

Bachelor-Studiengang
International Business

Modulbeschreibungen

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Zielsetzung

Bildungsziel des Studiengangs „International Business“ ist der Erwerb der Kompetenz, auf der Grundlage eines breiten und kritischen Wissens und Verstehens der Managementwissenschaft und der Spezifika internationaler Unternehmungen ökonomische Fragestellungen im inter-nationalen Kontext mithilfe wissenschaftlicher Theorien, Prinzipien und Methoden zu durchdringen, zu analysieren, zu bewerten und zu interpretieren und darauf aufbauend in internationalen Kontexten und internationalen oder international tätigen Unternehmen oder Organisationen kompetent, angemessen und effektiv sowie nachhaltig und ethisch reflektiert zu handeln, Märkte und Ressourcen zu erschließen, Organisationen zu entwickeln, relevante Managementfunktionen wahrzunehmen und in Teams aktiv gestaltende Rollen und Verantwortung zu übernehmen.

Der Fokus liegt dabei übergreifend auf einem differenzierten Kompetenzerwerb im General Management (Analyse, Planung, Umsetzung, Kontrolle/ Feedback und Innovation) sowie spezifisch in den internationalen Aspekten einerseits der unternehmerischen Funktionsbereiche Marketing, Operations und Finance und andererseits der makroökonomischen, kulturellen und politischen Rahmenbedingungen der Unternehmenstätigkeit in anderen Kulturen und unter spezifischen Entwicklungsbedingungen und wird ergänzt um Sprachkompetenz in zwei Fremdsprachen und die in Unternehmensprojekten und dem Internship eingeübte Fähigkeit zur Umsetzung in die Praxis.

Integraler Bestandteil der Zielsetzung ist eine ausgeprägte und an ethisch-normativen Fragestellungen und gesellschaftlichen Implikationen und Konsequenzen des eigenen Handelns orientierte Persönlichkeitsentwicklung.

Curriculumsübersicht

| Curriculumsübersicht - "International Business" | | | | | | | | | | | | |
|---|--|-----------|-----------|-----------|-----------|-----------|-----------|--------|--------|------|---------------------|------------------------|
| Modul-Code | Bezeichnung | Semester | | | | | | Gesamt | | | Prüfungsleistungen | Gewicht für Gesamtnote |
| | | 1 | 2 | 3 | 4 | 5 | 6 | SWS | Selbst | ECTS | | |
| 1.1.1 GECO | Global Economy | 6 | | | | | | 4 | 124 | 6 | Exam. 120 | 3,0% |
| 0.1.1 IMQM | Introduction to Management and its Quality | 10 | | | | | | 8 | 188 | 10 | Exam. 240 | 5,0% |
| 0.1.2 BENV | Business Environment | 5 | 5 | | | | | 8 | 188 | 10 | Case Study | 5,0% |
| 0.1.3 SCIE | Introduction to Scientific Research Methods | 5 | 5 | | | | | 8 | 188 | 10 | Learner's Portfolio | 5,0% |
| 0.1.4 EFL1 | English as a Foreign Language 1 | 4 | | | | | | 4 | 64 | 4 | Exam. 90; Test | 2,0% |
| 1.1.2 GER1 | German 1 | 4 | | | | | | 4 | 64 | 4 | Exam. 90; Test | |
| 1.2.1 INMN | International Management | | 6 | | | | | 5 | 110 | 6 | Wr. Assignment | 3,0% |
| 0.2.1 IKMK | Intercultural Marketing | | 5 | | | | | 3 | 108 | 5 | Presentation | 2,5% |
| 0.2.2 STRA | Basic Principles in Strategic Management | | 5 | | | | | 3 | 108 | 5 | Exam. 120 | 2,5% |
| 0.2.3 EFL2 | English as a Foreign Language 2 | | 4 | | | | | 4 | 64 | 4 | Exam. 90; Test | 2,0% |
| 1.2.3 GER2 | German 2 | | 4 | | | | | 4 | 64 | 4 | Exam. 90; Test | |
| 1.3.1 ARST | Area Studies | | | 6 | | | | 4 | 124 | 6 | Presentation | 3,0% |
| 1.3.2 MOPS | Managing Operations Globally | | | 6 | | | | 4 | 124 | 6 | Exam. 120 | 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, Organization | | | 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 | | | | | | | | | | | |
| 1.4.1 SUDE | Sustainable Development | | | 6 | | | | 3 | 138 | 6 | Wr. Assignment | 3,0% |
| 1.4.2 IFAS | International Finance and Sustainability | | | 6 | | | | 3 | 138 | 6 | Seminar Paper | 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 | | | | | | | | | | | |
| 1.5.1 CIIM | Current Issues in International Management | | | | | 6 | | 4 | 124 | 6 | Essay | 3,0% |
| 1.5.2 IMOF | Compulsory Elective: Internationalization | | | | | 6 | | 3 | 138 | 6 | dep. on partner | 3,0% |
| 0.5.1 EIMx | Elective: Ethics in Management | | | | | 6 | | 3 | 138 | 6 | Essay | 3,0% |
| 0.5.2 CHIN | Change and Innovation | | | | | 6 | | 3 | 138 | 6 | Learner's Portfolio | 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 | | | | | | |

Global Economy

Status: January 2014

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| Module-Nr./ Code | 1.1.1 GECO |
| Module title | Global Economy |
| Semester or trimester | 1 st semester |
| Duration of module | One Semester |
| Course type (Mandatory, elective, etc.) | Mandatory |
| If relevant, course units within the module | - |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | This module is interrelated with the module Business Environment (BENV) in the same semester and with International Management (INMN) in the 2 nd semester as well as with Area Studies (ARST, 3 rd semester), Sustainable Development (SUDE, 4 th semester) and Ethics in Management (EIMx, 5 th Semester). No applicability of the module to other programs. |
| Person responsible for the module | Prof. Dr. Dirk Wagner |
| Name(s) of the instructor(s) | N. N. Karl-Heinz Thielmann |
| Teaching language | English |
| Number of ECTS credits | 6 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 180 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 |

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| Weighting of the grade within the total grade | 3 % |
| Qualification objectives of the module | <p>Students who have successfully participated in this module will:</p> <ul style="list-style-type: none"> – present an introduction to the history of commerce and trade – discuss the most basic concepts that define international business – present the theories and models that facilitate the analysis of international economic activity – describe the environmental factors, major institutions and basic regulations that effect the organizational type and strategy, as well as the processes involved in doing business abroad – denominate and present the processes of globalization and internationalization from an interdisciplinary perspective, and the implications of each for firms and managers |
| Content of the module | <ul style="list-style-type: none"> – Brief History of Commerce and Trade – Introduction to Economic Theory – Globalisation and Internationalisation – Fundamental Aspects of Currencies and Exchange rate Systems – Basic International Trade Regulation and Law – Relationship of cultural Factors and Corporate Responsibility on IB – International Actors: States, Companies and Multinationals – International Business Strategy – International Business Operative Functions – Examples of Companies and Countries from |

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| | all continents, in particular with respect to how their profile affects the ability to compete. |
| Teaching and learning methods of the module | Theoretical components will interact with case studies and exercises (group and individual). |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | |
| Literature (Required reading/supplementary recommended reading) | <p><u>Required reading:</u></p> <p>Sitkin, Alan; Bowen, Nick (2013): International business: Challenges & Choices. 2. ed., Oxford: Oxford Univ. Press.</p> <p>Shenkar, Oded; Luo, Yadong (2008): International business. 2. ed., Los Angeles (u.a.): Sage.</p> <p><u>Optional Reading:</u></p> <p>Eicher, Theo S.; Mutti, John H.; Turnovsky, Michelle H. (2009): International Economics. 7. ed., London (u.a.): Routledge Chapman & Hall.</p> <p>Johnson, Debra; Turner, Colin (2010): International Business: Themes and Issues in the Modern Global Economy. 2. ed., London (u.a.): Routledge Chapman & Hall.</p> <p>Krugmann, Paul; Obstfeld, Maurice; Melitz, Marc J. (2011): International Economics: Theory & Policy. 9. ed., Boston (u.a.): Pearson.</p> <p>Menipaz, Ehud; Menipaz, Amit (2011): International Business: theory and practice. Sage.</p> <p>Rugman, Alan M. (2010): The Oxford Handbook of International Business. 2. ed., Oxford: Oxford University Press.</p> <p>Sharma, Ruchir (2012): Breakout Nations: in Pursuit of the Next Economic Miracles. New York (u.a.): Norton.</p> <p>Stutz, Frederick P. (2007): The world economy: resources, location, trade and development. 5. ed., Boston (u.a.): Pearson.</p> |

**Introduction to Management
and its Quantitative Methods**

Status: January 2014

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| Module-Nr./ Code | 0.1.1 IMQM |
| Module title | Introduction to Management and its Quantitative Methods |
| Semester or trimester | 1 st semester |
| Duration of module | One Semester |
| Course type (Mandatory, elective, etc.) | Mandatory |
| If relevant, course units within the module | - |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | This module is an introduction to the management cycle and has interconnections to the modules, BENV (analyze), STRA (plan), RESO (do), MACC (check), CHIN (act) and to the especially distinguishing module EIMx as well as to the IB specific modules of the program INMN, IKMK, MOPS, SUDE, IFAS, CIIM and IMOF. No applicability of the module to other programs. |
| Person responsible for the module | Prof. Dr. Lutz Becker |
| Name(s) of the instructor(s) | Prof. Dr. Lutz Becker Prof. Dr. Henk van Elst, Prof. Dr. Bernd Ankenbrand Prof. Dr. Melodena Balakrishnan |

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| Teaching language | English |
| Number of ECTS credits | 10 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 300 hours (contact hours =112, self-study = 188 hours) |
| Hours per week | 8 |
| Assessment type / requirement for the award of credits | Written examination 240' (end of term) § 14 (2) CER 01.02.2014 |
| Weighting of the grade within the total grade | 5 % |
| Qualification objectives of the module | <p>The performance objectives are to be achieved through an integrative approach.</p> <p>A broad range will be covered. Students are meant to acquire a 360° perspective of administrative tasks, personnel-related responsibilities and the diverse roles of a manager as well as an understanding of conceptual tools and analytical methods to be able to describe business activities and suggest coherent solutions to problems in an integrative way. The learning of tasks and the understanding of how to apply methods and tools shall be supported by a constructivist approach to knowledge building and based on the use of case studies and practice exercises.</p> <p>Students who have successfully participated in this module will be able to</p> <ul style="list-style-type: none"> – describe the fundamentals of management as well as the roles, tasks and responsibilities of a manager in different types of organizations, – define the players and institutions relevant to areas of managerial activity and their interdependence – differentiate the goals and tasks of general and functional management, as |

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| | <p>well normative, strategic and operational management</p> <ul style="list-style-type: none"> – demonstrate the concept of the value chain, thereby distinguishing primary, coordination and supporting activities – describe management as a comprehensive function of planning, deploying and controlling resources, based on the PDCA-Cycle – identify an appropriate way to handle different managerial situations and challenges (quantitative, qualitative, objectivistic, interpretative) – Describe the financial flows along the value chain as well as the requirements and principles of accounting, financing and investmentsolve problems in Linear Algebra and Analysis and apply these mathematical methods to quantitative problems in management – to apply knowledge and challenge the use of knowledge critically when addressing current issues and working on selected case studies |
| Content of the module | <ul style="list-style-type: none"> – The historical approach and selected concepts of the evolution of management as a discipline – The enterprise as a multifunctional socio-technical system, as illustrated by M. E. Porter’s value chain – The goals and tasks of general, functional and project management – The normative, strategic and operational levels of management – The rolls, responsibilities, tasks and capabilities of management, as understood after critical reflection and from a constructivist perspective – The resources of an organization and the situation-specific deployment of the managerial tools, especially when developing goals, planning, organizing, delegating and controlling outcomes |

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| | <p>under complex ambiguous conditions</p> <ul style="list-style-type: none"> – The integration of quantitative methods in managerial processes, in particular: <ul style="list-style-type: none"> • concepts of financial activities • principles of managerial accounting • foundations of financial reporting • understanding of the investment process • valuation methods • Linear Algebra: solving linear systems of simultaneous equations by means of Gaussian elimination; application of these methods in the context of Leontief’s Input–Output–Model. • Linear Programming: graphical method for solving problems with two variables; systematic solution by means of the simplex algorithm. • Analysis: Differentiation of real–valued functions of one variable. Discussion of properties of typical economical functions of one variable; determination of roots, local extremal values and points of inflection such as break-even points and maximum returns. Description of absolute/relative rates of change in economic functions; elasticity: elastic, inelastic and proportional-elastic behaviour. Simple rules of integration for real–valued functions of a single variable. Determination of consumer surplus and producer surplus. |
| Teaching and learning methods of the module | Interactive lectures, training sessions with the application of quantitative methods in managerial decision making processes |

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| <p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p> | <p>The concept is based on a cycle of management lectures supported by parallel lectures and exercises in quantitative methods. The cycle will be coordinated by the responsible instructor including briefing, syllabus, common scripts, and de-briefing.</p> |
| <p>Literature (Required reading/supplementary recommended reading)</p> | <p><u>Required readings:</u> Daft, Richard L. (2014): New era of management. 11. ed., int. ed., Belmont: Cengage. [Selected chapters] Watson, Denzil, Head, Antony (2010): Corporate Finance. 5. ed., Harlow (u.a.): Financial Times Prentice Hall. [Selected chapters] Dowling, Edward T. (2009): Schaum's Outline of Mathematical Methods for Business and Economics. New York (u.a.): McGraw-Hill. [Selected chapters] <u>Supplementary Readings:</u> Schreyögg, Georg, Koch, Jochen (2010): Grundlagen des Managements: Basiswissen für Studium und Praxis. 2. Aufl., Wiesbaden: Gabler. Thommen, Jean-Paul, Achleitner, Ann-Kristin (2012): Allgemeine Betriebswirtschaftslehre - Umfassende Einführung aus managementorientierter Sicht. 7. Aufl., Wiesbaden: Gabler. Further readings, case studies and exercises will be submitted in class.</p> |

Business Environment

Status: January 2014

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| Module-Nr./ Code | 0.1.2 BENV |
| Module title | Business Environment |
| Semester or trimester | 1 st and 2 nd semester |
| Duration of module | 2 semesters |
| Course type (Mandatory, elective, etc.) | Mandatory subject |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | This module is part of the management cycle (analyze) and has interconnections to the modules IMQM, STRA (plan), RESO (do), MACC (check), CHIN (act) as well as to the especially distinguishing module EIM and to the IB specific modules of the program GECO, INMN, IKMK, ARST, MOPS, SUDE, IFAS, CIIM and IMOF. |
| Person responsible for the module | Prof. Michael Gassner |
| Name(s) of the instructor(s) | Ekaterina Zatonova |
| Teaching language | English |
| Number of ECTS credits | 10 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 300 hours (contact hours =112, self-study = 188 hours) |
| Hours per week | 8 |

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| Assessment type / requirement for the award of credits | Case Study (at the end of the 2 nd semester) § 14 (12) CER 01.02.2014 |
| Weighting of the grade within the total grade | 5 % |
| 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 political, economic, socio-cultural, technological, environmental and legal factors that influence entrepreneurial activities on a local, regional and national level and their interrelations – present, classify and interpret current economic issues and the main macro-economic theoretical approaches and models – describe the basic environmental factors, players, institutions and instruments of (economic and) political activities and critically interpret political decisions regarding the use of the community's resources – explain the importance of the legal system in a national and international context and take entrepreneurial actions drawing on a knowledge of civil law, business law, trade law and labour law – conduct a PESTEL analysis |
| Content of the module | <ul style="list-style-type: none"> – Political, economic, social, technological, environmental and legal conditions for entrepreneurial activities – Decision-makers, instruments and objectives of economic policy – The importance of political institutions and relations for entrepreneurial activities – Economic systems – Basic principles of macro-economics – Analysis of economic circulation and macro-economic accounting – Development of economic indicators – Main areas of macro-economics – Societal and demographic framework for |

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| | <p>entrepreneurial activities</p> <ul style="list-style-type: none"> – The role of law in regulating interaction in society and as a location factor – Public law: guarantee of freedom and a reliable legal framework – Forms of civil law relevant to entrepreneurial activities. e.g.: <ul style="list-style-type: none"> ○ Basic principles of sales contracts ○ Basic principles of contracts for work and labour ○ Basic principles of company law ○ Basic principles of trade law ○ Basic principles of labour law – Comparison of different legal cultures and forms of cross-border business ventures – PESTEL analysis |
| <p>Teaching and learning methods of the module</p> | <p>Combination of interactive lectures, seminars and self-study: Interactive lectures (instruction) Seminars with case studies of location decisions and country analyses (constructed by students under supervision) Self-study: autonomous preparation and follow-up (construction and reflection)</p> |
| <p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p> | <p>Case studies, business games, simulations, excursions to political institutions or corporations with current location decisions</p> <p>The topics of the guest lectures by international experts are “the effects of economic and political developments on international security, as well as political and economic relations” (e.g. business game “politics and international security (POL&IS)” as 4-day conference and excursion)</p> |
| <p>Literature (Required reading/supplementary recommended reading)</p> | <p><u>Required reading:</u></p> <p>Worthington, Ian, Britton, Chris (2009): The Business Environment. 6. ed., Harlow (u.a.): Financial Times Prentice Hall.</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 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]

Additional list of recommended reading:

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
Managementwissen, Konzepte – Methoden –
Praxis. 8. Aufl., Wiesbaden: Gabler.

Journals:

Journal of International Business Studies:

JIBS: a publication of the Academy of
International Business and the Western
Business School. Basingstoke (u.a.):
Palgrave Macmillan.

Introduction to Scientific Research Methods

Status: January 2014

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| Module-Nr./ Code | 0.1.3 SCIE |
| Module title | Introduction to Scientific Research Methods |
| Semester | 1 st and 2 nd semester |
| Duration of the module (Semester) | Two semesters |
| Course type (Mandatory, elective, etc.) | Mandatory |
| If relevant, course units within the module | - |
| Frequency of module | Once a year |
| Entry Requirements | None |
| Applicability of the module | This basic module has interconnections to all program-specific modules as well as to all general management modules. |
| Person responsible for the module | Prof. Dr. Henk van Elst |
| Name(s) of the instructor(s) | Prof. Dr. Henk van Elst, Prof. Dr. Wendelin Küpers |
| Teaching language | English |
| Number of ECTS-Credits | 10 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 300 hours (contact hours = 112, self-study = 188 hours) |
| Hours per week | 8 |
| 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 | 5 % |
| Qualification objectives of the module | Students who have successfully participated in this module will be able to: |

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| | <ul style="list-style-type: none"> – appropriately apply methods and work techniques of empirical research and adequately implement qualitative and quantitative methods of analysis (e.g. frequency distributions, measures of central tendency, variance and association, correlation between two variables, linear regression) – understand and describe different approaches to the philosophy of science and epistemology; explain the relationship between the philosophy of science and standards of academic research in the management, economic and social sciences – prepare texts, graphs, spreadsheets and presentations using standard software; thereby, be able to communicate in an academically suitable manner as well as convincingly present results |
| Content of the module | <ul style="list-style-type: none"> – The philosophy of science and epistemology – Diverse methods of academic inquiry (scientific interest, research question, theories, hypotheses, methods, inter-textual discourse, literature research) – Diverse methods of empirical social research, including the basic statistical principles that support quantitative methodologies – The foundations of descriptive and inferential statistics – The standards of scientific communication (e.g. norms of citation and bibliography) – Different techniques for learning and carrying out academic work |
| Teaching and learning methods of the module | Lectures, Exercises, Self-Study |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | General use of the SPSS and EXCEL/OpenOffice software packages for statistical data analysis. Regular seminar talks by external researchers integrated. |
| Literature (Required reading/supplementary recommended reading) | <p><u>Required reading:</u></p> <p>Berg, B. L. (2009): Qualitative research methods for the social sciences. 7. ed., Boston (u.a.): Allyn & Bacon.</p> |

Donnelley, J. P., Trochim, M. L., (2010): Research methods: The concise knowledge base WORKBOOK. 2 ed., Mason: Atomic Dog Publishing/Cengage.

Flick, U. (2014): An introduction to qualitative research. 5. ed., Los Angeles: Sage.

Levin, J. A., Fox, J. A., Forde, D. R. (2010): Elementary Statistics in Social Research. 11 ed., München: Pearson Education. [selected chapters]

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

van Elst, H. (2008–2013): Foundations of Descriptive and Inferential Statistics. eprint arXiv:1302.2525v2 [stat.AP]. [Chs. 1 to 5 and 9 to 13]

Supplementary Readings:

Alasuutari, P., Bickman, L. (2008): SAGE Handbook of Social Research Methods. Los Angeles (u.a.): Sage.

Bickman, L., Rog, D. J. (2009): SAGE Handbook of applied social research methods. Los Angeles (u.a.): Sage.

Brink, A. (2007): Anfertigung wissenschaftlicher Arbeiten. 3. ed., München: Oldenbourg Verlag.

Denzin, N. K., Lincoln, Y. S. (2008): The landscape of qualitative research. Los Angeles (u.a.): Sage.

Matthew, D., Sutton, C. D. (2011): Social research: An introduction. 2. ed., Los Angeles (u.a.): Sage Sage.

Saunders, M., Lewis, P. (2012): Research methods for business students. 6. ed., Harlow: Financial Times Prentice Hall.

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| | Silverman, D. (2013): Doing Qualitative Research. 4. ed., Los Angeles (u.a.): Sage. |
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English as a Foreign Language 1

Status: January 2014

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| 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 C1 |
| Applicability of the module | Interconnections with EFL2. |
| 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 upper C1.1 level 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 % |

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| <p>Qualification objectives of the module</p> | <p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – communicate in a broad variety of business situations in the English language, – know advanced terminology used in business as well as parts of the language for specific purposes and apply the terminology in practical business situations, – write complex texts, – use 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 C1.1 (according to the Common European Framework of Reference for Languages)</p> |
| <p>Content of the module</p> | <p>Introduction to general business English terminology and 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> |
| <p>Teaching and learning methods of the module</p> | <p>Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production.</p> |
| <p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p> | <p>Special features are specified at the beginning of the semester.</p> |
| <p>Literature (Required reading/supplementary recommended reading)</p> | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>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.): Pearson Longman.</p> |

Trappe, Tonya, Tullis, Graham (2011): Intelligent Business: Advanced Coursebook/CD Pack. 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

German as a Foreign Language 1

Status: January 2014

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| Module-Nr./ Code | 1.1.2 GER1 |
| Module title | German as a Foreign Language 1 |
| Semester or trimester | 1 st Semester |
| Duration of module | Single semester |
| Course type (Mandatory, elective, etc.) | Mandatory module with elective possibilities |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None (placement test) |
| Applicability of the module | Interconnections with GER2. |
| Person responsible for the module | Prof. Dr. Francisco Javier Montiel Alafont |
| Name(s) of the instructor(s) | Daniela Kleinheinz, Ingrid Loeb |
| Teaching language | German. (English if the students do not meet language requirements) |
| Number of ECTS credits | 4 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 120 hours (contact hours = 56, self-study = 64 hours) |
| Hours per week | 4 |
| Assessment type / requirement for the award of credits | Reach the level A1-A2 or B1-B2 according to the Common European Framework of Reference for Languages, CEFR |

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| | <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 | 2 % |
| Qualification objectives of the module | <p>Students who have successfully participated in this module will be able to:</p> <p>either</p> <ul style="list-style-type: none"> – deal with simple everyday situations in the spoken language, – understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language (target level A1-A2, with no previous knowledge of the language), <p>or</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents (target level B1-B2, with previous knowledge of the language with approx. three years of German at school). |
| Content of the module | <p>The contents in general:</p> <ul style="list-style-type: none"> – Communication skills in everyday situations – Pronunciation and intonation – General vocabulary – Basic grammar – Business vocabulary – Simple application of the language in professional situations – Production of simple texts – Initial contact with the civilisation and culture of the German-speaking world <p>Target level A1-A2, specifically:</p> <ul style="list-style-type: none"> – The basics of the phonetic and written form of the foreign language – Basic grammatical structures |

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| | <ul style="list-style-type: none"> - 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><u>Recommendations to purchase books are made before the beginning of the semester.</u></p> <p><u>Language textbook:</u></p> <p>Aufderstraße, Hartmut, Müller, Jutta, Storz, Thomas (2007): Delfin Lehrbuch + Arbeitsbuch, Teil 1, Lektion 1-7. Niveau A1. Ismaning: Hueber.</p> <p>Aufderstraße, Hartmut, Müller, Jutta, Storz, Thomas (2008): Delfin Lehrbuch + Arbeitsbuch, Teil 2, Lektion 8-14. Niveau A2. Ismaning: Hueber.</p> <p>Aufderstraße, Hartmut, Müller, Jutta, Storz, Thomas (2007): Delfin Lehrbuch + Arbeitsbuch, Teil 3, Lektion 15-20. Niveau B1. Ismaning: Hueber.</p> <p>Koithan, Ute, Lösche, Ralf-Peter (2013): Aspekte: Mittelstufe Deutsch: 2, Lehrbuch + Arbeitsbuch. Niveau B2. München: Klett-Langenscheidt.</p> |

International Management

Status: January 2014

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| Module-Nr./ Code | 1.2.1 INMN |
| Module title | International Management |
| Semester or trimester | 2 nd semester |
| Duration of module | One semester |
| Course type (Mandatory, elective, etc.) | Mandatory |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | <p>This module is interrelated with the modules Global Economy (GECO), Business Environment (BENV), and Introduction to Management and its Quantitative Methods (IMQM) from the previous semester as well as Intercultural Marketing (IKMK) and Basic Principles in Strategic Management (STRA) in the same semester. It is further interrelated with the modules Resources (RESO) and Managing Operations Globally (MOPS) in the 3rd semester as well as with International Finance and Sustainability (IFAS), Sustainable Development (SUDE) and Managerial Accounting (MACC) in the 4th semester. The modules Current Issues in International Management (CIIM) and Internationalisation (IMOF), Ethics in Management (EIMx) and Change and Innovation (CHIN) are also interrelated. No applicability of the module to other programs.</p> |
| Person responsible for the module | Prof. Dr. Dirk Wagner |
| Name(s) of the instructor(s) | Prof. Dr. Dirk Wagner |
| Teaching language | English |

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| Number of ECTS credits | 6 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 180 hours (contact hours = 70, self-study = 110 hours) |
| Hours per week | 5 |
| 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 | <p>Following the successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> – Adopt an intercultural perspective for evaluating international management issues. – Comprehend the complexities of multinational and cross-cultural business and organizational activities. – Distinguish between different market entry strategies and chose an appropriate approach to international expansion. – Identify the basic types of international organizational structures and be able to suggest which fits a given international business strategy or certain market conditions better. – Appreciate from an interdisciplinary view issues that have an important influence on management decisions in international business, including: foreign regulation, trade agreements, organizational governance and ethics. – Practice determining business strategy and structure, choosing market entry modes, and setting operative planning requirements, as well as analysing their suitability given realistic conditions and limitations based corporate case studies. |
| Content of the module | <ul style="list-style-type: none"> – Foundations in intercultural management, including definition of external and internal factors that influence managing in foreign and across different cultures, models on how to compare cultures and an orientation to how language and other |

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| | <p>forms of communication affect understanding and cooperation.</p> <ul style="list-style-type: none"> – Cross-cultural management skills, such as acceptance of ambiguity, identifying how contextual aspects influence understanding and collaboration, and acceptance of cultural diversity. – Issues that influence organizational and commercial communication abroad, including managing multi-cultural teams, foreign job assignment, and international corporate culture. – Influence of global competition on the need for internationalization of business. – Application of economic concepts in order to assess the potential for entering foreign markets, and evaluate the important issues that influence medium to longer-term business growth in different foreign markets. – Definition and suitability of the diverse modes of entry into foreign markets, including Internal versus External modes, Greenfield investment vs. acquisitions, strategic alliances, and joint ventures. – Introduction to the types and purposes of different International Management Strategies. – International business planning, including, contingency planning and budgeting of resources. – Factors that influence the development International Business operations, including Marketing channels, international negotiation, contracting and account management. – International Governance and Organizational Sustainability. – Ethical issues in international management, including distribution of wealth, corruption, bribery, and natural environment. |
| Teaching and learning methods of the module | Theoretical components will interact with case studies and exercises (group and individual). |

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| <p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p> | |
| <p>Literature (Required reading/supplementary recommended reading)</p> | <p><u>Required reading:</u></p> <p>Morschett, Dirk; Schramm-Klein, Hanna; Zentes, Joachim (2010): Strategic International Management: Text and Cases. 2. ed., Wiesbaden: Gabler.</p> <p>House, Robert J. (2006): Culture, leadership, and organizations: The GLOBE study of 62 societies, SAGE. (copies of selected parts provided in class: http://business.nmsu.edu/programs-centers/globe/publications/ in particular, CULTURAL INFLUENCES ON LEADERSHIP AND ORGANIZATIONS: PROJECT GLOBE).</p> <p>Aritz, Jolanta; Walker, Robyn C. (2010): Cognitive organization and identity maintenance in multicultural teams. In: Journal of Business Communication, 47(1), 20-41.</p> <p><u>Supplementary recommended reading:</u></p> <p>Chhokar, Jagdeep S.; Brodbeck, Felix C.; House, Robert J. (eds.) (2008): Culture and Leadership across the world: the GLOBE Book of In-Depth Studies of 25 Societies. Mahwah (u.a.): Erlbaum.</p> <p>Edwards, A.; Wilson, J.R. (2004): Implementing Virtual Teams. Aldershot (u.a.): Gower Publ.</p> <p>Hill, Charles W.; Requejo, William H. (2011): Global business today. 7. ed., New York (u.a.): McGraw Hill.</p> <p>Hofstede, Geert; Hofstede, Gert Jan (2010): Cultures and organizations: software of the mind. 3. ed., New York (u.a.): McGraw Hill.</p> <p>Mead, Richard; Andrew, Tim G. (2009): International Management: Culture and Beyond. 4. ed., Chichester: Wiley.</p> |

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| | <p>Phatak, Arvind V.; Bhagat, Rabi S.; Kashlak, Roger (2009): International management: managing in a diverse and dynamic global environment. 2. ed., New York (u.a.): McGraw Hill.</p> |
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Intercultural Marketing

Status: January 2014

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| Module-Nr./ Code | 1.2.2 IKMK |
| Module title | Intercultural Marketing |
| Semester or trimester | 2 nd Semester |
| Duration of module | One Semester |
| Course type (Mandatory, elective, etc.) | Mandatory |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | <p>This module is interrelated with the modules Business Environment (BENV), and Introduction to Management and its Quantitative Methods (IMQM) from the previous semester as well as International Management (INMN) and Basic Principles in Strategic Management (STRA) in the same semester. It is further interrelated with the modules Managing Operations Globally (MOPS), Introductory Company Project (IPRO) in the 3rd semester as well as Sustainable Development (SUDE) and Advanced Company Project (APRO) in the 4th semester. The modules Current Issues in International Management (CIIM), Internationalisation (IMOF), Ethics in Management (EIMx) and Change and Innovation (CHIN) are also interrelated.</p> <p>This module is part of both the IB and the IMC program.</p> |
| Person responsible for the module | Prof. Dr. Francisco Javier Montiel Alafont |
| Name(s) of the instructor(s) | Prof. Dr. Melodena Balakrishnan |
| Teaching language | English |

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| Number of ECTS credits | 5 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 150 hours (contact hours = 42, self-study = 108 hours) |
| Hours per week | 3 |
| Assessment type / requirement for the award of credits | Presentation § 14 (9) CER 01.02.2014 |
| Weighting of the grade within the total grade | 2.5 % |
| Qualification objectives of the module | <p>Following the successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> – understand the fundamentals of marketing strategy, operational marketing and market analysis at a national and international level – distinguish between aspects of (national) marketing strategy and cultural aspects of international marketing – appreciate the importance of intercultural awareness in investigating and operating in foreign markets – describe and discuss the similarities and differences as well as the chances and risks between national, international and intercultural Marketing – apply basic concepts of customer, market and competitor analysis at a national and an international level – explain and discuss the elements of the marketing mix (product, pricing, promotion and distribution), and be able to suggest appropriate application of marketing tools in the context of a foreign market – define the objectives of doing business in more than one market and how to optimize marketing systems to give better results – evaluate marketing decisions and suggest viable marketing initiatives for international products and marketing campaigns – appreciate the difference between branding at the national, regional and global level – explain and discuss cultural barriers to trade and explore ways of overcoming them |
| Content of the module | <ul style="list-style-type: none"> – the basic concepts and tools of Strategic Marketing at the national and international level, including segmentation, positioning, |

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| | <p>USP and branding</p> <ul style="list-style-type: none"> – the influence of local culture on the decision-making context when attempting to apply Marketing Strategy in foreign markets – the development of Marketing strategy and adjustment of Marketing strategies to fit local (international) culture, market conditions and customer needs – customer, company and competitor analysis at the national and international level – the application of core concepts of Operational Marketing (e.g. 4Ps, CRM and communication mix) in the context of meeting customer needs across different cultures – the application of Marketing concepts and tools to facilitate decision-making in and across foreign markets, including: country of origin effect, country image, international branding, cultural positioning and Marketing in the Internet – the definition of Market and Marketing Research and explanation of their usefulness in investigating foreign market potential – the essential elements for planning international Marketing programs |
| <p>Teaching and learning methods of the module</p> | <p>In addition to classroom instruction, the course includes:</p> <ul style="list-style-type: none"> – case studies – a business game – training films – student presentations – cultural exercises – Marketing assessments |
| <p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p> | |
| <p>Literature (Required reading/supplementary recommended reading)</p> | <p><u>Required reading:</u></p> <p>Cateora, Philip R.; Graham. John, L. (2008): International marketing. 11. ed., New York (u.a.): McGraw Hill.</p> <p><u>Supplementary recommended reading:</u></p> <p>Dahlén, Michael; Lange, Frederick; Smith, Terry (2010): Marketing Communications: a brand narrative Approach. Chichester: Wiley.</p> <p>Kurtz, David L. (2014): Principles of</p> |

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| | <p>Contemporary Marketing. 16. ed., internat. ed., Mason, Ohio: Cengage.</p> |
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Hanson, W.; Kalyanam, K. (2007): Internet
Marketing & e-Commerce. Mason, Ohio:
Thomson.

Basic Principles in Strategic Management

Status: January 2014

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| Module-Nr./ Code | 0.2.2 STRA |
| Module title | Basic Principles in Strategic Management |
| 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 | As a general rule, the successful completion of the module 0.1.1 IMQM is required. |
| Applicability of the module | This module is part of the management cycle (plan) and has interconnections to the earlier modules IMQM, BENV (analyze), the later modules RESO (do), MACC (check), CHIN (act) as well as to the especially distinguishing module EIM and to the IB specific modules of the program INMN, IKMK, ARST, MOPS, SUDE, IFAS, CIIM and IMOF. |
| Person responsible for the module | Prof. Dr. Lutz Becker Prof. NN |
| Name(s) of the instructor(s) | Prof. Dr. Lutz Becker |
| Teaching language | English |
| Number of ECTS credits | 5 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 150 hours (contact hours = 42, self-study = 108 hours) |

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| Hours per week | 3 |
| Assessment type / requirement for the award of credits | Written examination 120' (at the end of the semester) § 14 (2) CER 01.02.2014 |
| Weighting of the grade within the total grade | 2.5 % |
| 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"> – explain the significance and the steps of strategic decision-making processes on global markets – describe and apply selected methods to analyse international corporations, business environments, markets and competition. – compare different concepts of strategic management, formulate strategic alternatives and systematically select suitable strategic alternatives – apply methods to implement a strategy – understand the role of strategies in building a social construction and in interacting with corporate environments and develop an ability to critically reflect on these |
| Content of the module | <ul style="list-style-type: none"> – Strategic mindsets and strategic concepts <ul style="list-style-type: none"> ○ Historical approach ○ Contingency theory-based ○ Interaction theory-based approaches ○ Market-based view ○ Resource-based view ○ Entrepreneurship ○ Corporate strategy ○ Competitive strategy ○ Functional strategies <ul style="list-style-type: none"> ▪ Strategic talent management ▪ F&E and technology strategies ▪ Sourcing strategies |

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| | <ul style="list-style-type: none"> – The process of strategic management <ul style="list-style-type: none"> ○ Conceptual approaches ○ Target setting ○ Strategic planning ○ Strategy implementation ○ Strategic supervision – Strategic methods and frameworks <ul style="list-style-type: none"> ○ SWOT ○ Competitive analysis ○ Portfolio analysis ○ Five forces ○ Diamond model ○ Weak signals and early recognition ○ Anticipation ○ 7-S framework (McKinsey) ○ PPM (Project Portfolio Management) – Strategic management and business development – Critical reflection on strategy and society |
| Teaching and learning methods of the module | Interactive lectures, groupwork, working with documentary material, case studies, media |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | Guest lectures by industry practitioners and academics |
| Literature (Required reading/supplementary recommended reading) | <p><u>Required reading:</u></p> <p>Stacey, R. D. (2011): Strategic Management and Organisational Dynamics. 6. ed., Harlow (u.a.): Financial Times Prentice Hall.</p> <p><u>Supplementary list of recommended reading:</u></p> <p>Carlzon, Jan (1987): Moments of Truth. Cambridge: Ballinger/Harper's. (selected excerpts).</p> <p>Luthans, Fred, Doh, Jonathan P. (2014): International Management: Culture, Strategy, and Behavior. 9. ed., New York: McGraw-Hill.</p> |

Mead, Richard, Andrew, Tim G. (2009): International Management: Culture and Beyond. 4. ed., Chichester (u.a.): Wiley.

Further Literature will be presented resp. distributed in class (Internet Sources, Media, Reader and/or Handouts).

Supplementary reading in German:

Pfriem, Reinhard (2011): Unternehmensstrategien: ein kulturalistischer Zugang zum Strategischen Management. 2. Aufl., Marburg: Metropolis Verlag. (Grundlagen der Wirtschaftswissenschaft, Bd. 12).

Nagel, R., Wimmer, R. (2014): Systemische Strategieentwicklung – Modelle und Instrumente für Berater und Entscheider. 6. Aufl., Stuttgart: Schäffer-Poeschel.

English as a Foreign Language 2

Status: January 2014

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| Module-Nr./ Code | 0.2.3 EFL2 |
| Module title | English as a foreign language (Business English) 2 |
| Semester or trimester | 2 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 EFL1. |
| 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 upper level of C1.2 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 |

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| 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 with ease 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 confidently in practical business situations, – write complex and coherent texts, – express themselves spontaneously and fluently in different situations, – differentiate shades of meaning in complex contexts. <p>English Level C1.2 (according to the Common European Framework of Reference for Languages)</p> |
| Content of the module | <p>Introduction to advanced business English terminology and vocabulary for specific purposes on an abstract and idiomatic level, advanced communication skills (written and oral), application of knowledge and skills in complex role plays and case studies, practice listening skills using audiovisual media, systematic grammar revision etc.</p> |
| Teaching and learning methods of the module | <p>Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production</p> |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | <p>Special features are specified at the beginning of the semester.</p> |
| Literature (Required reading/supplementary recommended reading) | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya, Tullis, Graham (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.): Pearson Longman.</p> |

Trappe, Tonya, Tullis, Graham (2011): Intelligent Business: Advanced Coursebook/ CD Pack. 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

German as a Foreign Language 2

Status: January 2014

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| Module-Nr./ Code | 1.2.3 GER2 |
| Module title | German as a Foreign Language 2 |
| Semester or trimester | 2 nd semester |
| Duration of module | Single semester |
| Course type (Mandatory, elective, etc.) | Mandatory module with elective possibilities |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | GER1 |
| Applicability of the module | Interconnections with GER1. |
| Person responsible for the module | Prof. Dr. Francisco Javier Montiel Alafont |
| Name(s) of the instructor(s) | Daniela Kleinheinz, Ingrid Loeb |
| Teaching language | German (English if the students do not meet language requirements) |
| Number of ECTS credits | 4 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 120 hours (contact hours = 56, self-study = 64 hours) |
| Hours per week | 4 |
| Assessment type / requirement for the award of credits | Reach the level A2, B1, B2 or C1 according to the CEFR |

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| | <p>4 ECTS: Written examination (90') and test (15' oral form listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014</p> |
| <p>Weighting of the grade within the total grade</p> | <p>2 %</p> |
| <p>Qualification objectives of the module</p> | <p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – deal with simple everyday situations in the spoken language, – understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language (target level A2, with little knowledge of the language), <p>or</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of business communication situations, – draw up accompanying written documents (target level B1-B2, with previous knowledge of the language with approx. three years of German at school). <p>or</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 German. |
| <p>Content of the module</p> | <p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. |

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| | <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – The basics of the phonetic and written form of the foreign language – Basic grammatical structures – Basic lexis – Learning aids <p>Target level B1-B2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of knowledge of the language in oral and grammatical exercises – Extension of the general vocabulary and the basics of business vocabulary – Specialised texts – Learning aids <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><u>Recommendations to purchase books are made before the beginning of the semester.</u></p> <p><u>Language textbooks:</u></p> <p>Aufderstraße, Hartmut, Müller, Jutta, Storz, Thomas (2008): Delfin Lehrbuch + Arbeitsbuch, Teil 2, Lektion 8-14. Niveau A2. Ismaning: Hueber.</p> |

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| | <p>Aufderstraße, Hartmut, Müller, Jutta, Storz, Thomas (2007): Delfin Lehrbuch + Arbeitsbuch, Teil 3, Lektion 15-20. Niveau B1. Ismaning: Hueber.</p> <p>Koithan, Ute, Lösche, Ralf-Peter (2010): Aspekte: Mittelstufe Deutsch: 2, Lehrbuch + Arbeitsbuch. Niveau B2. München: Klett-Langenscheidt.</p> <p>Koithan, Ute, Lösche, Ralf-Peter (2010): Aspekte: Mittelstufe Deutsch: 3, Lehrbuch + Arbeitsbuch. Niveau C1. München: Klett-Langenscheidt.</p> |
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Area Studies

Status: January 2014

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| Module-Nr./ Code | 1.3.1. 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 | None |
| Applicability of the module | <p>This module is interrelated with the modules Global Economy (GECO) and Business Environment (BENV) from the 1st semester as well as Intercultural Marketing (IKMK) and Basic Principles in Strategic Management (STRA) in the 2nd semester. It is further interrelated with the modules Sustainable Development (SUDE) in the 4th semester. The modules Current Issues in International Management (CIIM) and Internationalisation (IMOF) are also interrelated.</p> <p>This module is also part of the IMC.</p> |
| 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) |

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| 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> |

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| | <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> |

Managing Operations Globally

Status: January 2014

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| Module-Nr./ Code | 1.3.2 MOPS |
| Module title | Managing Operations Globally |
| Semester or trimester | 3 rd semester |
| Duration of module | One semester |
| Course type (Mandatory, elective, etc.) | Mandatory |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | This module is interrelated with the modules Global Economy (GECO), Business Environment (BENV), and Introduction to Management and its Quantitative Methods (IMQM) from the first semester as well as International Management (INMN) and Basic Principles in Strategic Management (STRA) in the 2nd semester. It is further interrelated with the module Resources (RESO) in the same semester as well as with International Finance and Sustainability (IFAS) and Managerial Accounting (MACC) in the 4 th semester. The modules Current Issues in International Management (CIIM), Internationalisation (IMOF), Ethics in Management (EIMx) and Change and Innovation (CHIN) are also interrelated. No applicability of the module to other programs. |
| Person responsible for the module | Prof. Dr. Dirk Wagner |
| Name(s) of the instructor(s) | N.N. |
| Teaching language | English |
| Number of ECTS credits | 6 |

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| 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"> – assess the importance of the operations management function for organizations to remain competitive in today's global business environment – employ appropriate operation management frameworks, concepts, methods, tools and techniques for analysis, decision-making and implementation of operations and logistics in a national and international context – comprehend the complexities involved in global sourcing and logistics, to recognise sustainability issues in operations and to integrate sustainable operations into the key activities of operations strategy – evaluate supply chains from a sustainability point of view and to apply interdisciplinary methodologies designed to reduce the environmental impact during a life-cycle |
| Content of the module | <ul style="list-style-type: none"> – Introduction to operation management – Basic definitions of terms used in operations management – Concepts involved in designing and managing business operations of goods and services – Fundamental tools and techniques for analyzing operations, including demand forecasting, process management, capacity planning, inventory management – Quality control, Supply Chain Mgmt., Logistic Network Design, JIT, Lean and Six-Sigma – Resources and Capabilities for Sustainable Operations Strategy – Design for the Environment and Remanufacturing – Sustainable Logistics and Supply Chain |

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| | <p>Management</p> <ul style="list-style-type: none"> – Closed-Loop Supply Chains – Eco-Efficiency, Metrics, Indicators |
| Teaching and learning methods of the module | Theoretical components will interact with case studies and exercises (group and individual). |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | |
| Literature (Required reading/supplementary recommended reading) | <p><u>Required reading:</u></p> <p>Heizer, J. and Render, B. (2013): Operations Management. Sustainability and Supply Chain Management. 11. ed.; Global ed., Boston (u.a.) : Pearson.</p> <p><u>Supplementary recommended readings:</u></p> <p>Blanchard, David (2010): Supply Chain Management: best Practices. 2. ed., Hoboken, N.J.: Wiley.</p> <p>Chopra, Sunil; Meindl, Peter (2012): Supply Chain Management: strategy, planning, and operation. 5. ed., Boston (u.a.): Pearson.</p> <p>Guide, V. Daniel R. and Van Wassenhove, L. N. (eds.) (2006): Closed-Loop Supply Chains: An Introduction to the Feature Issue; (Production and Operations Management, 15) 345–350; 471 – 472</p> <p>Mentzer, John T. et al. (2001): Defining Supply Chain Management. In: Journal of Business Logistics, 22(2), 1-25</p> <p>Nahmias, Steven (2013): Production and operations analysis. 6. ed., New York (u.a.): McGraw Hill.</p> <p>Phatak, Arvind V.; Bhagat, Rabi S.; Kashlak, Roger (2010): International management: managing in a diverse and dynamic global environment. 2. ed., New York (u.a.): McGraw Hill.</p> <p>Simchi-Levi, David; Kaminsky, Philip; Simchi-Levi, Edith (2008): Designing and managing the supply chain: concepts, strategies, and case studies. 3. ed., New York (u.a.): McGraw Hill.</p> |

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| | <p>Thonemann, Ulrich (2010): Operations Management. 2. ed., Boston (u.a.): Pearson.</p> |
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Gardiner, David (2010): Operations management for business excellence. 2. ed., Boston (u.a.): Pearson.

Introductory Company Project

Status: January 2014

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| 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 modules 0.1.3 SCIE 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, especially to APRO and INTS as well as to IKMK.</p> <p>This module is part of all the Bachelor programs at Karlsruhochschule 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 |

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| 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 |

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| | <ul style="list-style-type: none"> – Development, formulation and evaluation of a project idea and alternative approaches using selected creativity techniques – Project management starting with the project brief and concluding with the presentation of the results – Definition of the project objective – Formulation of the project brief – Composition of a project team – Draw up a project structure plan and a milestones plan – 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> |

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| | <p>Hartleben, Ralph E. (2012): Werbekonzeption 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

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| 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 IMQM is required. |
| Applicability of the module | <p>This module is part of the management cycle (do) und has interconnections to the earlier modules IMQM, BENV (analyze), STRA (plan), the later modules MACC (check) and CHIN (act) as well as to the especially distinguishing module EIM and to the IB specific modules IKMK, INMN, MOPS, SUDE, IFAS and IMOF.</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. Melodena Balakrishnan, Prof. Dr. Cordula Braedel-Kühner, Ulrich Gehmann, Prof. Dr. Armin Pfannenschwarz, Prof. Dr. Dirk Wagner, Frank Widmayer |
| Teaching language | English |

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| 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 |

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| | <p>and processes of HRM and apply selected methods and tools of personnel 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 |

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| | – 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

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| 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 listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014 |
| Weighting of the grade within the total grade | 3 % |

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| 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

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| 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 % |

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| 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

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| 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 |

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| | (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 |

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| | <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 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

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| 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 |

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| | (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 |

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| | <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 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 | <p>Task-based learning</p> <p>Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.</p> |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | <p>Special features are specified at the beginning of the semester.</p> |
| Literature (Required reading/supplementary recommended reading) | <p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><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

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| 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 % |

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| 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

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| 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 |

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| | 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 |

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| | <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

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| 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 % |

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| 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

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| 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 |

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| | <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> |

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| | <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> |

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| | <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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Sustainable Development

Status: January 2014

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| Module-Nr./ Code | 1.4.1 SUDE |
| Module title | Sustainable Development |
| Semester or trimester | 4 th Semester |
| Duration of module | Single semester |
| Course type (Mandatory, elective, etc.) | Mandatory module |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | <p>This module is interrelated with the modules Global Economy (GECO), Business Environment (BENV), and Introductions to Management and its Quantitative Methods (IMQM) from the first semester as well as International Management (INMN) and Basic Principles in Strategic Management (STRA) in the 2nd semester. It is further interrelated with the modules Resources (RESO) and Managing Operations Globally (MOPS) in the 3rd semester as well as with International Finance and Sustainability (IFAS) in the same semester. The modules Current Issues in International Management (CIIM), Internationalisation (IMOF), Ethics in Management (EIMx) and Change and Innovation (CHIN) are also interrelated.</p> <p>No applicability of the module to other programs.</p> |
| Person responsible for the module | Prof. Dr. Dirk Wagner |

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| Name(s) of the instructor(s) | N.N. |
| 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 | <p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – determine how firms and other organizations make decisions to allocate limited resources and contrast different theoretical approaches about efficient internalization of externalities and institutional design – identify the various constituent dimensions of sustainable development: environmental, economic and social sustainability, explain the evolving discourse of sustainability and identify the main actors and stakeholders in the global sustainability discourse – select appropriate business responses and management approaches for dealing with social, political, environmental, technological, and global issues and stakeholders – evaluate potential green business opportunities – apply different sustainability management models and propose intra- and inter-organizational sustainability management instruments including environmental reporting and life cycle analysis – critically analyse controversies, solutions and recommendations in the sustainability debate and reflect respectfully on different individual |

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| | <p>perspectives and cultural concepts deriving from assumptions about humans, nature, development, technology and economy</p> |
| Content of the module | <p>The course content includes:</p> <ul style="list-style-type: none"> – New institutional economics, concept of externalities, tragedy of the commons, property rights, Coase-Theorem – Resource allocation and regulatory instruments: Pigouvian tax, tradable permits, environmental subsidies, liabilities and insurance, command and control – Challenges of imperfect competition, imperfect mixing, imperfect monitoring ability, uncertainty and tax interaction effects – Interdependencies between global trade, competitive advantages, regulation and the environment – Introduction to the concept of sustainability, the sustainability discourse and the economics of sustainable development – International institutions, nations, NGOs, corporations, civil society as actors and stakeholders in the sustainability debate – The Global Green New Deal and the UN call for Global Sustainability – “Moving Beyond GDP”-Initiative – Environmental and ecosystem assessment, indicators, monitoring, evaluation, reporting – Key sectors and business opportunities in green economy – Sustainability management models and systems <p>The above content will be brought out and discussed with the help of diverse case studies.</p> |
| Teaching and learning methods of the module | <p>The course is organized around lectures and case studies aimed at illustrating important concepts and then debating them in class</p> |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | |

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| <p>Literature (Required reading/supplementary recommended reading)</p> | <p><u>Required reading:</u></p> <p>Vries, Bert de (2013): Sustainable Science. Cambridge (u.a.): Cambridge University Press, 117-142.</p> <p>Rogers, Peter P.; Jalal, Kazi F.; Boyd, John A. (2006): An introduction to Sustainable Development. Cambridge, Mass. (u.a.): Harvard University Press, 260-274.</p> <p><u>Supplementary recommended readings:</u></p> <p>Coase, Ronald (1960): The Problem of Social Cost. In: Journal of Law and Economics, October 1960, 1-44.</p> <p>Becker, C. Dustin; Ostrom, Elinor (1995): Human Ecology and Resource Sustainability: the Importance of Institutional Diversity. In: Annual Review of Ecology and Systematics, 26, 113-133.</p> <p>Gray, Rob (2006): Social, environmental and sustainability reporting and organisational value creation?: Whose value? Whose creation? In: Accounting, Auditing & Accountability Journal, 19(6), 793 – 819.</p> |
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International Finance and Sustainability

Status: January 2014

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| Module-Nr./ Code | 1.4.2 IFAS |
| Module title | International Finance and Sustainability |
| 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 0.3.2 RESO is required. |
| Applicability of the module | <p>This module is interrelated with the modules Global Economy (GECO), Business Environment (BENV), and Introduction to Management and its Quantitative Methods (IMQM) from the first semester as well as International Management (INMN) and Basic Principles in Strategic Management (STRA) in the 2nd semester. It is further interrelated with the modules Resources (RESO) and Managing Operations Globally (MOPS) in the 3rd semester as well as with Sustainable Development (SUDE) and Managerial Accounting (MACC) in the same semester. The modules Current Issues in International Management (CIIM), Internationalization (IMOF) and "Ethics and Sustainability" (EIMS) are also interrelated.</p> <p>No applicability of the module to other programs.</p> |
| Person responsible for the module | Prof. Dr. Bernd Ankenbrand |
| Name(s) of the instructor(s) | N.N. |
| Teaching language | English |

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| Number of ECTS credits | 6 |
| Total workload and its breakdown (e.g. self-study and contact hours) | Total workload = 180 (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 % |
| 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"> - discuss financial management and market theories and their applications in practice - illustrate the implications of financial planning, long-term financial decisions, working capital management and currency risk management for international business - analyse the financial process related to at least one specific and complex international management issue - interpret the concept of sustainable finance and investment, explain diverse sources of finance and critically evaluate different approaches to sustainability controlling - recognize the critical role of capital markets and fiscal policy in moving towards sustainability - critically reflect on the ethical “blindness” of capital markets from various disciplinary perspectives |
| Content of the module | <ul style="list-style-type: none"> - Financial planning, capital budgeting and strategic long term financing decisions - Working capital management - Currency markets and currency risk management - Financial Value Drivers and Sustainable Return on Investment - Sustainability accounting, information requirements and integrated information systems - The role of capital markets - Public finance and fiscal reform |

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| | <ul style="list-style-type: none"> - Environment and Natural Resource Taxation - The System of Environmental – Economic accounting (SEEA) |
| Teaching and learning methods of the module | Theoretical components will interact with case studies and exercises (group and individual). |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | |
| <p>Literature (Required reading/supplementary recommended reading)</p> | <p><u>Required reading</u></p> <p>Eun, Cheol S.; Resnick, Bruce G. (2011): International financial management. 6. ed., Boston: McGraw-Hill/Irwin.</p> <p>Richardson, Benjamin J. (2011): From fiduciary duties to fiduciary relationships for socially responsible investing: responding to the will of beneficiaries. In: Journal of Sustainable Finance & Investment, 1(1), 5-19.</p> <p>Waygood, Steve (2011): How do the capital markets undermine sustainable development? What can be done to correct this? In: Journal of Sustainable Finance & Investment, 1(1), 81-87.</p> |

Advanced Company Project

Status: January 2014

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| 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 | <p>This module is targeted at the transfer between theory and practice and has interconnections to all earlier and simultaneous modules of the program, especially to IPRO and INTS as well as to IKMK.</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 workload = 180 hours (contact hours = 56, self-study = 124 hours) |
| Hours per week | 4 |

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| 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 |

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| | <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> |

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

Status: January 2014

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| 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 IMQM, – 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 IMQM, BENV (analyze), STRA (plan), RESO (do), the later module CHIN (act) as well as to the especially distinguishing module EIM and to the specific modules INMN, MOPS, IFAS and IMOF. 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 |

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| 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 |

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| | <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

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| 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 ARA1 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 % |

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| 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

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| 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 % |

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| 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

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| 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 |

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| | (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 |

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| | <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

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| 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 ITA1 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 A1.2 (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 |

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| | 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 |

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| | <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

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| 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 JAP1 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 % |

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| 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

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| 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 POR1 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 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 |

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| | 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 |

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| | <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

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| 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 RUS1 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 % |

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| 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

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| 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 SPA1 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 A1.2 (Beginners), B1.2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR |

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| | <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. |

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| | <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.

Current Issues in International Management

Status: January 2014

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| Module-Nr./ Code | 1.5.1 CIIM |
| Module title | Current Issues in International Management |
| Semester or trimester | 5 th Semester |
| Duration of module | One Semester |
| Course type (Mandatory, elective, etc.) | Mandatory |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | As a general rule, the successful completion of the module module 0.1.3 SCIE and 1.2.1 INMN is required. |
| Applicability of the module | This module is interrelated with the modules Global Economy (GECO), Business Environment (BENV), and Introduction to Management and its Quantitative Methods (IMQM) from the 1st semester as well as Intercultural Marketing (IKMK), International Management (INMN) and Basic Principles in Strategic Management (STRA) in the 2 nd semester. It is further interrelated with the module Managing Operations Globally (MOPS) in the 3 rd semester as well as with International Finance and Sustainability (IFAS), Sustainable Development (SUDE) in the 4 th semester. The modules Internationalisation (IMOF), Ethics in Management (EIMx) and Change and Innovation (CHIN) are also interrelated. No applicability of the module to other programs. |
| Person responsible for the module | Prof. Dr. Dirk Wagner |
| Name(s) of the instructor(s) | Prof. Dr. Melodena Balakrishnan |

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| 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 = 56, self-study = 124 hours) |
| Hours per week | 4 |
| Assessment type / requirement for the award of credits | Essay § 14 (6) CER 01.02.2014 |
| Weighting of the grade within the total grade | 3 % |
| Qualification objectives of the module | <p>Following the successful completion of this course, students should be able to</p> <ul style="list-style-type: none"> – understand contemporary management issues from an international and cross-cultural perspective. – have a better appreciation of international business strategies and business operations in conditions of market diversity. – develop a better awareness and sensitivity to cultural differences in behaviour in order to enhance skill levels for working in multi-cultural organisations and markets. – analyse and discuss current topics and trends in international business. |
| Content of the module | 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 | Theoretical components will interact with case studies and exercises (group and individual). |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | |
| Literature (Required reading/supplementary recommended reading) | <p><u>Required reading:</u></p> <p>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> |

Compulsory Elective:

- **Internationalization in Marketing**
- **Internationalization in Operations**
- **Internationalization in Finance**

Status: January 2014

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| Module-Nr./ Code | 1.5.2 IMOF |
| Module title | Compulsory Elective: <ul style="list-style-type: none">• Internationalization in Marketing• Internationalization in Operations• Internationalization in Finance |
| Semester or trimester | 5 th semester |
| Duration of module | Single semester |
| Course type (Mandatory, elective, etc.) | Compulsory Elective |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | Depending on the specialization, this module is interrelated with the modules Global Economy (GECO), Business Environment (BENV), and Introduction to Management and its Quantitative Methods (IMQM) from the 1 st semester as well as Intercultural Marketing (IKMK), International Management (INMN), and Basic Principles in Strategic Management (STRA) in the 2 nd semester. It is further interrelated with the modules Resources (RESO) and Managing Operations Globally (MOPS) in the 3 rd semester as well as with International Finance and Sustainability (IFAS), Sustainable Development (SUDE) and Managerial Accounting (MACC) in the 4 th semester. The modules Current Issues in International Management (CIIM), Ethics in Management (EIMx) and Change and Innovation (CHIN) are also interrelated. No applicability of the module to other programs. |
| Person responsible for the module | Prof. Dr. Dirk Wagner |

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| Name(s) of the instructor(s) | Prof. Dr. Melodena Balakrishnan N.N. |
| 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 | Depends on partner university |
| 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"> • compare and critically reflect strategies and concepts of internationalization • apply interdisciplinary strategies and concepts of internationalization in practice • evaluate and contrast internationalization efforts as multidimensional (inter)cultural and performative processes from diverse global and local perspectives • appraise the impact of ethics and social responsibility on international business activities |
| Content of the module | <ul style="list-style-type: none"> • Approaches and theories of internationalization • Strategies and concepts of internationalization and globalization • Action plans, frameworks and identification of resources for internationalization efforts • Ethics and social responsibility as part of international business activities |
| Teaching and learning methods of the module | <ul style="list-style-type: none"> – Interactive lectures – Field Studies – Project Work |

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| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | Experiences abroad |
| Literature (Required reading/supplementary recommended reading) | <u>Required reading:</u> <u>Recommended reading:</u> |

Ethics in Management: Globalization and Ethics

Status: January 2014

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| Module-Nr./ Code | 0.5.1.a EIMG |
| Module title | Ethics in Management: Globalization and Ethics |
| Semester or trimester | 5 th semester |
| Duration of module | One semester |
| Course type (Mandatory, elective, etc.) | Mandatory Elective |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | <p>This for Karlshochschule especially distinguishing module has interconnections to all other modules of the program, especially to the IB specific modules GECO, INMN, IKMK, MOPS, SUDE, CIIM and IMOF as well as to all the modules of the management cycle: IMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) und CHIN (act).</p> <p>This module is part of the IB, IMA, IEM, ITM, IEVM, ACM, IMM program.</p> |
| Person responsible for the module | Prof. Dr. Wendelin Küpers |
| Name(s) of the instructor(s) | N.N. |
| 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) |

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| Hours per week | 3 |
| Assessment type / requirement for the award of credits | Essay § 14 (6) 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"> - acquire a critical understanding of different positions, approaches, concepts, discourses and schools concerning business ethics from a philosophical, economical, managerial and practical point of view - examine the historical and cultural context of ethical reasoning, practices and applications and demonstrate an understanding of ethical issues in different international and cultural contexts - explain and assess controversies and debates around globalisation and develop various perspectives of ethics in relation to issues of globalisation - examine classical theories of development and recent critical theories of 'post-development' and critically discuss mainstream discourses of 'poverty' and 'lack' as characterizing specific societies - appreciate ethical issues and dilemma and the influence these issues have on management decision making, behaviour, policies, and practices |
| Content of the module | <ul style="list-style-type: none"> - Introduction to Ethical Theory - Concepts of Business Ethics (Homann, Ulrich, Wieland, |

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| | <ul style="list-style-type: none"> – Globalization Discourse – Global Consumption Culture – Network Economy – Geopolitics – Boundless Nature – Transnationalism – Actor-Network Theory – Theories of Uneven Development |
| Teaching and learning methods of the module | Theoretical components will interact with case studies and exercises (group and individual). |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | |
| <p>Literature (Required reading/supplementary recommended reading)</p> | <p><u>Required reading:</u></p> <p>Crane, A., Matten, D. (2010): Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. 3. ed., Oxford (u.a.): Oxford University Press.</p> <p>Homann, Karl, Koslowski, Peter, Luetge, Christoph (ed.) (2007): Globalisation and Business Ethics. Aldershot (u.a.): Ashgate Publishing. (Law, Ethics and Economics). pp. 3-56, 81-144, 191-236</p> <p><u>Supplementary recommended readings:</u></p> <p>Ulrich, Peter (2010): Integrative Economic Ethics: Foundations of a Civilized Market Economy. Cambridge: Cambridge University Press.</p> |

Ethics in Management: Sustainability and Ethics

Status: January 2014

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| Module-Nr./ Code | 0.5.1.b EIMS |
| Module title | Ethics in Management: Sustainability and Ethics |
| Semester or trimester | 5 th semester |
| Duration of module | One semester |
| Course type (Mandatory, elective, etc.) | Mandatory Elective |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | <p>This for Karlshochschule especially distinguishing module has interconnections to all other modules of the program, especially to the IB specific modules GECO, INMN, IKMK, MOPS, SUDE, IFAS, CIIM and IMOF as well as to all the modules of the management cycle: IMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) und CHIN (act).</p> <p>This module is part of the IB, IMA, IEM, ITM, IEVM, ACM, IMM program.</p> |
| Person responsible for the module | Prof. Dr. Wendelin Küpers |
| Name(s) of the instructor(s) | N.N. |
| 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) |

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| Hours per week | 3 |
| Assessment type / requirement for the award of credits | Essay § 14 (6) 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"> - acquire a critical understanding of different positions, approaches, concepts, discourses and schools concerning business ethics from a philosophical, economical, managerial and practical point of view - examine the historical and cultural context of ethical reasoning, practices and applications and demonstrate an understanding of ethical issues in different international and cultural contexts - explain and assess controversies and debates around sustainability and develop various perspectives of ethics in relation to issues of sustainability - integrate economical, ecological and social sustainability and position themselves in topics like ethical/sustainable consumerism, the interdependency between capitalism, growth paradigms and the use of natural resources, post-growth and sharing economy - examine classical theories of development and recent critical theories of 'post-development' and critically discuss mainstream discourses of 'poverty' and 'lack' as characterizing specific societies |

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| | <ul style="list-style-type: none"> - appreciate ethical issues and dilemma and the influence these issues have on management decision making, behaviour, policies, and practices |
| Content of the module | <ul style="list-style-type: none"> - Introduction to Ethical Theory - Concepts of Business Ethics (Homann, Ulrich, Wieland) - Sustainability Discourse - Ethical/Sustainable Consumerism, - Interdependency between Capitalism, Growth Paradigms and the Exploitation of Natural Resources, - Post-Growth and Sharing Economy - Theories of Uneven Development |
| Teaching and learning methods of the module | Theoretical components will interact with case studies and exercises (group and individual). |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | |
| Literature (Required reading/supplementary recommended reading) | <p><u>Required reading:</u></p> <p>Crane, A., Matten, D. (2010): Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. 3. ed., Oxford (u.a.): Oxford University Press.</p> <p>Becker, Christian (2012): Sustainability Ethics and Sustainability Research. Dordrecht (u.a.): Springer.</p> <p><u>Supplementary recommended readings:</u></p> <p>Ulrich, Peter (2010): Integrative Economic Ethics: Foundations of a Civilized Market Economy. Cambridge: Cambridge University Press.</p> <p>Becker, Christian U. (2010): Sustainability Ethics. Online Paper available at SSRN:</p> |

<http://ssrn.com/abstract=1626013> or
<http://dx.doi.org/10.2139/ssrn.1626013>

Tencati, Antonio, Perrini, Francesco
(2011): Business Ethics and Corporate Sustainability. Cheltenham (u.a.): Edward Elgar Publishing. (Studies in Transatlantic Business Ethics)

Ethics in Management: Ethics in Practice

Status: January 2014

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| Module-Nr./ Code | 0.5.1.c EIMP |
| Module title | Ethics in Management: Ethics in Practice |
| Semester or trimester | 5 th semester |
| Duration of module | One semester |
| Course type (Mandatory, elective, etc.) | Mandatory Elective |
| If relevant, course units within the module | |
| Frequency of module | Once a year |
| Entry requirements | None |
| Applicability of the module | This for Karlshochschule especially distinguishing module has interconnections to all other modules of the program, especially to the IB specific modules GECO, INMN, IKMK, MOPS, SUDE, CIIM and IMOF as well as to all the modules of the management cycle: IMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) und CHIN (act). This module is part of the IB, IMA, IEM, ITM, IEVM, ACM, IMM program. |
| Person responsible for the module | Prof. Dr. Wendelin Küpers |
| Name(s) of the instructor(s) | Prof. Dr. Ekaterina Svetlova |
| 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) |

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| Hours per week | 3 |
| Assessment type / requirement for the award of credits | Essay § 14 (6) 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"> - acquire a critical understanding of different positions, approaches, concepts, discourses and schools concerning business ethics from a philosophical, economical, managerial and practical point of view - examine the historical and cultural context of ethical reasoning, practices and applications and demonstrate an understanding of ethical issues in different international and cultural contexts - identify, analyze and critically reflect on concrete moral dilemmas and the role of an integral responsibility in organization and leadership practice - contextualize and differentiate dilemmas as distinct from puzzles, ambivalences, trade-offs, and paradoxes - to understand causes, dynamics, processes and effects of (moral) dilemma - develop preventive measurements and ways for coping or strategies, for dealing with moral dilemmas and their consequences - handle ambiguities and think in terms |

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| | of imperfect solutions for moral problems, and integrating pre- or arational dimensions, including empathy and intuition |
| Content of the module | <ul style="list-style-type: none"> – Introduction to Ethical Theory – Concepts of Business Ethics (Homann, Ulrich, Wieland) – Definitions, context & specifics of (moral) dilemmas in past and current organization and leadership practices – Limitation of conventional rational-formal (ethical) approaches in economy and management – Learning from examples of dilemmatic situations and cases, especially related to (strategic) decision-making – Development, implications and consequences of (moral) dilemmas in organizational life-worlds and beyond – Various integrated coping strategies and competencies required for dealing with (moral) dilemmas – Proactive possibilities to avoid moral dilemmas |
| Teaching and learning methods of the module | Interactive lecture, seminar style (possibly including serious play exercises with role-play, games, small group work, case study analysis, and presentations) |
| Special features (e.g. online activities, event/company visits, guest speakers, etc.) | <p>To promote scientific discourse, 1-2 guest lectures e.g. by scholars in the field of strategy will be integrated, if possible.</p> <p>Self-study integrating online components and the university's internal download center</p> |
| Literature (Required reading/supplementary recommended reading) | <p><u>Required reading:</u></p> <p>Crane, A., Matten, D. (2010): Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. 3. ed., Oxford (u.a.): Oxford University Press. (selected chapters)</p> <p>Kollock, P. (1998): Social Dilemmas: The</p> |

Anatomy of Cooperation. In: Annual Review of Sociology, 24(1), 183-214

Küpers, W. (2014): Dilemmas and Paradoxes in Chiasmic Organising. In: Inc. – In-Corporation. Phenomenology of Embodied Organisation and Management. (forthcoming Book in preparation for CBS, Copenhagen).

Küpers, W. (2012): Integral Response-abilities for organising and managing Sustainability. In Eweje, Gabriel, Perry, Michael (eds.): Business and Sustainability: Concepts, Strategies and Changes, Critical Studies on Corporate Responsibility, Governance and Sustainability. Bingley: Emerald. 3, 25–58.

Nijhof, A.H.J., Fischer, O. (1997): Dealing with ethical dilemma's in organizational change processes. In: International Journal of Value-Based Management, 10(2), 173-192

White, L., Wooten, K. (1983): Ethical Dilemmas in Various Stages of Organizational Development. In: The Academy of Management Review, 8(4), 690-697

Supplementary recommended readings:

Ulrich, Peter (2010): Integrative Economic Ethics: Foundations of a Civilized Market Economy. Cambridge: Cambridge University Press.

Bloodgood, J., Bongsug, C. K. (2010): Organizational paradoxes: dynamic shifting and integrative management. In: Management Decision, 48(1), 85-104

Cameron, K. S. (2008): Paradox in Positive Organizational Change. In: Journal of Applied Behavioral Science, 44(7), 7-24

DeFillippi, R., Grabher, G., Jones, C. (2007): Introduction to paradoxes of creativity: managerial and organizational challenges in the cultural economy. In: Journal of Organizational Behavior, 28, 511-521

Eisenhardt, K. M. (2000): Paradox, Spirals, Ambivalence: The New Language of Change and Pluralism. In: Academy of Management Review, 25(4), 703-705

Molinsky, Andrew, and Joshua D. Margolis (2005): Necessary Evils and Interpersonal Sensitivity in Organizations. In: Academy of Management Review, 30(2), 245-268

Rasche, A. (2007): Paradoxical Foundation of Strategic Management. Heidelberg: Springer.

Cases
(List of sources will be provided)

Litschka, M., Suske, M., Brandtweiner, R. (2011): Management Decisions in Ethical Dilemma Situations. Empirical Examples from Austrian Managers. In: Journal of Business Ethics, 104(4), 473-484

Change and Innovation

Status: January 2014

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|--|---|
| 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 IMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) as well as to the especially distinguishing modul EIM and to the IB specific modules INMN, IKMK, MOPS, SUDE, CIIM and IMOF. 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 |

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| 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

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| 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. 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 % |

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| 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. |
| <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 3

Status: January 2014

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| 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. 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 % |

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| 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>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

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| 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. 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 |

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| | 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 |

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| | <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

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| 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. 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) |

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| | § 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 |

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| | <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

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| 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. 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 % |

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| 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>Clarke, H.D.B., Hamamura, Motoko (2003): Colloquial Japanese: The complete course for beginners. London (u.a.): Routledge.</p> |

Portuguese 3

Status: January 2014

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| 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. 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 |

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| | 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 |

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| | <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 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: Routledge.</p> |

Russian 3

Status: January 2014

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| 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. 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 % |

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| 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

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| 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. 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 A2 (Beginners), B2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR |

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| | <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 |

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| | <p>in oral and grammatical exercises</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>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> |

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

Status: January 2014

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| 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: |

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| | <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

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| 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 |

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| 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 |

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| | <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

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| Module-Nr./ Code | 0.6.2 BACH |
| Module title | Bachelor Thesis including its Defence (in accordance with §§ 15 and 16 of the study and examination regulations) |
| Semester or trimester | 6 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 and 1.5.1 CIIM. |
| 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 |

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| 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) |