



## Einführung in das Kunst- und Kulturmanagement

Status: August 2011

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| Modul-Nr./ Code  | 6.1.1. EKMA   |
| Modulbezeichnung   | Einführung in das Kulturmanagement  |
| Semester oder Trimester  | 1. Semester   |
| Dauer des Moduls   | 1 Semester  |
| Art der Lehrveranstaltung<br>(Pflicht, Wahl, etc.)                         | Pflicht   |
| Ggfs. Lehrveranstaltungen des Moduls                                       |   |
| Häufigkeit des Angebots des Moduls   | Jedes Studienjahr   |
| Zugangsvoraussetzungen   | keine   |
| Verwendbarkeit des Moduls für andere Studiengänge                          |   |
| Modulverantwortlicher/Modulverantwortliche                                 | Prof. Dr. Stephan Sonnenburg  |
| Name der/des Hochschullehrer/s   | Dr. Robert Determann  |
| Lehrsprache  | deutsch   |
| Zahl der zugeteilten ECTS-Credits  | 6   |
| Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit) | 180<br>56 Kontaktstunden 124 Selbststudium  |
| SWS  | 4   |
| Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten        | Essay<br>§ 14 (6) SPO 18.02.2011  |
| Gewichtung der Note in der Gesamtnote                                      | 3%  |
| Qualifikationsziele des Moduls   | Studenten, die dieses Modul erfolgreich absolviert haben, sind in der Lage<br><br>– das Spannungsverhältnis zwischen Kultur mit ihren kulturell-künstlerischen Konzepten und Wirtschaft mit ihren ökonomischen Erfordernissen als |

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|  | <p>Subsysteme der Gesellschaft zu beschreiben,</p> <ul style="list-style-type: none"> <li>– die verschiedenen Kultursparten und Kulturinstitutionen (Organisationen, Unternehmen, Netzwerke, Individuen, Märkte) und ihre jeweilige strategische Ausrichtung zu unterscheiden und</li> <li>– die kulturpolitischen und gesellschaftlichen Rahmenbedingungen von Kultur zu erklären.</li> </ul>   |
| Inhalte des Moduls   | <ul style="list-style-type: none"> <li>– Überblick über die Kultursparten und -institutionen (Kultur als öffentliches und privates Gut, Institutionalisierung der Kultur)</li> <li>– Wertschöpfungsprozesse in der Kulturwirtschaft</li> <li>– Überblick über kulturpolitische Rahmenbedingungen und strukturelle Voraussetzungen für Kunst und Kultur in Deutschland (Kulturförderung als Aufgabe des Staates, Kulturföderalismus, Kommunen als Ort der Kultur)</li> <li>– Kulturtheorien und Handlungslogik von Kulturschaffenden</li> </ul> |
| Lehr- und Lernmethoden des Moduls                                  | Vorlesung, Übungen, Selbststudium  |
| Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) | Praxisbesuche (z.B. Kulturamt Karlsruhe)   |
| Literatur<br>(Pflichtlektüre/zusätzlich empfohlene Literatur)      | <p><u>Pflichtlektüre:</u></p> <p><b>Heinrichs, Werner</b> (1999): Kommunales Kulturmanagement: Rahmenbedingungen, Praxisfelder, Managementmethoden. Nomos, Baden-Baden.</p> <p><b>Heinrichs, Werner</b> (1999): Kulturmanagement: eine praxisorientierte Einführung. 2. grundlegend überarb. Aufl. Primus, Darmstadt.</p> <p><b>Klein, Armin</b> (2011): Kulturpolitik: eine Einführung. 3. aktual. Aufl. VS Verlag, Wiesbaden.</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p><b>Klein, Armin</b> (2011): Kulturpolitik: eine</p>      |

Einführung. 3. aktual. Aufl. VS Verlag, Wiesbaden.

**Klein, Armin** (Hrsg.)(2011): Kompendium Kulturmanagement: Handbuch für Studium und Praxis. 3. überarb. Aufl. Vahlen, München.

**Klein, Armin** (2009): Gesucht: Kulturmanager – welche Kulturmanager braucht der Markt? VS Verlag, Wiesbaden.

**Scheurer, Hans; Spiller, Ralf** (Hrsg.)(2010): Kultur 2.0 - Neue Web-Strategien für das Kulturmanagement im Zeitalter von Social Media. Transcript, Bielefeld.

**Heinrichs, Werner** (2006): Der Kulturbetrieb: Bildende Kunst, Musik, Literatur, Theater, Film. Transcript , Bielefeld.

## Einführung in das Management und seine quantitativen Methoden

Status: August 2011

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| Modul-Nr./ Code   | 0.1.1 EMQM   |
| Modulbezeichnung  | Einführung in das Management und seine quantitativen Methoden  |
| Semester oder Trimester   | 1. Semester  |
| Dauer des Moduls  | ein Semester   |
| Art der Lehrveranstaltung<br>(Pflicht, Wahl, etc.)                            | Pflicht  |
| Ggfs. Lehrveranstaltungen des Moduls  | -  |
| Häufigkeit des Angebots des Moduls  | Jedes Studienjahr  |
| Zugangsvoraussetzungen  | keine  |
| Verwendbarkeit des Moduls für andere Studiengänge                             | Dieses Modul ist Bestandteil der Studiengänge IMK, IMA, EM, ITM, MKE, KM, MKM  |
| Modulverantwortlicher/Modulverantwortliche                                    | Prof. Dr. Cordula Braedel-Kühner   |
| Name der/des Hochschullehrer/s  | Prof. Dr. Cordula Braedel-Kühner, Prof. Dr. Bernd Ankenbrand, Prof. Dr. Henk van Elst                                    |
| Lehrsprache   | Deutsch  |
| Zahl der zugeteilten ECTS-Credits   | 10   |
| Gesamtworkload und ihre Zusammensetzung<br>(z.B. Selbststudium + Kontaktzeit) | 300 (davon 112 Stunden Kontaktzeit)  |
| SWS   | 8  |
| Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten           | Klausur 240' am Ende des Semesters<br>§ 14 (2) SPO 18.02.2011  |
| Gewichtung der Note in der Gesamtnote   | 5 %  |
| Qualifikationsziele des Moduls  | Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, das Rollenbild des Managers im Kontext der |

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|                    | <p>Unternehmung und anderer Organisationen sowie in der Gesellschaft zu beschreiben und ausgewählte Aufgabenstellungen des Managements mit Hilfe geeigneter und insbesondere auch quantitativer Methoden zu lösen. Insbesondere sind sie in der Lage</p> <ul style="list-style-type: none"> <li>– Grundfragen des Managements sowie Bedeutung, Aufgaben und Rollen des Managers in unterschiedlichen Organisationen aus verschiedenen Perspektiven zu beschreiben,</li> <li>– die wesentlichen Akteure und Institutionen des unternehmerischen Handelns zu definieren, zu unterscheiden und ihr Zusammenwirken zu erläutern,</li> <li>– allgemeines und funktionales sowie normatives, strategisches und operatives Management in Zielen und Aufgaben zu differenzieren,</li> <li>– das Konzept der Wertkette darzustellen und die primären, steuernden und unterstützenden Prozesse der Wertkette (nach M. E. Porter) zu unterscheiden,</li> <li>– Management als Querschnittsfunktion zur Planung, Steuerung und Kontrolle des Ressourceneinsatzes und des Zusammenwirkens der Sachfunktionen anhand des PDCA-Zyklusses zu beschreiben,</li> <li>– zu unterscheiden, welche Managementsituationen mit Hilfe welcher Methoden (analytisch, quantitativ, qualitativ, interpretativ) am besten bewältigt werden können,</li> <li>– Aufgaben der linearen Algebra und der Analysis zu lösen und auf konkrete Fragestellungen der Managementlehre anzuwenden und</li> <li>– das Gelernte auf aktuelle Fragestellung und in ausgewählten Fallbeispielen anzuwenden und, auch im Hinblick auf die eigene Verortung im Studium, kritisch zu hinterfragen.</li> </ul> |
| Inhalte des Moduls | <ul style="list-style-type: none"> <li>– Historische Entwicklungsschritte und ausgewählte Konzeptionen des Managements</li> </ul>  |

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|  | <ul style="list-style-type: none"> <li>- Das multifunktionales sozio-technische System Unternehmung, dargestellt anhand der Wertkette nach M. E. Porter</li> <li>- Ziele und Aufgaben des allgemeinen und funktionalen Managements sowie des Projektmanagements</li> <li>- Die normative, strategische und operative Ebene des Managements</li> <li>- Rollen, Aufgaben und Kompetenzen im Management und deren kritische Reflexion aus kulturalistisch-konstruktivistischer Perspektive</li> <li>- Die Ressourcen der Unternehmung und der situative Einsatz der Instrumente des Managements, insbesondere Zielsetzung, Planung, Organisation/Delegation und Kontrolle unter Komplexitäts- und Ambiguitätsbedingungen</li> <li>- Grundkenntnisse der Finanzierung</li> <li>- Grundlagen des betrieblichen / internen Rechnungswesen</li> <li>- Grundlagen des externen Rechnungswesen (jeweils nach HGB und IFRS)</li> <li>- Verständnis von Investition und Unternehmensbewertung</li> <li>- Einführung in das Risikomanagement</li> <li>- Lineare Algebra: Lösen linearer Gleichungssysteme mit dem Gaußschen Algorithmus; Anwendung auf Leontiefsches Input-Output-Produktionsmodell.</li> <li>- Lineare Optimierung: graphisches Lösen von Problemen mit zwei Variablen; systematisches Lösen mit der Simplexmethode.</li> <li>- Finanzmathematik: Zinseszinsrechnung; Tilgung in gleichen Annuitäten; Rentenrechnung; Abschreibung.</li> <li>- Analysis: Differentiation reeller Funktionen einer Variablen. Diskussion gängiger ökonomischer Funktionen einer Variablen; Berechnung ihrer Nullstellen, Extremwerte und Wendepunkte wie z.B. Gewinnschwellen, -grenzen oder Gewinnmaxima. Beschreibung absoluter/relativer</li> </ul> |
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|   | <p>Änderungen/Änderungsraten ökonomischer Funktionen einer Variablen; Elastizität: elastisches, unelastisches und proportional-elastisches Verhalten. Einfache Integrationsregeln für reelle Funktionen einer Variablen. Berechnung von Konsumenten- und Produzentenrenten.</p>   |
| <p>Lehr- und Lernmethoden des Moduls</p>                                  | <p>Interaktive Vorlesung, Übungen zur Anwendung quantitativer Methoden auf Aufgabenstellungen des Management Fallstudien</p>  |
| <p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p> | <p>Die einzelnen Unterrichtseinheiten werden als „Ringvorlesung“ gehalten, von inhaltlich parallelen Unterrichtseinheiten in quantitativen Methoden begleitet und in Übungseinheiten integriert werden. Die Koordination wird durch die Modulverantwortlichen sichergestellt (Detailliertes Curriculum, gemeinsame Folienskripte, Briefing-/De-Briefing)</p>  |
| <p>Literatur<br/>(Pflichtlektüre/zusätzlich empfohlene Literatur)</p>     | <p><u>Pflichtlektüre:</u></p> <p><b>Schreyögg, Georg; Koch, Jochen</b><br/>(2009): Grundlagen des Managements: Basiswissen für Studium und Praxis. 2. Aufl. Gabler, Wiesbaden.</p> <p><b>Meffert, H.; Burmann, C.; Kirchgeorg, M.</b><br/>(2008): Marketing, Grundlagen marktorientierter Unternehmensführung, 10. Aufl. Gabler, Wiesbaden, S.3-44.</p> <p><b>Bauer, C.; Clausen, A.; Kerber, A.; Meier-Reinhold, H.</b> (2008): Mathematik für Wirtschaftswissenschaftler, 5. Aufl. Schäffer-Poeschel, Stuttgart.</p> <p><b>Thommen, U.G.; Achleitner, A.-K.</b><br/>(2009): Allgemeine Betriebswirtschaftslehre - Umfassende Einführung aus managementorientierter Sicht, Gabler, Wiesbaden.</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p><b>Daft, Richard L.</b> (2010): New era of</p> |

management. 9. Aufl. Thomson South Western, Mason. [Ausgewählte Kapitel]

**Denzil Watson, Denzil; Head, Antony** (2009): Corporate Finance, 5. Auflage, Financial Times/ Prentice Hall. [Ausgewählte Kapitel]

**Bosch, K.** (2003): Mathematik für Wirtschaftswissenschaftler. 14. Aufl. Oldenbourg, München. [Ausgewählte Kapitel]

In der Veranstaltung werden weitere Schriften, wie Textauszüge, Fallbeispiele und Übungsaufgaben zur Verfügung gestellt.

## Business Environment

**Status: August 2011**

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| Modul-Nr./ Code  | 0.1.2 BENV  |
| Modulbezeichnung   | Business Environment  |
| Semester oder Trimester  | 1. und 2. Semester  |
| Dauer des Moduls   | 2 Semester  |
| Art der Lehrveranstaltung<br>(Pflicht, Wahl, etc.)                         | Pflicht   |
| Ggfs. Lehrveranstaltungen des Moduls                                       |   |
| Häufigkeit des Angebots des Moduls   | Jedes Studienjahr   |
| Zugangsvoraussetzungen   | keine   |
| Verwendbarkeit des Moduls für andere Studiengänge                          | Dieses Modul ist Bestandteil der Studiengänge IMK, IMA, ITM, MKE, KM und EM   |
| Modulverantwortlicher/Modulverantwortliche                                 | Michael Gassner   |
| Name der/des Hochschullehrer/s   | Michael Gassner   |
| Lehrsprache  | Deutsch   |
| Zahl der zugeteilten ECTS-Credits  | 10  |
| Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit) | 300 Stunden (davon 112 Stunden Kontaktzeit)   |
| SWS  | 8   |
| Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten        | Case Study am Ende des 2. Semesters § 14 (12) SPO 18.02.2011  |
| Gewichtung der Note in der Gesamtnote                                      | 5 %   |
| Qualifikationsziele des Moduls   | Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,<br><br>– politische, ökonomische, sozio-kulturelle und rechtliche Einflussfaktoren auf unternehmerisches Handeln auf lokaler, |

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|                           | <p>regionaler, nationaler und internationaler Ebene und deren Wechselwirkungen zu beschreiben,</p> <ul style="list-style-type: none"> <li>– aktuelle ökonomische Problemstellungen und die wesentlichen Theorieansätze und Modelle der Makroökonomie darzustellen, einzuordnen und zu interpretieren,</li> <li>– die grundlegenden Rahmenbedingungen, Akteure, Institutionen und Instrumente (wirtschafts-) politischen Handelns darzustellen und politische Entscheidungen über die Verwendung gesellschaftlicher Ressourcen kritisch zu interpretieren,</li> <li>– die Bedeutung der Rechtsordnung für unternehmerisches Handeln im nationalen und internationalen Kontext zu beschreiben und unternehmerische Gestaltungsaufgaben mit den Mitteln des Privat-, Wirtschafts- Handels- und Arbeitsrechts zu lösen und</li> <li>– eine Pestel-Analyse durchzuführen.</li> </ul>   |
| <p>Inhalte des Moduls</p> | <ul style="list-style-type: none"> <li>– Politische, ökonomische, soziale und rechtliche Rahmenbedingungen unternehmerischen Handelns</li> <li>– Träger, Instrumente und Ziele der Wirtschaftspolitik</li> <li>– Die Bedeutung politischer Institutionen und Beziehungen für unternehmerisches Handeln</li> <li>– Wirtschaftsordnungen</li> <li>– Grundbegriffe der VWL</li> <li>– Kreislaufanalyse und volkswirtschaftliche Gesamtrechnung</li> <li>– Entwicklung wirtschaftlicher Indikatoren</li> <li>– Hauptgebiete der Makroökonomie</li> <li>– Gesellschaftlicher und demographischer Kontext unternehmerischen Handelns</li> <li>– Recht als Ordnungselement gesellschaftlichen Zusammenlebens und als Standortfaktor</li> <li>– Öffentliches Recht: Freiheitsgarantie und verlässliche Rahmenbedingungen</li> <li>– Formen privatrechtlicher Gestaltung im unternehmerischen Kontext, z.B.: <ul style="list-style-type: none"> <li>○ Grundzüge des Kaufvertragsrechts</li> <li>○ Grundzüge des Werkvertragsrecht</li> <li>○ Grundzüge des Gesellschaftsrechts</li> <li>○ Grundzüge des Handelsrechts</li> <li>○ Grundzüge des Arbeitsrechts</li> </ul> </li> <li>– Vergleich unterschiedlicher</li> </ul> |

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|  | <p>Rechtskulturen und (Rechts-)formen grenzüberschreitenden Handelns<br/>– PESTEL-Analyse</p>  |
| Lehr- und Lernmethoden des Moduls                                  | <p>Kombination aus interaktiver Vorlesung, Übung, Selbststudium:<br/>Interaktive Vorlesung (Instruktion)<br/>Übung mit Fallstudien zu Standortentscheidungen und Länderanalysen (angeleitete Konstruktion durch Studierende)<br/>Selbststudium zur eigenständigen Vor- und Nachbereitung (Konstruktion und Reflektion)</p>   |
| Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) | <p>Fallstudien, Planspiele, Simulation, Exkursion zu politischen Institutionen oder Unternehmen mit aktuellen Standortentscheidungen</p> <p>Themen der Gastvorträge internationaler Experten sind „Auswirkungen wirtschaftlicher und politischer Entwicklungen auf die internationale Sicherheit sowie politische und wirtschaftliche Beziehungen“ (z.B. Planspiel „Politik und internationale Sicherheit (POL&amp;IS)“ als viertägige Klausurtagung und Exkursion)</p>  |
| Literatur<br>(Pflichtlektüre/zusätzlich empfohlene Literatur)      | <p><u>Pflichtlektüre:</u></p> <p><b>Worthington, Ian; Britton, Chris</b> (2009): The Business Environment. 6. überarb. Aufl. Financial Times Prentice Hall.</p> <p><b>Kerth, K.; Asum, H.; Stich, V.</b> (2009): Die besten Strategietools in der Praxis: welche Werkzeuge brauche ich wann? Wie wende ich sie an? Wo liegen die Grenzen? 4. erw. Aufl. Hanser, München.</p> <p><b>Capon, Claire</b> (2009): Understanding the business environment. 3. Aufl. Financial Times Prentice Hall.</p> <p><b>Gassner, Michael</b> (2009): PESTEL – Strategie zur Beherrschung externer Risiken. Symposium Publishing, Düsseldorf.</p> <p><b>Peter Bofinger</b> (2007): Grundzüge der Volkswirtschaftslehre: eine Einführung in die Wissenschaft von Märkten. 2 aktualis. Aufl.</p> |

Pearson Studium, München.

**Chamberlin, Graeme; Yueh, Linda Y.** (2006): Macroeconomics. Thomson Learning, London. [Auszüge]

**Führich, Ernst** (2010): Basiswissen des Bürgerlichen Rechts und des Handels- und Gesellschaftsrechts für Wirtschaftswissenschaftler und Unternehmenspraxis; [Privatrecht, Handelsrecht, Gesellschaftsrecht]. 10. aktualis. und überarb. Aufl. Vahlen, München.

**Rudzio, Wolfgang** (2006): Das politische System der Bundesrepublik Deutschland. 7. aktual. und erw. Aufl. VS Verlag, Wiesbaden. [Auszüge]

Zusätzlich empfohlene Literatur:

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

**Guckelsberger, Ulli; Kronenberger, Stefan** (2009): Grundzüge der Volkswirtschaftslehre: Lehr- und Übungsbuch. 5. aktual. Aufl. Kiehl, Ludwigshafen.

**Mankiw, Gregory N.; Taylor, Mark P.** (2008): Grundzüge der Volkswirtschaftslehre. 4. überarb. und erw. Aufl. 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. 6. vollst. überarb. und erw. Aufl. Gabler, Wiesbaden.

Zeitschriften:

**Journal of International Business Studies:**  
**JIBS:** a publication of the Academy of International Business and the Western

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|  | Business School. Palgrave Macmillan,<br>Basingstoke. |
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## Einführung in das wissenschaftliche Arbeiten und die empirische Sozialforschung

Status: August 2011

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| Modul-Nr./ Code  | 0.1.3 WISS   |
| Modulbezeichnung   | Einführung in das wissenschaftliche Arbeiten und die empirische Sozialforschung  |
| Semester oder Trimester  | 1. und 2. Semester   |
| Dauer des Moduls   | Zwei Semester  |
| Art der Lehrveranstaltung<br>(Pflicht, Wahl, etc.)                         | Pflicht  |
| Ggfs. Lehrveranstaltungen des Moduls                                       | -  |
| Häufigkeit des Angebots des Modul  | Jedes Studienjahr  |
| Zugangsvoraussetzungen   | keine  |
| Verwendbarkeit des Moduls für andere Studiengänge                          | Dieses Modul ist Bestandteil der Studiengänge IMK, IMA, EM, ITM, MKE, KM und MKM |
| Modulverantwortlicher/Modulverantwortliche                                 | Prof. Dr. Cordula Braedel-Kühner   |
| Name der/des Hochschullehrer/s   | Prof. Dr. Cordula Braedel-Kühner<br>Prof. Dr. Henk van Elst                      |
| Lehrsprache  | Deutsch  |
| Zahl der zugeteilten ECTS-Credits  | 10   |
| Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit) | 300 (davon 112 Kontaktstunden)   |
| SWS  | 8  |
| Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten        | Lernportfolio § 14 (7) SPO 18.02.2011  |
| Gewichtung der Note in der Gesamtnote                                      | 5 %  |
| Qualifikationsziele des Moduls   | Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,    |

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|  | <ul style="list-style-type: none"> <li>– Methoden und Arbeitstechniken wissenschaftlichen Arbeitens und empirischer Sozialforschung sachgerecht anzuwenden und Verfahren der qualitativen und quantitativen Analyse (wie z.B. Häufigkeitsverteilungen, Lage-, Streuungs- und Konzentrationsmaße, statistische Zusammenhänge ein- und zweidimensionaler Merkmale, lineare Regression) durchzuführen,</li> <li>– verschiedene Ansätze der Wissenschafts- und Erkenntnistheorie zu interpretieren und den Zusammenhang zwischen Wissenschaftstheorie und Standards wissenschaftlichen Arbeitens in den Wirtschafts- und Sozialwissenschaften zu erläutern,</li> <li>– Texte, Grafiken, Tabellenkalkulationen und Präsentationen unter Einsatz von Standardsoftware zu erstellen, wissenschaftlich angemessen und effektiv zu kommunizieren und ihre Ergebnisse wirkungsvoll zu präsentieren.</li> </ul> |
| Inhalte des Moduls   | <ul style="list-style-type: none"> <li>– Wissenschafts- und Erkenntnistheorie</li> <li>– Wissenschaftliche Vorgehensweise (Erkenntnisinteresse, Forschungsfrage, Theorien, Hypothesen, Methoden, Intertextueller Diskurs, Literaturrecherche)</li> <li>– Methoden der empirischen Sozialforschung einschließlich ihrer statistischen Grundlagen</li> <li>– Grundlagen der Beschreibenden und Schließenden Statistik</li> <li>– Standards wissenschaftlicher Kommunikation (z.B. Zitationsweise, Bibliographie)</li> <li>– Lern- und Arbeitstechniken</li> </ul>  |
| Lehr- und Lernmethoden des Moduls                                  | Vorlesungen, Übungen, Selbststudium  |
| Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) |  |
| Literatur<br>(Pflichtlektüre/zusätzlich empfohlene Literatur)      | <p><u>Pflichtlektüre:</u></p> <p><b>Kornmeier, Martin</b> (2007):<br/>Wissenschaftstheorie und wissenschaftliches Arbeiten: eine Einführung für Wirtschaftswissenschaftler. Physica, Heidelberg.</p>   |

**Schnell, Rainer; Hill, Paul B.; Esser, Elke** (2008): Methoden der empirischen Sozialforschung. 8. unveränd. Aufl. Oldenbourg, München. [Ausgewählte Kapitel]

**Bortz, Jürgen** (2005): Statistik für Human- und Sozialwissenschaftler. 6. vollst. Überarb. und aktual. Aufl. Springer, Heidelberg. [Ausgewählte Kapitel]

**Bortz, Jürgen; Döring, Nicola** (2006): Forschungsmethode und Evaluation: für Human- und Sozialwissenschaftler. 4. überarb. Auflage. Springer, Berlin.

**Kleemann, Frank; Krähnke, Uwe; Matuschek, Ingo** (2009): Interpretative Sozialforschung: Eine praxisorientierte Einführung. 1. Aufl. VS Verlag.

Zusätzlich empfohlene Literatur:

**Hatzinger, R.; Nagel, H.** (2009): PASW Statistics – Statistische Methoden und Fallbeispiele. Pearson Studium, München. [Ausgewählte Kapitel]

**Toutenburg, Helge; Heumann, Christian** (2008): Deskriptive Statistik. 6. aktual. und erw. Aufl. Springer, Berlin. [Kapitel 1 bis 5]

**Flick, Uwe** (2008): Designing Qualitative Research (Sage Qualitative Research Kit). Sage Publications Ltd.

## 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 <sup>st</sup> Semester   |
| Duration of module   | Single Semester  |
| Course type<br>(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<br>(contact hours = 56)   |
| Hours per week   | 4  |
| Assessment type / requirement for the award of credits               | Reach the level B2.2<br><br>80% of assessment in a written examination (90') and 20% in a test (oral job interview simulation)<br>§ 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:  |

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|  | <ul style="list-style-type: none"> <li>– communicate in a variety of business situations in the English language,</li> <li>– 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,</li> <li>– write short reports and e-mails,</li> <li>– 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.</li> </ul> <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<br>(Required reading/supplementary recommended reading)                   | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><b>Trappe, Tonya; Tullis, Graham</b> (2006):<br/>Teacher's book: intermediate business english. (Intelligent business). Longman, Harlow.</p> <p><b>Trappe, Tonya; Tullis, Graham</b> (2005):<br/>Coursebook: intermediate business english. (Intelligent business). Longman, Harlow.</p> <p><b>Trappe, Tonya; Tullis, Graham</b> (2006):<br/>Coursebook: upper intermediate business</p>   |

english. (Intelligent business). Longman, 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

## Kulturgeschichte und Kultursoziologie

**Status: August 2011**

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|--|--|
| Modul-Nr./ Code  | 6.2.1 KGKS   |
| Modulbezeichnung   | Kulturgeschichte und Kultursoziologie  |
| Semester oder Trimester  | 2. Semester  |
| Dauer des Moduls   | 1 Semester   |
| Art der Lehrveranstaltung<br>(Pflicht, Wahl, etc.)                         | Pflicht  |
| Ggfs. Lehrveranstaltungen des Moduls                                       |  |
| Häufigkeit des Angebots des Moduls   | Jedes Studienjahr  |
| Zugangsvoraussetzungen   |  |
| Verwendbarkeit des Moduls für andere Studiengänge                          |  |
| Modulverantwortlicher/Modulverantwortliche                                 | Prof. Dr. Stephan Sonnenburg   |
| Name der/des Hochschullehrer/s   | Prof. Dr. Antti Vihinen  |
| Lehrsprache  | deutsch  |
| Zahl der zugeteilten ECTS-Credits  | 6  |
| Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit) | 180<br>70 Kontaktstunden, 110 Selbststudium  |
| SWS  | 5  |
| Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten        | Klausur 120'<br>§ 14 (2) SPO 18.02.2011  |
| Gewichtung der Note in der Gesamtnote                                      | 3%   |
| Qualifikationsziele des Moduls   | Studenten, die dieses Modul erfolgreich absolviert haben, sind in der Lage<br><br>– die historische Entwicklung von „Kultur“ und „Gesellschaft“ in den verschiedenen Epochen zu interpretieren und zu analysieren, |

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|  | <ul style="list-style-type: none"> <li>– die Wechselwirkung von gesellschaftlichen Bedingungen und kulturell-künstlerischen Entwicklungen als Grundlage für die Arbeit eines Kulturmanagers zu analysieren und</li> <li>– die Funktion der Kultur als Subsystem der Gesellschaft zu diskutieren.</li> </ul>  |
| Inhalte des Moduls   | <ul style="list-style-type: none"> <li>– Überblick über die Epochen der abendländischen Kultur und die wichtigsten Künstler und Kunstwerke</li> <li>– Die Entwicklung von künstlerischen Ausdrucksweisen und Produktionen im Verlauf der Menschheitsgeschichte im Zusammenhang mit den jeweiligen historischen, gesellschaftlichen und politischen Rahmenbedingungen</li> <li>– die Rolle des Künstlers und der Kunst in der Gesellschaft</li> <li>– Kulturen moderner Gesellschaften in ihrem Entwicklungsprozess (Homogenisierung und Globalisierung von Kultur, sowie Bewahrung und Stilisierung kultureller Unterschiede)</li> <li>– Phänomene des Wertewandels, der Modernisierung und Individualisierung von Kultur</li> <li>– soziologische Fragestellungen im Kontext der kulturell-künstlerischen Rezeption, soziale Ungleichheiten und kulturelle Differenzen (Sozialstruktur, Klassen- und Schichttheorien, Milieu- und Lebensstilansätze, Phänomene der Hoch-, Populär- und Massenkultur)</li> </ul> |
| Lehr- und Lernmethoden des Moduls                                  | Vorlesung, Übungen, Selbststudium  |
| Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) | Praxisbesuche  |
| Literatur<br>(Pflichtlektüre/zusätzlich empfohlene Literatur)      | <p><u>Pflichtlektüre:</u></p> <p><b>Honour, Hugh; Fleming, John</b> (2000): Weltgeschichte der Kunst. 6. grundlegend erw. und neugest. Aufl. Prestel, München. [kapitelweise]</p> <p><b>Bühl, Walter L.</b> (1987): Kulturwandel: für eine dynamische Kultursoziologie. Wissenschaftliche Buchgesellschaft, Darmstadt.</p>   |

**Gerhards, Jürgen** (Hrsg.)(1997): Soziologie der Kunst: Produzenten, Vermittler und Rezipienten. Westdeutscher Verlag, Opladen.

Zusätzlich empfohlene Literatur:

**Alexander, Jeffrey C. et al.** (Hrsg.)(1990): Culture and society: contemporary debates. University Press, Cambridge.

**Brackert, Helmut; Wefelmeyer, Fritz** (Hrsg.)(1990): Kultur: Bestimmungen im 20. Jahrhundert. Suhrkamp, Frankfurt a. M.

**Eco, Umberto** (2007): Die Geschichte der Schönheit. 2. Aufl. dtv, München.

**Fohrbeck, Karla; Wiesand, Andreas J.** (1989): Von der Industriegesellschaft zur Kulturgesellschaft?: kulturpolitische Entwicklungen in der Bundesrepublik Deutschland. Beck, München.

**Glaser, Hermann** (2002): Kleine Kulturgeschichte Deutschlands im 20. Jahrhundert. (Beck'sche Reihe; 1480). Beck, München.

**Göschel, Albrecht** (1995): Die Ungleichzeitigkeit in der Kultur: Wandel des Kulturbegriffs in vier Generationen. (Edition Hermes; 5). Klartext-Verlag, Essen.

**Loock, Friedrich** (20XX): Kulturmanagement und Kulturpolitik: die Kunst, Kultur zu ermöglichen. Neuaufl. Raabe, Stuttgart. (Loseblattsammlung)

**Krappmann, Lothar** (2005): Soziologische Dimensionen der Identität: strukturelle Bedingungen für die Teilnahme an Interaktionsprozessen. 10. Aufl. Klett-Cotta, Stuttgart.

**Brackert, Helmut; Wefelmeyer, Fritz** (Hrsg.)(1998): Kultur: Bestimmungen im 20. Jahrhundert. Suhrkamp, Frankfurt a. M.

**Loock Friedrich** (2006): Kulturmanagement und Kulturpolitik, Neuauflage Raabe,

|  |            |
|--|------------|
|  | Stuttgart. |
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## Interdependenz von Management, Kultur und Kommunikation

Status: August 2011

|   |   |
|---|---|
| Modul-Nr./ Code   | 0.2.1 IMKK  |
| Modultitel  | Zur Interdependenz von Management, Kultur und Kommunikation   |
| Semester  | 2. Semester   |
| Dauer des Moduls  | 1   |
| Art der Lehrveranstaltung<br>(Pflicht, Wahl, etc.)                    | Pflicht   |
| Häufigkeit des Angebots des Moduls                                    | Einmal im Jahr  |
| Zugangsvoraussetzungen  | keine   |
| Verwendbarkeit des Moduls für andere Studiengänge                     |   |
| Modulverantwortlicher   | Prof. Dr. Andreas Müller  |
| Name der Hochschullehrer  | Prof. Dr. Michael Zerr, Prof. Dr. Stephan Sonnenburg, Prof. Dr. Cordule Braedel-Kühner  |
| Lehrsprache   | Deutsch   |
| Zahl der zugeteilten ECTS-Credits                                     | 5   |
| Gesamtworkload und ihre Zusammensetzung (Selbststudium + Kontaktzeit) | 150 h<br>(108 h + 42 h)   |
| SWS   | 3   |
| Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten   | Präsentation<br>§14 (9) 18.02.2011  |
| Gewichtung der Note in der Gesamtnote                                 | 2,5%  |
| Qualifikationsziele des Moduls  | Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, <ul style="list-style-type: none"><li>– die gegenseitigen Abhängigkeiten von Management, Kultur und Kommunikation aus einer interpretativen wissenschaftlichen Perspektive zu benennen und zu beschreiben,</li><li>– kommunikatives Handeln und Verhalten im Kontext sozio-kultureller (organisationaler)</li></ul> |

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|  | <p>Systeme zu interpretieren und im Hinblick auf einfache interkulturelle Unterschiede zu diskutieren,</p> <ul style="list-style-type: none"> <li>– sowohl das Konzept „interkulturelle Kompetenz“ als auch das der „sozialen Konstruktion von Wirklichkeit“ aus der Managementperspektive zu erläutern,</li> <li>– diese Konzepte exemplarisch auf das Handeln in Alltags- und Konfliktsituationen im unternehmerischen Kontext und in fremden Märkten anzuwenden und</li> <li>– Induktive Methoden und qualitative Instrumente der Kulturforschung zu unterscheiden und exemplarisch anzuwenden.</li> </ul>   |
| Inhalte des Moduls   | <ul style="list-style-type: none"> <li>– Mechanistische und interaktionstheoretische Kommunikationsmodelle</li> <li>– Grundlagen der verstehenden Soziologie und der Symbolökonomie</li> <li>– Auswirkungen auf das Verständnis der Organisation als einer (sub-)kulturellen Einheit</li> <li>– Organisationsgeschichte</li> <li>– Beschaffenheit von Kulturen und Märkten aus mikro- und makrodimensionaler Perspektive</li> <li>– Stereotypen des Interpretierens in unterschiedlichen (regionalen, organisationalen, institutionellen) Kontexten</li> <li>– Interpretative Ansätze und Analysen im Change Management, in der Stakeholderkommunikation, im Business Behaviour</li> <li>– Fallstudien</li> </ul> |
| Lehr- und Lernmethoden des Moduls                                  | Interaktive Vorlesung   |
| Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) |   |
| Literatur<br>(Pflichtlektüre/zusätzlich empfohlene Literatur)      | <p><u>Pflichtlektüre:</u></p> <p><b>Bolten, Jürgen</b> (Hrsg.)(2003): Interkulturelle Kommunikation. Verlag Wissenschaft &amp; Praxis, Sternenfels. [Auszüge]</p> <p><b>Fischer, Dirk</b> (2005): Strategisches Management in der Symbolökonomie. (Theorie der Unternehmung; 27). Metropolis, Marburg. [Auszüge]</p>  |

**Hofstede, Geert; Hofstede, Gert J.** (2005):  
Cultures and organizations: software of the mind:  
[intercultural cooperation and its importance for  
survival]. 2. überarb. und erw. Aufl. McGraw-Hill,  
New York. [Auszüge]

Zusätzlich empfohlene Literatur:

**Berger, Peter L.; Luckmann, Thomas** (2007):  
Die gesellschaftliche Konstruktion der  
Wirklichkeit: eine Theorie der Wissenssoziologie.  
(Fischer; 6623). 21. Aufl. Fischer, Frankfurt.

**Gudykunst, William B.; Kim, Young Y.** (2003):  
Communicating with strangers: an approach to  
intercultural communication. 4. Aufl. Reprint  
McGraw-Hill, New York.

**Stahl, Heinz K.; Menz, Florian** (2008):  
Handbuch Stakeholderkommunikation:  
Grundlagen, Sprache, Praxisbeispiele. (Kolleg für  
Leadership und Management; 4). Schmidt, Berlin.

**Weick, Karl E.** (1995): Sensemaking in  
organizations. 10. Aufl. Sage, Thousand Oaks.

**Georg Schreyögg** (2008): Organisation:  
Grundlagen moderner Organisationsgestalt.

## Grundlagen des strategischen Managements

**Status: August 2011**

|  |   |
|--|---|
| Modul-Nr./ Code  | 0.2.2 STRA  |
| Modulbezeichnung   | Grundlagen des strategischen Managements  |
| Semester oder Trimester  | 2. Semester   |
| Dauer des Moduls   | Ein Semester  |
| Art der Lehrveranstaltung<br>(Pflicht, Wahl, etc.)                         | Pflicht   |
| Ggfs. Lehrveranstaltungen des Moduls                                       |   |
| Häufigkeit des Angebots des Moduls   | Jedes Studienjahr   |
| Zugangsvoraussetzungen   | Einführung in das Management und seine quantitativen Methoden (EMQM)  |
| Verwendbarkeit des Moduls für andere Studiengänge                          | Dieses Modul ist Bestandteil der Studiengänge IB, IMK, IMA, ITM, MKE, KM und EM   |
| Modulverantwortlicher/Modulverantwortliche                                 | Prof. Dr. Lutz Becker   |
| Name der/des Hochschullehrer/s   | Frank Widmayer  |
| Lehrsprache  | Deutsch   |
| Zahl der zugeteilten ECTS-Credits  | 5   |
| Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit) | 150 Stunden (davon 42 Kontaktstunden)   |
| SWS  | 3   |
| Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkte         | Klausur 120' am Ende des Semesters<br>§ 14 (2) SPO 18.02.2011   |
| Gewichtung der Note in der Gesamtnote                                      | 2,5 %   |
| Qualifikationsziele des Moduls   | Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,<br><br>– Bedeutung und Ablauf strategischer Entscheidungsprozesse in globalen Märkten darzustellen,<br>– ausgewählte Methoden der internationalen |

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|                           | <p>Unternehmens-, Umfeld-, Markt- und Wettbewerbsanalyse darzustellen und anzuwenden,</p> <ul style="list-style-type: none"> <li>– verschiedene Konzepte des strategischen Managements zu vergleichen, strategische Alternativen zu formulieren und systematisch geeignete Strategiealternativen auszuwählen,</li> <li>– Methoden zur Umsetzung und Implementierung einer Strategie anzuwenden und</li> <li>– Strategien als Konstruktion und Interaktion der Unternehmung mit ihren gesellschaftlichen Umwelten zu verstehen und kritisch reflektieren zu können.</li> </ul>  |
| <p>Inhalte des Moduls</p> | <ul style="list-style-type: none"> <li>– Strategische Denkweisen und Strategische Konzepte <ul style="list-style-type: none"> <li>• Historische Annäherung</li> <li>• Kontingenz- und interaktionstheoretische Annäherungen</li> <li>• Market based View</li> <li>• Resource based View</li> <li>• Entrepreneurship &amp; Intrapreneurship</li> <li>• Corporate Strategy</li> <li>• Competitive Strategy</li> <li>• Functional Strategies <ul style="list-style-type: none"> <li>▪ Strategisches Talent Management</li> <li>▪ F&amp;E und Technologie Strategien</li> <li>▪ Sourcing Strategien</li> </ul> </li> </ul> </li> <li>– Der Prozess des strategischen Managements <ul style="list-style-type: none"> <li>• Konzeptionelle Ansätze</li> <li>• Zielfindung</li> <li>• Strategische Planung</li> <li>• Strategiementierung</li> <li>• Strategische Kontrolle</li> </ul> </li> <li>– Strategische Methoden und Frameworks <ul style="list-style-type: none"> <li>• SWOT</li> <li>• Wettbewerbsanalyse</li> <li>• Portfolio-Analyse</li> <li>• Five Forces</li> <li>• Weak Signals und Early Recognition</li> <li>• Anticipation</li> <li>• Positioning</li> <li>• 7-S Framework (McKinsey)</li> <li>• PPM (Project Portfolio Management)</li> </ul> </li> </ul> |

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|  | <ul style="list-style-type: none"> <li>– Strategisches Management und Business Development</li> <li>– Strategisches Management und strategische Führung: Aktuelle Trends</li> <li>– Strategie und Gesellschaft, eine kritische Reflexion</li> </ul>  |
| Lehr- und Lernmethoden des Moduls                                  | Interaktive Vorlesung, Gruppenarbeit, Quellenarbeit, Fallstudien, Medien   |
| Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.) | Gastvorträge von Experten aus Praxis und Wissenschaft  |
| Literatur<br>(Pflichtlektüre/zusätzlich empfohlene Literatur)      | <p><u>Pflichtlektüre:</u></p> <p><b>Pfriem, Reinhard</b> (2006): Unternehmensstrategien: ein kulturalistischer Zugang zum Strategischen Management. (Grundlagen der Wirtschaftswissenschaft; 12). Metropolis Verlag, Marburg.</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p><b>Nagel, R.; Wimmer, R.</b> (2009): Systemische Strategieentwicklung – Modelle und Instrumente für Berater und Entscheider: D. Aufl.: Stuttgart: Schäffer-Poeschel.</p> <p><b>Stacey, R. D.</b> (2011): Strategic Management and Organisational Dynamics; 6e: Harlow: Pearson Education.</p> <p>Weitere Literatur wird in der Veranstaltung bekannt gegeben bzw. zur Verfügung gestellt (Internetquellen, Medien, Semesterapparat, Reader und/oder Hand-Outs)</p> |

## English as a Foreign Language 2

**Status: August 2011**

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|--|--|
| Module-Nr./ Code   | 0.2.3 EFL2   |
| Module title   | English as a foreign language (Business English) 2   |
| Semester or trimester  | 2 <sup>nd</sup> Semester   |
| Duration of module   | Single Semester  |
| Course type<br>(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<br>(contact hours = 56)   |
| Hours per week   | 4  |
| Assessment type / requirement for the award of credits               | Reach the level C1<br><br>80% of assessment in a written examination (90') and 20% in a test (presentation in class)<br>§ 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:<br><br>– communicate in a broad variety of                                     |

|  |  |
|--|--|
|  | <p>business situations in the English language,</p> <ul style="list-style-type: none"> <li>– 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"> <li>• write complex texts,</li> <li>• use some of the most important rhetorical skills in English business communication environments,</li> <li>• participate actively in practical situations, initiating both subject-oriented discussions as well as interpersonal talk.</li> </ul> </li> </ul> <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<br>(Required reading/supplementary recommended reading)                   | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><b>Trappe, Tonya; Tullis, Graham</b> (2006):<br/>Teacher's book: intermediate business english. (Intelligent business). Longman, Harlow.</p> <p><b>Trappe, Tonya; Tullis, Graham</b> (2005):<br/>Coursebook: intermediate business english. (Intelligent business). Longman, Harlow.</p> <p><b>Trappe, Tonya; Tullis, Graham</b> (2006):<br/>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

## Culture Marketing

**Status: August 2011**

|  |   |
|--|---|
| Module-Nr./ Code   | 6.3.1 CUMA  |
| Module title   | Culture Marketing   |
| Semester or trimester  | 3 <sup>rd</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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                                    | 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<br>42 contact hours, 138 self-study   |
| Hours per week   | 3   |
| Assessment type / requirement for the award of credits               | Seminar paper<br>§ 14 (5) 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<br><br>– analyse and interpret the demands of the receiver on a work of art as a commercial good, a symbol and in terms of its aesthetic impact, |

|   |   |
|---|---|
|   | <ul style="list-style-type: none"> <li>– assess the characteristics of the cultural market and</li> <li>– develop specific strategies to market art products and productions (estimate market potential and develop strategies to cultivate markets).</li> </ul>  |
| Content of the module   | <p>Fundamentals of marketing</p> <ul style="list-style-type: none"> <li>– Systematic classification of culture marketing as a part of management</li> <li>– Market research, market segmenting, marketing audits (with historically critical trend and audience analysis)</li> <li>– Target group definition and targeting (typologies, behaviour patterns and deduction of proposition)</li> <li>– Concept development for marketing strategies (market and public positioning, communication and PR in the culture industry)</li> </ul>   |
| Teaching and learning methods of the module   | Lectures, exercises, case studies, self-study   |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | Guest speaker from a cultural institution (e.g. Mr Mölich-Zebhauser, Baden-Baden Festival Hall)   |
| <p>Literature</p> <p>(Required reading/supplementary recommended reading)</p>         | <p><u>Required reading:</u></p> <p><b>Scheff Bernstein, Joanne</b> (2007): Arts marketing insight: the dynamics of building and retaining performing arts audiences. Jossey Bass, San Francisco.</p> <p><b>Colbert Francois</b> (2001): Marketing culture and the arts. 2<sup>nd</sup> edition. Presses HEC, Montreal.</p> <p><u>Supplementary recommended reading:</u></p> <p><b>Byrnes, William J.</b> (2009): Management and the arts. 4<sup>th</sup> edition. Focal Press, Oxford.</p> <p><b>Kolb, Bonita M.</b> (2005): Marketing for Cultural Organisations: New Strategies for Attracting Audiences to Classical Music, Dance, Museums, Theatre and Opera. 2<sup>nd</sup> edition. Thomson Learning, London.</p> |

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|  | <p><b>Kotler, Philip; Scheff, Joanne</b> (1997):<br/>Standing room only: strategies for marketing<br/>the performing arts. Harvard Business School<br/>Press, Boston.</p> |
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## Culture Financing and Culture Law

**Status: August 2011**

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| Module-Nr./ Code   | 6.3.2 CFCL   |
| Module title   | Culture Financing and Culture Law  |
| Semester or trimester  | 3 <sup>rd</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(mandatory, elective, etc.)                           | Mandatory  |
| If relevant, course units within the module                          |  |
| Frequency of module  | Once a year  |
| Entry requirements   | Introduction to Cultural Administration  |
| Applicability of the module to other programmes                      |  |
| Person responsible for the module                                    | Prof. Dr. Stephan Sonnenburg   |
| Name(s) of the instructor(s)   | Christiane Riedel, Veronika Fischer  |
| Teaching language  | English  |
| Number of ECTS credits   | 6  |
| Total workload and its breakdown (e.g. self-study and contact hours) | 180<br>42 contact hours, 138 self-study  |
| Hours per week   | 3  |
| Assessment type / requirement for the award of credits               | Written Examination 120'<br>§ 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<br><br>– outline the different legal organisation forms in the culture industry,<br>– evaluate the available legal organisation forms, select suitable ones and implement |

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|   | <p>legal instruments appropriately and</p> <ul style="list-style-type: none"> <li>– evaluate and use the different forms of financing for culture (public/state; private financing, sponsoring, fundraising, foundations).</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>– Culture law: case studies in the culture industry, work with visitors, artists, performers, technical providers and other players and suppliers.</li> <li>– Practice of law applicable to works and services in the culture industry</li> <li>– Event and artists social insurance, legal issues of financing culture projects via sponsoring, foundations and fundraising</li> <li>– Intellectual property rights</li> <li>– Fundamentals of financing in the culture industry, regional and state support of culture, cross-national financing (EU and UNESCO funded projects), sponsoring, foundations, fundraising</li> </ul>  |
| Teaching and learning methods of the module   | Lectures, exercises, case studies, self-study   |
| 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><b>Beck</b> (2010): UrhG. 13<sup>th</sup> revised edition. dtv (ISBN 978-3-406-60059-3).</p> <p><b>Hopkins, Bruce R.</b> (2009): The Law of Fundraising. 4<sup>th</sup> edition. Wiley, New York.</p> <p><b>Fikentscher, Wolfgang</b> (2004): Culture, Law and Economics. Stämpfli, Bern.</p> <p><b>Warner, Irving</b> (2001): The Art of Fund Raising, iUniverse.</p> <p><b>Fechner, Frank</b> (2009): Medienrecht: Lehrbuch des gesamten Medienrechts unter besonderer Berücksichtigung von Presse, Rundfunk und Multitmedia. 10<sup>th</sup> revised edition. (UTB; 2154). Mohr Siebeck, Tübingen.</p> <p><b>Rehbinder, Manfred</b> (2010): Urheberrecht, 16<sup>th</sup> edition. Verlag C.H. Beck, München.</p> |

**Enders, Theodor** (2007): Beratung im Urheber- und Medienrecht, 3<sup>rd</sup> edition. Deutscher Anwalt Verlag, Bonn.

Supplementary recommended reading:

**Hopkins, Karen Brooks** (1997): Successful Fundraising for Arts and Cultural organizations, 2<sup>nd</sup> edition. ORYX press, Phoenix.

**Warner, Irving** (2001): The Art of Fund Raising, iUniverse.

**Bruhn, Manfred; Mehlinger, Rudolf** (1995): Allgemeiner Teil. 2<sup>nd</sup> revised edition. (Rechtliche Gestaltung des Sponsoring: Vertragsrecht, Steuerrecht, Medienrecht; 1). Beck, München.

**Bruhn, Manfred; Mehlinger, Rudolf** (1999): Spezieller Teil. 2<sup>nd</sup> revised edition. (Rechtliche Gestaltung des Sponsoring: Vertragsrecht, Steuerrecht, Medienrecht; 2). Beck, München.

**Fechner, Frank** (2009): Medienrecht: Lehrbuch des gesamten Medienrechts unter besonderer Berücksichtigung von Presse, Rundfunk und Multimedia. 10<sup>th</sup> revised edition. (UTB; 2154). Mohr Siebeck, Tübingen.

**Heinrichs, Werner** (1997): Kulturpolitik und Kulturförderung: Strategien und Modelle für eine politische Neuorientierung der Kulturförderung. Beck, München.  
[kapitelweise]

**Heinze, Thomas** (ed.)(1999): Kulturförderung: Sponsoring, Fundraising, Public-Privat-Partnership. (Hagener Studien zum Kulturmanagement; 1). Lit-Verl., Münster.

**Röckrath, Gereon; Poser, Ulrich** (eds.)(19XX): Handbuch Kultur und Recht: praxisorientiertes Rechtshandbuch für Künstler und Kulturmanager. Raabe, Stuttgart. (Loseblattsammlung)

**Püschel, Heinz** (1997): Urheberrecht: eine Einführung in das Urheberrecht mit dem TRIPS-Abkommen über handelsbezogene

Aspekte der Rechte des geistigen Eigentums.  
Haufe, Freiburg.

**Müller, Carl C.; Truckenbrodt, Michael**  
(2010): Handbuch Urheberrecht im Museum:  
Praxiswissen für Museen, Ausstellungen,  
Sammlungen und Archive. 1<sup>st</sup> edition.  
Transcript, Bielefeld

**Dreier, Thomas; Schulze, Gernot** (2008):  
Urheberrechtsgesetz,  
Urheberrechtswahrnehmungsgesetz,  
Kunsturhebergesetz, 3<sup>rd</sup> edition. Verlag C.H.  
Beck, München.

**Schricker, Gerhard; Loewenheim, Ulrich**  
(2010): 4<sup>th</sup> edition. Verlag C.H. Beck,  
München (Kommentarliteratur).

## Introductory Company Project

**Status: August 2011**

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| Module-Nr./ Code   | 0.3.1 IPRO   |
| Module title   | Introductory Company Project   |
| Semester or trimester  | 3 <sup>rd</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(mandatory, elective, etc.)                               | Mandatory  |
| If relevant, course units within the module                              |  |
| Frequency of module  | Once a year  |
| Entry requirements   | “Introduction to scientific research methods”<br>and “Basic Principles in strategic Management”  |
| Applicability of the module to other<br>programmes                       | This module is part of all the programmes at<br>Karlshochschule International University. The<br>subject of the project varies according to the<br>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-<br>study and contact hours) | 180 hours, of which 84 contact hours   |
| Hours per week   | 6  |
| Assessment type / requirement for the<br>award of credits                | Project work<br>§ 14 (11) CER 18.02.2011   |
| Weighting of the grade within the total<br>grade                         | 3 %  |
| Qualification objectives of the module                                   | In teams, the students find a project, plan it<br>autonomously and implement it as far as it is<br>feasible, starting with the generation of an idea<br>and concluding with a presentation of the<br>results. In this process, they learn creative |

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|                       | <p>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"> <li>– to develop a project idea and alternative approaches using selected creative techniques</li> <li>– 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"> <li>• formulate a project brief</li> <li>• describe and assume the roles in a project team</li> <li>• draw up a project structure plan and a milestones plan</li> <li>• draw up a Gantt chart</li> <li>• plan and allocate resources using objective, time-related and budgetary criteria</li> <li>• draw up and present a project report and other reports (progress report, change request, meeting minutes etc.)</li> <li>• implement specific controlling instruments</li> </ul> </li> </ul> <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"> <li>– Introduction to the concept of the module</li> <li>– Historical outline and its role in a corporate context</li> <li>– Development, formulation and evaluation of a project idea and alternative approaches using selected creativity techniques</li> <li>– Project management starting with the project brief and concluding with the presentation of the results</li> <li>– Definition of the project objective</li> <li>– Formulation of the project brief</li> <li>– Composition of a project team</li> <li>– Draw up a project structure plan and a milestones plan</li> <li>– Draw up Gantt charts</li> <li>– Plan and allocate resources using objective,</li> </ul>  |

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

## **Resources: Financial Resources, Human Resources, Organisation**

**Status: August 2011**

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| Module-Nr./ Code   | 0.3.2 RESO  |
| Module title   | Resources: Financial Resources, Human Resources, Organisation   |
| Semester or trimester  | 3 <sup>rd</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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. Nurten Avci   |
| 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<br>§ 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:<br><br>– present the execution of strategic planning within the context of the management |

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|                       | <p>process via the selection, procurement, allocation, deployment and organisation of financial and human resources,</p> <ul style="list-style-type: none"> <li>– explain the term resources in the context of a “resource-based view”,</li> <li>– 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”),</li> <li>– apply different methods of researching and making decisions regarding the procurement measures required in a company,</li> <li>– 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),</li> <li>– 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,</li> <li>– 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 and</li> <li>– 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.</li> </ul> |
| Content of the module | <ul style="list-style-type: none"> <li>– Differentiation between the factors work and capital</li> </ul>   |

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|   | <ul style="list-style-type: none"> <li>– The interrelation between productivity-based and financial decisions in a company</li> <li>– Decisions on the employment of capital (principles, static and dynamic methods of capital expenditures budgeting)</li> <li>– Decisions on the procurement of capital (systemisation and presentation of various financing types)</li> <li>– Tasks and instruments of financial management</li> <li>– Principles of financial and liquidity planning</li> <li>– Development and implementation of HR strategies</li> <li>– HR planning and procurement</li> <li>– HR selection</li> <li>– Personnel leadership, employee loyalty, personnel development</li> <li>– Views of man, work structuring, motivation, performance and reward</li> <li>– Conditions, objectives and concept of international HRM</li> <li>– Diversity as a challenge for personnel development</li> <li>– Interdependency between the organisation and the individual</li> <li>– Organisation with the context of starting a company</li> <li>– The organisation from an institutional, functional and instrumental perspective</li> <li>– Organisational conditions and tensions</li> <li>– Structures and processes in conflict areas of formal and informal organisation</li> <li>– The impact of corporate culture on organisation structuring</li> </ul> |
| 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<br>(Required reading/supplementary recommended reading)                    | <u>Required reading:</u><br><br><b>Jones, Gareth</b> (2010): Organizational  |

Theory, Design, and Change: Global Edition, 6<sup>th</sup> 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, 2<sup>nd</sup> 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. 2<sup>nd</sup> 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, 5<sup>th</sup> edition, Financial Times/ Prentice Hall.

**Burr, Wolfgang; Stephan, Michael; Werkmeister, Clemens** (2011): Unternehmensführung, 2<sup>nd</sup> edition. München: Vahlen.

## Arabic 1

**Status: August 2011**

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| Module-Nr./ Code   | 0.3.3 ARA1  |
| Module title   | Arabic 1  |
| Semester or trimester  | 3 <sup>rd</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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<br>(contact hours = 56)  |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Written examination (90 mins) and test<br>§ 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<br><br>– know the basics of the Arabic alphabet and, |

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

# Chinese 1

Status: August 2011

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| Module-Nr./ Code   | 0.3.3 CHI1   |
| Module title   | Chinese 1  |
| Semester or trimester  | 3 <sup>rd</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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<br>(contact hours = 56)   |
| Hours per week   | 4  |
| Assessment type / requirement for the award of credits               | Written examination (90') and test<br>§ 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:<br><br>– know the basics of the Chinese alphabet |

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|   | <p>and, with guidance, structure simple sentences and classify individual elements,</p> <ul style="list-style-type: none"> <li>– know the basics of the phonetic system and name the most important differences between the Chinese language and their own language using examples,</li> <li>– produce simple sentences and carry out the most important ritual conversations (e.g. greeting someone).</li> </ul>  |
| Content of the module   | <ul style="list-style-type: none"> <li>– The phonetic and graphic code of the foreign language.</li> <li>– The type of basic grammatical structure (root languages, iconographic languages, spoken languages) and construction principles.</li> <li>– Basic vocabulary.</li> <li>– Learning aids.</li> </ul>   |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>Chen, Fu; Zhu, Zhiping; Cordes, Ruth</b> (2005): Wir lernen Chinesisch. Renmin Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p><b>Zhang, Hong; Zhu, Xiaoxing</b> (2007): Chinesisch erleben. Gaodeng Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p><b>Gu, Wen; Meinshausen, Frank</b> (2005): Umgangschinesisch effektiv: ein Crash-Kurs der chinesischen Umgangssprache. Schmetterling, Stuttgart.</p> |

## French 1

**Status: August 2011**

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| Module-Nr./ Code   | 0.3.3 FRA1  |
| Module title   | French 1  |
| Semester or trimester  | 3 <sup>rd</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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<br>(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<br>§ 14 (2) / § 14 (3) CER 18.02.2011 |
| Weighting of the grade within the total grade                        | 3%  |

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| <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"> <li>– deal with simple everyday situations in the spoken language,</li> <li>– understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language.</li> </ul> <p>Intermediate:</p> <ul style="list-style-type: none"> <li>– 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.</li> </ul> <p>Advanced:</p> <ul style="list-style-type: none"> <li>– use their spoken language to take part in a suitable range of advanced business communication situations,</li> <li>– draw up accompanying written documents.</li> </ul>  |
| <p>Content of the module</p>                  | <p>The contents in general:</p> <ul style="list-style-type: none"> <li>– Communication skills in everyday situations</li> <li>– Pronunciation and intonation</li> <li>– General vocabulary</li> <li>– Basic grammar</li> <li>– Business vocabulary</li> <li>– Simple application of the language in professional situations</li> <li>– Production of simple texts</li> <li>– Initial contact with the civilisation and culture of the French-speaking world</li> </ul> <p>Target level A1, specifically:</p> <ul style="list-style-type: none"> <li>– The basics of the phonetic and written form of the foreign language</li> <li>– Basic grammatical structures</li> <li>– Basic lexis</li> <li>– Learning aids</li> </ul> <p>Target level B1 and B2, specifically:</p> <ul style="list-style-type: none"> <li>– Consolidation of knowledge of the language in oral and grammatical exercises</li> <li>– Extension of the general vocabulary and the basics of business vocabulary</li> <li>– Specialised texts</li> <li>– Learning aids</li> </ul> |
| <p>Teaching and learning methods of the</p>   | <p>Exercises focussing on listening</p>   |

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| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>Girardet, J.; Pécheur, J. (2008):</b> Écho 1, méthode de français (A1-A2), CLE International.</p> <p><b>Girardet, J.; Pécheur, J. (2008):</b> Écho 2, méthode de français (A2), CLE International.</p> <p><b>Girardet, J.; Pécheur, J. (2008):</b> Écho 3, méthode de français (B1), CLE International.</p> <p><b>Penfornis, Jean-Luc (2002):</b> 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 <sup>rd</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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<br>(contact hours = 56)  |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Written examination (90') and test<br>§ 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:<br><br>– know the Cyrillic alphabet and read simple |

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|   | <p>texts,</p> <ul style="list-style-type: none"> <li>– deal with simple everyday situations in the spoken language,</li> <li>– understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language.</li> </ul>   |
| Content of the module   | <p>The phonetic and graphic code of the Russian language.</p> <p>Basic grammatical structures<br/>Basic lexis<br/>Learning aids</p>   |
| 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<br/>(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><b>Loos, Harald; Berditschewski, Anatoli</b> (2008): Projekty: ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning. (Medienkombination)</p> <p><b>Sokolowa, Ludmila; Zeller, Heiner</b> (2001): Kljuci 1: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> <p><b>Sokolowa, Ludmila; Zeller, Heiner</b> (2004): Kljuci 2: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> |

## Spanish 1

Status: August 2011

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| Module-Nr./ Code   | 0.3.3 SPA1   |
| Module title   | Spanish 1  |
| Semester or trimester  | 3 <sup>rd</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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 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<br>(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<br><br>Written examination (90') and test<br>§ 14 (2) / § 14 (3) CER 18.02.2011 |
| Weighting of the grade within the total grade                        | 3%   |

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| <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"> <li>- deal with simple everyday situations in the spoken language,</li> <li>- understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language.</li> </ul> <p>Intermediate:</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul> <p>Advanced:</p> <ul style="list-style-type: none"> <li>- use their spoken language to take part in a suitable range of advanced business communication situations,</li> <li>- draw up accompanying written documents.</li> </ul>  |
| <p>Content of the module</p>                  | <p>The contents in general:</p> <ul style="list-style-type: none"> <li>- Communication skills in everyday situations</li> <li>- Pronunciation and intonation</li> <li>- General vocabulary</li> <li>- Basic grammar</li> <li>- Business vocabulary</li> <li>- Simple application of the language in professional situations</li> <li>- Production of simple texts</li> <li>- Initial contact with the civilisation and culture of the Spanish-speaking world</li> </ul> <p>Target level A1, specifically:</p> <ul style="list-style-type: none"> <li>- The basics of the phonetic and written form of the foreign language</li> <li>- Basic grammatical structures</li> <li>- Basic lexis</li> <li>- Learning aids</li> </ul> <p>Target level B1, B2, specifically:</p> <ul style="list-style-type: none"> <li>- Consolidation of knowledge of the language in oral and grammatical exercises</li> <li>- Extension of the general vocabulary and the basics of business vocabulary</li> <li>- Specialised texts</li> <li>- Learning aids</li> </ul> |

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| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>González Salgado, C.</b> (2007): ene A1, Der Spanischkurs, Hueber Verlag.</p> <p><b>González Salgado, C.; Sanz Oberberger, C.</b> (2008): ene A2, Der Spanischkurs, Hueber Verlag.</p> <p><b>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E.</b> (2008): ene B1.1, Der Spanischkurs, Hueber Verlag.</p> <p><b>Bade, P.; Görrissen, M.; Mellado, R.</b> (2007): Avenida (B2), Klett Verlag.</p> |

**Management of Specific Cultural Segments and Cultural Institutions**  
**Art trade, gallery business, museums**

**Status: August 2011**

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|--|---|
| Module-Nr./ Code   | 6.4.1 CULT - ART  |
| Module title   | Management of specific cultural segments and cultural institutions / art trade, gallery business, museums |
| Semester or trimester  | 4 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(mandatory, elective, etc.)                           | Compulsory elective   |
| If relevant, course units within the module                          |   |
| Frequency of module  | Once a year   |
| Entry requirements   | Introduction to Cultural Administration   |
| Applicability of the module to other programmes                      |   |
| Person responsible for the module                                    | Prof. Dr. Stephan Sonnenburg  |
| Name(s) of the instructor(s)   | Dr. Jessica Beebone   |
| Teaching language  | English   |
| Number of ECTS credits   | 6   |
| Total workload and its breakdown (e.g. self-study and contact hours) | 180, of which 56 contact hours and 124 hours self-study   |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Case study, project work<br>§14 (11) / §14 (12) SPO 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                                |

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|   | <ul style="list-style-type: none"> <li>– analyse the specific management requirements for the following cultural segments: art trade, gallery business, museums</li> <li>– develop concepts which are suitable for the segment and apply specific management methods</li> <li>– analyse and select decision alternatives as regards the specific cultural segment</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>– Concepts of operational and strategic management for application in the art trade, gallery business and museums</li> <li>– Current issues of cultural administration</li> <li>– Specific cultural administration for the art trade, gallery business and museum segment with theme marketing, PR and/or media management</li> </ul>   |
| Teaching and learning methods of the module   | Lectures, exercises, case studies, self-study  |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | Excursions to cultural institutions  |
| Literature<br>(Required reading/supplementary recommended reading)                    | <p><u>Required reading:</u></p> <p><b>Honour, Hugh; Fleming, John</b> (1995): A world history of Art. 4<sup>th</sup> edition. King, London, 695 ff.</p> <p><b>Sass, Louis A.</b> (1998): Madness and modernism: insanity in the light of modern art, literature, and thought. 3<sup>rd</sup> edition. Harvard University Press, Cambridge.</p> <p><b>Honour, Hugh; Fleming, John</b> (2009): A world history of Art. 4<sup>th</sup> edition. King, London, 695 ff.</p> <p><b>Klein, Hans-Joachim</b> (1999): Der gläserne Besucher: Publikumsstrukturen einer Museumslandschaft. (Berliner Schriften zur Museumskunde; 8). Mann, Berlin.</p> <p><u>Supplementary recommended reading:</u></p> <p><b>Deutsches Museum von Meisterwerken der Naturwissenschaft und Technik &lt;München&gt;; Noschka-Roos, Annette</b> (eds.)(2003): Besucherforschung in Museen:</p> |

Instrumentarien zur Verbesserung der Ausstellungskommunikation. (Public understanding of science / Theorie und Praxis; 4). Dt. Museum, München.

**Zimmer, Annette** (ed.)(1996): Das Museum als Nonprofit-Organisation: Management und Marketing. Campus, Frankfurt a. M.

**Klein, Hans-Joachim** (1990): Der gläserne Besucher: Publikumsstrukturen einer Museumslandschaft. (Berliner Schriften zur Museumskunde; 8). Mann, Berlin.

**Kurt Dröge; Detlef Hoffmann** (2010): Museum.

**Management of Specific Cultural Segments and Cultural Institutions**  
**Theatre and Orchestra Management**

**Status: August 2011**

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|--|---|
| Module-Nr./ Code   | 6.4.1 CULT - THEA   |
| Module title   | Management of Specific Cultural Segments and Cultural Institutions / Theatre and Orchestra Management |
| Semester or trimester  | 4 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(mandatory, elective, etc.)                           | Compulsory elective   |
| If relevant, course units within the module                          |   |
| Frequency of module  | Once a year   |
| Entry requirements   | Introduction to Cultural Administration   |
| Applicability of the module to other programmes                      |   |
| Person responsible for the module                                    | Prof. Dr. Stephan Sonnenburg  |
| Name(s) of the instructor(s)   | Prof. Dr. Antti Vihinen, Dingarten  |
| Teaching language  | English   |
| Number of ECTS credits   | 6   |
| Total workload and its breakdown (e.g. self-study and contact hours) | 180, of which 56 contact hours and 124 hours self-study   |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Case study, project work<br>§14 (11) / §14 (12) SPO 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                            |

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|   | <ul style="list-style-type: none"> <li>– analyse the specific management requirements for the following cultural segments: theatre and orchestra</li> <li>– develop concepts which are suitable for the segment and apply specific management methods</li> <li>– analyse and select decision alternatives as regards the following cultural segments: theatre management and orchestra management</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>– Concepts of operational and strategic management for application in the theatre business and orchestra management</li> <li>– Current issues of cultural administration</li> <li>– Specific cultural administration for the specific segments with theme marketing, PR and media management</li> </ul>   |
| Teaching and learning methods of the module   | Lectures, exercises, case studies, self-study  |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | Excursions to cultural institutions  |
| Literature<br>(Required reading/supplementary recommended reading)                    | <p>Required reading:</p> <p><b>Pallin, Gail</b> (2003): Stage management: the essential handbook. Hern, London.</p> <p><b>Mulcahy, Lisa</b> (2002): Building the successful theatre company. Allworth.</p> <p><u>Supplementary recommended reading:</u></p> <p><b>Allmann, Uwe</b> (1997): Innovatives Theatermanagement: eine Fallstudie. Dt. Univ.-Verlag, Wiesbaden.</p> <p><b>Hoegl, Clemens</b> (1995): Ökonomie der Oper: Grundlagen für das Musiktheater-Management : Analysen und Arbeitsinstrumente. Arcult Media, Bonn.</p> <p><b>Brezinka, Thomas</b> (2005): Orchestermanagement: ein Leitfaden für die Praxis. Bosse, Kassel.</p> <p><b>Röper, Henning</b> (2006): Handbuch Theatermanagement: Betriebsführung, Finanzen, Legitimation und Alternativmodelle.</p> |

2<sup>nd</sup> edition. Böhlau, Köln.

**Allmann, Uwe** (1998): Innovatives  
Theatermanagement: eine Fallstudie,  
Deutscher Univ.-Verlag, Wiesbaden.

**Management of Specific Cultural Segments and Institutions**  
**TV, film and media**

**Status: August 2011**

|  |   |
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| Module-Nr./ Code   | 6.4.1 CULT - TV   |
| Module title   | Management of specific cultural segments and cultural institutions / TV, film / media                               |
| Semester or trimester  | 4 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(mandatory, elective, etc.)                           | Compulsory elective   |
| If relevant, course units within the module                          |   |
| Frequency of module  | Once a year   |
| Entry requirements   | Introduction to Cultural Administration   |
| Applicability of the module to other programmes                      |   |
| Person responsible for the module                                    | Prof. Dr. Stephan Sonnenburg  |
| Name(s) of the instructor(s)   | Prof. Ludger Pfanzen  |
| Teaching language  | English   |
| Number of ECTS credits   | 6   |
| Total workload and its breakdown (e.g. self-study and contact hours) | 180 of which 56 contact hours and 124 hours self-study  |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Case study, project work<br>§14 (11) / §14 (12) SPO 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<br><br>– analyse the specific management |

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|   | <p>requirements for the following cultural segments: TV/film and media</p> <ul style="list-style-type: none"> <li>– develop concepts which are suitable for the segment and apply specific management methods</li> <li>– analyse and select decision alternatives as regards the specific cultural segment</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>– Concepts of operational and strategic management for application in the TV/film and media industry</li> <li>– Current issues of cultural administration</li> <li>– Specific cultural administration for the TV/film and media segment with theme marketing, PR and media management</li> </ul>   |
| Teaching and learning methods of the module   | Lectures, exercises, case studies, self-study   |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | Excursions to cultural institutions   |
| <p>Literature<br/>(Required reading/supplementary recommended reading)</p>            | <p><u>Required reading:</u></p> <p><b>Albarran, Alan B. et al.</b> (eds.)(2006): Handbook of media management and economics. Erlbaum, Mahwah.</p> <p><b>Kellner, Douglas</b> (1995): Media culture: cultural studies, identity and politics between the modern and the postmodern. Rotledge, London.</p> <p><u>Supplementary recommended reading</u></p> <p><b>Küng, Lucy; Picard, Robert G.; Towse, Ruth</b> (2008): The internet and the mass media. Sage, Los Angeles.</p> <p><b>Points, Jeremy</b> (2007): Teaching TV drama. BFI, London.</p> <p><b>Küng, Lucy</b> (2008): Strategic management in the media: from theory to practice. Sage, Los Angeles.</p> <p><b>Kellner, Douglas</b> (2006): Media culture: cultural studies, identity and politics between the modern and the postmodern. Rotledge, London.</p> |

## Dramatisation and Dramaturgy of Artistic Productions

**Status: August 2011**

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| Module-Nr./ Code   | 6.4.2 DRAP   |
| Module title   | Dramatisation and Dramaturgy of Artistic Productions   |
| Semester or trimester  | 4 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(mandatory, elective, etc.)                           | Mandatory  |
| If relevant, course units within the module                          |  |
| Frequency of module  | Once a year  |
| Entry requirements   | Introduction to Cultural Administration  |
| Applicability of the module to other programmes                      |  |
| Person responsible for the module                                    | Prof. Dr. Stephan Sonnenburg   |
| Name(s) of the instructor(s)   | Ronald Spiess  |
| Teaching language  | English  |
| Number of ECTS credits   | 6  |
| Total workload and its breakdown (e.g. self-study and contact hours) | 180<br>56 contact hours, 124 self-study / project work   |
| Hours per week   | 4  |
| Assessment type / requirement for the award of credits               | Learner's portfolio<br>§14 (7) SPO 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<br><br>– evaluate and appraise works of art and |

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|   | <p>artistic performances</p> <ul style="list-style-type: none"> <li>– stage artistic productions</li> <li>– develop and implement dramaturgies</li> <li>– plan, organise and manage cultural events in the different cultural sectors</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>– Development of dramaturgies with the involvement of dramatisation elements (such as storyline, storyboard, suspense, falling action etc.)</li> <li>– Dramatisation location, decoration, stage design, sound, lighting &amp; visual media, time structuring, catering as dramatisation element</li> <li>– Interaction processes, stage direction, visitor activation</li> <li>– Self-dramatisation / role theory, acting theories (according to Goffman)</li> <li>– Planning, organisation and management of cultural events</li> </ul>   |
| Teaching and learning methods of the module   | Lectures, exercises, case studies, self-study  |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | Excursions to various cultural institutions  |
| Literature<br>(Required reading/supplementary recommended reading)                    | <p><u>Required reading:</u></p> <p><b>Cardullo, Bert</b> (ed.)(2000): What is Dramaturgy? Lang, New York.</p> <p><b>Mitchell, Katie</b> (2008): The directors craft: a handbook for the theatre. Routledge, London.</p> <p><u>Supplementary recommended reading:</u></p> <p><b>Goffmann, Erving</b> (1990): The presentation of self in everyday life. Doubleday, New York.</p> <p><b>Schäfer-Mehdi, Stephan</b> (2005): Event-Marketing: Kommunikationsstrategie, Konzeption und Umsetzung, Dramaturgie und Inszenierung. 2<sup>nd</sup> edition. Cornelsen, Berlin.</p> <p><b>Fischer-Lichte, Erika</b> (ed.)(1999): Transformationen: Theater der neunziger Jahre. (Kongress der Gesellschaft für Theaterwissenschaft e.V.; 4). (Theater der Zeit / Recherchen; 2). Theater der Zeit, Berlin.</p> |

**Fischer-Lichte, Erika** (2004): Ästhetik des Performativen. (Edition Suhrkamp; 2373). Suhrkamp, Frankfurt.

**Fischer-Lichte, Erika** (2009): Ästhetik des Performativen. (Edition Suhrkamp; 2373). Suhrkamp, Frankfurt.

## Advanced Company Project

**Status: August 2011**

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| Module-Nr./ Code   | 0.4.1 APRO  |
| Module title   | Advanced Company Project  |
| Semester or trimester  | 4 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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. Stephan Sonnenburg  |
| Name(s) of the instructor(s)   | Prof. Dr. Stephan 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<br>56 (contact hours) + 124 (self-study)  |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Project work<br>§ 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, plan and implement a selected social or business                                  |

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|   | <p>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>   |
| Content of the module   | <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 3<sup>rd</sup> semester.</p>   |
| Teaching and learning methods of the module   | <p>Project work in a team (tutored)</p>  |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | <ul style="list-style-type: none"> <li>– The projects are developed in close collaboration with interested companies or social organisations (e.g. SIFE, Rotaract, Leos), in some cases on location</li> <li>– Students draw-up a written presentation for the sponsor</li> <li>– The following is assessed:             <ol style="list-style-type: none"> <li>1. The content and formal quality of the presentation and documentation</li> <li>2. The academic performance of the written paper, research and analysis</li> </ol> </li> <li>– Students are expected to carry out project management as regards content and timing, which is fully documented. They are expected deliver the following:             <ol style="list-style-type: none"> <li>1. Put together and organise a project team</li> <li>2. Coordinate with the sponsor and the university instructor and other stakeholders (other groups)</li> <li>3. Draw up a project brief and target definition in writing</li> <li>4. Milestone and project structure planning and schedule (Gantt chart)</li> <li>5. Present the individual work packages (Who does what by when?) taking into consideration the personal time budget</li> <li>6. Weekly status update for the client and the university instructor (project progress report and meeting minutes) including work packages, to-do's of the relevant time period (planned, in</li> </ol> </li> </ul> |

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|   | <p>progress / degree of completion, completed), plan/actual comparison</p> <ol style="list-style-type: none"> <li>7. Quality assurance, risk and problem management</li> <li>8. Project conclusion, delivery of performance and meeting of deadlines</li> </ol>   |
| <p><b>Literature</b><br/>(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><b>Armstrong, Michael</b> (2004): How to be an even better manager: a complete A-Z of proven techniques and essential skills. 6<sup>th</sup> edition. Kogan Page, London.</p> <p><b>Armstrong, Michael; Stephens, Tina</b> (2006): Management and leadership: a guide to managing for results. Repr. Kogan Page, London.</p> <p><b>Becker, Lutz</b> (ed.)(2008): Management und Führungspraxis: Digitale Fachbibliothek. Symposium, Düsseldorf. [Excerpts will be provided]</p> <p><b>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter</b> (eds.)(2007): Führungspraxis und Führungskultur. (Die neue Führungskunst; 2). Symposium, Düsseldorf.</p> <p><b>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter</b> (eds.)(2008): Führung, Wandel und Innovation. (Die neue Führungskunst; 3). Symposium, Düsseldorf.</p> <p><b>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter</b> (eds.)(2008): Projektführung und Projektmanagement. (Die neue Führungskunst; 4). Symposium, Düsseldorf.</p> <p><b>Bentley, Colin</b> (2002): Prince 2: a practical handbook. 2<sup>nd</sup> edition. Butterworth-Heinemann, Oxford.</p> <p><b>Hölzle, Philipp</b> (2007): Projektmanagement: professionell führen, Erfolge präsentieren. 2<sup>nd</sup> edition. Haufe, Freiburg.</p> <p><b>Kappler, Ekkehard; Seibel, Johannes J.;</b></p> |

**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. 2<sup>nd</sup> revised edition. Gabler, Wiesbaden.

## Managerial Accounting

**Status: August 2011**

|  |  |
|--|--|
| Module-Nr./ Code   | 0.4.2 MACC   |
| Module title   | Managerial Accounting  |
| Semester or trimester  | 4 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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"><li>– Introduction to Management and its Quantitative Methods</li><li>– Strategic Planning</li><li>– Resources: Finance, Human Resources, Organisation</li></ul> |
| 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'<br>§ 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<br><ul style="list-style-type: none"><li>– present the meaning of corporate</li></ul>                                       |

|                       |   |
|-----------------------|---|
|                       | <p>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),</p> <ul style="list-style-type: none"> <li>- 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,</li> <li>- describe cost accounting as basis for budget planning and as basis for the calculation of products, services, contracts, projects etc.,</li> <li>- 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),</li> <li>- the students are able to define what makes up project cost management and how it is carried out using an example.</li> </ul> |
| Content of the module | <ul style="list-style-type: none"> <li>- Financial accounting as central source of information for the company</li> <li>- The fundamentals of the annual financial statement (composition, structure, approach and evaluation of the individual items of the balance sheet and the income statement)</li> <li>- The fundamentals of the structure, content and technique of double-entry accounting</li> <li>- The most important information in the appendix and the financial report</li> <li>- Analysis of the balance sheet and creative accounting</li> <li>- A comparison of Managerial and Financial accounting</li> <li>- Composition and operation of cost accounting and cost allocation (calculation of cost types, cost centres and cost units)</li> <li>- Tasks and instruments of Managerial</li> <li>- Cost management as joint task of</li> </ul>   |

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|   | <p>Financial and Managerial Accounting</p> <ul style="list-style-type: none"> <li>– The nature and shortcomings of traditional costing systems (full cost accounting and direct costing)</li> <li>– Strategic aspects of Managerial accounting (activity-based costing, target costing, balanced scorecard)</li> <li>– Case studies</li> </ul>   |
| 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.) |  |
| <p>Literature<br/>(Required reading/supplementary recommended reading)</p>            | <p><u>Required reading:</u></p> <p><b>Atrill, Peter</b> (2008): Accounting and finance for non-specialists, Financial Times Prentice Hall, Harlow.</p> <p><b>Atrill, Peter</b> (2009): Management Accounting for decision makers, Financial Times Prentice Hall, Harlow.</p> <p><b>Rich, Jay</b> (2010): Cornerstones of financial and managerial accounting, South-Western Cengage, Mason.</p> <p><u>Supplementary recommended reading:</u></p> <p><b>Döring, Ulrich; Buchholz, Rainer</b> (2009): Buchhaltung und Jahresabschluss: Mit Aufgaben und Lösungen. 11<sup>th</sup> revised edition. Schmidt, Berlin.</p> <p><b>Probst, Hans-Jürgen</b> (2007): Controlling leicht gemacht: Richtig planen, analysieren und steuern. 4<sup>th</sup> revised edition. Red line, Heidelberg.</p> <p><b>Weber, Jürgen; Schäfer, Utz</b> (2008): Introduction to Controlling. 11<sup>th</sup> revised edition. Schäffer-Poeschel, Stuttgart.</p> |

## Arabic 2

**Status: August 2011**

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| Module-Nr./ Code   | 0.4.3 ARA2   |
| Module title   | Arabic 2   |
| Semester or trimester  | 4 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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. 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<br>(contact hours = 56)   |
| Hours per week   | 4  |
| Assessment type / requirement for the award of credits               | Written examination (90') and test<br>§ 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                           |

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|   | <ul style="list-style-type: none"> <li>– have an extended knowledge of the fundamentals of the Arabic alphabet,</li> <li>– identify a suitable number of individual elements,</li> <li>– deduct meaning from contexts,</li> <li>– carry out simple dialogues in everyday situations.</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>– 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.</li> <li>– 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.</li> <li>– Learning aids</li> </ul> |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbook:</p> <p><b>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard</b> (2005): Lehrbuch des modernen Arabisch. 8<sup>th</sup> edition. Langenscheidt, Berlin.</p>   |

## Chinese 2

Status: August 2011

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|--|--|
| Module-Nr./ Code   | 0.4.3 CHI2   |
| Module title   | Chinese 2  |
| Semester or trimester  | 4 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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<br>(contact hours = 56)   |
| Hours per week   | 4  |
| Assessment type / requirement for the award of credits               | Written examination (90') and test<br>§ 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<br><br>– have an extended knowledge of the basics |

|   |   |
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|   | <p>of the Chinese alphabet,</p> <ul style="list-style-type: none"> <li>– identify a suitable number of individual elements,</li> <li>– deduct meaning from contexts,</li> <li>– carry out simple dialogues in everyday situations.</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>– Further phonetic and graphic characteristics of the foreign language code</li> <li>– Basic grammar</li> <li>– Extension of basic vocabulary</li> <li>– Learning aids</li> </ul>  |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>Chen, Fu; Zhu, Zhiping; Cordes, Ruth</b> (2005): <i>Wir lernen Chinesisch</i>. Renmin Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p><b>Zhang, Hong; Zhu, Xiaoxing</b> (2007): <i>Chinesisch erleben</i>. Gaodeng Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p><b>Gu, Wen; Meinshausen, Frank</b> (2005): <i>Umgangschinesisch effektiv: ein Crash-Kurs der chinesischen Umgangssprache</i>. Schmetterling, Stuttgart. (Medienkombination)</p> |

## French 2

**Status: August 2011**

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| Module-Nr./ Code   | 0.4.3 FRA2   |
| Module title   | French 2   |
| Semester or trimester  | 4 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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<br>(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<br><br>Written examination (90') and test<br>§ 14 (2) / § 14 (3) CER 18.02.2011 |
| Weighting of the grade within the total grade                        | 3%   |

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

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|   | <p>basics of business vocabulary</p> <ul style="list-style-type: none"> <li>– Specialised texts</li> <li>– Colloquial language</li> <li>– Learning aids</li> </ul>   |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>Girardet, J.; Pécheur, J.</b> (2008): Écho 1, méthode de français (A1-A2), CLE International.</p> <p><b>Girardet, J.; Pécheur, J.</b> (2008): Écho 2, méthode de français (A2), CLE International.</p> <p><b>Girardet, J.; Pécheur, J.</b> (2008): Écho 3, méthode de français (B1), CLE International.</p> <p><b>Penfornis, Jean-Luc</b> (2002): Français.com, niveau intermédiaire, CLE International.</p> <p><b>Penfornis, Jean-Luc</b> (2003): Affaires.com, CLE International.</p> <p><b>Steele, Ross</b> (2004): Civilisation progressive du français, CLE International.</p> |

## Russian 2

Status: August 2011

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| Module-Nr./ Code   | 0.4.3 RUS2   |
| Module title   | Russian 2  |
| Semester or trimester  | 4 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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<br>(contact hours = 56)   |
| Hours per week   | 4  |
| Assessment type / requirement for the award of credits               | Written examination (90') and test<br>§ 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                           |

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|   | <ul style="list-style-type: none"> <li>– deal with simple to more complex everyday situations and simple business situations in the spoken language</li> <li>– write standard texts (e.g. lists) autonomously in Russian.</li> </ul>  |
| Content of the module   | <ul style="list-style-type: none"> <li>– Specific phonetic characteristics of Russian</li> <li>– More complex grammar structures</li> <li>– Extension of basic vocabulary</li> <li>– Learning aids</li> </ul>   |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>Loos, Harald; Berditschewski, Anatoli</b> (2008): Projekty: ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning. (Medienkombination)</p> <p><b>Sokolowa, Ludmila; Zeller, Heiner</b> (2001): Kljuci 1: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> <p><b>Sokolowa, Ludmila; Zeller, Heiner</b> (2004): Kljuci 2: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> |

## Spanish 2

Status: August 2011

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|--|--|
| Module-Nr./ Code   | 0.4.3 SPA2   |
| Module title   | Spanish 2  |
| Semester or trimester  | 4 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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<br>(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<br><br>Written examination (90') and test<br>§ 14 (2) / § 14 (3) CER 18.02.2011 |
| Weighting of the grade within the total grade                        | 3%   |

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

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|   | <p>basics of business vocabulary</p> <ul style="list-style-type: none"> <li>– Specialised texts</li> <li>– Colloquial language</li> <li>– Learning aids</li> </ul>  |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>González Salgado, C.</b> (2007): ene A1, Der Spanischkurs, Hueber Verlag.</p> <p><b>González Salgado, C.; Sanz Oberberger, C.</b> (2008): ene A2, Der Spanischkurs, Hueber Verlag.</p> <p><b>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E.</b> (2008): ene B1.1, Der Spanischkurs, Hueber Verlag.</p> <p><b>Bade, P.; Görrissen, M.; Mellado, R.</b> (2007): Avenida (B2), Klett Verlag.</p> |

## Current Issues in the Management of Cultural Institutions

**Status: August 2011**

|  |   |
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| Module-Nr./ Code   | 6.5.1 CISS  |
| Module title   | Current Issues in the Management of Cultural Institutions |
| Semester or trimester  | 5 <sup>th</sup> semester                                  |
| Duration of module   | Single semester   |
| Course type<br>(mandatory, elective, etc.)                           | Mandatory   |
| If relevant, course units within the module                          |   |
| Frequency of module  | Once a year   |
| Entry requirements   | Introduction to Cultural Administration                   |
| Applicability of the module to other programmes                      |   |
| Person responsible for the module                                    | Prof. Dr. Stephan Sonnenburg                              |
| Name(s) of the instructor(s)   | Prof. Dr. Stephan Sonnenburg                              |
| Teaching language  | Depends on the country selected for the semester abroad   |
| Number of ECTS credits   | 6   |
| Total workload and its breakdown (e.g. self-study and contact hours) | 180<br>(of which 56 contact hours)                        |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Presentation<br>§ 14 (9) CER 18.02.2011                   |
| Weighting of the grade within the total grade                        | 3 %   |

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| <p>Qualification objectives of the module</p>  | <p>Students who have successfully participated in this module will be able to</p> <ul style="list-style-type: none"> <li>– discuss the specific requirements of the management of cultural projects in an international context</li> <li>– evaluate the current academic industry discussions</li> <li>– develop solution models for cultural projects</li> </ul>  |
| <p>Content of the module</p>   | <ul style="list-style-type: none"> <li>– Operational and strategic cultural management concepts from an international perspective</li> <li>– Current issues of cultural management internationally (case studies)</li> <li>– Specific cultural management for individual cultures, countries and cross-national, international cultural projects</li> <li>– Application of current research methods</li> </ul>   |
| <p>Teaching and learning methods of the module</p>   | <p>Lectures, exercises, case studies, projects, self-study</p>   |
| <p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p> | <p>Semester abroad</p>   |
| <p>Literature<br/>(Required reading/supplementary recommended reading)</p>                   | <p><u>Required reading:</u></p> <p><b>Hartley, John</b> (ed.)(2005): Creative industries. Blackwell, Malden.</p> <p><b>European Commission</b> (2008): Report symposium for the European year of cultural dialogue <a href="http://www.interculturaldialogue.eu.web">www.interculturaldialogue.eu.web</a></p> <p><u>Supplementary recommended reading:</u></p> <p><b>Schwencke, Olaf</b> (2006): Das Europa der Kulturen - Kulturpolitik in Europa: Dokumente, Analysen und Perspektiven – von den Anfängen bis zur Gegenwart. 2<sup>nd</sup> revised edition. (Edition Umbruch; 14). Kulturpolit. Gesellschaft, Bonn.</p> |

## International Culture Policy

**Status: August 2011**

|  |   |
|--|---|
| Module-Nr./ Code   | 6.5.2 ICPO  |
| Module title   | International Culture Policy  |
| Semester or trimester  | 5 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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                                    | Prof. Dr. Stephan Sonnenburg  |
| Name(s) of the instructor(s)   | Prof. Dr. Antti Vihinen   |
| Teaching language  | English   |
| Number of ECTS credits   | 6   |
| Total workload and its breakdown (e.g. self-study and contact hours) | 180, of which 56 contact hours  |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Presentation<br>§ 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 be able to:<br><br>– identify and assess the general framework, structures, processes and institutions of international cultural policy<br>– create, discuss and plan international cultural projects |

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|   | <ul style="list-style-type: none"> <li>– discover and appreciate differences due to culture</li> <li>– behave cooperatively and tolerantly and demonstrate team-working skills</li> </ul>  |
| Content of the module   | <ul style="list-style-type: none"> <li>– Internationalisation of culture (cultural exchange and intercultural dialogue)</li> <li>– The logic of actions of people working in the culture and arts industry as regards global markets</li> <li>– Overview of the general framework as regards cultural policy for art and culture in Europe and for selected global cultural projects</li> <li>– Case studies with discussions on strategy and courses of action</li> </ul>   |
| Teaching and learning methods of the module   | Presentations, exercises, projects, case studies, self-study   |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) |  |
| Literature<br>(Required reading/supplementary recommended reading)                    | <p><u>Required reading:</u></p> <p><b>ERICarts Institut for the European Commission</b> (2008): Mobility Matters: study of mobility of artists and cultural professionals in Europe.<br/> <a href="http://www.ericarts.org/web/index.php">http://www.ericarts.org/web/index.php</a></p> <p><b>Commission of the European Communities</b> (2007): European agenda for culture in a globalizing world<br/> <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2007:0242:FIN:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2007:0242:FIN:EN:PDF</a></p> <p><u>Supplementary recommended reading:</u></p> <p><b>Fuchs, Max</b> (2007): Kulturpolitik.</p> <p><b>Fuchs, Max</b> (1998): Kulturpolitik als gesellschaftliche Aufgabe: eine Einführung in Theorie, Geschichte, Praxis. Westdt. Verlag, Opladen.</p> <p><b>Grossberg, Lawrence; Nelson, Cary; Treichler, Paula</b> (eds.) (1992): Cultural studies. Routledge, New York.</p> |



## **Regional Studies**

**Status: August 2011**

|  |   |
|--|---|
| Module-Nr./ Code   | 0.5.1 REST  |
| Module title   | Regional Studies  |
| Semester or trimester  | 5 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(mandatory, elective, etc.)                           | Mandatory module with selection possibilities   |
| If relevant, course units within the module                          |   |
| Frequency of module  | Once a year   |
| Entry requirements   | Valid for all the students with the exception of those on the ICM programme, who select a complementary module to avoid duplication   |
| Applicability of the module to other programmes                      |   |
| Person responsible for the module                                    | Prof. Dr. Andreas Müller  |
| Name(s) of the instructor(s)   | Prof. Dr. Kai Holschuh, Prof Dr. Ekaterina Svetlova, Dr. Cheng Fan. Alaa Khalil, Kristian Schnack, Prof. Dr. Andreas Müller   |
| Teaching language  | English (in individual cases the module can be taught in the language spoken in the business and cultural area, providing the students have C1 proficiency in the language) |
| 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               | Seminar Paper<br>§ 14 (5) CER 18.02.2011  |
| Weighting of the grade within the total                              | 3%  |

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| grade                                       |   |
| Qualification objectives of the module      | <p>Students who have successfully participated in this module will be able to</p> <ul style="list-style-type: none"> <li>– understand the social and cultural foundations of business behaviour in the cultural area of the host country and evaluate it with a view to their own business activity</li> <li>– discuss the alternatives of business actions (market entry) in the context of regional, economic background data and submit proposals</li> <li>– formulate business development and marketing prospects for the target region, specifically related to the subject of the programme they study (e.g. inbound and outbound tourism, trade fair activities, marketing and media industry, typical cultural institutions in the country etc.); these perspectives constitute the subject of the student assignment carried out under supervision</li> </ul>   |
| Content of the module                       | <ul style="list-style-type: none"> <li>– Main features of integrated civilisation and geography</li> <li>– Demography and regional stereotypes</li> <li>– Socio-economic society structures</li> <li>– Current economy and politics</li> <li>– Composition and dynamics of the market and its media</li> <li>– Case studies on representative companies</li> <li>– International aspects of economic activities in the host country as well as market and demand requirements, in particular as regards the exchange between the host and the native country</li> <li>– Strategies for business actions in the target region</li> </ul> <p>Selection possibilities (the students select one cultural area):</p> <ul style="list-style-type: none"> <li>– Spanish-speaking countries and Brazil</li> <li>– French-speaking countries</li> <li>– Anglo-American countries</li> <li>– Arabia</li> <li>– East Asia / South-East Asia</li> <li>– Eastern Europe</li> </ul> |
| Teaching and learning methods of the module | Interactive lectures  |

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| <p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p> |  |
| <p>Literature<br/>(Required reading/supplementary recommended reading)</p>                   | <p><u>Required reading:</u></p> <p><b>Moran, Robert T.; Harris, Philip R.; Moran, Sarah V.</b> (2007): Managing cultural differences: global leadership strategies for the 21<sup>st</sup> century. 7<sup>th</sup> edition. Elsevier/Butterworth-Heinemann, Heidelberg/Amsterdam.</p> <p><b>Diverse</b> (depend on the business and cultural area selected), recommendations will be given at the beginning of the course</p> <p><u>Supplementary recommended literature:</u></p> <p><b>Bolten, Jürgen</b> (2007): Einführung in die interkulturelle Wirtschaftskommunikation. (UTB; 2922). Vandenhoeck &amp; Rupprecht, Göttingen.</p> <p><b>Walter, Rolf</b> (2006): Geschichte der Weltwirtschaft: eine Einführung. (UTB; 2724). Böhlau, Köln.</p> <p><b>Diverse</b> (depend on the business and cultural area selected) recommendations will be given at the beginning of the course</p> |

## Change and Innovation

**Status: August 2011**

|  |   |
|--|---|
| Module-Nr./ Code   | 0.5.2 CHIN  |
| Module title   | Change and Innovation   |
| Semester or trimester  | 5 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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 (of which 42 contact hours)   |
| Hours per week   | 3   |
| Assessment type / requirement for the award of credits               | Learner's Portfolio<br>§ 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<br><br>- analyse the socio-economic processes of change and the socio-technical innovation processes from a general management perspective |

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|   | <ul style="list-style-type: none"> <li>- plan, structure and monitor corporate innovation processes and the processes of organisational change</li> <li>- implement appropriate management tools depending on the situation in order to achieve innovation objectives and to shape organisational change</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>- Socio-technical and socio-economic drivers of innovation and change</li> <li>- 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)</li> <li>- Innovation and change as management task</li> <li>- The basic methods of innovation and change management</li> <li>- Business development</li> <li>- Case studies</li> </ul> |
| Teaching and learning methods of the module   | This is a research-focussed 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<br>(Required reading/supplementary recommended reading)                    | <p><u>Reading:</u></p> <p>A list readings will be submitted with the syllabus in advance</p>  |

## Arabic 3

**Status: August 2011**

|  |   |
|--|---|
| Module-Nr./ Code   | 0.5.3 ARA3  |
| Module title   | Arabic 3  |
| Semester or trimester  | 5 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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<br>(contact hours = 56)  |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Written examination (90') and test<br>§ 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:<br><br>– read and write brief standard texts, |

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|   | <ul style="list-style-type: none"> <li>– carry out dialogues in everyday situations with a suitable level of complexity.</li> </ul>   |
| Content of the module   | <ul style="list-style-type: none"> <li>– 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: إِنَّ and the subject of the sentence.</li> <li>– At my university; in a hotel; about Islam and Muslims; registering with the authorities; the President’s speech; interview with the President.</li> <li>– Learning aids</li> </ul> |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbook:</p> <p><b>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard</b> (2005): Lehrbuch des modernen Arabisch. 8<sup>th</sup> edition. Langenscheidt, Berlin.</p>   |

## Chinese 3

**Status: August 2011**

|  |   |
|--|---|
| Module-Nr./ Code   | 0.5.3 CHI3  |
| Module title   | Chinese 3   |
| Semester or trimester  | 5 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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<br>(contact hours = 56)  |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Written examination (90') and test<br>§ 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:<br><br>– read and write brief standard texts, |

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|   | <ul style="list-style-type: none"> <li>– carry out dialogues in everyday situations with a suitable level of complexity.</li> </ul>  |
| Content of the module   | <ul style="list-style-type: none"> <li>– Extension of basic grammar forms</li> <li>– Extension of basic vocabulary</li> <li>– Learning aids</li> </ul>   |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>Chen, Fu; Zhu, Zhiping; Cordes, Ruth</b> (2005): Wir lernen Chinesisch. Renmin Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p><b>Zhang, Hong; Zhu, Xiaoxing</b> (2007): Chinesisch erleben. Gaodeng Jiaoyu Chubanshe, Beijing. (Medienkombination)</p> <p><b>Gu, Wen; Meinshausen, Frank</b> (2005): Umgangschinesisch effektiv: ein Crash-Kurs der chinesischen Umgangssprache. Schmetterling, Stuttgart. (Medienkombination)</p> |

## **French 3**

**Status: August 2011**

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|--|---|
| Module-Nr./ Code   | 0.5.3 FRA3  |
| Module title   | French 3  |
| Semester or trimester  | 5 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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<br>(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<br><br>Written examination (90') and test<br>§ 14 (2) / § 14 (3) CER 18.02.2011 |
| Weighting of the grade within the total grade                        | 3%  |

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| <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"> <li>- deal with more complex everyday situations and everyday business situations in the spoken language,</li> <li>- write simple texts in French.</li> </ul> <p>Intermediate:</p> <ul style="list-style-type: none"> <li>- use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously,</li> <li>- draw up accompanying simple written documents (handouts, short reports)</li> </ul> <p>Advanced:</p> <ul style="list-style-type: none"> <li>- follow complex business communication situations and take part in them using the spoken language,</li> <li>- write longer texts with analytical contents in French</li> </ul>   |
| <p>Content of the module</p>                  | <p>The contents in general:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- Use of language in business situations.</li> </ul> <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> <li>- Complex grammatical structures and varieties</li> <li>- Extension of general vocabulary,</li> <li>- Specialist business language and texts</li> <li>- Learning aids</li> </ul> <p>Target level B2 and C1, specifically:</p> <ul style="list-style-type: none"> <li>- Consolidation of knowledge of the language in oral and grammatical exercises</li> <li>- Specialist business vocabulary</li> <li>- Different styles and degrees of formality</li> <li>- Advanced writing</li> <li>- Learning aids</li> </ul> |
| <p>Teaching and learning methods of the</p>   | <p>Exercises focussing on listening</p>  |

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| module   | comprehension and oral production, reading<br>comprehension and writing production.  |
| Special features (e.g. online activities,<br>event/company visits, guest speakers, etc.) | Special features are specified at the beginning<br>of the semester.  |
| Literature<br>(Required reading/supplementary recommended<br>reading)                    | <p>Recommendations to purchase books are<br/>made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>Girardet, J.; Pécheur, J.</b> (2008): Écho 2,<br/>méthode de français (A2), CLE International.</p> <p><b>Girardet, J.; Pécheur, J.</b> (2008): Écho 3,<br/>méthode de français (B1), CLE International.</p> <p><b>Penfornis, Jean-Luc</b> (2002): Français.com,<br/>niveau intermédiaire, CLE International.</p> <p><b>Penfornis, Jean-Luc</b> (2003): Affaires.com,<br/>CLE International.</p> <p><b>Steele, Ross</b> (2004): Civilisation progressive<br/>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 <sup>th</sup> semester  |
| Duration of module   | Single semester   |
| Course type<br>(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<br>(contact hours = 56)  |
| Hours per week   | 4   |
| Assessment type / requirement for the award of credits               | Written examination (90') and test<br>§ 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:<br><br>– deal with a suitable range of everyday |

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|   | <p>situations in the spoken language</p> <ul style="list-style-type: none"> <li>– understand oral communication in a business context and make simple contributions in the spoken language</li> <li>– write short texts (e.g. letters) autonomously in Russian.</li> </ul>  |
| Content of the module   | <ul style="list-style-type: none"> <li>– Extension of knowledge of grammar system</li> <li>– Extension of basic vocabulary</li> <li>– Basic business vocabulary</li> <li>– Learning aids</li> </ul>   |
| 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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>Loos, Harald; Berditschewski, Anatoli</b> (2008): Projekty: ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning. (Medienkombination)</p> <p><b>Sokolowa, Ludmila; Zeller, Heiner</b> (2001): Kljuci 1: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> <p><b>Sokolowa, Ludmila; Zeller, Heiner</b> (2004): Kljuci 2: ein Russischlehrwerk für Erwachsene. Hueber, Ismaning. (Medienkombination)</p> |

## Spanish 3

**Status: August 2011**

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|--|--|
| Module-Nr./ Code   | 0.5.3 SPA3   |
| Module title   | Spanish 3  |
| Semester or trimester  | 5 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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<br>(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<br><br>Written examination (90') and test § 14 (2) / § 14 (3) CER 18.02.2011 |
| Weighting of the grade within the total grade                        | 3%   |

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| <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"> <li>- deal with more complex everyday situations and everyday business situations in the spoken language,</li> <li>- write simple texts in Spanish.</li> </ul> <p>Intermediate:</p> <ul style="list-style-type: none"> <li>- use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously,</li> <li>- draw up accompanying simple written documents (handouts, short reports) .</li> </ul> <p>Advanced:</p> <ul style="list-style-type: none"> <li>- follow complex business communication situations and take part in them using the spoken language,</li> <li>- write longer texts with analytical contents in Spanish.</li> </ul>  |
| <p>Content of the module</p>                       | <p>The contents in general:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- Use of language in business situations.</li> </ul> <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> <li>- Complex grammatical structures and varieties</li> <li>- Extension of general vocabulary,</li> <li>- Specialist business language and texts</li> <li>- Learning aids</li> </ul> <p>Target level B2 and C1, specifically:</p> <ul style="list-style-type: none"> <li>- Consolidation of knowledge of the language in oral and grammatical exercises</li> <li>- Specialist business vocabulary</li> <li>- Different styles and degrees of formality</li> <li>- Advanced writing</li> <li>- Learning aids</li> </ul> |
| <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<br>(Required reading/supplementary recommended reading)                    | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p><b>González Salgado, C.</b> (2007): ene A1, Der Spanischkurs, Hueber Verlag.</p> <p><b>González Salgado, C.; Sanz Oberberger, C.</b> (2008): ene A2, Der Spanischkurs, Hueber Verlag.</p> <p><b>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E.</b> (2008): ene B1.1, Der Spanischkurs, Hueber Verlag.</p> <p><b>Bade, P.; Görrissen, M.; Mellado, R.</b> (2007): Avenida (B2), Klett Verlag.</p> |

## Internship

**Status: August 2011**

|  |  |
|--|--|
| Module-Nr./ Code   | 0.6.1 INTS   |
| Module title   | Internship   |
| Semester or trimester  | 6 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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 Karlshochschule 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<br>§ 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"> <li>– 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</li> <li>– describe processes and structures in the company where they carry out the internship</li> <li>– analyse the business model, value chain and corporate and business segment strategy of the company where they carry out their internship</li> <li>– 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</li> <li>– 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</li> <li>– 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</li> </ul> |
| Content of the module | <p>Contents in accordance with the study and examination regulations:</p> <ul style="list-style-type: none"> <li>– Practical activity in a business function in a company, association or comparable organisation,</li> <li>– the following functional areas come into consideration: <ul style="list-style-type: none"> <li>• Management/general management</li> <li>• Organisation</li> <li>• Marketing</li> <li>• Distribution</li> <li>• Controlling, finance and accounting</li> <li>• HR management</li> <li>• Project management</li> <li>• Procurement</li> <li>• Data processing</li> <li>• Appropriate operating department</li> </ul> </li> <li>– Analytical reflection of practical experience</li> <li>– Identification of relevant questions for the</li> </ul>   |

|   |   |
|---|---|
|   | <p>Bachelor Thesis</p> <ul style="list-style-type: none"> <li>– Analysis of problems/obstacles when applying what they have learnt</li> <li>– Development of factors of success when transferring into practice</li> <li>– Development of an implementation plan</li> </ul> |
| Teaching and learning methods of the module   | <ul style="list-style-type: none"> <li>– Practical activity</li> <li>– Mentoring by a professor for the preparation and the follow-up assignment and guidance with reflection during the activity</li> </ul>  |
| 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<br>(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**

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|--|--|
| 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 <sup>th</sup> semester   |
| Duration of module   | Single semester  |
| Course type<br>(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 %)<br>§ 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"> <li>- investigate and answer an academic question independently using academic methods within a given time period</li> <li>- 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)</li> </ul> |
| 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<br>(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)   |