

Bachelor-Studiengang

**Internationales
Marketingmanagement**

Modulbeschreibungen

Inhaltsverzeichnis

Zielsetzung	5
Curriculumsübersicht.....	7
Einführung in das internationale Marketing.....	9
Einführung in das Management und seine quantitativen Methoden	13
Business Environment.....	19
Einführung in das wissenschaftliche Arbeiten und die empirische Sozialforschung .	25
English as a Foreign Language 1	29
Märkte und Markt-Akteure	33
Märkte, Kultur und Kommunikation.....	37
Grundlagen des strategischen Managements	41
English as a Foreign Language 2	45
International Marketing Strategy.....	49
Marketing Intelligence, Implementation, and Controlling	53
Introductory Company Project	57
Resources: Financial Resources, Human Resources, Organization	61
Arabic 1	65
Chinese 1	67
French 1	69
Italian 1	73
Japanese 1	77
Portuguese 1	79
Russian 1.....	83
Spanish 1.....	85
International Marketing Channels and Operations.....	89
Relationships in International Marketing.....	93
Advanced Company Project.....	97
Managerial Accounting	101
Arabic 2	105
Chinese 2	107
French 2	109
Italian 2.....	113
Japanese 2.....	117
Portuguese 2	119
Russian 2.....	123
Spanish 2.....	125
Cultures and Diversity.....	129

Marketing FutureLab	133
Ethics in Management: Globalization and Ethics.....	137
Ethics in Management: Sustainability and Ethics	141
Ethics in Management: Ethics in Practice.....	145
Change and Innovation	151
Arabic 3	153
Chinese 3	155
French 3	157
Italian 3	161
Japanese 3.....	165
Portuguese 3	167
Russian 3.....	171
Spanish 3.....	173
Introduction to the Language of the Host Country	177
Area Studies	179
Internship.....	183
Bachelor Thesis including its Defence.....	187

Zielsetzung

Bildungsziel des Studiengangs „Internationales Marketingmanagement“ ist der Erwerb der funktional vertieften Kompetenz, – vorrangig im Bereich des Marketingmanagements liegende – ökonomische Fragestellungen im internationalen Kontext mithilfe wissenschaftlicher Theorien, Prinzipien und Methoden zu erarbeiten, zu verstehen, zu analysieren und zu interpretieren und auf dieser Grundlage ökonomisch angemessen und effektiv zu handeln, Märkte zu erschließen, zu bearbeiten und generelle sowie vor allem marketingspezifische Managementfunktionen wahrzunehmen. Im Fokus steht dabei der Erwerb der wissenschaftlichen und praktischen Fähigkeit, zielführende Marketingkonzepte generell und in Bezug auf ihre internationalen und interkulturellen Spezifika strategisch entwickeln und operativ umsetzen zu können.

Curriculumsübersicht

Curriculumsübersicht - "Internationales Marketingmanagement"												
Modul-Code	Bezeichnung	Semester						Gesamt			Prüfungsleistungen	Gewicht für Gesamtnote
		1	2	3	4	5	6	SWS	Selbst	ECTS		
3.1.1 INMA	Einführung in das intern. Marketing	6						4	124	6	KL 120	3,0%
0.1.1 EMQM	Einführung in das Management und se	10						8	188	10	KL 240	5,0%
0.1.2 BENV	Business Environment	5	5					8	188	10	Case Study	5,0%
0.1.3 WISS	Einführung in das wissenschaftliche Ar	5	5					8	188	10	Lernportfolio	5,0%
0.1.4 EFL1	English as a Foreign Language 1	4						4	64	4	KL 90; Test	2,0%
3.2.1 MMAK	Märkte und Markt-Akteure		6					5	110	6	Referat	3,0%
0.2.1 MKK	Märkte, Kultur und Kommunikation		5					3	108	5	Referat	2,5%
0.2.2 STRA	Grundlagen des strategischen Mgmts.		5					3	108	5	KL 120	2,5%
0.2.3 EFL2	English as a Foreign Language 2		4					4	64	4	KL 90; Test	2,0%
3.3.1 IMAS	International Marketing Strategy			6				3	138	6	Written Assign	3,0%
3.3.2 MIIC	Marketing Intelligence, Implementation and Cor			6				3	138	6	Seminar Paper	3,0%
0.3.1 IPRO	Introductory Company Project			6				6	96	6	Project Work	3,0%
0.3.2 RESO	Resources: Financial Resources, HR, Organizatio			6				6	96	6	Presentation	3,0%
0.3.3 xxx	Foreign Language 2.1			6				4	124	6	Exam. 90; Test	3,0%
0.3.3 ARA1	Arabic 1											
0.3.3 CHI1	Chinese 1											
0.3.3 FRA1	French 1											
0.3.3 ITA1	Italian 1											
0.3.3 JAP1	Japanese 1											
0.3.3 POR1	Portuguese 1											
0.3.3 RUS1	Russian 1											
0.3.3 SPA1	Spanish 1											
3.4.1 IMCO	International Marketing Channels and Operations			6				4	124	6	Written Assign	3,0%
3.4.2 RIM	Relationships in International Marketing			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											
3.5.1 CUD	Cultures and Diversity				6			4	124	6	Presentation	3,0%
3.5.2 FLAB	Marketing FutureLab				6			3	138	6	Seminar Paper	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 Portf	3,0%
0.5.3 xxx	Elective: Culture and 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	
0.5.3 xxx	Area Studies							4	124	6	Presentation	
0.6.1 INTS	Internship						18		480	18	Internsh. Anal	9,0%
0.6.2 BACH	Bachelor Thesis including its Defence						12		360	12		16,0%
ECTS/Semester		30	30	30	30	30	30					100,0%
Summe Semesterstunden												
Summe Workload (WL)		900	900	900	900	900	900					
WL-Stunden/Jahr		1800	1800	1800	1800	1800	1800					

Einführung in das internationale Marketing

Stand: Januar 2014

Modul-Nr./ Code	3.1.1 INMA
Modulbezeichnung	Einführung in das Internationale Marketing
Semester oder Trimester	1. Semester
Dauer des Moduls	1 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses Modul steht vor allem im Zusammenhang mit dem parallel stattfindenden Modul EMQM und BENV und entwickelt die Grundlagen für alle weiteren fachspezifischen Module. Keine Verwendbarkeit für andere Studiengänge.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Lutz Becker
Name der/des Hochschullehrer/s	Liljana Groh
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	6
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 180 Stunden (Kontaktzeit = 56 Stunden, Selbststudium = 124 Stunden)
SWS	4
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Klausur 120' § 14 (2) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	3 %

<p>Qualifikationsziele des Moduls</p>	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage</p> <ul style="list-style-type: none"> – Aufgabenfelder und Berufsbilder im Marketing zu beschreiben – den Gegenstand des Marketing sowie die grundlegenden theoretischen Konstrukte und Zusammenhänge zu definieren, – die wesentlichen Entwicklungen in Marketingtheorie und Marketingpraxis zu diskutieren, insbesondere <ul style="list-style-type: none"> • Marketing-Konzepte von der Absatzsteigerung über marktorientierte Unternehmensführung bis hin zum „Generic Concept“, • die in der Marketingwissenschaft häufig verwendeten Theorieansätze – allgemeine, internationale und interkulturelle Spezifika anhand von Fallbeispielen zu erkennen und zu beschreiben – den integrativen Zusammenhang des Studiengangs wiederzugeben und zu interpretieren
<p>Inhalte des Moduls</p>	<ul style="list-style-type: none"> – Marketing als Funktion und Institution – Institutionen, Rollen und Aufgaben im Marketing Management und verwandte Berufsfelder – Abgrenzung von Marketing, Marketing Management, marktorientierter Unternehmensführung – Akteure im Marketing – Aufbau, Funktionen und Typologisierung von Märkten – Marketing-Mix: <ul style="list-style-type: none"> • Produkte und Dienstleistungen • Kommunikation • Wert und Preis • Distribution – Marken – Marktorientierte Unternehmensführung

	<p>(Marketingmanagement)</p> <ul style="list-style-type: none"> – Kerngebiete des Marketing <ul style="list-style-type: none"> • strategisch • operativ (Marketinginstrumente) • Markt- / Marketingforschung • und ihr Zusammenhang – Grundzüge und Impulse wesentlicher in der Marketingwissenschaft verwendeten Theorieansätze: Systemtheorie, Entscheidungstheorie, Verhaltenswissenschaften und Neue Institutionenökonomie – Perspektivenwechsel sowie Gemeinsamkeiten und Unterschiede zwischen „generellem“ und „internationalem Marketing“ sowie „interkulturellem Marketing“ – Vermittlung des integrativen Zusammenhangs des Studiengangs – Anwendungsfelder des Marketing insbesondere Industriegüter-, Handels-, Dienstleistungs- und internationales Marketing, Non-Profit-Marketing
<p>Lehr- und Lernmethoden des Moduls</p>	<p>Interaktive Vorlesungen, Gruppenarbeit, Fallbeispiele</p>
<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p>	<p>Exkursionen (Märkte, Markt-Akteure, Marketing erlebbar machen und Wahrnehmung schärfen)</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtliteratur:</u></p> <p>Nieschlag, Robert, Dichtl, Erwin, Hörschgen, Hans (2002): Marketing, 19. Aufl., Berlin: Duncker & Humblot. [Teil I, § 1]</p> <p>Meffert, Heribert, Burmann, Christoph., Kirchgeorg, Manfred (2012): Marketing, 11. Aufl., Wiesbaden: Springer Gabler.</p> <p>Die aktiv zu lesenden Kapitel werden</p>

	in der Veranstaltung bekanntgegeben.
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**Einführung in das Management
und seine quantitativen Methoden**

Status: Januar 2014

Modul-Nr./ Code	0.1.1 EMQM
Modulbezeichnung	Einführung in das Management und seine quantitativen Methoden
Semester oder Trimester	1. Semester
Dauer des Moduls	Ein Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	-
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses Modul ist Grundlage des Management Cycle und hat insbesondere Bezüge zu BENV (analyze), STRA (plan), RESO (do), MACC (check), CHIN (act), zu den in besonderer Weise profilbildenden Modulen MKK und EIM sowie zu den studiengangsspezifischen Modulen INMA, MMAK und IMCO. Das Modul ist Bestandteil der Studiengänge IMK, IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Lutz Becker
Name der/des Hochschullehrer/s	Prof. Dr. Lutz Becker, Prof. Dr. Bernd Ankenbrand, Prof. Dr. Henk van Elst, Prof. Dr. Wendelin Küpers, Joachim Scheiderer, Regina Grosch-Hettlich, Isabella Huber, Andreas Zeh-Marschke
Lehrsprache	Deutsch

Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 300 Stunden (Kontaktzeit = 112 Stunden, Selbststudium = 188 Stunden)
SWS	8
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Klausur 240' am Ende des Semesters § 14 (2) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	5 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> – das Rollenbild des Managers im Kontext der Unternehmung und anderer Organisationen sowie in der Gesellschaft zu beschreiben und ausgewählte Aufgabenstellungen des Managements mit Hilfe geeigneter und insbesondere auch quantitativer Methoden zu lösen. Insbesondere sind sie in der Lage, – Grundfragen des Managements sowie Bedeutung, Aufgaben und Rollen des Managers in unterschiedlichen Organisationen aus verschiedenen Perspektiven zu beschreiben – die wesentlichen Akteure und Institutionen des unternehmerischen Handelns zu definieren, zu unterscheiden und ihr Zusammenwirken zu erläutern – allgemeines und funktionales sowie normatives, strategisches und operatives Management in Zielen und Aufgaben zu differenzieren – das Konzept der Wertkette darzustellen und die primären, steuernden und unterstützenden Prozesse der Wertkette (nach M. E. Porter) zu unterscheiden – Management als Querschnittsfunktion zur Planung, Steuerung und Kontrolle des Ressourceneinsatzes und des Zusammenwirkens der Sachfunktionen anhand des PDCA-Zyklusses zu beschreiben – zu unterscheiden, welche Managementsituationen mit Hilfe

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

	<p>tiefesches Input–Output–Produktionsmodell.</p> <ul style="list-style-type: none"> – Lineare Optimierung: graphisches Lösen von Problemen mit zwei Variablen; systematisches Lösen mit der Simplexmethode. – Finanzmathematik: Zinseszinsrechnung; Tilgung in gleichen Annuitäten; Rentenrechnung; Abschreibung. – Analysis: Differentiation reeller Funktionen einer Variablen. Diskussion gängiger ökonomischer Funktionen einer Variablen; Berechnung ihrer Nullstellen, Extremwerte und Wendepunkte wie z.B. Gewinnschwellen, -grenzen oder Gewinnmaxima. Beschreibung absoluter/relativer Änderungen/Änderungsraten ökonomischer Funktionen einer Variablen; Elastizität: elastisches, unelastisches und proportional-elastisches Verhalten. Einfache Integrationsregeln für reelle Funktionen einer Variablen. Berechnung von Konsumenten- und Produzentenrenten.
<p>Lehr- und Lernmethoden des Moduls</p>	<p>Interaktive Vorlesung, Übungen zur Anwendung quantitativer Methoden auf Aufgabenstellungen des Management Fallstudien</p>
<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p>	<p>Die einzelnen Unterrichtseinheiten werden als „Ringvorlesung“ gehalten, von inhaltlich parallelen Unterrichtseinheiten in quantitativen Methoden begleitet und in Übungseinheiten integriert werden. Die Koordination wird durch die Modulverantwortlichen sichergestellt (Detailliertes Curriculum, gemeinsame Folienskripte, Briefing-/De-Briefing)</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtlektüre:</u></p> <p>Schreyögg, Georg, Koch, Jochen (2010): Grundlagen des Managements: Basiswissen für Studium und Praxis. 2. Aufl., Wiesbaden: Gabler.</p> <p>Meffert, Heribert, Burmann, Christoph,</p>

Kirchgeorg, Manfred (2012): Marketing: Grundlagen marktorientierter Unternehmensführung. 11. Aufl., Wiesbaden: Gabler.

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

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

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

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

Zusätzlich empfohlene Literatur:

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

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

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

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

Business Environment

Status: Januar 2014

Modul-Nr./ Code	0.1.2 BENV
Modulbezeichnung	Business Environment
Semester oder Trimester	1. und 2. Semester
Dauer des Moduls	2 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses Modul ist Teil des Management Cycle (analyze) und hat insbesondere Bezüge zu EMQM, STRA (plan), RESO (do), MACC (check), CHIN (act), zu den in besonderer Weise profilbildenden Modulen MKK und EIM, zum Wahlpflichtmodul ARST sowie zu den studiengangsspezifischen Modulen INMA, MMAK und IMCO. Das Modul ist Bestandteil der Studiengänge IMK, IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher/Modulverantwortliche	Prof. Michael Gassner
Name der/des Hochschullehrer/s	Prof. Dr. Michael Gassner Dr. Stefan Jäger Prof. Manfred Schmitz-Kaiser Ekaterina Zatonova
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 300 Stunden (Kontaktzeit = 112 Stunden, Selbststudium = 188 Stunden)

SWS	8
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Case Study am Ende des 2. Semesters § 14 (12) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	5 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> – politische, ökonomische, sozio-kulturelle, technologische, ökologische und rechtliche Einflussfaktoren auf unternehmerisches Handeln auf lokaler, regionaler, nationaler und internationaler Ebene und deren Wechselwirkungen zu beschreiben, – aktuelle ökonomische Problemstellungen und die wesentlichen Theorieansätze und Modelle der Makroökonomie darzustellen, einzuordnen und zu interpretieren, – die grundlegenden Rahmenbedingungen, Akteure, Institutionen und Instrumente (wirtschafts-) politischen Handelns darzustellen und politische Entscheidungen über die Verwendung gesellschaftlicher Ressourcen kritisch zu interpretieren, – die Bedeutung der Rechtsordnung für unternehmerisches Handeln im nationalen und internationalen Kontext zu beschreiben und unternehmerische Gestaltungsaufgaben mit den Mitteln des Privat-, Wirtschafts- Handels- und Arbeitsrechts zu lösen und – eine Pestel-Analyse durchzuführen.
Inhalte des Moduls	<ul style="list-style-type: none"> – Politische, ökonomische, soziale, technologische, ökologische und rechtliche Rahmenbedingungen unternehmerischen Handelns – Träger, Instrumente und Ziele der Wirtschaftspolitik – Die Bedeutung politischer Institutionen und Beziehungen für unternehmerisches Handeln – Wirtschaftsordnungen – Grundbegriffe der VWL – Kreislaufanalyse und volkswirtschaftliche Gesamtrechnung – Entwicklung wirtschaftlicher Indikatoren

	<ul style="list-style-type: none"> – Hauptgebiete der Makroökonomie – Gesellschaftlicher und demographischer Kontext unternehmerischen Handelns – Recht als Ordnungselement gesellschaftlichen Zusammenlebens und als Standortfaktor – Öffentliches Recht: Freiheitsgarantie und verlässliche Rahmenbedingungen – Formen privatrechtlicher Gestaltung im unternehmerischen Kontext, z.B.: <ul style="list-style-type: none"> ○ Grundzüge des Kaufvertragsrechts ○ Grundzüge des Werkvertragsrecht ○ Grundzüge des Gesellschaftsrechts ○ Grundzüge des Handelsrechts ○ Grundzüge des Arbeitsrechts – Vergleich unterschiedlicher Rechtskulturen und (Rechts-)formen grenzüberschreitenden Handelns – PESTEL-Analyse
<p>Lehr- und Lernmethoden des Moduls</p>	<p>Kombination aus interaktiver Vorlesung, Übung, Selbststudium: Interaktive Vorlesung (Instruktion) Übung mit Fallstudien zu Standortentscheidungen und Länderanalysen (angeleitete Konstruktion durch Studierende) Selbststudium zur eigenständigen Vor- und Nachbereitung (Konstruktion und Reflektion)</p>
<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p>	<p>Fallstudien, Planspiele, Simulation, Exkursion zu politischen Institutionen oder Unternehmen mit aktuellen Standortentscheidungen</p> <p>Themen der Gastvorträge internationaler Experten sind „Auswirkungen wirtschaftlicher und politischer Entwicklungen auf die internationale Sicherheit sowie politische und wirtschaftliche Beziehungen“ (z.B. Planspiel „Politik und internationale Sicherheit (POL&IS)“ als viertägige Klausurtagung und Exkursion)</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtlektüre:</u></p> <p>Worthington, Ian, Britton, Chris (2009): The Business Environment. 6. ed., Harlow (u.a.): Financial Times Prentice Hall.</p> <p>Kerth, Klaus, Asum, Heiko, Stich, Volker (2011): Die besten Strategietools in der</p>

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]

Zusätzlich empfohlene Literatur:

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

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

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

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

Macharzina, Klaus, Wolf, Joachim (2012):
Unternehmensführung: das internationale
Managementwissen, Konzepte – Methoden –
Praxis. 8. Aufl., Wiesbaden: Gabler.

Zeitschriften:

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

Einführung in das wissenschaftliche Arbeiten
und die empirische Sozialforschung

Status: Januar 2014

Modul-Nr./ Code	0.1.3 WISS
Modulbezeichnung	Einführung in das wissenschaftliche Arbeiten und die empirische Sozialforschung
Semester oder Trimester	1. und 2. Semester
Dauer des Moduls	Zwei Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	-
Häufigkeit des Angebots des Modul	Jedes Studienjahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses Grundlagenmodul hat Bezüge zu allen studiengangspezifischen Modulen sowie allen Modulen des General Managements und insbesondere zu den studiengangsspezifischen Modulen MMAK und IMCO. Das Modul ist Bestandteil der Studiengänge IMK, IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Henk van Elst
Name der/des Hochschullehrer/s	Prof. Dr. Henk van Elst, Prof. Dr. Wendelin Küpers, Prof. Dr. Christian Stiegler, Prof. Dr. Michael Zerr, Prof. Dr. Martin Zierold, Prof. Dr. Cordula Braedel-Kühner
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 300 Stunden (Kontaktzeit = 112 Stunden, Selbststudium = 188 Stunden)

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

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

English as a Foreign Language 1

Status: January 2014

Module-Nr./ Code	0.1.4 EFL1
Module title	English as a foreign language (Business English) 1
Semester or trimester	1 st Semester
Duration of module	Single Semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	English level B2
Applicability of the module	Interconnections with EFL2. This module is part of the IMC, IMA, ITM, IEVM, ACM, IEM and IMM programs.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Lee Webb, Alaa Khalil, Larissa Vilhena, Jonathan Clark, Sean McGurrin
Teaching language	English
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56, self-study = 64 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level B2.2 80% of assessment in a written examination (90') and 20% in a test (15' oral form [job interview simulation]: listening comprehension and oral expression)

	§ 14 (2) / § 14 (3) SPO 01.02.2014
Weighting of the grade within the total grade	2 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – communicate in a variety of business situations in the English language, – know the basic terminology used in business as well as parts of the language for specific purposes and apply the terminology in practical business situations, – write short reports and e-mails, – express opinions on business topics orally, and take part in simple specific business talks. The students can also apply their oral communication skills in practical situations, such as telephoning and meetings. <p>English level B2.2 (according to the Common European Framework of Reference for Languages)</p>
Content of the module	Introduction to general business English terminology and the basics of vocabulary for specific purposes, introduction to business communication skills (written and oral), application of knowledge and skills in basic role plays and case studies, practice listening skills using audiovisual media, systematic grammar revision etc.
Teaching and learning methods of the module	Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya, Tullis, Graham (2012): Intelligent business: Coursebook: intermediate business English. Harlow (u.a.): Pearson Longman.</p> <p>Trappe, Tonya, Tullis, Graham (2012):</p>

Intelligent business: Coursebook: upper intermediate business English. Harlow (u.a.): Pearson Longman.

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

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

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

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

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

Periodicals:

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

Märkte und Markt-Akteure

Stand: Januar 2014

Modul-Nr./ Code	3.2.1 MMAK
Modulbezeichnung	Märkte und Markt-Akteure
Semester oder Trimester	2. Semester
Dauer des Moduls	1 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Häufigkeit des Angebots des Moduls	Einmal im Jahr
Zugangsvoraussetzungen	In der Regel wird das Bestehen des Moduls „Einführung in das internationale Marketing“ verlangt.
Verwendbarkeit des Moduls	Dieses Modul baut auf das INMA Modul auf und vertieft unter anderem ausgewählte Aspekte von EMQM und MKK, BENV und WISS (jeweils 1. und 2. Semester); zudem werden die Inhalte in den Kontext des parallel stattfindenden STRA Moduls gesetzt. Keine Verwendbarkeit für andere Studiengänge.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Lutz Becker
Name der/des Hochschullehrer/s	Liljana Groh
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	6
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 180 Stunden (Kontaktzeit = 70 Stunden, Selbststudium = 110 Stunden)
SWS	5
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Referat (schriftliche Ausarbeitung 60 %, mündlicher Vortrag und Diskussion 40 %)

	§ 14 (5) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	3 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage</p> <ul style="list-style-type: none"> – Märkte (national, international, regional) zu definieren und zu differenzieren, – die Typen, Organisationsformen und Interessen der Akteure in nationalen und internationalen Märkten zu differenzieren, – die verschiedenen Typen von (Kauf-) entscheidungen und (Kauf-) entscheidungsprozessen zu differenzieren – die Einflussgrößen auf das individuelle Verhalten von Käufern im nationalen und internationalen Kontext zu interpretieren, – die Ziele sowie die grundlegenden Methoden, Instrumente und Einsatzfelder der Markt- bzw. Marketingforschung sowie der Käuferverhaltensforschung zu erklären, – Konzepte zur Erforschung von Märkten und des Käuferverhaltens exemplarisch zu entwickeln und anzuwenden
Inhalte des Moduls	<ul style="list-style-type: none"> – Märkte (national, international, regional) – Anbieter und Nachfrager, Wettbewerber, Lieferanten, Mittler etc. – Grundlagen der Markt- bzw. Marketingforschung: <ul style="list-style-type: none"> • Forschungsbereiche und Aufgaben • Bewertung von Informationen und Informationsquellen nach Qualität und Nutzen • Primär- und Sekundärforschung • Eigenmarkt- und Fremdmarktforschung • Forschungsprozess von der Definitions- bis zur Dokumentationsphase unter Anwendung der Methoden der empirischen Wirtschafts- und Sozialforschung • Erhebungsformen wie Befragung, Beobachtung, Panelerhebung, apparativ-unterstützte Erfassung von Zeichen, psychophysiologische Erhebungsverfahren, Inhaltsanalyse • Überblick und exemplarische

	<p>Vertiefung zu den Einsatzfeldern der Markt- bzw. Marketingforschung</p> <ul style="list-style-type: none"> - Marktforschung bei Marktsegmentierung, Prognoseforschung, Präferenzforschung, Markenartikel-Forschung, Konkurrenzforschung, Kundenzufriedenheitsforschung - Marktforschung von der Produktidee bis zur Markteinführung: Marktanalyse, Produktpositionierung, Marktforschung bei der Produktentwicklung, Testmarktforschung, Produkteinführung <ul style="list-style-type: none"> - Fokus: Käufer (Konsumenten, Organisationen) - Ansätze, Ziele und Methoden der Verhaltensforschung und der Erforschung des Käuferverhaltens - Grundtypen von Käufern, (Kauf-)entscheidungen und (Kauf-)Entscheidungsprozessen - Kulturelle, soziale, persönliche, psychologische und situative Einflüsse auf das individuelle Käuferverhalten: <ul style="list-style-type: none"> • Käufer als Individuen • Wahrnehmung • Lernen / Gedächtnis • Motivation, Werte, Involvement • Einstellungen und Einstellungsänderung • Selbstbild • Käufer als Entscheidungsträger • Individuelle Entscheidungen • Kaufsituation, Nachkaufbewertung, Produktentsorgung - Kulturelle, soziokulturelle und interkulturelle Einflüsse auf das Käuferverhalten <ul style="list-style-type: none"> • Gruppeneinfluss, Meinungsführerschaft, Verbreitung von Innovationen • Europäische Käufer • Familienstrukturen und Entscheidungsfindung im Haushalt • Einkommen und Gesellschaftsschicht • Alterssubkulturen • Lebensstil-Gruppen
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	<ul style="list-style-type: none"> • Internationale Unterschiede in den Einflüssen auf das Käuferverhalten
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung, Gruppenarbeit, Fallstudien
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	Exkursionen (Markt- bzw. Marketingforschung erlebbar machen und Wahrnehmung schärfen), Gastvorträge
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtliteratur:</u></p> <p>Berekoven, Ludwig, Eckert, Werner, Ellenrieder, Peter (2009): Marktforschung: methodische Grundlagen und praktische Anwendung. 12. Aufl., Wiesbaden: Gabler.</p> <p>Kotler, Philip et al. (2011): Grundlagen des Marketing. 5. Aufl., München: Pearson Studium.</p> <p>Solomon, Michael R., Bamossy, Gary J., Askegaard, Sören (2007): Konsumentenverhalten: der europäische Markt. Nachdr., München: Pearson Studium.</p> <p><u>Zusätzlich empfohlene ergänzende Literatur:</u></p> <p>Nieschlag, Robert, Dichtl, Erwin, Hörschgen, Hans (2002): Marketing, 19. Aufl., Berlin: Duncker & Humblot.</p> <p>Winkelmann, Peter (2013): Marketing und Vertrieb: Fundamente für die marktorientierte Unternehmensführung, 8. vollst. überarb. Aufl., München: Oldenbourg. (S. 121-182)</p> <p>Dannenber, M., Barthel, S. (2004): Effiziente Marktforschung, Frankfurt am Main: Redline</p> <p>Die zu aktiv zu lesenden Kapitel werden in der Veranstaltung bekanntgegeben.</p>

Märkte, Kultur und Kommunikation

Stand: Januar 2014

Modul-Nr./ Code	0.2.1 MKK
Modultitel	Märkte, Kultur und Kommunikation
Semester	2. Semester
Dauer des Moduls	1
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Häufigkeit des Angebots des Moduls	Einmal im Jahr
Zugangsvoraussetzungen	Keine
Verwendbarkeit des Moduls	Dieses in besonderer Weise für die Karlsruhochschule profilbildende Modul hat Bezüge zu allen anderen Modulen des Studiengangs, insbesondere zu WISS und EIM, zu allen Modulen des Management Cycle: EMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) und CHIN (act), zum Wahlpflichtmodul ARST sowie zu dem parallel stattfindenden studiengangsspezifischen Modul MMAK. Das Modul ist Bestandteil der Studiengänge IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher	Prof. Dr. Andreas P. Müller
Name der Hochschullehrer	Prof. Dr. Francisco Javier Montiel Alafont Prof. Dr. Lutz Becker
Unterrichts-/ Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	5
Gesamtworkload und ihre Zusammensetzung (Selbststudium + Kontaktzeit)	Gesamtworkload = 150 Stunden (Kontaktzeit = 42 Stunden, Selbststudium = 108 Stunden)
SWS	3
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Referat (schriftliche Ausarbeitung 60 %, mündlicher Vortrag und Diskussion 40 %)

	§ 14 (5) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	2,5 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> - die Wechselwirkungen von Märkten, Kultur und Kommunikation zu verstehen und in ihrer Bedeutung für unternehmerisches Handeln – auch unter ethischen und normativen Aspekten – aus einer interpretativen wissenschaftlichen Perspektive zu benennen und zu beschreiben, - kommunikatives Handeln und Verhalten im Kontext sozio-kultureller Systeme zu interpretieren und im Hinblick auf einfache Kulturunterschiede zu diskutieren, - sowohl das Konzept „interkulturelle Kompetenz“ als auch das der „sozialen Konstruktion von Wirklichkeit“ aus der Marktperspektive zu erläutern und - diese Konzepte exemplarisch auf das Handeln in Alltags- und Konfliktsituationen im unternehmerischen Kontext und in fremden Märkten anzuwenden.
Inhalte des Moduls	<ul style="list-style-type: none"> – Kulturgeschichtliche Zugänge zur Ökonomie – Grundlagen der verstehenden Soziologie und der Symbolökonomie – Mechanistische und interaktionstheoretische Kommunikationsmodelle und deren Auswirkungen auf das Verständnis von Akteuren und Arenen im kulturellen Kontext – Beschaffenheit von Kulturen und Märkten aus mikro- und makrodimensionaler Perspektive – Stereotypen des Interpretierens in unterschiedlichen (regionalen, organisationalen, institutionellen) Kontexten – Fallstudien
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Bolten, Jürgen (Hrsg.) (2003): Interkulturelle Kommunikation. Sternenfels: Verlag Wissenschaft & Praxis. [Auszüge]</p>

Fischer, Dirk (2005): Strategisches Management in der Symbolökonomie. Marburg: Metropolis. (Theorie der Unternehmung, Bd. 27). [Auszüge]

Pfriem, Reinhard (2011): Heranführung an die Betriebswirtschaftslehre. 3. ed., Marburg: Metropolis. (Theorie der Unternehmung, Bd. 11). [Auszüge]

Rock, R., Rosenthal, K. (1986): Marketing=Philosophie. Frankfurt (u.a.): Peter Lang. [Auszüge]

Zusätzlich empfohlene Literatur:

Berger, Peter L., Luckmann, Thomas (2012): Die gesellschaftliche Konstruktion der Wirklichkeit : eine Theorie der Wissenssoziologie. 24. Aufl., Frankfurt: Fischer. (Fischer, Bd. 6623).

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

Levine, R., Locke, Ch., Searls, D., Weinberger, D. (2000): The Cluetrain Manifesto. The End of Business as Usual. New York: Basic Books.

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

Sonnenburg, Stephan (Hrsg.) (2009): Swarm Branding: Markenführung im Zeitalter von Web 2.0.. Wiesbaden: VS Research.

Grundlagen des strategischen Managements

Stand: Januar 2014

Modul-Nr./ Code	0.2.2 STRA
Modulbezeichnung	Grundlagen des strategischen Managements
Semester oder Trimester	2. Semester
Dauer des Moduls	Ein Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	In der Regel wird das Bestehen des Moduls 0.1.1 EMQM verlangt.
Verwendbarkeit des Moduls	Dieses Modul ist Teil des Management Cycle (plan) und hat insbesondere Bezüge zu den vorgelagerten Modulen EMQM, BENV (analyze), den nachgelagerten Modulen RESO (do), MACC (check), CHIN (act) sowie zu den in besonderer Weise profilbildenden Modulen MKK und EIM und zu den studiengangsspezifischen Modulen MMAK (welches parallel stattfindet), IMAS und IMCO (welche in darauffolgenden Semestern stattfinden). Das Modul ist Bestandteil der Studiengänge IMK, IMA, IEM, ITM, IEVM, KKM und IMM.
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Lutz Becker
Name der/des Hochschullehrer/s	Prof. Dr. Lutz Becker Frank Widmayer
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	5
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	Gesamtworkload = 150 Stunden (Kontaktzeit = 42 Stunden, Selbststudium = 108 Stunden)

SWS	3
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkte	Klausur 120' am Ende des Semesters § 14 (2) SPO 01.02.2014
Gewichtung der Note in der Gesamtnote	2,5 %
Qualifikationsziele des Moduls	<p>Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage,</p> <ul style="list-style-type: none"> – Bedeutung und Ablauf strategischer Entscheidungsprozesse in globalen Märkten darzustellen, – ausgewählte Methoden der internationalen Unternehmens-, Umfeld-, Markt- und Wettbewerbsanalyse darzustellen und anzuwenden, – verschiedene Konzepte des strategischen Managements zu vergleichen, strategische Alternativen zu formulieren und systematisch geeignete Strategiealternativen auszuwählen, – Methoden zur Umsetzung und Implementierung einer Strategie anzuwenden und – Strategien als Konstruktion und Interaktion der Unternehmung mit ihren gesellschaftlichen Umwelten zu verstehen und kritisch reflektieren zu können.
Inhalte des Moduls	<ul style="list-style-type: none"> – Strategische Denkweisen und Strategische Konzepte <ul style="list-style-type: none"> • Historische Annäherung • Kontingenz- und interaktionstheoretische Annäherungen • Market based View • Resource based View • Entrepreneurship & Intrapreneurship • Corporate Strategy • Competitive Strategy • Functional Strategies <ul style="list-style-type: none"> ▪ Strategisches Talent Management ▪ F&E und Technologie Strategien ▪ Sourcing Strategien – Der Prozess des strategischen Managements <ul style="list-style-type: none"> • Konzeptionelle Ansätze

	<ul style="list-style-type: none"> • Zielfindung • Strategische Planung • Strategiementierung • Strategische Kontrolle <ul style="list-style-type: none"> – Strategische Methoden und Frameworks <ul style="list-style-type: none"> • SWOT • Wettbewerbsanalyse • Portfolio-Analyse • Five Forces • Weak Signals und Early Recognition • Anticipation • Positioning • 7-S Framework (McKinsey) • PPM (Project Portfolio Management) – Strategisches Management und Business Development – Strategisches Management und strategische Führung: Aktuelle Trends – Strategie und Gesellschaft, eine kritische Reflexion
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung, Gruppenarbeit, Quellenarbeit, Fallstudien, Medien
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	Gastvorträge von Experten aus Praxis und Wissenschaft
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Pfriem, Reinhard (2011): Unternehmensstrategien: ein kulturalistischer Zugang zum Strategischen Management. 2. Aufl., Marburg: Metropolis Verlag. (Grundlagen der Wirtschaftswissenschaft, Bd. 12).</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p>Nagel, R., Wimmer, R. (2014): Systemische Strategieentwicklung – Modelle und Instrumente für Berater und Entscheider. 6. Aufl., Stuttgart: Schäffer-Poeschel.</p> <p>Stacey, R. D. (2011): Strategic Management and Organisational Dynamics. 6. ed., Harlow (u.a.): Financial Times Prentice Hall.</p> <p>Weitere Literatur wird in der Veranstaltung bekannt gegeben bzw. zur Verfügung gestellt (Internetquellen, Medien, Semesterapparat, Reader und/oder Hand-Outs)</p>

English as a Foreign Language 2

Status: January 2014

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

	§ 14 (2) / § 14 (3) SPO 01.02.2014
Weighting of the grade within the total grade	2 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – communicate in a broad variety of business situations in the English language, – know the advanced terminology used in business as well as the language for specific purposes and apply it in practical business situations, – write complex texts, – use some of the most important rhetorical skills in English business communication environments, – participate actively in practical situations, initiating both subject-oriented discussions as well as interpersonal talk. <p>English Level C1 (according to the Common European Framework of Reference for Languages)</p>
Content of the module	Introduction to advanced business English terminology and vocabulary for specific purposes on an abstract and idiomatic level, advanced communication skills (written and oral), application of knowledge and skills in complex role plays and case studies, practice listening skills using audiovisual media, systematic grammar revision etc.
Teaching and learning methods of the module	Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya, Tullis, Graham (2012): Intelligent business: Coursebook: intermediate business English. Harlow (u.a.): Pearson Longman.</p>

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

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

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

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

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

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

Periodicals:

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

International Marketing Strategy

Status: January 2014

Module-Nr./ Code	3.3.1 IMAS
Module title	International Marketing Strategy
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	<p>The contents and goals are based on and deepen especially contents from the STRA module as well as the previous IMA modules. Selected strategic issues can practically be applied in the company projects. Furthermore the contents are closely related to the parallel MIIC module.</p> <p>No applicability of the module to other programs.</p>
Frequency of module	Each year
Entry requirements	None. (Recommended pre-reading see literature below.)
Applicability of the module	The contents of the module are partly related to the parallel MIIC module and may be practically applied in the company projects.
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Dr. Viviane Chen, Thomas Zorbach
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"> – explain the process of strategic marketing in an international business environment and link it to applicable marketing instruments – evaluate the information requirements as relevant to strategic analysis and – analyse which alternative marketing strategies can be chosen to achieve an organisation's objectives (competitive advantages, competitive strategies), – apply selected strategic methods and procedures explicitly in the context of the international strategic marketing process, – explain how to segment and select target markets (segmenting and targeting) – how positioning on target markets works and how brand strategies sustain this positioning (Performance-to-Market) – explain the necessary organisational requirements and adaptations in the context of strategic implementation and control, – describe the means of internationalisation and including standardization and localization, – pinpoint the link between marketing strategy and strategy execution, especially marketing instruments and operations – exemplarily evaluate and adequately adapt different marketing strategies in the context of different specific situations/ cases.
Content of the module	<ul style="list-style-type: none"> – Setting the learning outcomes of the module STRA into the marketing context (widening/deepening the previous topics), <ul style="list-style-type: none"> ○ Challenging Market-based and resource/asset based views on marketing strategy ○ Applying strategic analysis (external, incl. segmentation, internal)

	<ul style="list-style-type: none"> ○ Strategic intent, mission, goals and objectives ○ Strategy formulation, strategic alternatives, implementation and control ○ Strategic Content (also connected to Brand Strategy) ○ Organisational aspects of strategic implementation and strategic control ○ Applying an instrumental view on marketing strategy ○ Legal aspects (e.g. competition law, patent law) <ul style="list-style-type: none"> - Information requirements as relevant to strategic analysis as well as analysis and selection of alternative marketing strategies to achieve an organisation's objectives (competitive advantages, competitive strategies) - - Cultural, political and legal environment of foreign markets in external analysis - Decision whether to internationalise: <ul style="list-style-type: none"> ○ Motivation for internationalisation ○ Initiation of internationalisation ○ Assessment of international competitiveness ○ Setting priorities (such as regions or specific segments) - Process from market selection via market entry and development to marketing program and foreign divestment, including among other topics: <ul style="list-style-type: none"> ○ potential market assessment ○ intended strategic market position ○ market entry strategies - Segmentation and selection of target markets (segmenting and targeting) - Positioning and sustaining positions on target markets (Performance-to-Market) - Strategic opportunities and challenges of globalisation respectively localization - Linking marketing strategy and (instrumental/operational) execution
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	<ul style="list-style-type: none"> - Exemplarily evaluate and adequately adapt different marketing strategies in the context of different specific situations/ cases
Teaching and learning methods of the module	Interactive lectures, group work, case studies
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Recommended Pre-reading:</u></p> <p>West, Douglas, Ford, John, Ibrahim, Essam (2006): Strategic Marketing: Creating Competitive Advantage, Oxford (u.a.): Oxford University Press, p. 3-100</p> <p>Recapitulation of the required literature of the STRA module.</p> <p><u>Required reading:</u></p> <p>West, Douglas, Ford, John, Ibrahim, Essam (2010): Strategic marketing: creating competitive advantage, 2. ed., Oxford (u.a.): Oxford University Press, 3-100.</p> <p>Doole, Isobel, Lowe, Robin (2012): International marketing strategy: analysis, development and implementation, 6. ed., Andover: Cengage Learning.</p> <p>Further sources, such as current case studies, will be distributed in class. The chapters to read will also be highlighted in class following the discussions and case studies.</p>

Marketing Intelligence, Implementation, and Controlling

Status: January 2014

Module-Nr./ Code	3.3.2 MIIC
Module title	Marketing Intelligence, Implementation, and Controlling
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	Each year
Entry requirements	None
Applicability of the module	<p>The contents and goals of the module can especially be applied in the company projects (3rd and 4th semester) as well as the Marketing Future Lab. They are related to the parallel IMAS and the RESO module.</p> <p>No applicability of the module to other programs.</p>
Person responsible for the module	Prof. Dr. Lutz Becker
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	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"> – Students who have successfully participated in this module will be able to: – describe application areas, goals, organization, sources, and methods of the marketing intelligence process – trace, analyze, forecast and interpret behavior of customers and other entities relevant to marketing – display the requirements of a successful implementation of marketing programs as well as marketing-specific project management methods and tools, especially in the fields of steering, management, implementation and controls – apply selected methods and tools for strategic and operational marketing controls – measure and compare outcomes of marketing programs – evaluate "hard" and "soft" interventions and apply selected facilitation techniques
Content of the module	<ul style="list-style-type: none"> – Marketing Intelligence principles, concepts and tools – MI application areas, goals, organization, sources, and methods of the marketing intelligence process – Trace, analyze, forecast and interpret behavior of customers and other entities relevant to marketing – Ethical questions of marketing intelligence (data grabbing and mining) – Marketing-specific project management methods and tools, planning, steering, management, implementation and controls – Implementation of marketing programs by means of project management (among others Charter, Resource Management, Work-Breakdown Structure, Gantt-Charts,

	<p>Milestones, Phases, Working Packages, Closing)</p> <ul style="list-style-type: none"> – Selected methods and tools for strategic and operational marketing controls – measure and compare outcomes of marketing programs – "Hard" and "soft" interventions and apply selected facilitation techniques (Marketing Plans, Marketing Budgets, KPIs in Marketing, Reviews, Interventions)
Teaching and learning methods of the module	<ul style="list-style-type: none"> – Interactive lectures, group work, case studies related to firms and others organisations (also linked to the parallel Introductory Company Project module)
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<p>Guest lectures and company visits, brief introduction to computer based project management in marketing (http://candoprojects.com)</p>
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Hedin, Hans, Hirvensalo, Irmeli, Vaarnas, Markko (2011): The Handbook of Market Intelligence: Understand, Compete and Grow in Global Markets. Chichester: Wiley.</p> <p>McKnee, Frank et al. (2009): Project Management in Marketing: the Official CIM Coursebook, Oxford: Butterworth-Heinemann.</p> <p>Further sources, such as current case studies, will be distributed in class. The chapters to read will also be highlighted in class following the discussions and case studies.</p>

Introductory Company Project

Status: January 2014

Module-Nr./ Code	0.3.1 IPRO
Module title	Introductory Company Project
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the modules 0.1.3 WISS and 0.2.2 STRA is required.
Applicability of the module	This module is targeted at the transfer between theory and practice and has interconnections to all earlier and simultaneous modules of the program, as well as to APRO and INTS. 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.
Person responsible for the module	Prof. Dr. Dirk Wagner
Name(s) of the instructor(s)	Prof. Dr. Dirk Wagner
Teaching language	German/English/other (depends on the subject of the project and the "sponsor")
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total work load = 180 hours (Contact hours = 84, self-study = 96 hours)

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

	<p>context</p> <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>

	<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

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

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

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

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

Arabic 1

Status: January 2014

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

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

Chinese 1

Status: January 2014

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

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

French 1

Status: January 2014

Module-Nr./ Code	0.3.3 FRA1
Module title	French 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if French has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with FRA2 and FRA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Ariane Fleuranceau, Gerard Massé, Marine Roland-Hohenstein
Teaching language	French (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.1. (Beginners), A2-B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test

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

	<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

Module-Nr./ Code	0.3.3 ITA1
Module title	Italian 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Italian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with ITA2 and ITA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Dr. Claudio Fantinuoli
Teaching language	Italian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.1. (Beginners), A2-B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test (15' oral form: listening comprehension and oral expression) § 14 (2) / § 14 (3) CER 01.02.2014

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

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

Japanese 1

Status: January 2014

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

Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – know the basics of the Japanese alphabet and, with guidance, structure simple sentences and classify individual elements, – know the basics of the phonetic system and name the most important differences between the Japanese language and their own language using examples, – produce simple sentences and carry out the most important ritual conversations (e.g. greeting someone).
Content of the module	<ul style="list-style-type: none"> – The phonetic and graphic code of the foreign language. – The type of basic grammatical structure and construction principles. – Basic vocabulary. – Learning aids.
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
<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>Clarke, H.D.B., Hamamura, Motoko (2003): Colloquial Japanese: The complete course for beginners. London (u.a.): Routledge.</p>

Portuguese 1

Status: January 2014

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

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

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

Russian 1

Status: January 2014

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

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

Spanish 1

Status: January 2014

Module-Nr./ Code	0.3.3 SPA1
Module title	Spanish 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Spanish has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	None (placement test)
Applicability of the module	Interconnections with SPA2 and SPA3. This module is part of all the undergraduate programs at Karlshochschule International University.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Maritza Bayona, Gabriela Farah de Günther, Ana Garcia Merinero, Dr. Uta Köhler-Escobar, Aidé Blanca Melz
Teaching language	Spanish (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.1. (Beginners), A2-B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR

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

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

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

Status: January 2014

Module-Nr./ Code	3.4.1 IMCO
Module title	International Marketing Channels and Operations
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	Each year
Entry requirements	None
Applicability of the module	<p>The contents and goals of the module are linked to the learning goals of the modules EMQM, BENV and WISS, MIIC, as well as INMS/STRA. Furthermore the relational aspects of channels are linked to the module "Relationships in Int'l Marketing". Selected aspects of relations are relevant for "Cultures and Diversity" too.</p> <p>The module IMCO is also related to the RIM module in the same semester.</p> <p>No applicability of the module to other programs.</p>
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Prof. Dr. Melodena Balakrishnan
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 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"> – describe and interpret the marketing operations of product and service companies from a strategic perspective – describe the concept, structures and flows of marketing channels including indirect, direct, multi-level, distant and social channels both nationally and internationally – carry out suitable steps to establish channels and develop business both strategically and operationally – manage the intercultural differences affecting the marketing operations and channels – apply tools and methods how to do research on marketing channels and operations manage them actively
Content of the module	<ul style="list-style-type: none"> – Design of marketing operations of product and service companies from a strategic perspective (top-down and bottom-up) – Concepts, structures and flows of marketing channels including <ul style="list-style-type: none"> • questions of maturity • indirect, • direct, • multi-channel and • multi-level marketing, • franchising, • licensing, • co-marketing (co-branding) • distance marketing • social channels <p>from a national, international and (inter-) cultural perspective</p> – Analysing and creating customer touch points (PoS, PoP, PoI) – Technology watch: How technologies like

	<p>augmented reality, local based services affect marketing channels</p> <ul style="list-style-type: none"> – Intermediaton: Supply chain, logistics, value added services, etc.. Tensions between dis- and re-intermediation – Current case-studies on how to establish and develop international marketing channels and operations, including supporting operations (among others: branding, product- and service management, sales promotion, media) – Tools and methods how to manage marketing channels and operations actively, including Key Account Management – Measuring and controlling of channel and operational performance (Goal Setting, KPIs) – Managing product and service life-cycles: <ul style="list-style-type: none"> ○ Launching, ○ Maintaining and ○ Re-Launching products and services, ○ End-of-Life Procedures – Management of conflicts and intercultural differences affecting the marketing operations and channels – The interrelation between marketing channels and business models
Teaching and learning methods of the module	Interactive lectures, group work, case studies
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Company visits/guest speakers
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Coughlan, Anne T. et al. (2006): Marketing channels, 7. ed., Upper Saddle River: Pearson/Prentice Hall.</p> <p>Further sources, such as current case studies, will be distributed in class. The chapters to</p>

	read will also be highlighted in class following the discussions and case studies.
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Relationships in International Marketing

Status: January 2014

Module-Nr./ Code	3.4.2 RIM
Module title	Relationships in International Marketing
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	Each year
Entry requirements	None. (Recommended pre-reading see literature below.)
Applicability of the module	<p>The module RIM is also related to the IMCO module in the same semester. Selected aspects of the module may be broadened and/or deepened in the modules Marketing Future Lab as well as Cultures and Diversity, ethical aspects may be reframed in the electives on ethics.</p> <p>No applicability of the module to other programs.</p>
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Prof. Dr. Melodena Balakrishnan
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 42, self-study = 138 hours)
Hours per week	3

Assessment type / requirement for the award of credits	Seminar paper (Written paper 60 %, oral presentation and discussion 40 %) § 14 (5) CER 01.02.2014
Weighting of the grade within the total grade	3 %
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"> – define interactions and relationships from various perspectives (economical, technical, psychological, sociological) – describe how relations are socially and psychologically constructed – evaluate how to initiate and maintain relations to individual and collective actors – structure the range of interaction and relationships in marketing (public relations, brand relations, network relations, channel relations, customer relations, etc.) – apply certain methods and current technology to manage those relations (CRM, Social Media, among others) – identify tools and methods to plan, implement and control marketing relations actively <p>search for levers to improve specific relationships by marketing means</p>
Content of the module	<p>Approaches to marketing relations</p> <ul style="list-style-type: none"> • Emotional relations • Formal and legal relations • Transactional relations • infrastructures of relations (Internet, logistics, others) • psychological foundations of relations • social relations • relational content • cultural specifics <p>Institutional approaches</p> <ul style="list-style-type: none"> • Transaction costs • Agency problems <p>Social Networks</p> <ul style="list-style-type: none"> • Actor-Network-Theory • Social Network Analysis

	<p>Interactions and relations in marketing</p> <ul style="list-style-type: none"> • public relations • brand relations • network relations • channel relations • customer relations, etc. <p>The ethics of relations</p> <ul style="list-style-type: none"> • exchange, • service providing, • collaboration, • influence, • persuasion, • manipulation, etc. <p>Current methods and current technology to manage those relations one to one and one to many</p> <ul style="list-style-type: none"> • CRM • retention management • community management • social media, • among others <p>Managing customer life-cycles and the customer value including</p> <ul style="list-style-type: none"> • lead generation, • customer retention, • upselling and • recovering. <p>Managing relations in an intercultural environment</p>
Teaching and learning methods of the module	Interactive lectures, group work, case studies related to firms and others organisations (also linked to the parallel Advanced Company Project module)
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Recommended Pre-readings:</u></p> <p>Dwyer, F. Robert et al. (1987): Developing Buyer-Seller Relationships. In: Journal of Marketing, 51(2), 11-27.</p> <p>Berscheid, Ellen (1999): The greening of relationship science. In: American Psychologist. 54(4), 260–266</p>

Required reading:

Egan, John (2011): Relationship Marketing. 4. ed., Harlow (u.a.): Financial Times Prentice Hall

Aronson, Elliot, Wilson, Timothy D., Akert, Robin M. (2010): Social Psychology, 7. ed., global ed., Upper Saddle River: Pearson Education (Chapters 7, 8 and 9)

Recommended Readings:

Dwyer, F. Robert, Tanner, John F. (2009): Business Marketing: Connecting Strategy, Relationships, and Learning, 4. ed., internat. ed., Boston (u.a.): McGraw-Hill/Irwin (Excerpts will be discussed in class)

Kapp, K. William (2011): The Foundations of Institutional Economics. London (u.a.): Routledge. (pp. 17-30, 170-179)

Latour, Bruno (2003): Science in Action: How to Follow Scientists and Engineers Through Society. Cambridge, Mass.: Harvard University Press. (Excerpts will be discussed in class)

Borgatti, Stephen P. et al. (2009): Network Analysis in the Social Sciences. In: Science 323, 892-895.

Further sources, such as current case studies, will be distributed in class. The chapters to read will also be highlighted in class following the discussions and case studies.

Advanced Company Project

Status: January 2014

Module-Nr./ Code	0.4.1 APRO
Module title	Advanced Company Project
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the module 0.3.1 IPRO is required.
Applicability of the module	This module is targeted at the transfer between theory and practice and has interconnections to all earlier and simultaneous modules of the program, especially to IPRO and also to INTS. This module is part of all the Bachelor programs at Karlshochschule International University. The subject of the project varies according to the program specialisation of the students.
Person responsible for the module	Prof. Dr. Dirk Wagner
Name(s) of the instructor(s)	Prof. Dr. Dirk Wagner
Teaching language	German/English/other (depends on the subject of the project and the "sponsor")
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4

Assessment type / requirement for the award of credits	Project work § 14 (11) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to autonomously identify, plan and implement a selected social or business project, preferably international, e.g. from the fields of culture, tourism, marketing, business development, trade fair, convention, event, organisation, personnel etc. with the help of tutors (instructors) and supervisors (professors). This involves integrating, applying and implementing the knowledge acquired in the modules to date.
Content of the module	Autonomous development of a project idea and implementation of a project under supervision and in collaboration with external partners ("sponsors"). If relevant, students can base their project on work carried out in the project module in the 3 rd semester.
Teaching and learning methods of the module	Project work in a team of 5-6 participants (tutored)
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<ul style="list-style-type: none"> – The projects are developed in close collaboration with interested companies or social organisations (e.g. SIFE, Rotaract, Leos), in some cases on location – Students draw-up a written presentation for the sponsor – The following is assessed: <ul style="list-style-type: none"> • The content and formal quality of the presentation and documentation • The academic performance of the written paper, research and analysis – Students are expected to carry out project management as regards content and timing, which is fully documented. They are expected deliver the following: <ul style="list-style-type: none"> • Put together and organise a project team • Coordinate with the sponsor and the university instructor and other stakeholders (other groups) • Draw up a project brief and target definition in writing

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

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

Status: January 2014

Module-Nr./ Code	0.4.2 MACC
Module title	Managerial Accounting
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	As a general rule, the successful completion of the modules – 0.1.1 EMQM, – 0.2.2 STRA and – 0.3.2 RESO is required.
Applicability of the module	This module is part of the management cycle (check) und has interconnections to the earlier modules EMQM, BENV (analyze), STRA (plan), RESO (do), the later module CHIN (act) as well as to the especially distinguishing modules MKK and EIM. This module is part of all the Bachelor programs at Karlsruhochschule International University.
Person responsible for the module	Prof. Dr. Bernd Ankenbrand
Name(s) of the instructor(s)	Prof. Dr. Bernd Ankenbrand, Prof. Dr. Ekaterina Svetlova, Prof. NN, Gunter Fauth, Georg Hauer
Teaching language	English
Number of ECTS credits	6

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

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

Arabic 2

Status: January 2014

Module-Nr./ Code	0.4.3 ARA2
Module title	Arabic 2
Semester or trimester	4 th semester
Duration of module	Single semester(if Arabic has been selected as second foreign language)
Course type (Mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 ARA1
Applicability of the module	Interconnections with 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 %

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

Chinese 2

Status: January 2014

Module-Nr./ Code	0.4.3 CHI2
Module title	Chinese 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Chinese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 CHI1
Applicability of the module	Interconnections with CHI1 and 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 %

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

French 2

Status: January 2014

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

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

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

Progressif du Français des Affaires. Paris: CLE International.

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

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

Italian 2

Status: January 2014

Module-Nr./ Code	0.4.3 ITA2
Module title	Italian 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Italian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 ITA1
Applicability of the module	Interconnections with 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 expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple to more complex everyday situations and simple business situations in the spoken language, – write standard texts (e.g. lists) autonomously in Italian <p>Intermediate:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports)
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. – Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference – More complex grammar structures and varieties – Basic lexis – Learning aids

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

Japanese 2

Status: January 2014

Module-Nr./ Code	0.4.3 JAP 2
Module title	Japanese 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Japanese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 JAP1
Applicability of the module	Interconnections with 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 %

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

Portuguese 2

Status: January 2014

Module-Nr./ Code	0.4.3 POR2
Module title	Portuguese 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Portuguese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 POR1
Applicability of the module	Interconnections with 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 expression) § 14 (2) / § 14 (3) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> – deal with simple to more complex everyday situations and simple business situations in the spoken language, – write standard texts (e.g. lists) autonomously in Portuguese <p>Intermediate:</p> <ul style="list-style-type: none"> – use their spoken language to take part in a suitable range of advanced business communication situations, – draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> – use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, – draw up accompanying simple written documents (handouts, short reports)
Content of the module	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. – Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically:</p> <ul style="list-style-type: none"> – Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference – More complex grammar structures and varieties – Basic lexis – Learning aids

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

Russian 2

Status: January 2014

Module-Nr./ Code	0.4.3 RUS2
Module title	Russian 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Russian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 RUS1
Applicability of the module	Interconnections with 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 %
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</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>Loos, Harald, Berditschewski, Anatoli (2008): Projekty: ein Russischlehrwerk für Beruf und Alltag. Ismaning: Hueber. (Medienkombination)</p> <p>Sokolowa, Ludmila, Zeller, Heiner (2001): Kljuci 1: ein Russischlehrwerk für Erwachsene. Ismaning: Hueber. (Medienkombination)</p> <p>Sokolowa, Ludmila, Zeller, Heiner (2004): Kljuci 2: ein Russischlehrwerk für Erwachsene. Ismaning: Hueber. (Medienkombination)</p>

Spanish 2

Status: January 2014

Module-Nr./ Code	0.4.3 SPA2
Module title	Spanish 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Spanish has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.3 SPA1
Applicability of the module	Interconnections with 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

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

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

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

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

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

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

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

Cultures and Diversity

Status: January 2014

Module-Nr./ Code	3.5.1 CUD
Module title	Cultures and Diversity
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	Each year
Entry requirements	As a general rule, the successful completion in the 0.2.1 MKK module is required.
Applicability of the module	<p>The module is linked to the area studies (ARST) and rises also ethical questions linked to the electives in the same term (EIM). Partly aspects from the module "Relations in Int'l Marketing" shall be revisited.</p> <p>No applicability of the module to other programs.</p>
Person responsible for the module	Prof. Dr. Lutz Becker
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 = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 01.02.2014

Weighting of the grade within the total grade	3 %
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – identify the variety of social expressions affecting marketing – decode and recognize other cultural contexts and find institutional arrangements with international participants in cross-cultural contexts – analyze the role of (sub-) cultural settings as levers for marketing strategies and operations – evaluate concepts on how to approach cultural differences with marketing means in a both standardized and differentiated manner – identify and systemize multi-diverse layering in society (super-diversity) for market ends
Content of the module	<ul style="list-style-type: none"> – Understanding the variety of social expressions affecting marketing (cases) – Decode and recognize other cultural contexts and parameters of diversity in society – Co-operative and institutional arrangements with international participants in cross-cultural contexts – (Sub-) cultural settings as levers for marketing strategies and operations – Evaluate concepts how to approach (sub-) cultural, regional or social differences in a both standardized and differentiated manner (standardization versus localization/differentiation) – Applying current methods in culture and diversity research (case studies)
Teaching and learning methods of the module	Interactive lectures, group work, case studies
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Guest lectures, external lectures and company visits
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Bourdieu, Pierre (1984): <i>Distinction: a Social Critique of the Judgment of Taste</i>. Cambridge, Mass.: Harvard University Press.</p>

Demooij, Marieke (2011): Consumer Behavior and Culture: Consequences for Global Marketing and Advertising. 2. ed., Thousand Oaks (u.a.): Sage.

House, Robert J. et al. (eds.) (2011): Culture, Leadership, and Organizations. Thousand Oaks (u.a.): Sage.

Vertovec, Steven (2007): Super-diversity and its implications. In: Ethnic and Racial Studies, 30(6), 1024-1054.

Wetherell, Margaret, Mohanty, Chandra Talpade (eds.) (2010): The Sage handbook of identities. Los Angeles (u.a.): Sage.

Further sources, such as current case studies, will be distributed in class. The chapters to read will also be highlighted in class following the discussions and case studies.

Marketing FutureLab

Status: January 2014

Module-Nr./ Code	3.5.2 FLAB
Module title	Marketing FutureLab
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	Each year
Entry requirements	None
Applicability of the module	<p>The contents and goals of the module are closely linked to the parallel module CHIN and shall prepare for the thesis (especially preparing the process of identifying new research topics).</p> <p>No applicability of the module to other programs.</p>
Person responsible for the module	Prof. Dr. Lutz Becker
Name(s) of the instructor(s)	Prof. Dr. Björn Bohnenkamp
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 42, self-study = 138 hours)
Hours per week	3

Assessment type / requirement for the award of credits	Seminar paper (Written paper 60 %, oral presentation and discussion 40 %) § 14 (5) CER 01.02.2014
Weighting of the grade within the total grade	3 %
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"> – identify current and emerging issues in marketing science and practice including new markets and marketing opportunities, new technologies and media, new concepts and approaches – analyze the current impact of change in the social, economic and technical environment on marketing and vice versa the current impact of marketing on our social settings – evaluate relevant trends of international markets and, if applicable, transfer them to other markets and carve out opportunities for marketing innovation – work on research questions independently in an academic manner and assess current academic and business-related discussions – apply exploratory research methods and case study research to emerging marketing issues
Content of the module	<ul style="list-style-type: none"> – Own research on current trends in business and marketing science – Identify current and emerging issues in marketing based on current cases – Best practice approaches versus disruptive practices – An eclectic approach to marketing and management science (taking perspectives from sociology, psychology, linguistics, information science, and others) – Exploratory research on current issues based on own case study research and evaluation – Entrepreneurship and intrapreneurship in market-driven firms

	<ul style="list-style-type: none"> – Discussion of case study outcomes and transfer to other market issues
Teaching and learning methods of the module	Colloquium, case studies, field research, workshops and discussions
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Guest lectures, external lectures and company visits (esp. marketing technology businesses)
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Students shall carry out their own literature research and make proposals for discussion in class; they shall identify and analyze suitable journal contributions and other sources related to current and future issues in marketing.</p>

Ethics in Management: Globalization and Ethics

Status: January 2014

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	This for Karlshochschule especially distinguishing module has interconnections to all other modules of the program, especially to MKK, to all the modules of the management cycle: EMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) und CHIN (act) as well as to all specific modules of the program, especially RIM and CUD. 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)	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	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, - 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>
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Ethics in Management: Sustainability and Ethics

Status: January 2014

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	This for Karlshochschule especially distinguishing module has interconnections to all other modules of the program, especially to MKK, to all the modules of the management cycle: EMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) und CHIN (act) as well as to all specific modules of the program, especially RIM and CUD. 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)	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	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 - 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,

	<ul style="list-style-type: none"> – 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: http://ssrn.com/abstract=1626013 or http://dx.doi.org/10.2139/ssrn.1626013</p> <p>Tencati, Antonio, Perrini, Francesco (2011): Business Ethics and Corporate Sustainability. Cheltenham (u.a.): Edward Elgar Publishing. (Studies in Transatlantic Business Ethics)</p>

Ethics in Management: Ethics in Practice

Status: January 2014

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 MKK, to all the modules of the management cycle: EMQM, BENV (analyze), STRA (plan), RESO (do), MACC (check) und CHIN (act) as well as to all specific modules of the program, especially RIM and CUD. 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)
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 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

	<ul style="list-style-type: none"> – 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 Anatomy of Cooperation. In: Annual Review of Sociology, 24(1), 183-214</p> <p>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).</p> <p>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.</p> <p>Nijhof, A.H.J., Fischer, O. (1997): Dealing</p>

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)

	<p>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</p>
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Change and Innovation

Status: January 2014

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

Assessment type / requirement for the award of credits	Learner's Portfolio § 14 (7) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: <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)	<u>Reading:</u> A list readings will be submitted with the syllabus in advance

Arabic 3

Status: January 2014

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

Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – read and write brief standard texts, – carry out dialogues in everyday situations with a suitable level of complexity.
Content of the module	<ul style="list-style-type: none"> – Revision of the conjunctive, the imperative, apococate and negation. The dual, the numbers 1 and 2, question pronouns “how many”, the months, cardinal numbers, year numbers, the perfect form of verbs with و and ى, conjunctive and apococate of verbs with و or ى, word order: اِنَّ and the subject of the sentence. – At my university; in a hotel; about Islam and Muslims; registering with the authorities; the President’s speech; interview with the President. – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbook:</u></p> <p>Krahl, Günther, Reuschel, Wolfgang, Schulz, Eckehard (2011): Lehrbuch des modernen Arabisch. 1. Aufl., Leipzig: AKV Edition Hamouda.</p>

Chinese 3

Status: January 2014

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

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

French 3

Status: January 2014

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

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

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

Italian 3

Status: January 2014

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

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

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

Japanese 3

Status: January 2014

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

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

Portuguese 3

Status: January 2014

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

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

	<ul style="list-style-type: none"> – Different styles and degrees of formality – Advanced writing – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p><u>Language textbooks:</u></p> <p>Eberlein O.F. Lima, Emma (2009): Novo Avenida Brasil: curso básico de 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

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 %

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

Spanish 3

Status: January 2014

Module-Nr./ Code	0.5.3 SPA3
Module title	Spanish 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Elective (if Spanish has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.4.3 SPA2
Applicability of the module	Interconnections with SPA1 and SPA2. 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

	<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

	<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>

	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

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

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

Area Studies

Status: January 2014

Module-Nr./ Code	0.5.3. ARST
Module title	Area Studies
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	This module has interconnections to all other modules of the program, especially to BENV, MKK and CUD. This module is also part of the IEM, ITM, IEVM, ACM and IMM programs.
Person responsible for the module	Prof. Dr. Francisco Javier Montiel Alafont
Name(s) of the instructor(s)	Prof. Dr. Francisco Javier Montiel Alafont, Prof. Dr. Desmond Wee, Alaa Khalil, Anthony Teitler
Teaching language	English (in individual cases it can be taught in the language spoken in the business and cultural area if the students are sufficiently proficient in the language – level C1)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56, self-study = 124 hours)
Hours per week	4
Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 01.02.2014
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<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 program (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 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</p>

	depending on students' interest.
Teaching and learning methods of the module	Interactive lectures. Business case studies
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Area experts as co-lecturers
Literature (Required reading/supplementary recommended reading)	<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>

Internship

Status: January 2014

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

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

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

Bachelor Thesis including its Defence

Status: January 2014

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

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