

Bachelor-Studiengang

**Interkulturelles
Management und
Kommunikation**

Modulbeschreibungen

Inhaltsverzeichnis

Zielsetzung	5
Curriculumsübersicht.....	7
Kulturstudien.....	9
Einführung in das Management und seine quantitativen Methoden	13
Business Environment.....	19
Einführung in das wissenschaftliche Arbeiten und die empirische Sozialforschung .	25
English as a Foreign Language 1	29
Unternehmenskultur	33
Interkulturelles Marketing.....	37
Grundlagen des strategischen Managements	41
English as a Foreign Language 2	45
Area Studies	49
Intercultural Business Communication	53
Introductory Company Project	57
Resources: Financial Resources, Human Resources, Organization	61
Arabic 1	65
Chinese 1	67
French 1	69
Italian 1	73
Japanese 1	77
Portuguese 1	79
Russian 1.....	83
Spanish 1.....	85
International Collaboration Management.....	89
Intercultural Communicative Competence	93
Advanced Company Project	97
Managerial Accounting	101
Arabic 2	105
Chinese 2	107
French 2	109
Italian 2.....	113
Japanese 2.....	117
Portuguese 2	119
Russian 2.....	123
Spanish 2.....	125

International Business Management	129
Contemporary Society	131
Elective	134
Change and Innovation	136
Arabic 3	138
Chinese 3	140
French 3	142
Italian 3	146
Japanese 3	150
Portuguese 3	152
Russian 3	156
Spanish 3	158
Introduction to the Language of the Host Country	162
Internship	164
Bachelor Thesis including its Defence	168

Zielsetzung

Bildungsziel des Studiengangs „Interkulturelles Management und Kommunikation“ ist der Aufbau von Kompetenzen zur Analyse, zur Bewertung und zur innovativen Weiterentwicklung unternehmerischer Geschäftsprozesse an den internationalen Schnittstellen des unternehmerischen Handelns in Unternehmen und Organisationen, von der Auswertung zielregionenspezifischer Daten über die Erstkontaktaufnahme mit ausländischen Geschäftspartnern bis hin zur Konzeption, Gestaltung und Weiterentwicklung transnationaler (z. B. Export) und internationaler (z. B. Projektmanagement) Prozesse.

Die Absolventen können die Grundlagen solcher (inter-)kultureller und kommunikativer Prozesse theoretisch und interdisziplinär begründen und interpretieren, deren Aufbau mit wissenschaftlichen Methoden konzipieren, vorhandene Ansätze analysieren, die Wirkung evaluieren und an etablierten Unternehmensstrategien innovativ weiterarbeiten. Sie sind in der Lage, alle wichtigen Management-Funktionen wahrzunehmen und sie insbesondere hinsichtlich der interkulturellen Einflussfaktoren in internationalen Kontexten zielgerichtet (im Hinblick auf Regionen und Märkte) auszugestalten. Sie haben damit Zugriff auf einen wertvollen qualitativen Einflussbereich des Managements, mit dem sie einerseits die eigene Organisation international ausrichten und andererseits diese mittels des Dialogs in ihrer diversen Umwelt integrieren können.

Aufgrund der systematischen Entfaltung von (interkulturellen) kommunikativen Fertigkeiten und von Kenntnissen der sozio-ökonomischen Rahmenbedingungen in mindestens einer Zielregion sind die Absolventen in der Lage, frei von Kulturrelativismus sowie von Kulturessenzialismus auf ethischen Grundlagen den interkulturellen Dialog in ihrem Einflussbereich zu fördern und die Reflektion diesbezüglich in den unterschiedlichen Kollektiven (Unternehmen, Stakeholder, Gesellschaft) zu begünstigen. Damit übereinstimmend ist die im Titel des Studiengangs genannte Hinzufügung „und Kommunikation“ als eine Stärkung dieser interkulturellen kommunikativen Kompetenz und nicht als selbstständige kommunikationswissenschaftliche Komponente zu verstehen.

Die Absolventen tragen außerdem durch die interdisziplinäre Verknüpfung von generellen Management-Kompetenzen mit kulturanthropologischen, soziologischen, wirtschaftsgeografischen und volkswirtschaftlichen Kompetenzen zu einer akademischen Profilierung des wissenschaftlichen Fachbereichs der „Interkulturellen Wirtschaftskommunikation“ bei, dessen Grundlegung seit einigen Jahren zu den innovativsten Lehr- und Forschungsgebieten zählt.

Curriculumsübersicht

Curriculumsübersicht - "Interkulturelles Management und Kommunikation"												
Modul-Code	Bezeichnung	Semester						Gesamt			Prüfungsleistungen	Gewicht für Gesamtnote
		1	2	3	4	5	6	SWS	Selbst	ECTS		
2.1.1 KSTN	Kulturstudien	6						4	124	6	KL 120	3,0%
0.1.1 EMQM	Einführung in das Management und se	10						8	188	10	KL 240	5,0%
0.1.2 BENV	Business Environment	5	5					8	188	10	Case Study	5,0%
0.1.3 WISS	Einführung in das wissenschaftliche Ar	5	5					8	188	10	Lernportfolio	5,0%
0.1.4 EFL1	English as a Foreign Language 1	4						4	64	4	KL 90; Test	2,0%
2.2.1 UNTK	Unternehmenskultur		6					4	124	6	Essay	3,0%
2.2.2 IKMK	Interkulturelles Marketing		5					3	108	5	Präsentation	2,5%
0.2.2 STRA	Grundlagen des strategischen Mgmts.		5					3	108	5	KL 120	2,5%
0.2.3 EFL2	English as a Foreign Language 2		4					4	64	4	KL 90; Test	2,0%
2.3.1 ARST	Area Studies			6				4	124	6	Presentation	3,0%
2.3.2 ICBC	Intercultural Business Communication			6				3	138	6	Written Assign	3,0%
0.3.1 IPRO	Introductory Company Project			6				6	96	6	Project Work	3,0%
0.3.2 RESO	Resources: Financial Resources, HR, Organizatio			6				6	96	6	Presentation	3,0%
0.3.3 xxx	Foreign Language 2.1			6				4	124	6	Exam. 90; Test	3,0%
0.3.3 ARA1	Arabic 1											
0.3.3 CHI1	Chinese 1											
0.3.3 FRA1	French 1											
0.3.3 ITA1	Italian 1											
0.3.3 JAP1	Japanese 1											
0.3.3 POR1	Portuguese 1											
0.3.3 RUS1	Russian 1											
0.3.3 SPA1	Spanish 1											
2.4.1 ICOL	International Collaboration Management			6				3	138	6	Seminar Paper	3,0%
2.4.2 ICCO	Intercultural Communicative Competence			6				4	124	6	Essay; Test	3,0%
0.4.1 APRO	Advanced Company Project			6				4	124	6	Project Work	3,0%
0.4.2 MACC	Managerial Accounting			6				4	124	6	Exam. 180	3,0%
0.4.3 xxx	Foreign Language 2.2			6				4	124	6	Exam. 90; Test	3,0%
0.4.3 ARA2	Arabic 2											
0.4.3 CHI2	Chinese 2											
0.4.3 FRA2	French 2											
0.4.3 ITA2	Italian 2											
0.4.3 JAP2	Japanese 2											
0.4.3 POR2	Portuguese 2											
0.4.3 RUS2	Russian 2											
0.4.3 SPA2	Spanish 2											
2.5.1 INBM	International Business Management				6			4	124	6	Exam. 120	3,0%
2.5.2 CSOC	Contemporary Society				6			3	138	6	Exam. 90	3,0%
2.5.3 ELEC	Elective				6			3	138	6	Exam. 90	3,0%
0.5.2 CHIN	Change and Innovation				6			3	138	6	Learner's Portf	3,0%
0.5.3 xxx	Elective: Language				6			x	xxx	6	xxx	3,0%
0.5.3 xxx	Foreign Language 2.3							4	124	6	Exam. 90; Test	
0.5.3 ARA3	Arabic 3											
0.5.3 CHI3	Chinese 3											
0.5.3 FRA3	French 3											
0.5.3 ITA3	Italian 3											
0.5.3 JAP3	Japanese 3											
0.5.3 POR3	Portuguese 3											
0.5.3 RUS3	Russian 3											
0.5.3 SPA3	Spanish 3											
0.5.3 xxx	Host Language							4	124	6	Exam. 90	
0.6.1 INTS	Internship							18	480	18	Internsh. Anal	9,0%
0.6.2 BACH	Bachelor Thesis including its Defence							12	360	12		16,0%
ECTS/Semester		30	30	30	30	30	30					100,0%
Summe Semesterstunden												
Summe Workload (WL)		900	900	900	900	900	900					
WL-Stunden/Jahr		1800	1800	1800	1800	1800	1800					

Kulturstudien

Status: Januar 2014

Modul-Nr./ Code	2.1.1 KSTN
Modulbezeichnung	Kulturstudien
Semester oder Trimester	1. Semester
Dauer des Moduls	Ein Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Einmal jährlich
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses Modul steht in direktem Zusammenhang mit dem in zweiten Semester stattfindenden Modul UNTK und dient gleichzeitig als theoretische Basis für alle andere Spezialmodule des Studiengangs (IKMK, ARST, ICBC, ICOL, ICCO, INBM, CSOC). Es weist außerdem Querbezüge zu den Modulen BENV und WISS auf. Keine Verwendbarkeit für andere Studiengänge.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Francisco Javier Montiel Alafont
Name der/des Hochschullehrer/s	Prof. Dr. Francisco Javier Montiel Alafont
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	6
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 180 Stunden (Kontaktzeit = 56 Stunden, Selbststudium = 124 Stunden)
SWS	4
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Klausur 120' § 14 (2) SPO 01.02.2014

Gewichtung der Note in der Gesamtnote	3%
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> – die Kulturgebundenheit der Managementpraxis zu erkennen und zu operationalisieren, – die Vielfältigkeit des Kulturbegriffs zu erkennen und seine verschiedenen Definitionen in Hinblick auf die Ausrichtung des Begriffs (z.B. erweitert, offen, geschlossen) sowie auf die ausgehende Disziplin (z.B. Wirtschaftswissenschaften, Kulturanthropologie, Sozialwissenschaften) zu klassifizieren, – Kultur im Sinne der postmodernen Soziologie (Identitätsbegriff, Ideologiekritik) als gesellschaftliches Konstrukt darzustellen, – die eigene Kultur aus wirtschaftsgeographischer und kulturanthropologischer Sicht kritisch zu reflektieren und Methoden der Kulturanalyse für betriebswirtschaftliche Fragestellungen anzuwenden (Symbolik, Ritualisierungen, Mythen, Visionen, Stile u.a.), – Komponenten der eigenen Kultur (Zivilisation, Religion, Ethik, Gedächtnis, Identität u.a.) vor dem sozial-historischen Hintergrund zu rekonstruieren.
Inhalte des Moduls	<ul style="list-style-type: none"> – Varianten des Kulturbegriffs – Kulturtheorie und Disziplinen – Grundbegriffe von Kultur und Kommunikation (Lebenswelt, Wertesystem, Kohäsion, liquidity, fuzzyness, Gedächtnis, Identität) – kritische Reflektionen zur eigenen Kulturgeschichte – Kulturbeschreibung und -analyse: makro-, mikro- und mesoanalytische Ansätze
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung. Unternehmens- und managementorientierte Fallstudien.
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	

Literatur

(Pflichtlektüre/zusätzlich empfohlene Literatur)

Pflichtlektüre:

Bachmann-Medick, Doris (2010): Cultural turns: Neuorientierung in den Kulturwissenschaften. 4. Aufl., Hamburg: Rowohlt.

Bolten, Jürgen (2007): Einführung in die interkulturelle Wirtschaftskommunikation. Göttingen: Vandenhoeck & Ruprecht. (UTB, Bd. 2922).

Bolten, Jürgen, Erhardt, Claus (Hrsg.) (2003): Interkulturelle Kommunikation: Texte und Übungen zum interkulturellen Handeln in der Wirtschaft. Sternenfels: Verlag Wissenschaft und Praxis.

Moebius, Stephan, Quadflieg, Dirk (Hrsg.) (2011): Kultur: Theorien der Gegenwart. Wiesbaden: VS.

Noelle-Neumann, Elisabeth, Petersen, Thomas (2001): Zeitwende - Der Wertewandel 30 Jahre später. In: Aus Politik und Zeitgeschichte, 29, 15-22.

Rathje, Stefanie (2009): Der Kulturbegriff – Ein anwendungsorientierter Vorschlag zur Generalüberholung. In: Moosmüller, Alois (Hrsg.): Konzepte kultureller Differenz – Münchener Beiträge zur interkulturellen Kommunikation. Münster: Waxmann, 83-106.

Zusätzlich empfohlene Literatur:

Elias, Norbert (1997): Über den Prozess der Zivilisation: Soziogenetische und psychogenetische Untersuchungen. Berlin: Suhrkamp. (Suhrkamp-Taschenbuch Wissenschaft, Bd. 159).

Engelmann, Jan (Hrsg.) (1999): Die kleinen Unterschiede der cultural-studies-reader. Frankfurt: Campus.

Rothlauf, Jürgen (2012): Interkulturelles Management: mit Beispielen aus Vietnam, China, Japan, Russland und den Golfstaaten. 4. Aufl., München: Oldenbourg. [Kapitel 1, 2, 4]

Thomas, Alexander, Kinast, Eva-Ulrike, Schroll-Machl, Sylvia (Hrsg.) (2005):

	<p>Handbuch Interkulturelle Kommunikation und Kooperation. Bd. 1: Grundlagen und Praxisfelder. 2. Aufl., Göttingen: Vandenhoeck & Rupprecht.</p> <p>[Darin: Kapitel 1.7 und 1.9. von Layes und von Hatzer/Layes]</p> <p>Thomas, Alexander, Kammhuber, Stefan, Schroll-Machl, Sylvia (Hrsg.) (2007): Handbuch Interkulturelle Kommunikation und Kooperation. Bd. 2: Länder, Kulturen und interkulturelle Berufstätigkeit. 2. Aufl., Göttingen: Vandenhoeck & Rupprecht.</p> <p>[Darin Teil I: Kapitel 2.3., und Teil II: Kapitel 1, von Schroll-Machl bzw. Stumpf]</p>
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**Einführung in das Management
und seine quantitativen Methoden**

Status: Januar 2014

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 (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	-
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses Modul ist Grundlage des Management Cycle und hat insbesondere Bezüge zu BENV (analyze), STRA (plan), RESO (do), MACC (check) und CHIN (act). Das Modul ist Bestandteil der Studiengänge IMK, IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Lutz Becker
Name der/des Hochschullehrer/s	Prof. Dr. Lutz Becker, Prof. Dr. Bernd Ankenbrand, Prof. Dr. Henk van Elst, Prof. Dr. Wendelin Küpers, Joachim Scheiderer, Regina Grosch-Hettlich, Isabella Huber, Andreas Zeh-Marschke
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10

Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 300 Stunden (Kontaktzeit = 112 Stunden, Selbststudium = 188 Stunden)
SWS	8
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Klausur 240' am Ende des Semesters § 14 (2) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	5 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> – das Rollenbild des Managers im Kontext der 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, – Grundfragen des Managements sowie Bedeutung, Aufgaben und Rollen des Managers in unterschiedlichen Organisationen aus verschiedenen Perspektiven zu beschreiben – die wesentlichen Akteure und Institutionen des unternehmerischen Handelns zu definieren, zu unterscheiden und ihr Zusammenwirken zu erläutern – allgemeines und funktionales sowie normatives, strategisches und operatives Management in Zielen und Aufgaben zu differenzieren – das Konzept der Wertkette darzustellen und die primären, steuernden und unterstützenden Prozesse der Wertkette (nach M. E. Porter) zu unterscheiden – Management als Querschnittsfunktion zur Planung, Steuerung und Kontrolle des Ressourceneinsatzes und des Zusammenwirkens der Sachfunktionen anhand des PDCA-Zyklusses zu beschreiben – zu unterscheiden, welche Managementsituationen mit Hilfe welcher Methoden (analytisch, quantitativ, qualitativ, interpretativ) am

	<p>besten bewältigt werden können</p> <ul style="list-style-type: none"> – Die Finanzströme entlang der Wertkette zu benennen sowie die Bedeutung und Prinzipien des Rechnungswesens, der Finanzierung und der Investitionsrechnung beschreiben zu können. – Aufgaben der linearen Algebra und der Analysis zu lösen und auf konkrete Fragestellungen der Managementlehre anzuwenden – das Gelernte auf aktuelle Fragestellungen und in ausgewählten Fallbeispielen anzuwenden und, auch im Hinblick auf die eigene Verortung im Studium, kritisch zu hinterfragen.
<p>Inhalte des Moduls</p>	<ul style="list-style-type: none"> – Historische Entwicklungsschritte und ausgewählte Konzeptionen des Managements – Das multifunktionale sozio-technische System Unternehmung, dargestellt anhand der Wertkette nach M. E. Porter – Ziele und Aufgaben des allgemeinen und funktionalen Managements sowie des Projektmanagements – Die normative, strategische und operative Ebene des Managements – Rollen, Aufgaben und Kompetenzen im Management und deren kritische Reflexion aus kulturalistisch-konstruktivistischer Perspektive – Die Ressourcen der Unternehmung und der situative Einsatz der Instrumente des Managements, insbesondere Zielsetzung, Planung, Organisation/Delegation und Kontrolle unter Komplexitäts- und Ambiguitätsbedingungen – Grundkenntnisse der Finanzierung – Grundlagen des internen und externen Rechnungswesens (jeweils nach HGB und IFRS) – Verständnis von Investition und Unternehmensbewertung – Lineare Algebra: Lösen linearer Gleichungssysteme mit dem Gaußschen Algorithmus; Anwendung auf Leontiefsches Input–Output–Produktionsmodell.

	<ul style="list-style-type: none"> – Lineare Optimierung: graphisches Lösen von Problemen mit zwei Variablen; systematisches Lösen mit der Simplexmethode. – Finanzmathematik: Zinseszinsrechnung; Tilgung in gleichen Annuitäten; Rentenrechnung; Abschreibung. – 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 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.
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung, Übungen zur Anwendung quantitativer Methoden auf Aufgabenstellungen des Management Fallstudien
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	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)
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Schreyögg, Georg, Koch, Jochen (2010): Grundlagen des Managements: Basiswissen für Studium und Praxis. 2. Aufl., Wiesbaden: Gabler.</p> <p>Meffert, Heribert, Burmann, Christoph, Kirchgeorg, Manfred (2012): Marketing: Grundlagen marktorientierter</p>

Unternehmensführung. 11. Aufl.,
Wiesbaden: Gabler.

Bauer, Christian et al. (2008):
Mathematik für Wirtschaftswissenschaftler.
5. Aufl., Stuttgart: Schäffer-Poeschel.

**Thommen, Jean-Paul, Achleitner, Ann-
Kristin** (2012): Allgemeine
Betriebswirtschaftslehre - Umfassende
Einführung aus managementorientierter
Sicht. 7. Aufl., Wiesbaden: Gabler.

**Burr, Wolfgang, Stephan, Michael,
Werkmeister, Clemens** (2011):
Unternehmensführung. 2. Aufl., München:
Vahlen.

van Elst, Henk (2009–2012):
Wirtschaftsmathematik – Vorlesungsskript
zu quantitativen Methoden. Karlsruhe:
Karlsruhochschule International University.

Zusätzlich empfohlene Literatur:

Daft, Richard L. (2012): New era of
management. 11. ed., int. ed., Belmont:
Cengage. [Ausgewählte Kapitel]

**Brealey, Richard A., Myers, Stewart,
Allen, Franklin** (2011): Principles of
Corporate Finance. Concise ed., 2. ed.,
New York: McGraw-Hill Education.
[Ausgewählte Kapitel]

Bosch, Karl. (2012): Mathematik für
Wirtschaftswissenschaftler. 15. Aufl.,
München: Oldenbourg.

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

Business Environment

Status: Januar 2014

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 (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses Modul ist Teil des Management Cycle (analyze) und hat insbesondere Bezüge zu EMQM, STRA (plan), RESO (do), MACC (check), CHIN (act), sowie zu dem studiengangsspezifischen Modul KSTN. Das Modul ist Bestandteil der Studiengänge IMK, IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher/Modulverantwortliche	Prof. Michael Gassner
Name der/des Hochschullehrer/s	Prof. Dr. Michael Gassner Dr. Stefan Jäger Prof. Manfred Schmitz-Kaiser Ekaterina Zatonova
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 300 Stunden (Kontaktzeit = 112 Stunden, Selbststudium = 188 Stunden)
SWS	8

Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Case Study am Ende des 2. Semesters § 14 (12) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	5 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> – politische, ökonomische, sozio-kulturelle, technologische, ökologische und rechtliche Einflussfaktoren auf unternehmerisches Handeln auf lokaler, regionaler, nationaler und internationaler Ebene und deren Wechselwirkungen zu beschreiben, – aktuelle ökonomische Problemstellungen und die wesentlichen Theorieansätze und Modelle der Makroökonomie darzustellen, einzuordnen und zu interpretieren, – die grundlegenden Rahmenbedingungen, Akteure, Institutionen und Instrumente (wirtschafts-) politischen Handelns darzustellen und politische Entscheidungen über die Verwendung gesellschaftlicher Ressourcen kritisch zu interpretieren, – 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 – eine Pestel-Analyse durchzuführen.
Inhalte des Moduls	<ul style="list-style-type: none"> – Politische, ökonomische, soziale, technologische, ökologische und rechtliche Rahmenbedingungen unternehmerischen Handelns – Träger, Instrumente und Ziele der Wirtschaftspolitik – Die Bedeutung politischer Institutionen und Beziehungen für unternehmerisches Handeln – Wirtschaftsordnungen – Grundbegriffe der VWL – Kreislaufanalyse und volkswirtschaftliche Gesamtrechnung – Entwicklung wirtschaftlicher Indikatoren – Hauptgebiete der Makroökonomie – Gesellschaftlicher und demographischer

	<p>Kontext unternehmerischen Handelns</p> <ul style="list-style-type: none"> – Recht als Ordnungselement gesellschaftlichen Zusammenlebens und als Standortfaktor – Öffentliches Recht: Freiheitsgarantie und verlässliche Rahmenbedingungen – Formen privatrechtlicher Gestaltung im unternehmerischen Kontext, z.B.: <ul style="list-style-type: none"> ○ Grundzüge des Kaufvertragsrechts ○ Grundzüge des Werkvertragsrecht ○ Grundzüge des Gesellschaftsrechts ○ Grundzüge des Handelsrechts ○ Grundzüge des Arbeitsrechts – Vergleich unterschiedlicher Rechtskulturen und (Rechts-)formen grenzüberschreitenden Handelns – PESTEL-Analyse
<p>Lehr- und Lernmethoden des Moduls</p>	<p>Kombination aus interaktiver Vorlesung, Übung, Selbststudium: Interaktive Vorlesung (Instruktion) Übung mit Fallstudien zu Standortentscheidungen und Länderanalysen (angeleitete Konstruktion durch Studierende) Selbststudium zur eigenständigen Vor- und Nachbereitung (Konstruktion und Reflektion)</p>
<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p>	<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&IS)“ als viertägige Klausurtagung und Exkursion)</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtlektüre:</u></p> <p>Worthington, Ian, Britton, Chris (2009): The Business Environment. 6. ed., Harlow (u.a.): Financial Times Prentice Hall.</p> <p>Kerth, Klaus, Asum, Heiko, Stich, Volker (2011): Die besten Strategietools in der Praxis: welche Werkzeuge brauche ich wann? Wie wende ich sie an? Wo liegen die</p>

Grenzen? 5. Aufl., München: Hanser.

Capon, Claire (2009): Understanding the business environment. 3. ed., Harlow (u.a.): Financial Times Prentice Hall.

Gassner, Michael (2008): PESTEL – Strategie zur Beherrschung externer Risiken. Düsseldorf: Symposion.

Bofinger, Peter (2011): Grundzüge der Volkswirtschaftslehre: eine Einführung in die Wissenschaft von Märkten. 3. Aufl., München (u.a.): Pearson Studium. [excerpts]

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

Führich, Ernst (2010): Basiswissen des Bürgerlichen Rechts und des Handels- und Gesellschaftsrechts für Wirtschaftswissenschaftler und Unternehmenspraxis. 10. Aufl., München: Vahlen. [excerpts]

Rudzio, Wolfgang (2011): Das politische System der Bundesrepublik Deutschland. 8. Aufl., Wiesbaden: VS Verlag. [excerpts]

Zusätzlich empfohlene Literatur:

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

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

Mankiw, Gregory N., Taylor, Mark P. (2012): Grundzüge der Volkswirtschaftslehre. 2. Aufl., Stuttgart: Schäffer-Poeschel.

Johnson, G., Scholes, K., Whittington, R. (2009): Exploring corporate Strategy: text & cases. 8. ed., Harlow (u.a.): Financial Times Prentice Hall.

Macharzina, Klaus, Wolf, Joachim (2012): Unternehmensführung: das internationale

	<p>Managementwissen, Konzepte – Methoden – Praxis. 8. Aufl., Wiesbaden: Gabler.</p> <p><u>Zeitschriften:</u></p> <p>Journal of International Business Studies: JIBS: a publication of the Academy of International Business and the Western Business School. Basingstoke (u.a.): Palgrave Macmillan.</p>
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**Einführung in das wissenschaftliche Arbeiten
und die empirische Sozialforschung**

Status: Januar 2014

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 (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	-
Häufigkeit des Angebots des Modul	Jedes Studienjahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses Grundlagenmodul hat Bezüge zu allen studiengangspezifischen Modulen sowie allen Modulen des General Managements und insbesondere zu dem studiengangsspezifischen Modul KSTN. Das Modul ist Bestandteil der Studiengänge IMK, IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Henk van Elst
Name der/des Hochschullehrer/s	Prof. Dr. Henk van Elst, Prof. Dr. Wendelin Küpers, Prof. Dr. Christian Stiegler, Prof. Dr. Michael Zerr, Prof. Dr. Martin Zierold, Prof. Dr. Cordula Braedel-Kühner
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammen- setzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 300 Stunden (Kontaktzeit = 112 Stunden, Selbststudium = 188 Stunden)

SWS	8
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Lernportfolio § 14 (7) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	5 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> – 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, – verschiedene Ansätze der Wissenschafts- und Erkenntnistheorie zu interpretieren und den Zusammenhang zwischen Wissenschaftstheorie und Standards wissenschaftlichen Arbeitens in den Wirtschafts- und Sozialwissenschaften zu erläutern und – Texte, Grafiken, Tabellenkalkulationen und Präsentationen unter Einsatz von Standardsoftware zu erstellen, wissenschaftlich angemessen und effektiv zu kommunizieren und ihre Ergebnisse wirkungsvoll zu präsentieren.
Inhalte des Moduls	<ul style="list-style-type: none"> – Wissenschafts- und Erkenntnistheorie – Wissenschaftliche Vorgehensweise (Erkenntnisinteresse, Forschungsfrage, Theorien, Hypothesen, Methoden, Intertextueller Diskurs, Literaturrecherche) – Methoden der empirischen Sozialforschung einschließlich ihrer statistischen Grundlagen – Grundlagen der Beschreibenden und Schließenden Statistik – Standards wissenschaftlicher Kommunikation (z.B. Zitationsweise, Bibliographie) – Lern- und Arbeitstechniken
Lehr- und Lernmethoden des Moduls	Vorlesungen, Übungen, Selbststudium

<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p>	<p>Anwendung der SPSS– und EXCEL/OpenOffice–Softwarepakete zur statistischen Datenanalyse. Integrierte Gastvorträge.</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtlektüre:</u></p> <p>Kornmeier, M. (2007): Wissenschaftstheorie und wissenschaftliches Arbeiten: eine Einführung für Wirtschaftswissenschaftler. Heidelberg: Physica.</p> <p>Schnell, R., Hill, P. B., Esser, E. (2013): Methoden der empirischen Sozialforschung. 10. Aufl., München: Oldenbourg. [Kapitel 1 bis 8]</p> <p>Hatzinger, R., Nagel, H. (2013): Statistik mit SPSS – Fallbeispiele und Methoden. 2. Aufl., München: Pearson Studium. [Kapitel 1 bis 8]</p> <p>Bortz, J., Döring, N. (2006): Forschungsmethode und Evaluation: für Human- und Sozialwissenschaftler. 4. Aufl., Berlin: Springer.</p> <p>Kleemann, F., Krähnke, U., Matuschek, I. (2009): Interpretative Sozialforschung: Eine praxisorientierte Einführung. 1. Aufl., Wiesbaden: VS Verlag.</p> <p>van Elst, H. (2008–2013): Foundations of Descriptive and Inferential Statistics. Vorlesungsskript zu quantitativ–empirischen Forschungsmethoden. eprint arXiv:1302.2525v2 [stat.AP]. [Kapitel 1 bis 5 und 9 bis 13]</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p>Flick, U. (2012): Designing Qualitative Research. Los Angeles (u.a.) Sage.</p>

English as a Foreign Language 1

Status: January 2014

Module-Nr./ Code	0.1.4 EFL1
Module title	English as a foreign language (Business English) 1
Semester or trimester	1 st Semester
Duration of module	Single Semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	English level B2
Applicability of the module	Interconnections with EFL 2. This module is part of the IMC, IMA, ITM, IEVM, ACM, IEM and IMM programs.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Lee Webb, Alaa Khalil, Larissa Vilhena, Jonathan Clark, Sean McGurrin
Teaching language	English
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56, self-study = 64 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level B2.2 80% of assessment in a written examination (90') and 20% in a test (15' oral form [job interview simulation]: listening comprehension and oral expression) § 14 (2) / § 14 (3) SPO 01.02.2014

Weighting of the grade within the total grade	2 %
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"> – communicate in a variety of business situations in the English language, – know the basic terminology used in business as well as parts of the language for specific purposes and apply the terminology in practical business situations, – write short reports and e-mails, – express opinions on business topics orally, and take part in simple specific business talks. The students can also apply their oral communication skills in practical situations, such as telephoning and meetings. <p>English level B2.2 (according to the Common European Framework of Reference for Languages)</p>
Content of the module	<p>Introduction to general business English terminology and the basics of vocabulary for specific purposes, introduction to business communication skills (written and oral), application of knowledge and skills in basic role plays and case studies, practice listening skills using audiovisual media, systematic grammar revision etc.</p>
Teaching and learning methods of the module	<p>Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production.</p>
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<p>Special features are specified at the beginning of the semester.</p>
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya, Tullis, Graham (2012): Intelligent business: Coursebook: intermediate business English. Harlow (u.a.): Pearson Longman.</p> <p>Trappe, Tonya, Tullis, Graham (2012): Intelligent business: Coursebook: upper intermediate business English. Harlow (u.a.):</p>

Pearson Longman.

Cotton, David, Falvey, David, Kent, Simon (2010): Market Leader: intermediate business English: Course book. Harlow (u.a.): Pearson Longman.

Flinders, Steven, Sweeney, Simon (1996): Business English pair work 1. London: Penguin Books.

Crowther-Alwyn, John (2013): Business roles: 12 simulations for business English. Cambridge: Cambridge University Press.

Allison, John, Powell, Mark (2009): In company: case studies. 2. ed., Oxford: Macmillan.

Emmerson, Paul (2010): Business grammar builder. 2. ed., Oxford: Macmillan.

Periodicals:

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

Unternehmenskultur

Status: Januar 2014

Modul-Nr./ Code	2.2.1 UNTK
Modulbezeichnung	Unternehmenskultur
Semester oder Trimester	2. Semester
Dauer des Moduls	1 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Einmal jährlich
Zugangsvoraussetzungen	In der Regel wird das Bestehen des Moduls 2.1.1 KSTN verlangt.
Verwendbarkeit des Moduls	Das Modul steht in Beziehung mit KSTN (erstes Semester) als Spezialisierung sowie mit ICBC (drittes Semester) sowie ICOL (viertes Semester) als Grundlage. Außerdem bestehen Querbezüge zum Modul STRA (2. Semester) Keine Verwendbarkeit für andere Studiengänge.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Francisco Javier Montiel Alafont
Name der/des Hochschullehrer/s	Rolf Schulz
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	6
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 180 Stunden (Kontaktzeit = 56 Stunden, Selbststudium = 124 Stunden)
SWS	4
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Essay § 14 (6) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	3 %
Qualifikationsziele des Moduls	Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage – die gesellschaftlichen, sozialen und

	<p>kommunikativen Einflussfaktoren sowie deren Zusammenwirken in Unternehmen zu beschreiben,</p> <ul style="list-style-type: none"> – ausgehend vom Human Relations-Ansatz einen umfassenden Begriff des Unternehmens zu definieren, – Organisationsentwicklung als ein kulturgebundenen Management-Instrument darzustellen, – Normen und Wertvorstellungen von Akteuren des unternehmerischen Handelns zu identifizieren, ihr Zusammenspiel zu analysieren und Möglichkeiten der wirtschaftlichen Verbesserung daraus abzuleiten und – Instrumente der Organisationskommunikation (Interviews, Verhandlungen, Zirkel u.a.) systematisch zu unterscheiden, ihre Einsatzgebiete zielgerecht zu bestimmen und zielgerichtete Strategiealternativen anzubieten.
Inhalte des Moduls	<ul style="list-style-type: none"> – Grundlagen der Unternehmenskultur und zu deren Beschaffenheit – Organisationsgeschichte – Human Relations-Bewegung und beteiligte Wissenschaftszweige (z.B. Chicago School) – Organisationsentwicklung und ganzheitlicher Begriff des Unternehmens – Netzwerktheorie – Einführung in die Organisationskommunikation – Management der Unternehmenskultur und organisationale Rhetorik – Übungen
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung mit Übungen, Fallstudien
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	Werksführung (z.B. Daimler, Werk Wörth)
Literatur (Pflichtlektüre/Zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Diel-Khalil, Helga, Götz, Klaus (1999): Ethnologie und Organisationsentwicklung. Mering: Hampp.</p> <p>Mead, Richard R. (2005): International management: cross-cultural dimensions. 3.</p>

ed., Hoboken: Wiley & Sons.
[Kap. 1-8]

Müller, Andreas P., Kieser, Alfred (Hrsg.) (2003): Communication in organizations: structures and practices. Bern: Lang.
[Auszüge]

Sackmann, Sonja A. (2004): Erfolgsfaktor Unternehmenskultur: mit kulturbewusstem Management Unternehmensziele erreichen und Identifikation schaffen; 6 Best Practice-Beispiele. Wiesbaden: Gabler.

Stegbauer, Christian (Hrsg.) (2010): Netzwerkanalyse und Netzwerktheorie. Ein neues Paradigma in den Sozialwissenschaften. Wiesbaden: VS.

Zusätzlich empfohlene Literatur:

Adler, Nancy J., Gunderson, Allison (2008): International dimensions of organizational behavior. 5. ed., Mason: Thomson South Western.

Denzin, Norman K. (2000): Interpretive ethnography: ethnographic practices for the 21st century. Newbury Park (u.a.): Sage.

Schwartzman, Helen B. (2006): Ethnography in organizations. Newbury Park (u.a.): Sage. (Qualitative research methods, Vol. 27).

Interkulturelles Marketing

Status: Januar 2014

Modul-Nr./ Code	2.2.2 IKMK
Modulbezeichnung	Interkulturelles Marketing
Semester oder Trimester	2. Semester
Dauer des Moduls	1 Semester
Ggfs. Lehrveranstaltungen des Moduls	
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	<p>Das Modul ist in Zusammenhang mit KSTN (1. Semester) und UNTK (auch 2. Semester) sowie mit ICBC im dritten Semesters. Es bestehen außerdem Verbindungen mit dem Modul STRA (2. Semester).</p> <p>Das Modul ist Bestandteil der Studiengänge IMK und IB.</p>
Modulverantwortlicher	Prof. Dr. Francisco Javier Montiel
Name der/des Hochschullehrer/s	Prof. Dr. Francisco Javier Montiel Prof. Dr. Björn Bohnenkamp
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	5
Gesamtworkload und ihre Zusammen- setzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 150 Stunden (Kontaktzeit = 42 Stunden, Selbststudium = 108 Stunden)
SWS	3
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Präsentation § 14 (9) SPO 01.02.2014
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"> – den Gegenstand des Marketing zu definieren und seinen Stellenwert im Gesamtkontext der BWL detailliert zu beschreiben, – Grundlagen des strategischen und des operativen Marketings darzustellen, – Gemeinsamkeiten und Unterschiede zwischen generellem, internationalem und interkulturellem Marketing zu beschreiben, – einen in der Marketingwissenschaft verwendeten Theorieansatz bezüglich interkulturellen Handelns darzustellen und zu diskutieren (z. B. Kontingenztheorie), – Konzepte des strategischen interkulturellen Marketings und eine Auswahl und Kombination von Elementen aus dem Marketing-Mix für eine Umsetzung im interkulturellen Kontext exemplarisch anzuwenden – ausgewählte Entwicklungen in Marketingtheorie und Marketingpraxis im Hinblick auf Interkulturalität zu diskutieren (z. B. Ethnomarketing, Diversity Marketing) und – ethische Fragen des internationalen Marketing zu formulieren und zu erörtern.
Inhalte des Moduls	<ul style="list-style-type: none"> – Marketing als Funktion und Institution – Perspektivenwechsel sowie Gemeinsamkeiten und Unterschiede zwischen generellem, internationalem und interkulturellem Marketing – Kerngebiete des Marketing (strategisch, operativ) und ihr Zusammenhang sowie Überschneidungen mit dem Gebiet der Managementwissenschaft – Produkte und Dienstleistungen, Marketing und Marken, Marketing und Kultur – Transkulturelle Marktforschung – Grundlegende Entwicklungen in Marketingtheorie und Marketingpraxis: <ul style="list-style-type: none"> o marktorientierte Unternehmensführung o exemplarische Anwendungsfelder des Marketings, insbesondere internationales Marketing, Non-Profit-Marketing o Funktionen (z. B. Beschaffungs-, Personal-, Finanzmarketing) o interkulturelle Bezugsgrößen o Ethnomarketing und Diversity Marketing o Place branding und public diplomacy

	<ul style="list-style-type: none"> – Grundzüge wesentlicher im interkulturellen Marketing verwendeter Theorieansätze – Ethik im interkulturellen Marketing
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesungen und Gruppenarbeit unterstützt durch Fallstudien
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<u>Pflichtlektüre:</u> Bolten, Jürgen (2007): Einführung in die Interkulturelle Wirtschaftskommunikation. Göttingen: UTB, S. 182-199. Craig, Samuel, Douglas, Susan (2005): International Marketing Research. Chichester: John Wiley & Sons. Anholt, Simon (2010): Places. Identity, Image and Reputation. Houndmills: Palgrave Macmillan. Müller, Stefan, Gelbrich, Katja (2010): Interkulturelles Marketing. 2. Aufl., München: Vahlen. [Kap. 6-7, Teile B-D (Auszüge)] Nieschlag, Robert, Dichtl, Erwin, Hörschgen, Hans (2002): Marketing. 19. Aufl., Berlin: Duncker & Humblot. [Teil I, § 1] Usunier, Jean-Claude, Lee, Julie Anne (2013): Marketing across cultures. 6. ed., Harlow (u.a.): Pearson. <u>Zusätzlich empfohlene Literatur:</u> Kotler, Philip et al. (2011): Grundlagen des Marketing. 5. Aufl., München (u.a.): Pearson Studium. Winkelmann, Peter (2010): Marketing und Vertrieb: Fundamente für die marktorientierte Unternehmensführung. 8. Aufl., München: Oldenbourg.

Grundlagen des strategischen Managements

Stand: Januar 2014

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 (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	In der Regel wird das Bestehen des Moduls 0.1.1 EMQM verlangt.
Verwendbarkeit des Moduls	Dieses Modul ist Teil des Management Cycle (plan) und hat insbesondere Bezüge zu den vorgelagerten Modulen EMQM, BENV (analyze), den nachgelagerten Modulen RESO (do), MACC (check), CHIN (act) sowie zu den studiengangsspezifischen Modulen UNTK und IKMK. Das Modul ist Bestandteil der Studiengänge IMK, IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Lutz Becker
Name der/des Hochschullehrer/s	Prof. Dr. Lutz Becker Frank Widmayer
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	5
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 150 Stunden (Kontaktzeit = 42 Stunden, Selbststudium = 108 Stunden)
SWS	3
Art der Prüfung/ Voraussetzung für die	Klausur 120' am Ende des Semesters

Vergabe von Leistungspunkte	§ 14 (2) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	2,5 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> – Bedeutung und Ablauf strategischer Entscheidungsprozesse in globalen Märkten darzustellen, – ausgewählte Methoden der internationalen Unternehmens-, Umfeld-, Markt- und Wettbewerbsanalyse darzustellen und anzuwenden, – verschiedene Konzepte des strategischen Managements zu vergleichen, strategische Alternativen zu formulieren und systematisch geeignete Strategiealternativen auszuwählen, – Methoden zur Umsetzung und Implementierung einer Strategie anzuwenden und – Strategien als Konstruktion und Interaktion der Unternehmung mit ihren gesellschaftlichen Umwelten zu verstehen und kritisch reflektieren zu können.
Inhalte des Moduls	<ul style="list-style-type: none"> – Strategische Denkweisen und Strategische Konzepte <ul style="list-style-type: none"> • Historische Annäherung • Kontingenz- und interaktionstheoretische Annäherungen • Market based View • Resource based View • Entrepreneurship & Intrapreneurship • Corporate Strategy • Competitive Strategy • Functional Strategies <ul style="list-style-type: none"> ▪ Strategisches Talent Management ▪ F&E und Technologie Strategien ▪ Sourcing Strategien – Der Prozess des strategischen Managements <ul style="list-style-type: none"> • Konzeptionelle Ansätze • Zielfindung • Strategische Planung • Strategiementierung

	<ul style="list-style-type: none"> • Strategische Kontrolle – Strategische Methoden und Frameworks <ul style="list-style-type: none"> • SWOT • Wettbewerbsanalyse • Portfolio-Analyse • Five Forces • Weak Signals und Early Recognition • Anticipation • Positioning • 7-S Framework (McKinsey) • PPM (Project Portfolio Management) – Strategisches Management und Business Development – Strategisches Management und strategische Führung: Aktuelle Trends – Strategie und Gesellschaft, eine kritische Reflexion
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 (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Pfriem, Reinhard (2011): Unternehmensstrategien: ein kulturalistischer Zugang zum Strategischen Management. 2. Aufl., Marburg: Metropolis Verlag. (Grundlagen der Wirtschaftswissenschaft, Bd. 12).</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p>Nagel, R., Wimmer, R. (2014): Systemische Strategieentwicklung – Modelle und Instrumente für Berater und Entscheider. 6. Aufl., Stuttgart: Schäffer-Poeschel.</p> <p>Stacey, R. D. (2011): Strategic Management and Organisational Dynamics. 6. ed., Harlow (u.a.): Financial Times Prentice Hall.</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: January 2014

Module-Nr./ Code	0.2.3 EFL2
Module title	English as a foreign language (Business English) 2
Semester or trimester	2 nd Semester
Duration of module	Single Semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	The successful completion of the module 0.1.4 EFL1 is required.
Applicability of the module	Interconnections with EFL 1. This module is part of the IMC, IMA, ITM, IEVM, ACM, IEM and IMM programs.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Lee Webb, Alaa Khalil, Larissa Vilhena, Jonathan Clark, Sean McGurrin
Teaching language	English
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56, self-study = 64 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level C1 80% of assessment in a written examination (90') and 20% in a test (15' oral form [presentation in class]: listening comprehension and oral expression)

	§ 14 (2) / § 14 (3) SPO 01.02.2014
Weighting of the grade within the total grade	2 %
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"> – communicate in a broad variety of business situations in the English language, – know the advanced terminology used in business as well as the language for specific purposes and apply it in practical business situations, – write complex texts, – use some of the most important rhetorical skills in English business communication environments, – participate actively in practical situations, initiating both subject-oriented discussions as well as interpersonal talk. <p>English Level C1 (according to the Common European Framework of Reference for Languages)</p>
Content of the module	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.
Teaching and learning methods of the module	Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya, Tullis, Graham (2012): Intelligent business: Coursebook: intermediate business English. Harlow (u.a.): Pearson Longman.</p>

Trappe, Tonya, Tullis, Graham (2012): Intelligent business: Coursebook: upper intermediate business English. Harlow (u.a.): Pearson Longman.

Cotton, David, Falvey, David, Kent, Simon (2010): Market Leader: intermediate business English: Course book. Harlow (u.a.): Pearson Longman.

Flinders, Steven, Sweeney, Simon (1996): Business English pair work 1. London: Penguin Books.

Crowther-Alwyn, John (2013): Business roles: 12 simulations for business English. Cambridge: Cambridge University Press.

Allison, John, Powell, Mark (2009): In company: case studies. 2. ed., Oxford: Macmillan.

Emmerson, Paul (2010): Business grammar builder. 2. ed., Oxford: Macmillan.

Periodicals:

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

Area Studies

Status: January 2014

Module-Nr./ Code	2.3.1. ARST
Module title	Area Studies
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory module with elective possibilities
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 2.1.1 KSTN (Kulturstudien) is required.
Applicability of the module	ARST is interlinked with KSTN (1 st semester), UNTK and IKMK (2 nd . Semester) in the one hand as well as with ICBC (3 rd semester) ICOL (4 th semester) and CSOC (5 th semester) on the other hand. There are also relationships to one or more of the language modules regarding of the selected area. This module is also part of the IB program.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Prof. Dr. Francisco Javier Montiel Alafont, Prof. Dr. Desmond Wee, Alaa Khalil, Anthony Teitler
Teaching language	English (in individual cases it can be taught in the language spoken in the business and cultural area if the students are sufficiently proficient in the language – level C1)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4

Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 01.02.2014
Weighting of the grade within the total grade	3 %
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"> – describe the mutual influence of global processes and local developments, – understand the social and cultural basis of business activities in the relevant cultural area of the host country and assess it for their own business activity – discuss alternatives for business activity (market entry) taking into account the context (economic data on the region) and make suggestions, – formulate business development and marketing perspectives for the target region, relating it specifically to their own programme (e.g. inbound and outbound tourism, trade fair activities, marketing and media landscape, typical cultural institutions in the country etc.); these perspectives are the subject of the student assignment with instructor guidance.
Content of the module	<ul style="list-style-type: none"> – Global dynamics (politics, society and population, economics, ethics, etc.) and their crystallization in local processes – The main features of integrated civilisation and culture – Demography and regional stereotypes – Socio-economic society structures – Current economy and politics – Composition and dynamics of the market and its media – Case studies on representative companies – International aspects of business activities in the host country, as well as market and demand requirements, in particular as regards exchanges between the host and home country – Strategies for business activity in the target area <p>Options (at least one cultural area to be</p>

	<p>selected. The culture specific part of the module will be offered as a block):</p> <ul style="list-style-type: none"> – Latin American studies – Anglo-American studies – Arabic studies – East /South-East Asian studies <p>Further area studies can be provided depending on students' interest.</p>
<p>Teaching and learning methods of the module</p>	<p>Interactive lectures. Business case studies</p>
<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	<p>Area experts as co-lecturers</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Schäfer, Wolf (2010): Reconfiguring Area Studies for the Global Age. In: Globality Studies Journal, 22, 31.12.2010.</p> <p>Flemes, Daniel (ed.) (2010): Regional Leadership in the Global System: Ideas, Interests and Strategies of Regional Powers. Farnham (u.a.): Ashgate.</p> <p>Diverse (depend on the business and cultural area selected, recommendations will be given at the beginning of the course)</p> <p><u>Supplementary recommended readings:</u></p> <p>Bolten, Jürgen (2007): Einführung in die interkulturelle Wirtschaftskommunikation. Göttingen: Vandenhoeck & Rupprecht. (UTB, Bd. 2922).</p> <p>Walter, Rolf (2006): Geschichte der Weltwirtschaft: eine Einführung. Wien: Böhlau. (UTB, Bd. 2724).</p> <p>Diverse (depend on the business and cultural area selected, recommendations will be given at the beginning of the course)</p>

Intercultural Business Communication

Status: January 2014

Module-Nr./ Code	2.3.2 ICBC
Module title	Intercultural Business Communication
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 2.1.1 KSTN (Cultural Studies) is required.
Applicability of the module	The module is connected to KSTN (1 st semester) UNTK and IKMK (2 nd semester) on the one hand as well as to ARST (3 rd Semester) ICOL, ICCO (4 th semester) and INBM (5 th semester) on the other hand. Furthermore it is related to RESO and IPRO (3 rd semester) No applicability to other programs.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Prof. Dr. Francisco Javier Montiel Alafont
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 42, self-study = 138 hours)
Hours per week	3
Assessment type / requirement for the award of credits	Written Assignment § 14 (4) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> – differentiate between the different levels of coding (e.g. degree of formality) and different sub-systems (e.g. verbal, non-verbal) used in communication and negotiation as well as implement them during a business interaction, – identify and assess the ways in which intercultural difficulties as well as synergies arise in communication, – recognize culturally specific management and organizational styles in a cross-cultural interaction, demonstrate empathy and take these into account in their own communicative actions, – conceptually differentiate interculturality from multiculturalism and transculturality, – apply synergy-oriented strategies to intercultural team-building processes and – cooperatively manage knowledge and communication in the context of intercultural organizations.
Content of the module	<ul style="list-style-type: none"> – Fundamentals of intercultural communication (interaction, perception, image, otherness) – Linguistics, semiotics and intercultural business communication – Culturally specific business and management styles – Intercultural team building, knowledge management and business organization
Teaching and learning methods of the module	Interactive lecture with case studies and training units
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Intercultural company game “Interact”
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading</u></p> <p>Müller-Jacquier, Bernd (2003): Linguistic Awareness of Cultures. Principles of a training module. In: Kistler, Peter, Konivuori, Sini (eds.): From International exchanges to intercultural communication: combining theory and practice. Jyväskylä: Univ. of Jyväskylä, 50-90.</p> <p>Chandler, Daniel (2010): Semiotics: the basics. 2. ed., London (u.a.): Routledge.</p> <p>Casrnr, Fred (1999): Foundations for the study of intercultural communication based</p>

on a third culture building model. In: International Journals of Intercultural Relations, 23(1), 91-116.

Holliday, Adrian, Hyde, Martin, Kullman, John (2010): Intercultural Communication: an Advanced Resource Book for Students. London (u.a.): Routledge.

Thomas, David C. (2008): Cross-Cultural management: essential concepts. 2. ed., London (u.a.): Sage.

Supplementary recommended readings:

Triandis, Harry (2004): Culture and social behavior. New York (u.a.): Mc Graw-Hill.

Allwood, Jens (1985): Intercultural communication. In: Allwood, J. (ed.): Tvärkulturell kommunikation. Göteborg: University of Göteborg, Dept of Linguistics. (Papers in Anthropological Linguistics, 12) [Reader]

Aneas, María A., Sandín, María P. (2009): Intercultural and cross-cultural communication research: some reflections about culture and qualitative methods. In: Forum Qualitative Social Research, 10(1), Art. 51. [Reader]

Clyne, Michael (1999): Inter-cultural communication at work: cultural values in discourse. Cambridge: Cambridge University Press.

[Chapter 4]

Tulin, Mary F. (1997): Talking organization: possibilities for conversation analysis in organizational behavior research. In: Journal of Management Inquiry. 6(2), S. 101 - 119. [Reader]

Gudykunst, William B., Kim, Young Yun (2003): Communicating with strangers. 4. ed., New York (u.a.): McGraw-Hill.

Gumperz, John J. (2002): Discourse strategies. Cambridge: Cambridge University Press. (Studies in interactional sociolinguistics, Vol. 1).

Introductory Company Project

Status: January 2014

Module-Nr./ Code	0.3.1 IPRO
Module title	Introductory Company Project
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 0.1.3 WISS and 0.2.2 STRA is required.
Applicability of the module	<p>This module is targeted at the transfer between theory and practice and has interconnections to all earlier and simultaneous modules of the program, as well as to APRO and INTS and the IMC specific module ICBC.</p> <p>This module is part of all the Bachelor programs at Karlshochschule International University. The subject of the project varies according to the program specialisation of the students.</p>
Person responsible for the module	Prof. Dr. Dirk Wagner
Name(s) of the instructor(s)	Prof. Dr. Dirk Wagner
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)	Total work load = 180 hours (Contact hours = 84, self-study = 96 hours)
Hours per week	6

Assessment type / requirement for the award of credits	Project work § 14 (11) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>In teams of 5-6 participants, the students find a project (from a pool of external projects), plan it autonomously and implement it as far as it is feasible, starting with the generation of an idea and concluding with a presentation of the results. In this process, they learn creative techniques and project management methods and develop communication and team-working skills.</p> <p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – to develop a project idea and alternative approaches using selected creative techniques, – to plan a project, carry it out and supervise it using appropriate methods, present it in its various steps, including the following: <ul style="list-style-type: none"> ○ formulate a project brief ○ describe and assume the roles in a project team ○ draw up a project structure plan and a milestones plan ○ draw up a Gantt chart or a similar tool ○ plan and allocate resources using objective, time-related and budgetary criteria ○ draw up and present a project report and other reports (progress report, change request, meeting minutes etc.) ○ implement specific controlling instruments <p>The students are also able to work in teams and recognise the opportunities and problems that arise from teamwork. They are also able to find ways out of a crisis and solve conflicts. The project also gives them experience in collaboration based on the division of labour.</p>
Content of the module	<ul style="list-style-type: none"> – Introduction to the concept of the module – Historical outline and its role in a corporate context – Development, formulation and evaluation of

	<p>a project idea and alternative approaches using selected creativity techniques</p> <ul style="list-style-type: none"> – Project management starting with the project brief and concluding with the presentation of the results – Definition of the project objective – Formulation of the project brief – Composition of a project team – Draw up a project structure plan and a milestones plan – Draw up Gantt charts or use a similar tool – Plan and allocate resources using objective, time-related and budgetary criteria and find alternatives – Time buffer and uncertainty, critical path – Reporting and controlling instruments: progress report, change request, meeting minutes etc. – Implement controlling instruments – Overview of the architecture and application of selected project tools – Teambuilding, communication in a project, conflict management and crisis management – Revision and critical analysis
Teaching and learning methods of the module	<p>Interactive lectures Exercises for project management and creativity techniques Team work</p>
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<p>An internal or external project defined and managed by the students should be completed or carried out up to a specific milestone.</p>
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Verzuh, Eric (2012): The fast forward MBA in Project Management. 4. ed., Hoboken: Wiley & Sons.</p> <p><u>Supplementary recommended reading:</u></p> <p>Becker, Lutz, Ehrhardt, Johannes, Gora, Walter (Hrsg.) (2009): Projektführung und Projektmanagement. Düsseldorf: Symposion.</p> <p>Boos, Evelyn (2011): Das große Buch der Kreativitätstechniken. München: Compact.</p> <p>Hartleben, Ralph E. (2012): Werbekonzeption</p>

	<p>und Briefing: ein praktischer Leitfaden zum Erstellen zielgruppenspezifischer Werbekonzepte. 3. Aufl., Erlangen: Publicis.</p> <p>Levine, Harvey A. (2005): Project portfolio management. San Francisco: Jossey-Bass.</p> <p>Michalko, Michael (2006): Thinkertoys: A handbook of creative-thinking techniques. 2. ed., Berkeley (u.a.): Ten Speed Press.</p> <p>Schelle, Heinz (2014): Projekte zum Erfolg führen: Projektmanagement systematisch und kompakt. 7. Aufl., München: dtv.</p>
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Resources: Financial Resources, Human Resources, Organization

Status: January 2014

Module-Nr./ Code	0.3.2 RESO
Module title	Resources: Financial Resources, Human Resources, Organization
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	Seminars, accompanied by tutorials to optimise the link between theory and practice
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 0.1.1 EMQM is required.
Applicability of the module	<p>This module is part of the management cycle (do) und has interconnections to the earlier modules EMQM, BENV (analyze), STRA (plan), the later modules MACC (check) and CHIN (act) as well as to the IMC specific module ICBC.</p> <p>This module is part of all the Bachelor programs at Karlshochschule International University.</p>
Person responsible for the module	Prof. Dr. Dirk Wagner
Name(s) of the instructor(s)	Prof. Dr. Bernd Ankenbrand, Prof. Dr. Meloda Balakrishnan, Prof. Dr. Cordula Braedel-Kühner, Ulrich Gehmann, Prof. Dr. Armin Pfannenschwarz, Prof. Dr. Dirk Wagner, Frank Widmayer
Teaching language	English
Number of ECTS credits	6

Total workload and its breakdown (e.g. self-study and contact hours)	Total work load = 180 hours (Contact hours = 84, self-study = 96 hours)
Hours per week	6
Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – execute strategy based through a management process where they <ul style="list-style-type: none"> –assess –select –recruit/procure –organize –allocate & –develop financial and human resources, – manage resources in a purposeful way in the context of varying conditions (“constraints”), strategies and conflict situations (“tensions”), – apply different methods of researching and making decisions regarding the procurement measures required in a company, – describe the tasks and instruments of financial management (financial consequences of productivity-based decisions, alternative forms of financing, short and long-term financial and liquidity planning, capital expenditure budgeting including its mathematical principles), – understand the role of human resource management within the context of general management, explain and critically question the most important structures and processes of HRM and apply selected methods and tools of personnel

	<p>management,</p> <ul style="list-style-type: none"> - analyse the composition of the organization and its formal structure, interpret the objectives and conditions of structuring an organization and assess organization structures with a view to the situation and cultural context.
Content of the module	<ul style="list-style-type: none"> - Differentiation between the factors work and capital - The interrelation between productivity-based and financial decisions in a company - Decisions on the employment of capital (principles, static and dynamic methods of capital expenditures budgeting) - Decisions on the procurement of capital (systemisation and presentation of various financing types) - Tasks and instruments of financial management - Principles of financial and liquidity planning - Development and implementation of HR strategies - HR planning and procurement - HR selection - Personnel leadership, employee loyalty, personnel development - Views of man, work structuring, motivation, performance and reward - Conditions, objectives and concept of international HRM - Diversity as a challenge for personnel development - Interdependency between the organization and the individual - Organization with the context of starting a company - The organization from an institutional, functional and instrumental perspective - Organizational conditions and tensions - Structures and processes in conflict areas of formal and informal organization - The impact of corporate culture on organization structuring

Teaching and learning methods of the module	Augmented-learning game with interactive lectures, group work and group discussions
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Torrington, Derek, Hall, Laura, Taylor, Steven (2009): Fundamentals of Human Resource Management: Managing People at Work. Harlow (u.a.): Financial Times Prentice Hall.</p> <p>Brealey, Richard A., Myers, Stewart, Allen, Franklin (2011): Principles of Corporate Finance. Concise ed., 2. ed., New York: McGraw-Hill Education.</p> <p>Child, John (2009): Organization: Contemporary Principles and Practice. 9. ed., Malden (u.a.): Blackwell Publishing.</p> <p><u>Supplementary recommended reading:</u></p> <p>Levitt, Steven, Dubner, Stephen (2009): Freakonomics: a Rogue Economist Explores the Hidden Side of Everything: New York (u.a.): Harper.</p> <p>Jones, Gareth (2013): Organizational Theory, Design, and Change: Text and Cases. Global ed., 7. ed, Boston (u.a.): Pearson.</p> <p>Watson, Denzil, Head, Antony (2010): Corporate Finance. 5. ed., Harlow (u.a.): Financial Times Prentice Hall.</p> <p>Burr, Wolfgang, Stephan, Michael, Werkmeister, Clemens (2011): Unternehmensführung. 2. Aufl., München: Vahlen.</p>

Arabic 1

Status: January 2014

Module-Nr./ Code	0.3.3 ARA1
Module title	Arabic 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Arabic has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with ARA2 and ARA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Radwa Krätzschar
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form [presentation in class]: listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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"> – know the basics of the Arabic alphabet and, with guidance, structure simple sentences and classify individual elements, – know the basics of the phonetic system and name the most important differences between the Arabic language and their own language using examples, – produce simple sentences and carry out the most important ritual conversations (e.g. greeting someone).
Content of the module	<ul style="list-style-type: none"> – The alphabet (sounds and written), the article, gender, the nominal sentence, numbers, the adjective, radical, the broken plural, declination and conjugation, prepositions. – The house; the telephone conversation; in town; breakfast with the family; at the market; giving directions; receiving somebody; going out; the Arab League; Europe. – The phonetic and graphic code of the foreign language. – The type of basic grammatical structure (root languages, iconographic languages, spoken languages) and construction principles. – Basic vocabulary. – Learning aids.
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p><u>Language textbook:</u></p> <p>Krahl, Günther, Reuschel, Wolfgang, Schulz, Eckehard (2011): Lehrbuch des modernen Arabisch. 1. Aufl., Leipzig: AKV Edition Hamouda.</p>

Chinese 1

Status: January 2014

Module-Nr./ Code	0.3.3 CHI1
Module title	Chinese 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Chinese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with CHI2 and CHI3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Xiaojun Gundermann-Han, Xiaoqin Liu
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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

French 1

Status: January 2014

Module-Nr./ Code	0.3.3 FRA1
Module title	French 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if French has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with FRA2 and FRA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Ariane Fleuranceau, Gerard Massé, Marine Roland-Hohenstein
Teaching language	French (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
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

	(15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple everyday situations in the spoken language, – understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language. <p>Intermediate:</p> <ul style="list-style-type: none"> – understand and deal with topics which are familiar (work, school, leisure, etc.) or of personal interest. Can describe experiences and events, briefly justify and explain opinions and plans. <p>Advanced:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents.
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Communication skills in everyday situations – Pronunciation and intonation – General vocabulary – Basic grammar – Business vocabulary – Simple application of the language in professional situations – Production of simple texts – Initial contact with the civilisation and culture of the French-speaking world <p>Target level A1, specifically:</p> <ul style="list-style-type: none"> – The basics of the phonetic and written form of the foreign language – Basic grammatical structures – Basic lexis – Learning aids <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1

	<p>phonetic interference</p> <ul style="list-style-type: none"> – More complex grammar structures and varieties – Basic lexis – Learning aids <p>Target level B1 and B2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary and the basics of business vocabulary – Specialised texts – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho A1: méthode de français. Paris: CLE International.</p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho A2: méthode de français. Paris: CLE International.</p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho B1.1: méthode de français. Paris: CLE International.</p> <p>Carlo, Catherine, Causa, Mariella (2010): Civilisation Progressive du Français: Niveau Débutant. Paris: CLE International.</p> <p>Penfornis, Jean-Luc (2004): Vocabulaire Progressif du Français des Affaires. Paris: CLE International.</p> <p>Steele, Ross (2004): Civilisation Progressive du Français: Niveau Intermédiaire. Paris: CLE International.</p>

Italian 1

Status: January 2014

Module-Nr./ Code	0.3.3 ITA1
Module title	Italian 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Italian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with ITA2 and ITA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Dr. Claudio Fantinuoli
Teaching language	Italian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
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 (15' oral form listening comprehension and oral

	expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple everyday situations in the spoken language, – understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language. <p>Intermediate:</p> <ul style="list-style-type: none"> – understand and deal with topics which are familiar (work, school, leisure, etc.) or of personal interest. Can describe experiences and events, briefly justify and explain opinions and plans. <p>Advanced:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents.
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Communication skills in everyday situations – Pronunciation and intonation – General vocabulary – Basic grammar – Business vocabulary – Simple application of the language in professional situations – Production of simple texts – Initial contact with the civilisation and culture of the Italian-speaking world <p>Target level A1, specifically:</p> <ul style="list-style-type: none"> – The basics of the phonetic and written form of the foreign language – Basic grammatical structures – Basic lexis – Learning aids <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1

	<p>phonetic interference</p> <ul style="list-style-type: none"> - More complex grammar structures and varieties - Basic lexis - Learning aids <p>Target level B1 and B2, specifically:</p> <ul style="list-style-type: none"> - Consolidation of knowledge of the language in oral and grammatical exercises - Extension of the general vocabulary and the basics of business vocabulary - Specialised texts - Learning aids
Teaching and learning methods of the module	Task-based learning Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Zorzan, Lorenza (2010): Con Piacere A1: Lehr- und Arbeitsbuch. Stuttgart: Klett.</p> <p>Rovere-Fenati, Beatrice (2011): Con Piacere A1: Trainingsbuch. Stuttgart: Klett.</p> <p>Zorzan, Lorenza (2011): Con Piacere A2 : Lehr- und Arbeitsbuch. Stuttgart: Klett.</p>

Japanese 1

Status: January 2014

Module-Nr./ Code	0.3.3 JAP1
Module title	Japanese 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Japanese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with JAP2 and JAP3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Tanya Wodopia
Teaching language	Japanese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014

Weighting of the grade within the total grade	3 %
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"> – know the basics of the Japanese alphabet and, with guidance, structure simple sentences and classify individual elements, – know the basics of the phonetic system and name the most important differences between the Japanese language and their own language using examples, – produce simple sentences and carry out the most important ritual conversations (e.g. greeting someone).
Content of the module	<ul style="list-style-type: none"> – The phonetic and graphic code of the foreign language. – The type of basic grammatical structure and construction principles. – Basic vocabulary. – Learning aids.
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Clarke, H.D.B., Hamamura, Motoko (2003): Colloquial Japanese: The complete course for beginners. London (u.a.): Routledge.</p>

Portuguese 1

Status: January 2014

Module-Nr./ Code	0.3.3 POR1
Module title	Portuguese 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Portuguese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with POR2 and POR3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Vilza Cristina Muricy-Geiger
Teaching language	Portuguese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1 (Beginners), A2-B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test (15' oral form listening comprehension and oral

	expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple everyday situations in the spoken language, – understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language. <p>Intermediate:</p> <ul style="list-style-type: none"> – understand and deal with topics which are familiar (work, school, leisure, etc.) or of personal interest. Can describe experiences and events, briefly justify and explain opinions and plans. <p>Advanced:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents.
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Communication skills in everyday situations – Pronunciation and intonation – General vocabulary – Basic grammar – Business vocabulary – Simple application of the language in professional situations – Production of simple texts – Initial contact with the civilisation and culture of the Portuguese-speaking world <p>Target level A1, specifically:</p> <ul style="list-style-type: none"> – The basics of the phonetic and written form of the foreign language – Basic grammatical structures – Basic lexis – Learning aids <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1

	<p>phonetic interference</p> <ul style="list-style-type: none"> - More complex grammar structures and varieties - Basic lexis - Learning aids <p>Target level B1, B2, specifically:</p> <ul style="list-style-type: none"> - Consolidation of knowledge of the language in oral and grammatical exercises - Extension of the general vocabulary and the basics of business vocabulary - Specialised texts - Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Eberlein O.F. Lima, Emma (2009): Novo Avenida Brasil: curso básico de português para estrangeiros. 2, Sao Paulo: E.P.U.</p> <p>Eberlein O.F. Lima, Emma (2009): Novo Avenida Brasil: curso básico de português para estrangeiros. 3, Sao Paulo: E.P.U.</p> <p>Prata, Maria (2010): Beleza! Brasilianisches Portugiesisch für Anfänger. A1+A2, Stuttgart: Klett. (Lehrbuch mit 2 Audio-CDs)</p> <p>Prata, Maria (2010): Beleza! Brasilianisches Portugiesisch für Anfänger. Stuttgart: Klett. (Arbeitsbuch)</p> <p>Osborne, Esmenia Simões (2005): Colloquial Portuguese of Brazil: the complete course for beginners. New York: Routledge.</p>

Russian 1

Status: January 2014

Module-Nr./ Code	0.3.3 RUS1
Module title	Russian 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Russian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with RUS2 and RUS3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Natalia Ezhkova
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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"> – know the Cyrillic alphabet and read simple texts, – deal with simple everyday situations in the spoken language, – understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language.
Content of the module	<p>The phonetic and graphic code of the Russian language.</p> <p>Basic grammatical structures Basic lexis 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 (Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Loos, Harald, Berditschewski, Anatoli (2008): Projekty: ein Russischlehrwerk für Beruf und Alltag. Ismaning: Hueber. (Medienkombination)</p> <p>Sokolowa, Ludmila, Zeller, Heiner (2001): Kljuci 1: ein Russischlehrwerk für Erwachsene. Ismaning: Hueber. (Medienkombination)</p> <p>Sokolowa, Ludmila, Zeller, Heiner (2004): Kljuci 2: ein Russischlehrwerk für Erwachsene. Ismaning: Hueber. (Medienkombination)</p>

Spanish 1

Status: January 2014

Module-Nr./ Code	0.3.3 SPA1
Module title	Spanish 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Spanish has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with SPA2 and SPA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Maritza Bayona, Gabriela Farah de Günther, Ana Garcia Merinero, Dr. Uta Köhler-Escobar, Aidé Blanca Melz
Teaching language	Spanish (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
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

	<p>Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014</p>
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple everyday situations in the spoken language, – understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language. <p>Intermediate:</p> <ul style="list-style-type: none"> – understand and deal with topics which are familiar (work, school, leisure, etc.) or of personal interest. Can describe experiences and events, briefly justify and explain opinions and plans. <p>Advanced:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents.
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Communication skills in everyday situations – Pronunciation and intonation – General vocabulary – Basic grammar – Business vocabulary – Simple application of the language in professional situations – Production of simple texts – Initial contact with the civilisation and culture of the Spanish-speaking world <p>Target level A1, specifically:</p> <ul style="list-style-type: none"> – The basics of the phonetic and written form of the foreign language – Basic grammatical structures – Basic lexis – Learning aids <p>Target level A2, specifically:</p>

	<ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference – More complex grammar structures and varieties – Basic lexis – Learning aids <p>Target level B1, B2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary and the basics of business vocabulary – Specialised texts – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>González Salgado, C. (2007): ene A1: der Spanischkurs; Medienkombination. Ismaning: Hueber.</p> <p>González Salgado, C., Sanz Oberberger, C. (2010): ene A2: der Spanischkurs. Medienkombination. 2. Aufl., Ismaning: Hueber.</p> <p>González Salgado, C., Alcántara Alcántara, F., Sanz Oberberger, C., Douterelo Fernández, E. (2010): ene B1.1: der Spanischkurs. Medienkombination. Ismaning: Hueber.</p> <p>González Salgado, C. et al. (2012): ene B1.2: der Spanischkurs. Medienkombination. Ismaning: Hueber.</p> <p>Gelabert, Maria J. (Hrsg.) (2007): Prisma avanza (B2): prisma del alumno. Madrid: Ed. Edinumen. Ismaning: Hueber.</p>

	<p>Pacheco, Azucena Encinas, González, Ana Hermoso, Espinosa, Alicia López (2007): Prisma avanza (B2): prisma de ejercicios. Madrid: Ed. Edinumen. Ismaning: Hueber.</p>
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International Collaboration Management

Status: January 2014

Module-Nr./ Code	2.4.1 ICOL
Module title	International Collaboration Management
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 0.1.1 EMQM (Introduction to Management and its Quantitative Methods) is required.
Applicability of the module	The module is directly related to ICBC (3 rd semester), UNTK (2 nd semester) and KSTN (1 st semester) and provides a basis for INBM (5 th semester). It is also connected with MAAC and APRO (4 th semester). No applicability to other programs.
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Kersten Janik Dr. Daniel van Ackern
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 42, self-study = 138 hours)
Hours per week	3
Assessment type / requirement for the award of credits	Seminar Paper (Written paper 60 %, oral presentation and discussion 40 %) § 14 (5) CER 01.02.2014
Weighting of the grade within the total grade	3 %

<p>Qualification objectives of the module</p>	<p>The module deals with new forms of results-centred direct and media-based collaboration in international and cross-cultural teams. Therefore the module will be taught parallel and/or after the resources module and add additional aspects of international collaboration and resource allocation.</p> <p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – deeply understand the role of international collaborative work patterns and flows such as in international projects and distributed marketing operations, corporate and cross-corporate environments, – execute research on real life issues based on management theories (assignment), – understand shared, distributed and intercultural leadership concepts, – apply selected collaboration tools and procedures for defined business purposes.
<p>Content of the module</p>	<ul style="list-style-type: none"> – Conceptual approach to international and intercultural collaboration in corporations, NGOs and cross-company operations, its basics and current relevance – The principles of adaptive organisations and the project-based company – Inter-personal and media-based cooperation – Sharing information and knowledge – Allocation and sharing of resources in international/intercultural environments – The concept of shared leadership and distant leadership – Managing diverse teams – Managing global projects – Managing “global accounts” – Managing global roll outs and coordination of multi-national aid programs – Defining goals, measures and controls – Structured implementation and alignment of resources and procedures – The principles of collaborative tools and systems (e-mail, Telco, Web2.0, DMS,

	<p>multi-project management, wikis) – Managing results-orientated collaboration</p>
Teaching and learning methods of the module	Seminar-type course, exercises (e.g. personal reviews), Case studies
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Guest speakers from business
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Daft, Richard L. (2013): New era of management. 11. ed., Belmont: Cengage Learning.</p> <p><u>Supplementary recommended reading:</u></p> <p>Armstrong, Michael, Stephens, Tina (2009): Armstrongs handbook of management and leadership: a guide to managing for results. 2. ed., London: Kogan.</p> <p>Becker, Lutz (ed.) (2008): Management und Führungspraxis: Digitale Fachbibliothek. Düsseldorf: Symposion.</p> <p>Bertelsmann Stiftung, Auer-Rizzi, Werner et al. (2007): Unternehmenskulturen in globaler Interaktion: Analysen, Erfahrungen, Lösungsansätze. Wiesbaden: Gabler.</p> <p>Goldsmith, Marshall et al. (2003): Global leadership: the next generation. Upper Saddle River: Prentice Hall.</p> <p>Flick, Uwe (2012): Qualitative Sozialforschung: eine Einführung. 5. Aufl., Reinbek: Rowohlt.</p>

Intercultural Communicative Competence

Status: January 2014

Module-Nr./ Code	2.4.2 ICCO
Module title	Intercultural Communicative Competence
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 2.3.2 ICBC (Intercultural Business Communication) is required.
Applicability of the module	This module is in relation with KSTN (1 st semester), UNTK (2 nd semester) and ICBC and ICOL (3 rd semester) as well as it functions as introduction to INBM (5 th semester). Furthermore it is linked to MAAC and APRO (4 th semester). No applicability to other programs.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Prof. Dr. Francisco Javier Montiel Alafont. Prof. Dr. Andreas Müller
Teaching language	English
Number of ECTS credits	6

Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Essay 50 % and test 50 % (30', carrying out an intercultural training unit) § 14 (6) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: <ul style="list-style-type: none"> – Identify and discuss the conceptual interrelation of the understandings of culture, interculturality and competence, – critically define the term intercultural competence in detail, integrate it into their own behaviour and consider derived ethic aspects, – describe at least one general and one culture-specific program to train intercultural competence and give reasons for the selection, – apply a constructivist methodology within an intercultural training unit in a business environment, – formulate and give reasons for the strategic choices of action of intercultural management, – reflect on the cultural specificity of intercultural training methods.
Content of the module	<ul style="list-style-type: none"> – Main research discussions around the concept of intercultural competence – New conceptual approaches (e.g. reflective intercultural competence, cosmopolitanism, etc.) – Intercultural competence training: methodology and design – Further activities for enhancing intercultural competence in organizations (coaching, consulting).
Teaching and learning methods of the module	Interactive lecture, case studies, training units
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Intensive workshop for designing and carrying out intercultural training units with tutoring of professional trainers.

Literature

(Required reading/supplementary recommended reading)

Required reading:

Koester, Jolene, Wiseman, Richard L., Sanders, Judith (1997): Multiple Perspectives of Intercultural Communication Competence. In: Wiseman, Richard, L., Koester, Jolene (eds.): Intercultural Communication Competence. Newbury Park (u.a.): Sage, 3-15.

Landis, Dan, Bennet, Janet M., Bennett, Milton J. (Hrsg.) (2008): Handbook of intercultural training. 3. ed., Newbury Park (u.a.): Sage.

Barmeyer, Christoph (2004): Learning styles and their impact on cross-cultural training: an international comparison in France, Germany and Quebec. In: International Journal of Intercultural Relations, 28, 577–594.

Holliday, Adrian (2011): Intercultural communication and ideology. London: Sage.

Spitzberg, Brian H., Changnon, Gabrielle (2009): Conceptualizing Intercultural Competence. In: Deardorff, Darla K. (ed.): The SAGE Handbook of Intercultural Competence. Thousand Oaks (u.a.): Sage, 2-52.

Rathje, Stefanie (2007): Intercultural Competence: The Status and Future of a Controversial Concept. In: Language and Intercultural Communication, 7(4), 254-266.

Appiah, Kwame Anthony (2007): Cosmopolitanism. Ethics in a World of Strangers. London (u.a.): Penguin.

Advanced Company Project

Status: January 2014

Module-Nr./ Code	0.4.1 APRO
Module title	Advanced Company Project
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 0.3.1 IPRO is required.
Applicability of the module	This module is targeted at the transfer between theory and practice and has interconnections to all earlier and simultaneous modules of the program, as well as to IPRO and INTS and the IMC specific modules ICOL and ICCO. This module is part of all the Bachelor programs at Karlshochschule International University. The subject of the project varies according to the program specialisation of the students.
Person responsible for the module	Prof. Dr. Dirk Wagner
Name(s) of the instructor(s)	Prof. Dr. Dirk Wagner
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)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4

Assessment type / requirement for the award of credits	Project work § 14 (11) CER 01.02.2014
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 autonomously identify, plan and implement a selected social or business project, preferably international, e.g. from the fields of culture, tourism, marketing, business development, trade fair, convention, event, organisation, personnel etc. with the help of tutors (instructors) and supervisors (professors). This involves integrating, applying and implementing the knowledge acquired in the modules to date.
Content of the module	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 rd semester.
Teaching and learning methods of the module	Project work in a team of 5-6 participants (tutored)
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<ul style="list-style-type: none"> – The projects are developed in close collaboration with interested companies or social organisations (e.g. SIFE, Rotaract, Leos), in some cases on location – Students draw-up a written presentation for the sponsor – The following is assessed: <ul style="list-style-type: none"> • The content and formal quality of the presentation and documentation • The academic performance of the written paper, research and analysis – Students are expected to carry out project management as regards content and timing, which is fully documented. They are expected deliver the following: <ul style="list-style-type: none"> • Put together and organise a project team • Coordinate with the sponsor and the university instructor and other stakeholders (other groups) • Draw up a project brief and target definition in writing

	<ul style="list-style-type: none"> • Milestone and project structure planning and schedule (Gantt chart) • Present the individual work packages (Who does what by when?) taking into consideration the personal time budget • Weekly status update for the client and the university instructor (project progress report and meeting minutes) including work packages, to-do's of the relevant time period (planned, in progress / degree of completion, completed), plan/actual comparison • Quality assurance, risk and problem management • Project conclusion, delivery of performance and meeting of deadlines
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>The selection of literature is carried out by the students with the guidance of their tutors. The following is a list of optional general background reading:</p> <p>Armstrong, Michael (2012): Armstrong's handbook of management and leadership: developing effective people skills for better leadership and management. 3. ed., London: Kogan Page.</p> <p>Bentley, Colin (2009): Prince 2: a practical handbook. 3. ed., Oxford (u.a.): Butterworth-Heinemann.</p> <p><u>Further reading in German:</u></p> <p>Hölzle, Philipp (2007): Projektmanagement: professionell führen, Erfolge präsentieren. 2. ed., Freiburg: Haufe.</p> <p>Kappler, Ekkehard, Seibel, Johannes J., Sterner, Siegfried (1983): Entscheidungen für die Zukunft: Instrumente und Methoden der Unternehmensplanung. Frankfurt: Frankfurter Allgemeine Zeitung GmbH.</p> <p>Mees, Jan, Oefner-Py, Stefan, Sünemann, Karl-Otto (1995): Projektmanagement in neuen Dimensionen: das Helogramm zum Erfolg. 2. ed., Wiesbaden: Gabler.</p> <p>Michalko, Michael (2006): Thinkertoys: A</p>

	handbook of creative-thinking techniques. 2. ed., Berkeley (u.a.): Ten Speed Press.
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Managerial Accounting

Status: January 2014

Module-Nr./ Code	0.4.2 MACC
Module title	Managerial Accounting
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the modules – 0.1.1 EMQM, – 0.2.2 STRA and – 0.3.2 RESO is required.
Applicability of the module	This module is part of the management cycle (check) und has interconnections to the earlier modules EMQM, BENV (analyze), STRA (plan), RESO (do), the later module CHIN (act) as well as to the IMC specific modules ICOL and ICCO. This module is part of all the Bachelor programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Bernd Ankenbrand
Name(s) of the instructor(s)	Prof. Dr. Bernd Ankenbrand, Prof. Dr. Ekaterina Svetlova, Prof. NN, Gunter Fauth, Georg Hauer
Teaching language	English

Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (180') § 14 (2) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module are able to</p> <ul style="list-style-type: none"> – present the meaning of corporate accounting as source of information, which generates figures that are useful for external stakeholders to assess the company's business performance (external accounting, annual financial statement) and for internal stakeholders to make business decisions based on the data (internal accounting), – define the structure and the data of the annual financial statement, describe how the balance sheet is drawn up, including bookkeeping and the profit and loss account, explain the different items of the balance sheet and the profit and loss account and understand their significance, – describe cost accounting as basis for budget planning and as basis for the calculation of products, services, contracts, projects etc., – present the meaning of cost management and define adequate methods (cost / benefit calculation, calculation of cost types, cost centres and cost units, cost accounting and cost allocation), – define what makes up project cost management and how it is carried out using an example.
Content of the module	<ul style="list-style-type: none"> – Accounting as a tool for strategy assessment – Translating transactions in accounting data – Comparison of financial and managerial accounting

	<ul style="list-style-type: none"> – Key Concepts of cost and financial accounting – Cost behaviour and cost-volume-profit-analysis – Calculation of products, services and activities – Profit planning and cost budgeting for departments and business units – Income statement and balance sheet – Accrual accounting and Asset accounting – Liabilities and equity – Cash flow and financial statement analysis
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.)	Integration of online quizzes and exercises
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Jones, Jefferson et al. (2012): Financial and managerial accounting: the cornerstones of business decisions. 2. ed., Mason: South-Western Cengage.</p> <p><u>Supplementary recommended reading:</u></p> <p>Troßmann, E., Baumeister, A., Werkmeister, Clemens (2011): Management-Fallstudien im Controlling. München: Vahlen.</p> <p>Weber, Jürgen, Schäfer, Utz (2008): Introduction to Controlling. 1. ed., Stuttgart: Schäffer-Poeschel.</p>

Arabic 2

Status: January 2014

Module-Nr./ Code	0.4.3 ARA2
Module title	Arabic 2
Semester or trimester	4 th semester
Duration of module	Single semester(if Arabic has been selected as second foreign language)
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 ARA1
Applicability of the module	Interconnections with ARA 1 and ARA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Radwa Krätzschar
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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"> – have an extended knowledge of the fundamentals of the Arabic alphabet, – identify a suitable number of individual elements, – deduct meaning from contexts, – carry out simple dialogues in everyday situations.
Content of the module	<ul style="list-style-type: none"> – The perfect, the verb sentence, the nisbe ending, the genitive link, the suffixed personal pronouns, determination (summary), the adverb, the imperfect, the demonstrative pronouns, conjunctive and apocopate, the imperative, negation. – A personal letter; at the travel agent's; at the grocer's; in a restaurant; international news; in a bookshop; my university; in a hotel. – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbook:</u></p> <p>Krahl, Günther, Reuschel, Wolfgang, Schulz, Eckehard (2011): Lehrbuch des modernen Arabisch. 1. Aufl., Leipzig: AKV Edition Hamouda.</p>

Chinese 2

Status: January 2014

Module-Nr./ Code	0.4.3 CHI2
Module title	Chinese 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Chinese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 CHI1
Applicability of the module	Interconnections with CHI1 and CHI3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Xiaojun Gundermann-Han, Xiaoqin Liu
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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

French 2

Status: January 2014

Module-Nr./ Code	0.4.3 FRA2
Module title	French 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if French has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 FRA1
Applicability of the module	Interconnections with FRA1 and FRA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Ariane Fleuranceau, Gerard Massé, Marine Roland-Hohenstein
Teaching language	French (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.2 (Beginners), B1.2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test

	(15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple to more complex everyday situations and simple business situations in the spoken language, – write standard texts (e.g. lists) autonomously in French <p>Intermediate:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports) – follow complex business communication situations and take part in them using the spoken language, – write longer texts with analytical contents in French
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. – Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of

	<p>the foreign language and work on L1 phonetic interference</p> <ul style="list-style-type: none"> – More complex grammar structures and varieties – Basic lexis – Learning aids <p>Target level B1.2 and B2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary and the basics of business vocabulary – Specialised texts – Colloquial language – Learning aids <p>Target C1, specifically:</p> <ul style="list-style-type: none"> – Specialist business vocabulary – Different styles and degrees of formality – Advanced writing – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho A1: méthode de français. Paris: CLE International.</p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho A2: méthode de français. Paris: CLE International.</p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho B1.1: méthode de français. Paris: CLE International.</p> <p>Carlo, Catherine, Causa, Mariella (2010): Civilisation Progressive du Français: Niveau Débutant. Paris: CLE International.</p> <p>Penfornis, Jean-Luc (2004): Vocabulaire</p>

Progressif du Français des Affaires. Paris: CLE International.

Steele, Ross (2004): Civilisation Progressive du Français: Niveau Intermédiaire. Paris: CLE International.

Pécheur, J. (2010): Civilisation Progressive du Français : Niveau avancé. Paris: CLE International.

Italian 2

Status: January 2014

Module-Nr./ Code	0.4.3 ITA2
Module title	Italian 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Italian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 ITA1
Applicability of the module	Interconnections with ITA 1 and ITA 3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Dr. Claudio Fantinuoli
Teaching language	Italian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.2 (Beginners), B1.2 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test (15' oral form listening comprehension and oral

	expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple to more complex everyday situations and simple business situations in the spoken language, – write standard texts (e.g. lists) autonomously in Italian <p>Intermediate:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports)
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. – Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference – More complex grammar structures and varieties – Basic lexis – Learning aids

	<p>Target level B1.2 and B2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary and the basics of business vocabulary – Specialised texts – Colloquial language – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
<p>Literature</p> <p>(Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Errico-Reiter, Rosa, Esposito, Maria A., Grandi, N. (2010): Campus Italia A1/A2: Lehr- und Arbeitsbuch, Stuttgart: Klett.</p>

Japanese 2

Status: January 2014

Module-Nr./ Code	0.4.3 JAP 2
Module title	Japanese 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Japanese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 JAP1
Applicability of the module	Interconnections with JAP 1 and JAP 3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Tanya Wodopia
Teaching language	Japanese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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"> – have an extended knowledge of the basics of the Japanese alphabet, – identify a suitable number of individual elements, – deduct meaning from contexts, – carry out simple dialogues in everyday situations.
Content of the module	<ul style="list-style-type: none"> – Basic grammar – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Clarke, H.D.B., Hamamura, Motoko (2003): Colloquial Japanese: The complete course for beginners. London (u.a.): Routledge.</p>

Portuguese 2

Status: January 2014

Module-Nr./ Code	0.4.3 POR2
Module title	Portuguese 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Portuguese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 POR1
Applicability of the module	Interconnections with POR 1 and POR 3. This module is part of all the undergraduate programs at Karlshochschule International University
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Vilza Cristina Muricy-Geiger
Teaching language	Portuguese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A2 (Beginners-Intermediate), B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test (15' oral form listening comprehension and oral

	expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple to more complex everyday situations and simple business situations in the spoken language, – write standard texts (e.g. lists) autonomously in Portuguese <p>Intermediate:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports)
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. – Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference – More complex grammar structures and varieties – Basic lexis – Learning aids

	<p>Target level B1.2 and B2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary and the basics of business vocabulary – Specialised texts – Colloquial language – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Eberlein O.F. Lima, Emma (2009): Novo Avenida Brasil: curso básico de portugues para estrangeiros. 2, Sao Paulo: E.P.U.</p> <p>Eberlein O.F. Lima, Emma (2009): Novo Avenida Brasil: curso básico de portugues para estrangeiros. 3, Sao Paulo: E.P.U.</p> <p>Prata, Maria (2010): Beleza! Brasilianisches Portugiesisch für Anfänger. A1+A2, Stuttgart: Klett. (Lehrbuch mit 2 Audio-CDs)</p> <p>Prata, Maria (2010): Beleza! Brasilianisches Portugiesisch für Anfänger. Stuttgart: Klett. (Arbeitsbuch)</p> <p>Osborne, Esmenia Simões (2005): Colloquial Portuguese of Brazil: the complete course for beginners. New York (u.a.): Routledge.</p>

Russian 2

Status: January 2014

Module-Nr./ Code	0.4.3 RUS2
Module title	Russian 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Russian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 RUS1
Applicability of the module	Interconnections with RUS 1 and RUS 3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Natalia Ezhkova
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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

Spanish 2

Status: January 2014

Module-Nr./ Code	0.4.3 SPA2
Module title	Spanish 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Spanish has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 SPA1
Applicability of the module	Interconnections with SPA 1 and SPA 3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Maritza Bayona, Gabriela Farah de Günther, Ana Garcia Merinero, Dr. Uta Köhler-Escobar, Aidé Blanca Melz
Teaching language	Spanish (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.2 (Beginners), B1.2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR

	<p>Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014</p>
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple to more complex everyday situations and simple business situations in the spoken language, – write standard texts (e.g. lists) autonomously in Spanish <p>Intermediate:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports) – follow complex business communication situations and take part in them using the spoken language, – write longer texts with analytical contents in Spanish.
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. – Extension of business terminology. Use of the terminology and the structures in business situations.

	<p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference – More complex grammar structures and varieties – Basic lexis – Learning aids <p>Target level B1.2 and B2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary and the basics of business vocabulary – Specialised texts – Colloquial language – Learning aids <p>Target C1, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Specialist business vocabulary – Different styles and degrees of formality – Advanced writing – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>González Salgado, C. (2007): ene A1: der Spanischkurs. Medienkombination. Ismaning: Hueber.</p> <p>González Salgado, C., Sanz Oberberger, C. (2010): ene A2: der Spanischkurs. Medienkombination. 2. Aufl., Ismaning: Hueber.</p> <p>González Salgado, C., Alcántara Alcántara, F., Sanz Oberberger, C., Douterelo Fernández, E. (2010): ene B1.1: der Spanischkurs. Medienkombination. Ismaning: Hueber.</p>

González Salgado, C. et al. (2012): ene B1.2: der Spanischkurs. Medienkombination. Ismaning: Hueber.

Gelabert, Maria J. (Hrsg.) (2007): Prisma avanza (B2): prisma del alumno. Madrid: Ed. Edinumen. Ismaning: Hueber.

Pacheco, Azucena Encinas, González, Ana Hermoso, Espinosa, Alicia López (2007): Prisma avanza (B2): prisma de ejercicios. Madrid: Ed. Edinumen, Ismaning: Hueber.

Gelabert, Maria J., Isa, David, Menéndez, Mar (2011): Nuevo Prisma: C1, libro del alumno. Madrid: Ed. Edinumen, Ismaning: Hueber.

Castro, Genis, Ianni, José, V. (2011): Nuevo Prisma: C1; libro de ejercicios. Madrid: Ed. Edinumen, Ismaning: Hueber.

International Business Management

Status: January 2014

Module-Nr./ Code	2.5.1 INBM
Module title	International Business Management
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None
Applicability of the module	There are connections of this module with the ones of the previous semesters: ICCO, ICOL, ICBC, UNTK, IKMK and KSTN. Besides it is related to CHIN in the same 5 th semester. No applicability to other programs.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	N.N.
Teaching language	English – however the module will also be taught in one of the languages spoken in the relevant region if the students are sufficiently proficient in the language – level C1
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)

Hours per week	4
Assessment type / requirement for the award of credits	Written Examination (120') § 14 (2) CER 01.02.2014
Weighting of the grade within the total grade	3 %
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"> – understand contemporary management issues from an international and cross-cultural perspective – understand and develop international business strategies and business operations in conditions of market diversity – develop an awareness and sensitivity to cultural differences in specific cultural organisations and markets – analyse and discuss current topics and trends in international business
Content of the module	Contents depend on international offers and on the learning agreement. Aforementioned outcomes will be guaranteed through selected course programs in the partner institution.
Teaching and learning methods of the module	
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Reading requirements depend on international offers and on the learning agreement. Recommendations will be given at the latest in the opening session of the course.</p>

Contemporary Society

Status: January 2014

Module-Nr./ Code	2.5.2. CSOC
Module title	Contemporary Society
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 2.3.1. ARST (Area Studies) is required.
Applicability of the module	<p>This module deepens ARST (3rd semester) and is also in connection with special modules of previous semesters: ICOL, ICCO, ICBC, UNTK, IKMK, KSTN. Furthermore it is related to the language module in its same 5th semester.</p> <p>No applicability to other programs.</p>
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafort
Name(s) of the instructor(s)	N.N.
Teaching language	English – however, the module will be taught in one of the languages spoken in the region if the students are sufficiently proficient in the language (level C1)

Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 42, self-study = 138 hours)
Hours per week	3
Assessment type / requirement for the award of credits	Written Examination (90') § 14 (2) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: <ul style="list-style-type: none"> – present the fundamentals of a selected area of social and political sciences (politics, sociology, communication studies etc.) and distinguish functions from management studies – formulate detailed links between aspects of intercultural management – synthesise statements on foreign cultures in an abstract manner
Content of the module	Contents depend on international offers and on the learning agreement. Aforementioned outcomes will be guaranteed through selected course programs in the partner institution.
Teaching and learning methods of the module	
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<u>Required reading:</u> Reading requirements depend on international offers and on the learning agreement. Recommendations will be given at the latest in the opening session of the course.

Elective

Status: January 2014

Module-Nr./ Code	2.5.3 ELEC
Module title	Elective
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None
Applicability of the module	This module deepens special aspects of modules of previous semesters depending on the student's academic and professional interest (for example UNTK, ICOL, and ICCO or IKMK, ICBC and ICOL). No applicability to other programs.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	N.N.
Teaching language	English – however, the module will be taught in one of the languages spoken in the region if the students are sufficiently proficient in the language (level C1)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 42, self-study = 138 hours)

Hours per week	3
Assessment type / requirement for the award of credits	Written Examination (90') § 14 (2) CER 01.02.2014
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: – synthesize contents from different research/ scientific areas depending on their own professional and academic interest
Content of the module	Contents depend on international offers and on the learning agreement. Aforementioned outcomes will be guaranteed through selected course programs in the partner institution.
Teaching and learning methods of the module	
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<u>Required reading:</u> Reading requirements depend on international offers and on the learning agreement. Recommendations will be given at the latest in the opening session of the course.

Change and Innovation

Status: January 2014

Module-Nr./ Code	0.5.2 CHIN
Module title	Change and Innovation
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 0.3.2 RESO is required.
Applicability of the module	This module is part of the management cycle (act) und has interconnections to the earlier modules EMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) as well as to the IMC specific module INBM. This module is part of all the Bachelor programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Prof. Dr. Lutz Becker Reinhard Ematinger
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total work load = 180 hours (Contact hours = 42, self-study = 138 hours)
Hours per week	3
Assessment type / requirement for the award of credits	Learner's Portfolio § 14 (7) CER 01.02.2014

Weighting of the grade within the total grade	3 %
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"> – analyse the socio-economic processes of change and the socio-technical innovation processes from a general management perspective – plan, structure and monitor corporate innovation processes and the processes of organisational change – implement appropriate management tools depending on the situation in order to achieve innovation objectives and to shape organisational change
Content of the module	<ul style="list-style-type: none"> – Socio-technical and socio-economic drivers of innovation and change – Business possibilities for shaping innovation and change, in particular the strategic and organisational integration of different innovation perspectives (e.g. product and process innovation with the innovation of distribution) – Innovation and change as management task – The basic methods of innovation and change management – Business development – Case studies
Teaching and learning methods of the module	Theoretical components will interact with case studies and exercises (group and individual).
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Reading:</u></p> <p>A list readings will be submitted with the syllabus in advance</p>

Arabic 3

Status: January 2014

Module-Nr./ Code	0.5.3 ARA3
Module title	Arabic 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective (if Arabic has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 ARA2
Applicability of the module	Interconnections with ARA1 and ARA2 and CSOC. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Radwa Krätzschar
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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"> – read and write brief standard texts, – carry out dialogues in everyday situations with a suitable level of complexity.
Content of the module	<ul style="list-style-type: none"> – Revision of the conjunctive, the imperative, apococate 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 apococate of verbs with و or ى, word order: اِنَّ and the subject of the sentence. – At my university; in a hotel; about Islam and Muslims; registering with the authorities; the President’s speech; interview with the President. – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbook:</u></p> <p>Krahl, Günther, Reuschel, Wolfgang, Schulz, Eckehard (2011): Lehrbuch des modernen Arabisch. 1. Aufl., Leipzig: AKV Edition Hamouda.</p>

Chinese 3

Status: January 2014

Module-Nr./ Code	0.5.3 CHI3
Module title	Chinese 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective (if Chinese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 CHI2
Applicability of the module	Interconnections with CHI1 and CHI2 and CSOC. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Xiaojun Gundermann-Han, Xiaoqin Liu
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014

Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: <ul style="list-style-type: none"> – read and write brief standard texts, – carry out dialogues in everyday situations with a suitable level of complexity.
Content of the module	<ul style="list-style-type: none"> – Extension of basic grammar forms – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Chen, Fu, Zhu, Zhiping, Cordes, Ruth (2005): Wir lernen Chinesisch. Beijing: Verlag für Volksbildung. (Medienkombination)</p> <p>Zhang, Hong, Zhu, Xiaoxing (2007): Chinesisch erleben. Beijing: China Book Trading. (Medienkombination)</p> <p>Gu, Wen, Meinshausen, Frank (2005): Umgangschinesisch effektiv: ein Crash-Kurs der chinesischen Umgangssprache. Stuttgart: Schmetterling.</p>

French 3

Status: January 2014

Module-Nr./ Code	0.5.3 FRA3
Module title	French 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective (if French has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 FRA2
Applicability of the module	Interconnections with FRA1 and FRA2 and CSOC. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Ariane Fleuranceau, Gerard Massé, Marine Roland-Hohenstein
Teaching language	French (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A2 (Beginners), B1-B2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test (15' oral form listening comprehension and

	oral expression) § 14 (2) / § 14 (3) 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with more complex everyday situations and everyday business situations in the spoken language, – write simple texts in French. <p>Intermediate:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports) <p>Advanced:</p> <ul style="list-style-type: none"> – follow complex business communication situations and take part in them using the spoken language, – write longer texts with analytical contents in French
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Increase vocabulary and perfect their grammar knowledge in order to further improve their speaking and writing skills (discussion, expressing opinions, presenting an argument, negotiations) as well as training listening and reading comprehension skills. – Use of language in business situations. <p>Target level A2 and B1, specifically:</p> <ul style="list-style-type: none"> – Complex grammatical structures and varieties – Extension of general vocabulary, – Specialist business language and texts – Learning aids <p>Target level B2 and C1, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises

	<ul style="list-style-type: none"> - Specialist business vocabulary - Different styles and degrees of formality - Advanced writing - Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho A1: méthode de Français. Paris: CLE International.</p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho A2: méthode de Français. Paris: CLE International.</p> <p>Girardet, Jacky, Pécheur, Jacques (2010): Écho B1.1: méthode de Français. Paris: CLE International.</p> <p>Carlo, Catherine, Causa, Mariella (2010): Civilisation Progressive du Français: Niveau Débutant. Paris: CLE International.</p> <p>Penfornis, Jean-Luc (2004): Vocabulaire Progressif du Français des Affaires. Paris: CLE International.</p> <p>Steele, Ross (2004): Civilisation Progressive du Français: Niveau Intermédiaire. Paris: CLE International.</p> <p>Pécheur, J. (2010): Civilisation Progressive du Français : Niveau avancé. Paris: CLE International.</p>

Italian 3

Status: January 2014

Module-Nr./ Code	0.5.3 ITA3
Module title	Italian 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective (if Italian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 ITA2
Applicability of the module	Interconnections with ITA1 and ITA2 and CSOC. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Dr. Claudio Fantinuoli
Teaching language	Italian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A2 (Beginners), B1 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test (15' oral form listening comprehension and oral expression)

	§ 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with more complex everyday situations and everyday business situations in the spoken language, – write simple texts in Italian. <p>Intermediate:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports) <p>Advanced:</p> <ul style="list-style-type: none"> – follow complex business communication situations and take part in them using the spoken language, – write longer texts with analytical contents in Italian
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Increase vocabulary and perfect their grammar knowledge in order to further improve their speaking and writing skills (discussion, expressing opinions, presenting an argument, negotiations) as well as training listening and reading comprehension skills. – Use of language in business situations. <p>Target level A2 and B1 specifically:</p> <ul style="list-style-type: none"> – Complex grammatical structures and varieties – Extension of general vocabulary, – Specialist business language and texts – Learning aids <p>Target level B2 and C1, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Specialist business vocabulary

	<ul style="list-style-type: none"> – Different styles and degrees of formality – Advanced writing – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Errico-Reiter, Rosa, Esposito, Maria A., Grandi, N. (2010): Campus Italia A1/A2: Lehr- und Arbeitsbuch, Stuttgart: Klett.</p>

Japanese 3

Status: January 2014

Module-Nr./ Code	0.5.3 JAP 3
Module title	Japanese 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Elective (if Japanese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 JAP2
Applicability of the module	Interconnections with JAP1 and JAP2 and CSOC. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Tanya Wodopia
Teaching language	Japanese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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"> – read and write brief standard texts, – carry out dialogues in everyday situations with a suitable level of complexity.
Content of the module	<ul style="list-style-type: none"> – Extension of basic grammar forms – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Clarke, H.D.B., Hamamura, Motoko (2003): Colloquial Japanese: The complete course for beginners. London (u.a.): Routledge.</p>

Portuguese 3

Status: January 2014

Module-Nr./ Code	0.5.3 POR3
Module title	Portuguese 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective (if Portuguese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 POR2
Applicability of the module	Interconnections with POR1 and POR2 and CSOC. This module is part of all the undergraduate programs at Karlshochschule International University
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Vilza Cristina Muricy-Geiger
Teaching language	Portuguese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A2 (Beginners), B1 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test (15' oral form listening comprehension and oral

	expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with more complex everyday situations and everyday business situations in the spoken language, – write simple texts in Portuguese. <p>Intermediate:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports) <p>Advanced:</p> <ul style="list-style-type: none"> – follow complex business communication situations and take part in them using the spoken language, – write longer texts with analytical contents in Portuguese
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Increase vocabulary and perfect their grammar knowledge in order to further improve their speaking and writing skills (discussion, expressing opinions, presenting an argument, negotiations) as well as training listening and reading comprehension skills. – Use of language in business situations. <p>Target level A2 and B1, specifically:</p> <ul style="list-style-type: none"> – Complex grammatical structures and varieties – Extension of general vocabulary, – Specialist business language and texts – Learning aids <p>Target level B2 and C1, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Specialist business vocabulary

	<ul style="list-style-type: none"> – Different styles and degrees of formality – Advanced writing – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Eberlein O.F. Lima, Emma (2009): Novo Avenida Brasil: curso básico de português para estrangeiros. 2, Sao Paulo: E.P.U.</p> <p>Eberlein O.F. Lima, Emma (2009): Novo Avenida Brasil: curso básico de português para estrangeiros. 3, Sao Paulo: E.P.U.</p> <p>Prata, Maria (2010): Beleza! Brasilianisches Portugiesisch für Anfänger. A1+A2, Stuttgart: Klett. (Lehrbuch mit 2 Audio-CDs)</p> <p>Prata, Maria (2010): Beleza! Brasilianisches Portugiesisch für Anfänger. Stuttgart: Klett. (Arbeitsbuch)</p> <p>Osborne, Esmenia Simões (2005): Colloquial Portuguese of Brazil: the complete course for beginners. New York: Routledge.</p>

Russian 3

Status: January 2014

Module-Nr./ Code	0.5.3 RUS3
Module title	Russian 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective (if Russian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 RUS2
Applicability of the module	Interconnections with RUS1 and RUS2 and CSOC. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Natalia Ezhkova
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %

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

Spanish 3

Status: January 2014

Module-Nr./ Code	0.5.3 SPA3
Module title	Spanish 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective (if Spanish has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 SPA2
Applicability of the module	Interconnections with SPA1 and SPA2 and CSOC. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafort
Name(s) of the instructor(s)	Maritza Bayona, Gabriela Farah de Günther, Ana Garcia Merinero, Dr. Uta Köhler-Escobar, Aidé Blanca Melz
Teaching language	Spanish (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
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

	<p>Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014</p>
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with more complex everyday situations and everyday business situations in the spoken language, – write simple texts in Spanish. <p>Intermediate:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports) . <p>Advanced:</p> <ul style="list-style-type: none"> – follow complex business communication situations and take part in them using the spoken language, – write longer texts with analytical contents in Spanish.
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Increase vocabulary and perfect their grammar knowledge in order to further improve their speaking and writing skills (discussion, expressing opinions, presenting an argument, negotiations) as well as training listening and reading comprehension skills. – Use of language in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Complex grammatical structures and varieties – Extension of general vocabulary, – Specialist business language and texts – Learning aids <p>Target level B2 and C1, specifically:</p>

	<ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Specialist business vocabulary – Different styles and degrees of formality – Advanced writing – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>González Salgado, C. (2007): ene A1: der Spanischkurs. Medienkombination. Ismaning: Hueber.</p> <p>González Salgado, C., Sanz Oberberger, C. (2010): ene A2: der Spanischkurs. Medienkombination. 2. Aufl., Ismaning: Hueber.</p> <p>González Salgado, C., Alcántara Alcántara, F., Sanz Oberberger, C., Douterelo Fernández, E. (2010): ene B1.1: der Spanischkurs. Medienkombination. Ismaning: Hueber.</p> <p>González Salgado, C. et al. (2012): ene B1.2: der Spanischkurs. Medienkombination. Ismaning: Hueber.</p> <p>Gelabert, Maria J. (Hrsg.) (2007): Prisma avanza (B2): prisma del alumno. Madrid: Ed. Edinumen. Ismaning: Hueber.</p> <p>Pacheco, Azucena Encinas, González, Ana Hermoso, Espinosa, Alicia López (2007): Prisma avanza (B2): prisma de ejercicios. Madrid: Ed. Edinumen, Ismaning: Hueber.</p> <p>Gelabert, Maria J., Isa, David, Menéndez, Mar (2011): Nuevo Prisma: C1, libro del alumno. Madrid: Ed. Edinumen, Ismaning: Hueber.</p>

	<p>Castro, Genis, Ianni, José, V. (2011): Nuevo Prisma: C1; libro de ejercicios. Madrid: Ed. Edinumen, Ismaning: Hueber.</p>
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Introduction to the Language of the Host Country

Status: January 2014

Module-Nr./ Code	2.5.3. HOLA
Module title	Introduction to the Language of the Host Country
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Compulsory Elective (if the language has not been studied at Karlshochschule before)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None
Applicability of the module	This elective is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	N.N.
Teaching language	Host language (English, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') § 14 (2) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> – deal with simple everyday situations in the spoken language, – understand and deal with standard situations (e.g. filling in forms) using their knowledge of the written language.
Content of the module	Contents depend on international offers and on the learning agreement. Aforementioned outcomes will be guaranteed through selected course programs in the partner institution.
Teaching and learning methods of the module	
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Reading requirements depend on international offers and on the learning agreement. Recommendations will be given at the latest in the opening session of the course.</p>

Internship

Status: January 2014

Module-Nr./ Code	0.6.1 INTS
Module title	Internship
Semester or trimester	6 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None
Applicability of the module	This module is targeted at the transfer between theory and practice and has interconnections to all earlier modules of the program, especially to IPRO and APRO. This module is part of all the Bachelor programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Dirk Wagner
Name(s) of the instructor(s)	Professors acting as mentors in accordance with § 11 parag. 5 of the study and examination regulations
Teaching language	Depends on the location of the company
Number of ECTS credits	18
Total workload and its breakdown (e.g. self-study and contact hours)	540 hours (3 months = 480 hours internship and 60 hours for preparation and follow-up assignment)
Hours per week	3 hours per week for preparation and follow-up assignment

Assessment type / requirement for the award of credits	Internship analysis § 14 (10) CER 01.02.2014
Weighting of the grade within the total grade	9 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to (in accordance with the study and examination regulations):</p> <ul style="list-style-type: none"> – apply and transfer the theoretical knowledge they acquired during their studies to practical problems and use their academic knowledge to critically question their practical experience – describe processes and structures in the company where they carry out the internship – analyse the business model, value chain and corporate and business segment strategy of the company where they carry out their internship – put into context and reflect their own experiences in the company, generate ideas from practice for their own (lifelong) learning and their bachelor thesis and critically question practice with the methods of their subject – identify problems and obstacles when trying to implement what they've learnt in practice and develop criteria for a successful transfer between theory and practice – draw up an implementation plan to support this transfer on the basis of self-evaluation of their own strengths and weaknesses and organise learning partnerships, networks to exchange experiences or follow-up measures
Content of the module	<ul style="list-style-type: none"> – Contents in accordance with the study and examination regulations: – Practical activity in a business function in a company, association or comparable organisation. – The following functional areas come into consideration: <ul style="list-style-type: none"> • Management/general management • Organisation • Marketing • Distribution • Controlling, finance and accounting

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

Bachelor Thesis including its Defence

Status: January 2014

Module-Nr./ Code	0.6.2 BACH
Module title	Bachelor Thesis including its Defence (in accordance with §§ 15 and 16 of the study and examination regulations)
Semester or trimester	6 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	The students must have acquired 150 ECTS credits.
Applicability of the module	This module has connections to all earlier modules, especially to 0.1.3 WISS.
Person responsible for the module	Prof. Dr. Michael Zerr
Name(s) of the instructor(s)	Tutor in accordance with § 15 parag. 4 of the study and examination regulations
Teaching language	English / German
Number of ECTS credits	12 (11 + 1)
Total workload and its breakdown (e.g. self-study and contact hours)	360 hours (thesis: 2 months plus preparation of the thesis defence)
Hours per week	
Assessment type / requirement for the award of credits	Bachelor Thesis (weighting: 80 %) and Defence of the Bachelor Thesis (weighting: 20 %) §§ 15 + 16 CER 01.02.2014

Weighting of the grade within the total grade	16 %
Qualification objectives of the module	<p>In accordance with § 15 parag. 1 and § 16 parag. 1 of the study and examination regulations students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> - investigate and answer an academic question independently using academic methods within a given time period - give an oral presentation (no slides) summarising the results of their work (max. 10 mins) and defend it with informed academic arguments in a discussion (max. 20 mins)
Content of the module	Bachelor Thesis and defence of the Bachelor Thesis in accordance with §§ 15 and 16 of the study and examination regulations.
Teaching and learning methods of the module	Self-directed learning, support, if needed by the professor in charge
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	No special requirements, appropriate use of literature given in the modules 0.1.1 IMQM (0.1.1 EMQM) and 0.1.3 SCIE (0.1.3 WISS)