul style="list-style-type: none"> – present the meaning of corporate accounting as source of information, which generates figures that are useful for external stakeholders to assess the company's business performance (external accounting, annual financial statement) and for internal stakeholders to make business decisions based on the data (internal accounting), – define the structure and the data of the annual financial statement, describe how the balance sheet is drawn up, including bookkeeping and the profit and loss account, explain the different items of the balance sheet and the profit and loss account and understand their significance, – describe cost accounting as basis for budget planning and as basis for the calculation of products, services, contracts, projects etc., – present the meaning of cost management and define adequate methods (cost / benefit calculation, calculation of cost types, cost centres and cost units, cost accounting and cost allocation), – define what makes up project cost management and how it is carried out using an example.
Content of the module	<ul style="list-style-type: none"> – Financial accounting as central source of information for the company – The fundamentals of the annual financial statement (composition, structure, approach and evaluation of the individual items of the balance sheet and the income statement) – The fundamentals of the structure, content and technique of double-entry accounting – The most important information in the appendix and the financial report – Analysis of the balance sheet and creative accounting – A comparison of Managerial and Financial accounting – Composition and operation of cost accounting and cost allocation (calculation of cost types, cost centres and cost units) – Tasks and instruments of Managerial

	<ul style="list-style-type: none"> – Cost management as joint task of Financial and Managerial Accounting – The nature and shortcomings of traditional costing systems (full cost accounting and direct costing) – Strategic aspects of Managerial accounting (activity-based costing, target costing, balanced scorecard) – Case studies
Teaching and learning methods of the module	Interactive lectures, exercises, case studies, self-study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Atrill, Peter (2008): Accounting and finance for non-specialists, Financial Times Prentice Hall, Harlow.</p> <p>Atrill, Peter (2009): Management Accounting for decision makers, Financial Times Prentice Hall, Harlow.</p> <p>Rich, Jay (2010): Cornerstones of financial and managerial accounting, South-Western Cengage, Mason.</p> <p><u>Supplementary recommended reading:</u></p> <p>Döring, Ulrich; Buchholz, Rainer (2009): Buchhaltung und Jahresabschluss: Mit Aufgaben und Lösungen. 11th revised edition. Schmidt, Berlin.</p> <p>Probst, Hans-Jürgen (2007): Controlling leicht gemacht: Richtig planen, analysieren und steuern. 4th revised edition. Red line, Heidelberg.</p> <p>Weber, Jürgen; Schäfer, Utz (2008): Introduction to Controlling 11th revised edition. Schäffer-Poeschel, Stuttgart.</p>

Arabic 2

Status: August 2011

Module-Nr./ Code	0.4.3 ARA2
Module title	Arabic 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 ARA1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – have an extended knowledge of the

	<p>fundamentals of the Arabic alphabet,</p> <ul style="list-style-type: none"> – identify a suitable number of individual elements, – deduct meaning from contexts, – carry out simple dialogues in everyday situations.
Content of the module	<ul style="list-style-type: none"> – The perfect, the verb sentence, the nisbe ending, the genitive link, the suffixed personal pronouns, determination (summary), the adverb, the imperfect, the demonstrative pronouns, conjunctive and apocopate, the imperative, negation. – A personal letter; at the travel agent's; at the grocer's; in a restaurant; international news; in a bookshop; my university; in a hotel. – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbook:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8th edition. Langenscheidt, Berlin.</p>

Chinese 2

Status: August 2011

Module-Nr./ Code	0.4.3 CHI2
Module title	Chinese 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 CHI1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – have an extended knowledge of the basics

	<p>of the Chinese alphabet,</p> <ul style="list-style-type: none"> – identify a suitable number of individual elements, – deduct meaning from contexts, – carry out simple dialogues in everyday situations.
Content of the module	<ul style="list-style-type: none"> – Further phonetic and graphic characteristics of the foreign language code – Basic grammar – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Direct online learning of the Chinese phonetic and written alphabet in the lessons.
<p>Literature</p> <p>(Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): <i>Wir lernen Chinesisch</i>. Renmin Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): <i>Chinesisch erleben</i>. Gaodeng Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p>Gu, Wen; Meinshausen, Frank (2005): <i>Umgangschinesisch effektiv: ein Crash-Kurs der chinesischen Umgangssprache</i>. Schmetterling, Stuttgart. (Medienkombination)</p>

French 2

Status: August 2011

Module-Nr./ Code	0.4.3 FRA2
Module title	French 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 FRA1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	French (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.2 (Beginners), B1.2 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> - deal with simple to more complex everyday situations and simple business situations in the spoken language, - write standard texts (e.g. lists) autonomously in French <p>Intermediate:</p> <ul style="list-style-type: none"> - use their spoken language to take part in a suitable range of advanced business communication situations, - draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> - use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, - draw up accompanying simple written documents (handouts, short reports)
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> - Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. - Information on culture and civilisation is also included regularly in the course. - Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> - Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference - More complex grammar structures and varieties - Basic lexis - Learning aids <p>Target level B1.2 and B2, specifically:</p> <ul style="list-style-type: none"> - Consolidation of knowledge of the language in oral and grammatical exercises - Extension of the general vocabulary and the basics of business vocabulary

	<ul style="list-style-type: none"> - Specialised texts - Colloquial language - Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Girardet, J.; Pécheur, J. (2008): Écho 1, méthode de français (A1-A2), CLE International.</p> <p>Girardet, J.; Pécheur, J. (2008): Écho 2, méthode de français (A2), CLE International.</p> <p>Girardet, J.; Pécheur, J. (2008): Écho 3, méthode de français (B1), CLE International.</p> <p>Penfornis, Jean-Luc (2002). Français.com, niveau intermédiaire, CLE International.</p> <p>Penfornis, Jean-Luc (2003). Affaires.com, CLE International.</p> <p>Steele, Ross (2004). Civilisation progressive du français, CLE International.</p>

Russian 2

Status: August 2011

Module-Nr./ Code	0.4.3 RUS2
Module title	Russian 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 RUS1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to

	<ul style="list-style-type: none"> – deal with simple to more complex everyday situations and simple business situations in the spoken language – write standard texts (e.g. lists) autonomously in Russian.
Content of the module	<ul style="list-style-type: none"> – Specific phonetic characteristics of Russian – More complex grammar structures – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Loos, Harald; Berditschewski, Anatoli (2008): Projekty: ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning. (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2001): Kljuci 1: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2004): Kljuci 2: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p>

Spanish 2

Status: August 2011

Module-Nr./ Code	0.4.3 SPA2
Module title	Spanish 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 SPA1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Beatriz Tapia Adler
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Spanish (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.2 (Beginners), B1.2 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> - deal with simple to more complex everyday situations and simple business situations in the spoken language, - write standard texts (e.g. lists) autonomously in Spanish <p>Intermediate:</p> <ul style="list-style-type: none"> - use their spoken language to take part in a suitable range of advanced business communication situations, - draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> - use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, - draw up accompanying simple written documents (handouts, short reports)
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> - Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. - Information on culture and civilisation is also included regularly in the course. - Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> - Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference - More complex grammar structures and varieties - Basic lexis - Learning aids <p>Target level B1.2 and B2, specifically:</p> <ul style="list-style-type: none"> - Consolidation of knowledge of the language in oral and grammatical exercises - Extension of the general vocabulary and the basics of business vocabulary

	<ul style="list-style-type: none"> - Specialised texts - Colloquial language - Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>González Salgado, C. (2007): ene A1, Der Spanischkurs, Hueber Verlag.</p> <p>González Salgado, C.; Sanz Oberberger, C. (2008): ene A2, Der Spanischkurs, Hueber Verlag.</p> <p>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E. (2008): ene B1.1, Der Spanischkurs, Hueber Verlag.</p> <p>Bade, P.; Görrissen, M.; Mellado, R. (2007): Avenida (B2), Klett Verlag.</p>

Contemporary Issues in International Management

Status: August 2011

Module-Nr./ Code	1.5.1 CONT
Module title	Contemporary Issues in International Management
Semester or trimester	5 th Semester
Duration of module	One Semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	International Management
Applicability of the module to other programmes	
Person responsible for the module	NN (Prof. Dr. Andreas Müller)
Name(s) of the instructor(s)	NN
Teaching Language	English
Number of ECTS credits	6
Total Workload and its breakdown (e.g. self-study and contact hours)	Total work load = 180 (Contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Essay § 14 (6) CER 18.02.2011
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Following the successful completion of this course, students should be able to – understand contemporary management issues from an international and cross-cultural perspective. – have a better appreciation of international

	<p>business strategies and business operations in conditions of market diversity.</p> <ul style="list-style-type: none"> – develop a better awareness and sensitivity to cultural differences in behaviour in order to enhance skill levels for working in multi-cultural organisations and markets. – analyse and discuss current topics and trends in international business.
Content of the module	<ul style="list-style-type: none"> – Introduction to Contemporary Issues in International Management – Cross-cultural Management – Cultural Awareness – Selected Current Topics of International Management – Case Studies
Teaching and learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special Features (e.g. online activities, event/company visits, guest speakers, etc.)	
<p>Literature (Required reading / supplementary recommended reading)</p>	<p><u>Required reading</u></p> <p>Phatak, Arvind V.; Bhagat, Rabi S.; Kashlak, Roger (2005): International management: managing in a diverse and dynamic global environment. Internat. edition. McGraw Hill, Boston.</p> <p>Thomas, David C. (2008): Cross-cultural management: essential concepts. 2nd edition. Sage, Los Angeles.</p> <p>Luthans, Fred; Doh, Jonathan P. (2009): International management: culture, strategy and behaviour. 7th edition. McGraw Hill, New York.</p>

Entrepreneurship and Business Planning

Status: August 2011

Module-Nr./ Code	0.5.2 ENTR
Module title	Entrepreneurship and Business Planning
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Compulsory elective
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None
Applicability of the module to other programmes	
Person responsible for the module	NN (Prof. Dr. Andreas Müller)
Name(s) of the instructor(s)	Frank Hölscheidt
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 (contact hours = 42)
Hours per week	3
Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will – have received an introduction to the environment and nature of entrepreneurship, the profiles of practicing entrepreneurs and

	<p>the development of creativity and innovation</p> <ul style="list-style-type: none"> – be able to analyse the process necessary to assess and launch new ventures – have examined the growth and development of entrepreneurial ventures – be able to address operational issues of marketing and law that affect preparation, planning and the operation of entrepreneurial start ups – have reviewed contemporary issues in the world of entrepreneurship <p>The students will be able to appreciate that entrepreneurship is a cohesive process of creativity, risk-taking and planning. This course will adopt a multi-disciplinary approach to the study and practice of entrepreneurship. Students will have the opportunity to examine the process of creating a new venture, the role of the entrepreneur and the factors that drive the entrepreneurial process.</p> <p>Besides the assessment type students should also be able to deliver and to elaborate a business plan as basic part of this module. This practical approach leads the students to a reflected plan describing their business case or business idea.</p>
Content of the module	<ul style="list-style-type: none"> – The nature of entrepreneurship – The entrepreneur – Creativity and innovation – Strategic planning for new ventures – Developing an effective business plan – Assessment and evaluation of new ventures – Structuring the new venture – Financial considerations in the entrepreneurial environment – Venture financing for entrepreneurs – Marketing issues related to new ventures – Legal and ethical issues related to emerging ventures – Managing entrepreneurial growth and management succession – Review
Teaching and learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	

<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Kuratko, Donald F.; Hodgetts, Richard M. (2003): Entrepreneurship: a contemporary approach. 6th edition. South-Western, Mason. [excerpts]</p> <p>Timmons, Jeffrey A.; Spinelli, Stephen (2007): New venture creation: entrepreneurship for the 21st century. 7th edition. McGraw Hill, Boston. [Part excerpts]</p> <p><u>Recommended reading:</u></p> <p>West, Alan (1998): A business plan: build a great plan for the growing business. 3rd edition. Pitman, London.</p> <p>Holt, David H. (1992): Entrepreneurship: new venture creation. Prentice Hall, Englewood Cliffs.</p>

Mergers & Acquisitions

Status: August 2011

Module-Nr./ Code	1.5.2 MEAC - 2
Module title	Mergers & Acquisitions
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Compulsory elective
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	International Finance
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Bernd Ankenbrand
Name(s) of the instructor(s)	Prof. Dr. Bernd Ankenbrand NN
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 (contact hours = 42)
Hours per week	3
Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will: – have an overview of the history and the performance of mergers and acquisitions – have learnt about deal structuring and

	<p>negotiations</p> <ul style="list-style-type: none"> – be able to examine the corporate strategies and organisation used for acquisitions – be able to understand different valuation models used in acquisitions – have learnt about bid strategies and tactics as well as possible defences against takeovers
Content of the module	<ul style="list-style-type: none"> – Historical overview of M&A – Conceptual perspective and performance – Corporate strategy and organisation of acquisitions – Deal structuring and negotiation – International antitrust regulations – Bids and defence strategies – Post-acquisition integration
Teaching and learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
<p>Literature</p> <p>(Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Sudarsanam, Sudi (2003): Creating value from mergers and acquisitions: the challenges. An integrated and international perspective. Pearson Prentice Hall, Harlow.</p> <p>Weston, John F.; Mitchell, Mark; Mulherin, John H. (2004): Takeovers, restructuring, and corporate governance. 4th edition. Pearson Prentice Hall, Upper Saddle River.</p>

Business Ethics and CSR

Status: August 2011

Modul-Nr./ Code	1.5.4 BECS
Module title	Business Ethics and CSR
Semester or trimester	5 th Semester
Duration of module	One Semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None
Applicability of the module to other programmes	
Person responsible for the module	NN (Prof. Dr. Andreas Müller)
Name(s) of the instructor(s)	Prof. Dr. Lutz Becker
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total work load = 180 (Contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written Examination 90' § 14 (2) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Following the successful completion of this course, students should be able to – gain theoretical and practical insights in the fields of business ethics and sustainable business. – learn the characteristics of ethical issues in

	<p>business and become acquainted with the theories and practices on the implementation of business ethics</p> <ul style="list-style-type: none"> – appreciate ethical issues and the influence these issues have on management decision making, behaviour, policies, and practices; – understand appropriate business responses and management approaches for dealing with social, political, environmental, technological, and global issues and stakeholders
Content of the module	<ul style="list-style-type: none"> – The Business and Society Relationship – Business Ethics Fundamentals – The Corporation in Society – The Stakeholder Approach – Stakeholder Management – Personal & Organisational Ethics – Business Ethics and Technology – Globalisation and Ethics
Teaching and learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
<p>Literature</p> <p>(Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Carroll, Archie B.; Buchholtz, Ann K. (2008): Business & society. 7th int. student edition. Thomson South-Western, Mason.</p> <p><u>Recommended reading:</u></p> <p>Shaw, William H. (2008): Business ethics. 6th edition. Thomson/Wadsworth, Belmont.</p> <p>Lawrence, Anne T.; Weber, James (2007): Business & society: stakeholders, ethics, public policy. 12th edition. McGraw Hill, Boston.</p>

Change and Innovation

Status: August 2011

Module-Nr./ Code	0.5.2 CHIN
Module title	Change and Innovation
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.2 RESO Resources (HRM/Organisation)
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Prof. Dr. Lutz Becker
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 hours (of which 42 contact hours)
Hours per week	3
Assessment type / requirement for the award of credits	Learner's Portfolio § 14 (7) CER 18.02.2011
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – analyse the socio-economic processes of change and the socio-technical innovation processes from a general management perspective

	<ul style="list-style-type: none"> – plan, structure and monitor corporate innovation processes and the processes of organisational change – implement appropriate management tools depending on the situation in order to achieve innovation objectives and to shape organisational change
Content of the module	<ul style="list-style-type: none"> – Socio-technical and socio-economic drivers of innovation and change – Business possibilities for shaping innovation and change, in particular the strategic and organisational integration of different innovation perspectives (e.g. product and process innovation with the innovation of distribution) – Innovation and change as management task – The basic methods of innovation and change management – Business development – Case studies
Teaching and learning methods of the module	This is a research-focused module with a strong emphasis on the student's individual research work. Applied methods: LdL (Learning by Teaching) / Case study creation / Interactive lectures / interviews with and talks by industry practitioners
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	A list of readings will be submitted with the syllabus in advance.

Arabic 3

Status: August 2011

Module-Nr./ Code	0.5.3 ARA3
Module title	Arabic 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 ARA2
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – read and write brief standard texts,

	<ul style="list-style-type: none"> – carry out dialogues in everyday situations with a suitable level of complexity.
Content of the module	<ul style="list-style-type: none"> – Revision of the conjunctive, the imperative, apocopate and negation. The dual, the numbers 1 and 2, question pronouns “how many”, the months, cardinal numbers, year numbers, the perfect form of verbs with و and ى, conjunctive and apocopate of verbs with و or ى, word order: ٴ and the subject of the sentence. – At my university; in a hotel; about Islam and Muslims; registering with the authorities; the President’s speech; interview with the President. – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbook:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8th edition. Langenscheidt, Berlin.</p>

Chinese 3

Status: August 2011

Module-Nr./ Code	0.5.3 CHI3
Module title	Chinese 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 CHI2
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: – read and write brief standard texts,

	<ul style="list-style-type: none"> – carry out dialogues in everyday situations with a suitable level of complexity.
Content of the module	<ul style="list-style-type: none"> – Extension of basic grammar forms – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester. Example: direct online learning of the Chinese phonetic and written alphabet in the lessons.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): Wir lernen Chinesisch. Renmin Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): Chinesisch erleben. Gaodeng Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p>Gu, Wen; Meinshausen, Frank (2005): Umgangschinesisch effektiv: ein Crash-Kurs der chinesischen Umgangssprache. Schmetterling, Stuttgart. (Medienkombination)</p>

French 3

Status: August 2011

Module-Nr./ Code	0.5.3 FRA3
Module title	French 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 FRA2
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	French
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A2 (Beginners), B2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> - deal with more complex everyday situations and everyday business situations in the spoken language, - write simple texts in French. <p>Intermediate:</p> <ul style="list-style-type: none"> - use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, - draw up accompanying simple written documents (handouts, short reports) <p>Advanced:</p> <ul style="list-style-type: none"> - follow complex business communication situations and take part in them using the spoken language, - write longer texts with analytical contents in French
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> - Increase vocabulary and perfect their grammar knowledge in order to further improve their speaking and writing skills (discussion, expressing opinions, presenting an argument, negotiations) as well as training listening and reading comprehension skills. - Use of language in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> - Complex grammatical structures and varieties - Extension of general vocabulary, - Specialist business language and texts - Learning aids <p>Target level B2 and C1, specifically:</p> <ul style="list-style-type: none"> - Consolidation of knowledge of the language in oral and grammatical exercises - Specialist business vocabulary - Different styles and degrees of formality - Advanced writing - Learning aids
<p>Teaching and learning methods of the</p>	<p>Exercises focussing on listening</p>

module	comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Girardet, J.; Pécheur, J. (2008): Écho 2, méthode de français (A2), CLE International.</p> <p>Girardet, J.; Pécheur, J. (2008): Écho 3, méthode de français (B1), CLE International.</p> <p>Penfornis, Jean-Luc (2002). Français.com, niveau intermédiaire, CLE International.</p> <p>Penfornis, Jean-Luc (2003). Affaires.com, CLE International.</p> <p>Steele, Ross (2004). Civilisation progressive du français, CLE International.</p>

Russian 3

Status: August 2011

Module-Nr./ Code	0.5.3 RUS3
Module title	Russian 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 RUS2
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to – deal with a suitable range of everyday

	<p>situations in the spoken language,</p> <ul style="list-style-type: none"> – understand oral communication in a business context and make simple contributions in the spoken language, – write short texts (e.g. letters) autonomously in Russian.
Content of the module	<ul style="list-style-type: none"> – Extension of knowledge of grammar system – Extension of basic vocabulary – Basic business vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Loos, Harald; Berditschewski, Anatoli (2008): Projekty: ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning. (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2001): Kljuci 1: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2004): Kljuci 2: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p>

Spanish 3

Status: August 2011

Module-Nr./ Code	0.5.3 SPA3
Module title	Spanish 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 SPA
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Beatriz Tapia Adler
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Spanish
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A2 (Beginners), B2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> - deal with more complex everyday situations and everyday business situations in the spoken language, - write simple texts in Spanish. <p>Intermediate:</p> <ul style="list-style-type: none"> - use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, - draw up accompanying simple written documents (handouts, short reports). <p>Advanced:</p> <ul style="list-style-type: none"> - follow complex business communication situations and take part in them using the spoken language, - write longer texts with analytical contents in Spanish.
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> - Increase vocabulary and perfect their grammar knowledge in order to further improve their speaking and writing skills (discussion, expressing opinions, presenting an argument, negotiations) as well as training listening and reading comprehension skills. - Use of language in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> - Complex grammatical structures and varieties - Extension of general vocabulary, - Specialist business language and texts - Learning aids <p>Target level B2 and C1, specifically:</p> <ul style="list-style-type: none"> - Consolidation of knowledge of the language in oral and grammatical exercises - Specialist business vocabulary - Different styles and degrees of formality - Advanced writing - Learning aids
<p>Teaching and learning methods of the module</p>	<p>Exercises focussing on listening comprehension and oral production, reading</p>

	comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>González Salgado, C. (2007): ene A1, Der Spanischkurs, Hueber Verlag.</p> <p>González Salgado, C.; Sanz Oberberger, C. (2008): ene A2, Der Spanischkurs, Hueber Verlag.</p> <p>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E. (2008): ene B1.1, Der Spanischkurs, Hueber Verlag.</p> <p>Bade, P.; Görrissen, M.; Mellado, R. (2007): Avenida (B2), Klett Verlag.</p>

Internship

Status: August 2011

Module-Nr./ Code	0.6.1 INTS
Module title	Internship
Semester or trimester	6 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	
Applicability of the module to other programmes	This module is part of all the programmes at Karlsruhochschule International University.
Person responsible for the module	Prof. Dr. Stephan Sonnenburg
Name(s) of the instructor(s)	Professors acting as mentors in accordance with § 11 parag. 6 of the study and examination regulations
Teaching language	Depends on the location of the company
Number of ECTS credits	18
Total workload and its breakdown (e.g. self-study and contact hours)	540 hours (3 months = 480 hours internship and 60 hours for preparation and follow-up assignment)
Hours per week	3 hours per week for preparation and follow-up assignment
Assessment type / requirement for the award of credits	Internship analysis § 14 (10) CER 18.02.2011
Weighting of the grade within the total grade	4 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to (in accordance with the study and examination regulations):

	<ul style="list-style-type: none"> – apply and transfer the theoretical knowledge they acquired during their studies to practical problems and use their academic knowledge to critically question their practical experience – describe processes and structures in the company where they carry out the internship – analyse the business model, value chain and corporate and business segment strategy of the company where they carry out their internship – put into context and reflect their own experiences in the company, generate ideas from practice for their own (lifelong) learning and their bachelor thesis and critically question practice with the methods of their subject – identify problems and obstacles when trying to implement what they've learnt in practice and develop criteria for a successful transfer between theory and practice – draw up an implementation plan to support this transfer on the basis of self-evaluation of their own strengths and weaknesses and organise learning partnerships, networks to exchange experiences or follow-up measures
Content of the module	<ul style="list-style-type: none"> – Contents in accordance with the study and examination regulations: – Practical activity in a business function in a company, association or comparable organisation. – The following functional areas come into consideration: <ul style="list-style-type: none"> • Management/general management • Organisation • Marketing • Distribution • Controlling, finance and accounting • HR management • Project management • Procurement • Data processing • Appropriate operating department – Analytical reflection of practical experience – Identification of relevant questions for the

	<p>Bachelor Thesis</p> <ul style="list-style-type: none"> – Analysis of problems/obstacles when applying what they have learnt – Development of factors of success when transferring into practice – Development of an implementation plan
Teaching and learning methods of the module	<ul style="list-style-type: none"> – Practical activity – Mentoring by a professor for the preparation and the follow-up assignment and guidance with reflection during the activity
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Guidance with reflection during the activity is provided online in the form of e-learning
Literature (Required reading/supplementary recommended reading)	No requirements, appropriate use of the literature given in modules 0.3.1 IPRO and 0.4.1 APRO

Bachelor Thesis including its defence

Status: August 2011

Module-Nr./ Code	0.6.2 BACH
Module title	Bachelor Thesis including its defence (in accordance with §§ 15 and 16 of the study and examination regulations)
Semester or trimester	6 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	The students must have acquired 150 ECTS credits
Applicability of the module to other programmes	None
Person responsible for the module	Prof. Dr. Michael Zerr
Name(s) of the instructor(s)	Tutor in accordance with § 15 parag. 4 of the study and examination regulations
Teaching language	English / German
Number of ECTS credits	12 (11 + 1)
Total workload and its breakdown (e.g. self-study and contact hours)	360 hours (thesis: 2 months plus preparation of the thesis defence)
Hours per week	
Assessment type / requirement for the award of credits	Bachelor Thesis (weighting: 80 %) and defence of the Bachelor Thesis (weighting: 20 %) § 15 CER 18.02.2011
Weighting of the grade within the total grade	16%
Qualification objectives of the module	In accordance with § 15 parag. 1 of the study and examination regulations students who

	<p>have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – investigate and answer an academic question independently using academic methods within a given time period – give a presentation summarising the results of their work (max. 20 mins) and defend it with informed academic arguments in a discussion (max. 20 mins)
Content of the module	Bachelor Thesis and defence of the Bachelor Thesis in accordance with §§ 15 and 16 of the study and examination regulations.
Teaching and learning methods of the module	Self-directed learning, support, if needed by the professor in charge
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	No special requirements, appropriate use of literature given in the modules 0.1.1 IMQM (0.1.1 EMQM) and 0.1.3 SCIE (0.1.3 WISS)