

Program and Course Description

Global Economics and Business Management

Bachelor

THI Business School

Study Regulation: WS 20/21, modified Study and Examination Regulations (April 4, 2022)

Summer Semester 2024 (as of 05.06.2024)



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1 Overview of the modules and hours (1st – 3rd Semester) *

CURRICULUM GLOBAL ECONOMICS AND BUSINESS MANAGEMENT		1. Semester		2. Semester		3. Semester	
No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS
1.1	Grundlagen Betriebswirtschaft, Entrepreneurship und Internationales Management		8				
1.1.1	Einführungswoche	2					
1.1.2	Grundlagen der Betriebswirtschaft, des Entrepreneurships und des Internationalen Managements	6					
1.2	Mikroökonomik	4	5				
1.3	Quantitative Methoden	6	7				
1.4	Digital Transformation and Business Models			4	5		
1.5	Operations Management			4	6		
1.6	Makroökonomik			4	5		
1.7	International Accounting			4	6		
1.8	Marketing and Sales					4	5
1.9	Corporate Finance					4	5
1.10	Cost Accounting and Cost Management					4	5
1.11	HR Management, Organization and Leadership					4	5
1.12.1	Foreign Language I	4	4				
1.12.2	Foreign Language II			4	4		
1.12.3	Foreign Language III					4	4
1.12.4	Intercultural Studies			4	4		
1.13	Business Language / English Business Communication and Negotiation	4	4				
1.14	Business Language / English Scientific Writing					4	4
1.15	Project Social Engagement					3	4
Total		26	28	24	30	27	32

2 Overview of the modules and hours (4th – 7th Semester) *

CURRICULUM GLOBAL ECONOMICS AND BUSINESS MANAGEMENT		4. Semester		5. Semester		7. Semester	
No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS
2.1	International Economics	4	6				
2.2	Strategic Management			4	6		
2.3	Sustainability CSR and Compliance Management	4	6				
2.4	Current Issues in Economics			4	6		
2.5	Project Management			4	5		
2.6	International Business Diplomacy and Cross Cultural Management	4	5				
2.7.1	Major Field of Study 1	2x4= 8	2x6= 12				
2.7.2	Major Field of Study 2			2x4= 8	2x6= 12		
2.8.1	Foreign Language IV	4	4				
2.8.2	Electives Sustainability/Management Discipline					2x2 = 4	2x3 = 6
2.9	Business Simulation					3	3
2.10	Revision of Business Theory					4	5
2.11	Seminar Bachelor Thesis					2	2
2.12	Bachelor Thesis						12
Total		24	33	20	29	13	28

CURRICULUM GLOBAL ECONOMICS AND BUSINESS MANAGEMENT		6. Semester	
No.	Module	SWS	ECTS
2.13	Internship Semester Abroad		30

* The study program comprises a workload of 210 ECTS including the advanced practical training semester. Further details are specified in the attachment of the respective Study and Examination Regulation [here](#).

** Hours per week

3 Practical semester abroad

Further details are specified in the attachment of the respective Study and Examination Regulation (SPO WS 20/21) [here](#).

Details sind in § 8 der gültigen Studien- und Prüfungsordnung SPO WS 20/21 festgelegt. Diese finden Sie [hier](#).

4 Modules of Virtuelle Hochschule Bayern (vhb)

The following courses of the "Virtuelle Hochschule Bayern" (vhb) can be credited as compulsory elective module **management discipline**:

- International Marketing
- Leadership and Communication in Global Business

The following courses of the "Virtuelle Hochschule Bayern" (vhb) can be credited as compulsory elective module **sustainability discipline**:

- Humanitarian supply chain management

You can find more information on the contents, learning objectives, examination dates, examination form and examination venue at www.vhb.org. If you would like to take part in the course, you must register for it at the vhb, enroll in the chosen course and take the examination after completing the course. You do not need to register for an examination at the THI. The vhb courses are free of charge for you.

After passing the examination, please submit an application for credit/recognition of achievements and periods of professional practice exclusively digitally, via the PRIMUSS student portal under "My studies > Credit/recognition of achievements and periods of professional practice" and upload the graded certificate of the examiner (original). If credit is possible, the examination performance of the vhb course will be entered in the grade sheet with the title of the vhb course. Please note that a mere confirmation of participation is not sufficient for crediting.

Note: You can find the application for "Crediting/recognition of achievements and periods of professional practice" in PRIMUSS under "My studies > Crediting/recognition of achievements and periods of professional practice".

If you would like to receive credit for a vhb course other than those listed above, please contact the course director before starting the course to clarify whether the course can be credited. Please note that no courses with online examinations / online tests can be credited.

The courses offered at the vhb are not guaranteed by the THI or the GBM degree program and may change at short notice or on a semester-by-semester basis.

Please note also: Experience has shown that the issuing of graded certificates after an examination at the vhb takes some time and often extends into the next semester. We therefore recommend that you do not attend vhb courses in the last semester of your studies, as this can lead to an extension of your studies! If you would still like to attend vhb courses in the last semester of your studies, please make sure to contact the respective lecturer of the course so that the issuing of the certificate can be accelerated if necessary.

5 Introduction to the module descriptions

1. Generic Legislation

The module guide elucidates the curriculum of the study program in detail and describes the modules and the courses of it. This handbook is a subsidiary of the respective Study and Exam Regulation of the study program, the General Statute of the University and the General Exam Regulations for Universities in Bavaria.

Das Modulhandbuch erläutert den Ablauf des Studiums im Einzelnen und beschreibt detailliert die einzelnen Module und Fächer. Übergeordnet zum Studienplan wird auf die gültige Studien- und Prüfungsordnung SPO WS 20/21 des Studiengangs, die gültige Allgemeine Prüfungsordnung der Technischen Hochschule Ingolstadt sowie die gültige Rahmenprüfungsordnung für die Fachhochschulen in Bayern hingewiesen.

2. Modules and Courses

The module guide is divided into modules.

Das Modulhandbuch untergliedert sich in Module.

3. Prerequisite of attendance

The prerequisites of attendance are specified in the qualification requirements for the study program. In this regard an explicit reference is made to the respective Study and Exam Regulation SPO WS 20/21.

Voraussetzungen für die Teilnahme an Lehrveranstaltungen sind in den Zulassungsvoraussetzungen angegeben. In diesem Zusammenhang wird ausdrücklich auf die gültige Studien- und Prüfungsordnung SPO WS 20/21 hingewiesen.

4. Usability of the modules

The usability of the modules of the Bachelor's Program GBM is limited. It will be specified explicitly in case of applicability for other study programs.

Die Verwendbarkeit eines Moduls ist auf den Studiengang GBM beschränkt. Sollte das Modul auch für andere Studiengänge verwendbar sein, wird dies explizit angegeben.

5. Lecturers of the modules

The assignment of the lecturers is not binding.

Die Zuweisung der Dozenten zu den Modulen ist unverbindlich.

6. Additional lecture notes / Begleitende Lehrveranstaltungsunterlagen

Each Module has its own course room in our moodle learning platform. In the course rooms all additional learning material (scripts, tutorials, case studies, assignments with key hints, further references, journal articles, links, guides etc.) is for download available. Learning activities and the upload of preliminary and final results are announced as well.

Für jedes Modul ist auf der Lernplattform Moodle ein eigener Kursraum eingerichtet, in dem i.d.R. alle begleitenden Lehrmaterialien (Skripte, Tutorials, Fallstudien und Aufgabenstellungen mit Lösungshinweisen, Anwendungsbeispiele, Verfahrensbeschreibungen, Softwareleitfäden, weiterführende Literaturhinweise, Zeitschriftenartikel, Links auf Onlineressourcen etc.) in elektronischer Form zur Verfügung gestellt sowie Lernaktivitäten (Foren, Tests, Workshops) und der Upload von Zwischen- und Endergebnissen studentischer Arbeiten organisiert werden.

6 Description of Modules

6.1 Compulsory Subjects

6.1.1 Basic Principles of Business Administration, Entrepreneurship and International Management			
Module abbreviation:	GBM_EW	SPO-No.:	1.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	German/English	1 semester	only winter term
Responsible for module:	Jünger, Michael		
Lecturers:	Jünger, Michael; Jünger, Nadine; Wolfenstetter, Silke (GBM_EW) Augsdörfer, Peter; Büchl, Reinhard; Jünger, Michael; Tauschek, Sabine (GBM_BAEIM)		
Credit points / SWS:	8 ECTS / 8 SWS		
Workload:	Contact hours:	93 h	
	Self-study:	107 h	
	Total:	200 h	
Subjects of the module:	1.1.1: Introduction Programme (GBM_EW) 1.1.2: Basic Principles of Business Administration, Entrepreneurship and International Management (GBM_BAEIM)		
Lecture types:	The teaching method is a blocked lecture for 1.1.1 to provide basic and fundamental information and methods for studying in general. For 1.1.2., teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, students are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.		
Examinations:	1.1.1: LN - participation without/with success (GBM_EW) 1.1.2: schrP120 - written exam, 120 minutes (GBM_BAEIM)		
Usability for other study programs:	Part 1.1.1 is equal to study program BWL and DB. It is mandatory to pass the part 1.1.1 for writing the exam in part 1.1.2. The module in total is a strong prerequisite to understanding any business administration related modules starting in semester 2. The module contributes to the Entrepreneurship Certificate.		
Prerequisites according examination regulation:			
Pass of 1.1.1 is a mandatory prerequisite to 1.1.2.			
Recommended prerequisites:			
An in-depth study of literature is highly recommended.			
Objectives:			
1.1.1 Introduction Programme:			

- Students are able to use business research and study techniques.
- Students have an overview about the subject of business administration.
- Students know about corporate functions learned in group work.

1.1.2 Principles of Business Administration, Entrepreneurship and International Management:

Business Administration (BW):

The Students are able to

- identify the corporation as one of the most important elements of the economy.
- develop a managerial point of view - a capacity for analyzing operating problems on a functional, a business, and a company-wide basis.
- suggest the range of general management issues that should be considered in handling individual corporate decisions.
- develop an awareness of the organizational structures and processes used in firms, their challenges and a core set of ideas how to handle them.
- apply basic knowledge and tools to manage an organization.

Entrepreneurship:

- Students understand the need for an entrepreneurial mindset
- Students understand the components of a general business model
- Students are able to differentiate between solid and unsustainable business models

International Management:

- Students understand the differences of a national, multinational, international and global companies
- Students understand why and how companies go abroad
- Students know the opportunities and risks of internationalization

Content:

1.1.1 Introduction Programme:

- Introduction to Business Administration Basics
- Method skills
- Methods of Scientific Survey and Knowledge Management
- Practical part: Field trip with Business analysis
- Business Analysis

1.1.2 Principles of Business Administration, Entrepreneurship and International Management:

The course will examine themes related to the development of one's understanding of elements typically found in a business. These functional areas include finance, personnel, marketing, operation and general management. The environment in which businesses operate but also the wider international stakeholder issues will also be examined including, the economic, ecologic, legislative, technological and social contexts. The integration of the topics and concepts provide a framework that aids the students' understanding of the relationships between the functional factors of a business, with an emphasis placed the application of this understanding to current situations and case studies.

Principles in business administration (BW):

- Basic principles, definitions and theories of business administration
- Business administration as part a science of management
- Corporate goals and business indicators
- Companies and their environment (esp. international)
- Constitutive decisions in companies
- Legal structures of companies

- Cooperation and concentration (M&A)
- Functions along the value chain: purchasing, procurement, production, selling and marketing
- Functions across the value chain: human resources, capital markets and financing, organizational structures and information systems
- Conduction of business processes

Entrepreneurship:

The course deals with different perspectives on entrepreneurship (e. g. government, society, VCs, corporates, entrepreneurs). Basic entrepreneurship principles, theories and terms are explained and discussed. By means of practical examples, basic entrepreneurship tools are applied.

International Basics:

The course examines the relevance and dimensions as well as the foundations and principles of international management.

Further contents are:

- The development of globalization and the history of international trade
- Internationalization motives for companies
- Internationalization theories
- Globalization strategies
- Market entry strategies
- Opportunities and risks of internationalization
- Current trends & challenges

Literature:

1.1.1 Introduction Programme:

Compulsory:

- JUNG, Hans, 2016. *Allgemeine Betriebswirtschaftslehre*. 13. edition. Oldenbourg: de Gruyter. ISBN 978-3-486-76376-8, 978-3-486-98943-4
- THOMMEN, Jean-Paul, ACHLEITNER, Ann-Kristin, 2017. *Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht* [online]. [online]. Wiesbaden: Springer Gabler PDF e-Book. Available via: <http://dx.doi.org/10.1007/978-3-8349-3844-2>.
- VAHS, Dietmar and Jan SCHÄFER-KUNZ, 2015. *Einführung in die Betriebswirtschaftslehre*. 7. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7992-6997-1, 978-3-7910-3456-0
- HILL, Charles W. L., 2014. *International business: competing in the global marketplace*. . 10. edition. New York: NY: McGraw Hill. ISBN 978-0-07-716358-7; 0-07-716358-3; 978-0-07-716359-4; 978-0-07-716378-5; 978-0-07-716379-2; 978-0-07-715895-8; 0-07-715895-4
- DANIELS, John Day, Lee H. RADEBAUGH and Daniel P. SULLIVAN, 2015. *International business: environments and operations*. . 15. edition. Boston: Pearson. ISBN 978-0-273-76695-7, 0-273-76695-3

Recommended:

None

1.1.2 Principles of Business Administration, Entrepreneurship and International Management:

Compulsory:

- JUNG, Hans, 2016. *Allgemeine Betriebswirtschaftslehre*. 13. edition. Berlin: de Gruyter Oldenbourg. ISBN 978-3-486-76376-8, 978-3-486-98943-4
- THOMMEN, Jean-Paul and Ann-Kristin ACHLEITNER, 2012. *Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht*. 7. edition. Wiesbaden: Springer Gabler. ISBN 978-3-8349-3416-1, 3-8349-3416-X
- WETTENGL, Steffen, 2018. *Einführung in die Betriebswirtschaftslehre*. 1. edition. Weinheim: Wiley-VCH. ISBN 978-3527530465
- FALTIN, Günter, 2017. *Kopf schlägt Kapital: die ganz andere Art, ein Unternehmen zu gründen: von der Lust, ein Entrepreneur zu sein*. München: dtv. ISBN 978-3-423-34913-0; 3-423-34913-1

Recommended:

- GASSMANN, O., K. FRANKENBERGER and M. CSIK, 2013. *Geschäftsmodelle entwickeln*. München: Hanser. ISBN 978-3446435674
- OSTERWALDER, Alexander and others, 2015. *Value Proposition Design*. 1. edition. Frankfurt am Main: Campus. ISBN 978-3-593-50331-8

Additional remarks:

1.1.1 Introduction Programme:

Attendance during the week is required. Examination (group presentation) will take place at the end of the introduction programme. Passing the exam is mandatory for attending the exam of module course 1.1.2.

1.1.2 Principles of Business Administration, Entrepreneurship and International Management

6.1.2 Microeconomics			
Module abbreviation:	GBM_MICRO	SPO-No.:	1.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	German	1 semester	only winter term
Responsible for module:	Clostermann, Jörg		
Lecturers:	Clostermann, Jörg		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Microeconomics (GBM_MICRO)		
Lecture types:	Lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_MICRO)		
Usability for other study programs:	It is the basic for the module 2.4 Current Issues in Economics.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
The students should have a basic knowledge of mathematics. Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.			
Objectives:			
The students are able to			
<ul style="list-style-type: none"> • Apply the principle of comparative advantage • Understand the decision making by households and firms and the interaction among them in the marketplace • Interpret elasticities • Differentiate between various measures of cost • Identify different market structures and analyze the behavior of firms active in these markets • Know the reasons for market failures and how public policy can enhance economic efficiency in these cases • Apply the theoretical knowledge gathered in class to current problems 			
Content:			
<ul style="list-style-type: none"> • Introduction: the 10 principles of economics • The principle of comparative advantage 			

<ul style="list-style-type: none">• The market forces of demand and supply, elasticity and their applications• Costs of production, pricing and firm behaviour• Market equilibrium, efficiency and welfare economics• Different types of market structure: perfect competition, monopoly, monopolistic competition, oligopoly• Market failure: public goods and externalities
Literature:
<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• MANKIW, N. Gregory and Mark P. TAYLOR, 2021. <i>Grundzüge der Volkswirtschaftslehre</i>. 8. edition. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-4996-0• HERRMANN, Marco, 2021. <i>Arbeitsbuch Grundzüge der Volkswirtschaftslehre</i>. 6. edition. Stuttgart: Schäffer-Poeschel Verlag. ISBN 978-3-7910-5244-1 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• PINDYCK, Robert S. and Daniel L. RUBINFELD, 2018. <i>Mikroökonomie</i>. 9. edition. ISBN 978-3-86894-352-8
Additional remarks:
None

6.1.3 Quantitative Methods

Module abbreviation:	GBM_QM	SPO-No.:	1.3
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	German	1 semester	only winter term

Responsible for module:	Sinha, Tanja
Lecturers:	Nieberle, Ekaterina; Sinha, Tanja
Credit points / SWS:	7 ECTS / 6 SWS
Workload:	Contact hours: 70 h
	Self-study: 105 h
	Total: 175 h
Subjects of the module:	Quantitative Methods 1 (GBM_QM 1) Quantitative Methods 2 (GBM_QM 2)
Lecture types:	SU/Ü - Lecture with integrated exercises
Examinations:	schrP120 - written exam, 120 minutes (GBM_QM)
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Quantitative Methods 1:

The students are able to

- identify and apply the mathematical techniques relevant for business administration and economic analysis.
- understand the relevance of statistic concepts for the evaluation of common business / economic problems and use the statistic methods adequately.
- to set up a saving plan differentiated according to payment period and payment frequency.
- to set up a pension plan differentiated according to pension period and pension frequency.
- to set up a repayment plan differentiated according to repayment period and repayment frequency.
- calculate and interpret different concepts of mean values and variation measures.
- calculate and interpret the Gini coefficient and Lorenz curves.
- calculate and interpret correlations measures for nominal, ordinal, and metric variables.
- apply regression analysis

Quantitative Methods 2:

The students are able to

- apply basic concepts of probability theory in cases of uncertainty
- understand the relevance of statistic measures like expected value and variance
- use adequately probability distributions
- apply the basic methods of inductive statistics

Content:

Quantitative Methods 1:

- Analysis: Exponential functions and logarithms.
- Business mathematics: compound interest, saving plan, present value, pension plan, repayment plan.
- Basics of descriptive statistic, especially: types of data, types of measurement scales, frequency distribution.
- Numerical methods of describing and analyzing data: mode, median, mean.
- Measures of mean variation: range, deviation from the median/mean, standard deviation.
- Correlation analysis.
- Regression analysis.

Quantitative Methods 2:

- Basics of probabilities: events and their probabilities, basic relationships of probability, conditional probability and Bayes' Theorem.
- Random variables, expected value and variance.
- Discrete probability distributions: Binomial, Hypergeometric, and Poisson probability distribution.
- Continuous probability distributions: Exponential and Normal probability distribution.
- Point estimation, interval estimation and hypothesis testing.

Literature:*Compulsory:*

- TIETZE, Jürgen, 2015. *Einführung in die Finanzmathematik: klassische Verfahren und neuere Entwicklungen: Effektivzins- und Renditeberechnung, Investitionsrechnung, Derivative Finanzinstrumente*. 12. edition. Wiesbaden: Springer Spektrum. ISBN 978-3-658-07156-1, 3-658-07156-7
- BOURIER, Günther, 2018. *Wahrscheinlichkeitsrechnung und schließende Statistik: praxisorientierte Einführung - mit Aufgaben und Lösungen*. 9. edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-07480-7, 3-658-07480-9
- BOURIER, Günther, 2018. *Beschreibende Statistik*. 13. edition. ISBN 978-3-658-21485-2
- SCHWENKERT, Robert and Yvonne STRY, 2016. *Finanzmathematik kompakt für Studierende und Praktiker*. 2. edition. Heidelberg: Springer Gabler. ISBN 978-3-662-49691-6
- SCHIRA, Josef, 2021. *Statistische Methoden der VWL und BWL*. 6. edition. München: Pearson. ISBN 978-3-86894-424-2

Recommended:

- TIETZE, Jürgen, 2015. *Übungsbuch zur Finanzmathematik: Aufgaben, Testklausuren und ausführliche Lösungen*. 8. edition. Wiesbaden: Springer Spektrum. ISBN 978-3-658-09073-9, 978-3-658-09074-6
- PURKERT, Walter, 2014. *Brückenkurs Mathematik für Wirtschaftswissenschaftler*. 8. edition. Wiesbaden: Springer Gabler. ISBN 978-3-8348-1932-1, 978-3-8348-2325-0
- LUDERER, Bernd, 2015. *Starthilfe Finanzmathematik: Zinsen, Kurse, Renditen*. 4. edition. Wiesbaden: Springer Spektrum. ISBN 978-3-658-08424-0, 978-3-658-08425-7
- BÄRTL, Mathias, August 2017. *Statistik Schritt für Schritt: das Lehrbuch vom Autor des YouTube-Kanals "Kurzes Tutorium Statistik"*. 2. edition. [Offenburg]: Kindle direct publishing. ISBN 9781520186832
- BÄRTL, Mathias, Oktober 2016. *Klausur-Coach Statistik: das Aufgabenbuch vom Autor des YouTube-Kanals "Kurzes Tutorium Statistik"*. 1. edition. [Offenburg]: Kindle direct publishing. ISBN 9781520453538
- BOURIER, Günther, 2014. *Statistik-Übungen: beschreibende Statistik, Wahrscheinlichkeitsrechnung, schließende Statistik* [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-05994-1, 978-3-658-05995-8. Available via: <https://doi.org/10.1007/978-3-658-05995-8>.

- WEWEL, Max C., 2014. *Statistik im Bachelor-Studium der BWL und VWL: Methoden, Anwendungen, Interpretation*. 3. edition. Hallbergmoos/Germany: Pearson. ISBN 978-3-86894-220-0, 3-86894-220-3

Additional remarks:

The course is held in two parts with 3 SWS each. Both parts must be taken, as the module "Quantitative Methoden" has a total of 6 SWS.

6.1.4 Digital Transformation and Business Models

Module abbreviation:	GBM_DTBM	SPO-No.:	1.4
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Huber, Florian		
Lecturers:	Faulbacher, Michael; Huber, Florian		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Digital Transformation and Business Models (GBM_DTBM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_DTBM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The goal of this course is to develop an initial understanding of different dimensions, types, and industry cases of digital transformation. The course will be guided by the following learning goals:</p> <ul style="list-style-type: none"> • Students develop an understanding of the basic effects of digitalization on individuals, the society and firms. • Students can discuss why digital transformation remains a challenge for established companies. • Students can name and explain examples for digital business models and the core principles they are built on. • Students are able to create, scope and document a simple digital business model with instruments like the Business Model Canvas. • Students can explain the roles of entrepreneurship within established organizations and startups. 			
Content:			
<p>In interactive lectures and smaller case studies, students learn about, discuss, and reflect on different aspects of digital transformation and relevant theories in this field. In addition, students are provided with contemporary tools and frameworks to design, discuss, evaluate, and visualize new and existing business models. The course is guided by the following questions we will cover during the semester:</p> <ul style="list-style-type: none"> • What is the difference between digitization, digitalization, and digital transformation, and does it matter? 			

- How is digital transformation impacting existing and new companies today?
- What are different dimensions, types, and industry cases of digital transformation?
- How can you use tools like the Business Model Canvas and the Operating Model Canvas to explain the status quo in a company and create different possible futures?
- How do I visualize and communicate digital transformation scenarios and business models?
- What are the difficulties when implementing new business models in an organization in response to the need for digital transformation?

Literature:*Compulsory:*

- ROGERS, David L., 2016. *The digital transformation playbook: rethink your business for the digital age*. New York: Columbia Business School Publishing. ISBN 978-0-231-17544-9

Recommended:

- OSTERWALDER, Alexander and Yves PIGNEUR, 2010. *Business model generation: a handbook for visionaries, game changers, and challengers*. Hoboken, NJ: Wiley. ISBN 978-0-470-87641-1, 0-470-87641-7
- RIES, Eric, 2011. *The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses*. New York: Crown Business. ISBN 978-0-307-88789-4, 978-0-307-88791-7

Additional remarks:

Students can complete the first part of the Entrepreneurship Certificate (basic level).

6.1.5 Operations Management

Module abbreviation:	GBM_OM	SPO-No.:	1.5
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	2
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Sternbeck, Michael		
Lecturers:	Sternbeck, Michael		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Operations Management (GBM_OM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_OM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The students are familiar with concepts, methods, challenges and best practices in the fields of production, logistics and supply chain management. The students are able to design and evaluate logistics network structures and understand the physical and information flows in supply chains. Moreover, the participants of the course know different production systems with the corresponding challenges and intra-production planning tasks, the relevance and application of forecasting and inventory management systems and the integration of production and logistics processes in supply chains.</p>			
Content:			
<ul style="list-style-type: none"> • Introduction in production, logistics and supply chain management • Planning tasks and planning systems in supply chains • Design of logistics networks • Design of production systems • Material requirements planning • Introduction in forecasting systems • Lot sizing and order quantity management • Inventory management 			

Literature:*Compulsory:*

- BOZARTH, Cecil C. and Robert B. HANDFIELD, 2016. *Introduction to operations and supply chain management*. f. edition. Boston [u.a.]: Pearson. ISBN 1-292-09342-0, 978-1-292-09342-0
- SLACK, Nigel and Alistair BRANDON-JONES, 2019. *Operations management*. 9. edition.

Recommended:

- COYLE, John Joseph, Edward J. BARDI and C. John LANGLEY, 2003. *The management of business logistics. A supply chain perspective*. 7. edition. Mason, Ohio: South-Western/Thomson Learning.
- HEIZER, Jay H. and Barry RENDER, 2014. *Operations management. Sustainability and supply chain management*. 11. edition. Boston: Pearson.
- JACOBS, F. Robert and Richard B. CHASE, 2017. *Operations and supply chain management*. 15. edition. New York: McGraw-Hill/Irwin.
- KRAJEWSKI, Lee J., Manoj K. MALHOTRA and Larry P. RITZMAN, 2016. *Operations management. Processes and supply chains*. 11. edition. Harlow, England, London, New York: Pearson.

Additional remarks:

None

6.1.6 Macroeconomics

Module abbreviation:	GBM_MACRO	SPO-No.:	1.6
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	2
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	German	1 semester	only summer term
Responsible for module:	Schauberger, Katharina		
Lecturers:	Schauberger, Katharina		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Macroeconomics (GBM_MACRO)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_MACRO)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The students are able to:</p> <ul style="list-style-type: none"> • interpret economic data like GDP and the consumer price index • describe the features of important economic indicators • identify the determining factors of economic growth • grasp significant causes of unemployment • understand the different functions of the financial system • understand the role of central banks and monetary policy • evaluate balance of payments and current account activities • analyze the reasons for exchange rate developments • apply a macroeconomic model of the open economy • understand the role of monetary and fiscal policy in stabilizing economic activity 			
Content:			
<ul style="list-style-type: none"> • GDP • Economic Growth and Productivity • Consumer Price Index 			

<ul style="list-style-type: none">• Unemployment• Saving, Investment and the Financial System• Money and Inflation• Open-economy Macroeconomics<ul style="list-style-type: none">○ Balance of payments○ Exchange rate systems○ Macroeconomic theory of the Open Economy• Short-run Economic Fluctuations
Literature:
<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• MANKIW, N. Gregory and Mark P. TAYLOR, 2021. <i>Grundzüge der Volkswirtschaftslehre</i>. 8. edition. Stuttgart: Schäffer Poeschel. ISBN 9783791049960 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• ARNOLD, Lutz, 2020. <i>Makroökonomik: Eine Einführung in die Theorie der Güter-, Arbeits- und Finanzmärkte</i>. 6. edition. Tübingen: Mohr Siebeck. ISBN 978-3-16-159555-4, 3-16-159555-6• BLANCHARD, Olivier and Gerhard ILLING, 2017. <i>Makroökonomie</i>. 7. edition. Hallbergmoos: Pearson. ISBN 978-3-86326-797-1• HERRMANN, Marco, 2016. <i>Arbeitsbuch Grundzüge der Volkswirtschaftslehre</i>. 5. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3599-4
Additional remarks:
None

6.1.7 International Accounting

Module abbreviation:	GBM_IA	SPO-No.:	1.7
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	German	1 semester	only summer term
Responsible for module:	Zellner, Elisabeth		
Lecturers:	Zellner, Elisabeth		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	International Accounting (GBM_IA)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_IA)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.			
Objectives:			
The students			
<ul style="list-style-type: none"> • Know the principles of accounting • Know the tasks relating to German commercial law • Know the characteristics of (group) accounting in an international context and the main features according to International Financial Reporting Standards (IFRS) • Know the differences between the German and International accounting regulations (HGB vs. IFRS) and are able to identify its significant impacts • Know the various instruments and features of financial statements according to German GAAP and IFRS • Can balance and evaluate financial statements considering the national and IFRS standards 			
Content:			
<ul style="list-style-type: none"> • Principles of accounting and technique of bookkeeping • Accounting in an international context, especially accounting according to International Financial Reporting Standards (IFRS) • Main features of accounting and evaluation of financial statements according to German and IFRS • Other elements of financial statements according to German HGB and IFRS 			

<ul style="list-style-type: none">• Differences of accounting accord. to German HGB vs. IFRS
Literature:
<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• BUCHHOLZ, Rainer, 2021. <i>Internationale Rechnungslegung: die wesentlichen Vorschriften nach IFRS und HGB – mit Aufgaben und Lösungen</i>. 15. edition. Berlin: Erich Schmidt Verlag. ISBN 978-3-503-19985-3, 3-503-19985-3• DÖRING, Ulrich and Rainer BUCHHOLZ, 2021. <i>Buchhaltung und Jahresabschluss: mit Aufgaben, Lösungen und Klausurtraining</i>. 16. edition. Berlin: Erich Schmidt Verlag. ISBN 978-3-503-19591-6, 3-503-19591-2• , . 2019. <i>Handelsgesetzbuch HGB</i>.. 64. edition. München: dtv. ISBN 978-3-406-74515-7; 3-406-74515-6 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• PELLENS, Bernhard, Rolf Uwe FÜLBIER and Joachim GASSEN, 2017. <i>Internationale Rechnungslegung: IFRS 1 bis 16, IAS 1 bis 41, IFRIC-Interpretationen, Standardentwürfe: mit Beispielen, Aufgaben und Fallstudien</i>. . 10. edition. ISBN 978-3-7910-3661-8• BUCHHOLZ, Rainer, 2019. <i>Grundzüge des Jahresabschlusses nach HGB und IFRS: mit Aufgaben und Lösungen</i>. 10. edition. München: Verlag Franz Vahlen. ISBN 978-3-8006-5882-4
Additional remarks:
<p>The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.</p>

6.1.8 Marketing and Sales

Module abbreviation:	GBM_M&S	SPO-No.:	1.8
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Raab-Kuchenbuch, Andrea		
Lecturers:	Hackl, Oliver; Raab-Kuchenbuch, Andrea		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Marketing and Sales (GBM_M&S)		
Lecture types:	SU/Ü - Lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_M&S)		
Usability for other study programs:	Equivalent to: GUESTSTUDENTS: Marketing		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
No knowledge beyond the (Fach-)Abitur is required. An intensive study of literature (see literature references below) is necessary.			
Objectives:			
The students will be able to			
<ul style="list-style-type: none"> • define the nature, function and basic principles of marketing and sales. • describe the strategic planning processes of a company in order to understand marketing (including sales) as a market driven philosophy. • apply the marketing research process as a framework to analyze broad and task marketing environment of a company. • understand the nature of positioning and differentiation. • describe the concept and key elements of the marketing mix and their application. • solve case studies on realistic marketing and sales problems. 			
Content:			
<ol style="list-style-type: none"> 1. Strategic Marketing and Sales <ol style="list-style-type: none"> 1.1 Marketing for the 21st Century 1.2 Developing Marketing Strategies and Plans 1.3 Collecting Information and Forecasting Demand 			

1.4 Competitive Dynamics
1.5 Analyzing Consumer Markets
1.6 Identifying Market Segments and Targets, Positioning
2. Operative Marketing and Sales
2.1 Product Strategy and Branding
2.2 Developing Pricing Strategies and Programs
2.3 Designing and Managing Integrated Marketing Channels
2.4 Developing Communication Strategies and Programs
Literature:
<i>Compulsory:</i>
<ul style="list-style-type: none">• KOTLER, Philip, Kevin Lane KELLER and Alexander CHERNEV, 2022. <i>Marketing Management, Global Edition</i>. 16. edition. ISBN 978-1-292-40481-3
<i>Recommended:</i>
<ul style="list-style-type: none">• BECKER, Jochen, 2019. <i>Marketing-Konzeption: Grundlagen des ziel-strategischen und operativen Marketing-Managements</i>. 11. edition. München: Vahlen. ISBN 978-3-8006-5759-9, 3-8006-5759-7• KOTLER, Philip, Kevin Lane KELLER and Marc Oliver OPRESNIK, 2017. <i>Marketing-Management: Konzepte, Instrumente, Unternehmensfallstudien</i>. 15. edition. Hallbergmoos: Pearson. ISBN 978-3-86894-279-8, 3-86894-279-3
Additional remarks:
None

6.1.9 Corporate Finance

Module abbreviation:	GBM_CF	SPO-No.:	1.9
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Graap, Torsten		
Lecturers:	Graap, Torsten		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Corporate Finance (GBM_CF)		
Lecture types:	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by them-selves and/or as part of a group in preparation for their next lecture.		
Examinations:	schrP90 - written exam, 90 minutes (GBM_CF)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
The students should have a basic knowledge of mathematics acquired in module 1.3 Quantitative Methods. Further knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.			
Objectives:			
The students <ul style="list-style-type: none"> • know common financial instruments and are able to classify and describe them • are able to outline the importance and message of the leverage effect • can apply different methods of capital budgeting to derive investment decisions • know about targets and problems in finance and investment in internationally operating companies 			
Content:			
<ul style="list-style-type: none"> • Definitions and basic concepts of financing and investment • Overview of financial instruments and their functions 			

<ul style="list-style-type: none"> • Declaration and interpretation of important financial figures • Significance of capital structure decisions: leverage effect • Multinational capital structure and cost of capital • Managing currency risk and country risk • Various methods of capital budgeting
<p>Literature:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • BREALEY, Richard A., Stewart C. MYERS and Franklin ALLEN, 2017. <i>Principles of Corporate Finance</i>. New York: McGraw Hill. ISBN 978-1-259-25333-1 • EUN, Cheol S. and Bruce G. RESNICK, 2014. <i>International Finance</i>. 7. edition. Maidenhead: McGraw-Hill Education. ISBN 9780077161613 • MADURA, Jeff, 2014. <i>International Financial Management</i>. 3. edition. Stamford: Cengage Learning. ISBN 978-1-4080-7981-2 • BÖSCH, Martin, 2014. <i>Internationales Finanzmanagement: Rahmenbedingungen, Investition, Finanzierung und Risikomanagement</i>. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3350-1 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • PAPE, Ulrich, 2015. <i>Grundlagen der Finanzierung und Investition: mit Fallbeispielen und Übungen [online]</i> [online]. Oldenbourg: De Gruyter PDF e-Book. ISBN 978-3-11-041388-5, 978-3-11-042564-2. Available via: https://doi.org/10.1515/9783110413885. • BIEG, Hartmut, KUßMAUL, Heinz, WASCHBUSCH, Gerd, 2017. <i>Finanzierung in Übungen [online]</i> [online]. München: Franz Vahlen PDF e-Book. ISBN 978-3-8006-5340-9. Available via: https://doi.org/10.15358/9783800653409. • BIEG, Hartmut, KUßMAUL, Heinz, WASCHBUSCH, Gerd, 2015. <i>Investition in Übungen [online]</i> [online]. München: Franz Vahlen PDF e-Book. ISBN 978-3-8006-4971-6. Available via: https://doi.org/10.15358/9783800649716.
<p>Additional remarks:</p> <p>None</p>

6.1.10 Cost Accounting and Cost Management

Module abbreviation:	GBM_CA&CM	SPO-No.:	1.10
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Schmidt, Karin		
Lecturers:	Schmidt, Karin		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Cost Accounting and Cost Management (in English language) (GBM_CA&CM)		
Lecture types:	Lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_CA&CM)		
Usability for other study programs:	The module can be used for 'Cost Accounting and Cost Management' in the study program of International Management		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The students are able to</p> <ul style="list-style-type: none"> • distinguish between financial accounting and cost accounting • apply the appropriate vocabulary when talking about cost and pricing • know about differences in cost accounting of German and Angloamerican systems • calculate the cost per product and know how to detect cost inefficiencies • explain different cost management techniques and know which one to apply in specific situations <p>The course basically addressed business competences, application strength, analytical competence as well as intercultural competence within our framework of learning objectives.</p>			
Content:			
<ul style="list-style-type: none"> • Principles of cost accounting and cost management • Cost accounting: <ul style="list-style-type: none"> ○ cost accounting techniques in different countries ○ process costing ○ cost center accounting ○ calculating the cost per product and per period 			

- pricing a product
- Cost accounting systems and cost management techniques:
 - contribution margins
 - cost-volume-profit relationships
 - activity based costing
 - target costing
 - principles of planning and budgeting

Literature:*Compulsory:*

- DATAR, Srikant M. and Madhav V. RAJAN, 2021. *Horngren's cost accounting: a managerial emphasis*. 17. edition. Harlow, England: Pearson. ISBN 978-1-292-36307-3
- DRURY, Colin, 2020. *Management and cost accounting*. 11. edition. Andover: Cengage. ISBN 978-1473773615

Recommended:

- CAREY, Mary, Cathy KNOWLES and Jane TOWERS-CLARK, 2020. *Accounting: a smart approach*. 4. edition. Oxford: Oxford University Press. ISBN 978-0198844808
- SCHMIDT, Andreas, 2022. *Kostenrechnung: Grundlagen der Vollkosten-, Deckungsbeitrags- und Plankostenrechnung sowie des Kostenmanagements*. 9. edition. Stuttgart: W. Kohlhammer. ISBN 978-3-17-041110-4
- COENENBERG, Adolf G., Thomas M. FISCHER and Thomas GÜNTHER, 2016. *Kostenrechnung und Kostenanalyse*. 9. edition. Stuttgart: Schäffer-Poeschel Verlag für Wirtschaft Steuern Recht GmbH. ISBN 978-3-7910-3613-7

Additional remarks:

None

6.1.11 HR Management, Organization and Leadership

Module abbreviation:	GBM_HRMOL	SPO-No.:	1.11
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Hackl, Oliver		
Lecturers:	Auerbach, Barbara; Hackl, Oliver		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	HR Management, Organization and Leadership (GBM_HRMOL)		
Lecture types:	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by them-selves and/or as part of a group in preparation for their next lecture as well as their Seminar paper and presentation.		
Examinations:	schrP90 - written exam, 90 minutes (GBM_HRMOL)		
Usability for other study programs:	The course may be accredited for the equal course in B.A. Business Administration. The contents are basic for further courses of social competences 2.18.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.			
Objectives:			
The students			
<ul style="list-style-type: none"> • know about the extraordinary influence of HR in international companies • have a decent overview of HR management and organisation as well as different practices to lead and motivate people 			
The students are able to			
<ul style="list-style-type: none"> • master challenges in HR related topics • are able to make decisions for different organisational structures and see the impacts on leadership 			

Content:
<ul style="list-style-type: none">• Basics in HR Management + Strategic HR Management• Globalisation of HR• Aspects of labour law• Functions and tasks within HR management like staffing, development and performance management in the multinational context• Theories of leadership• International HR Management & Culture
Literature:
<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• DOWLING, Peter J., Marion FESTING and Allen D. ENGLE, 2017. <i>International Human Resource Management</i>. 7. edition. Andover: Cengage Learning. ISBN 978-1473719026 <p><i>Recommended:</i></p> <ul style="list-style-type: none">• BERTHEL, Jürgen and Fred G. BECKER, 2017. <i>Personal-Management</i>. 11. edition. Stuttgart: Schäffer Poeschel. ISBN 978-3-7910-3737-0• DESSLER, Gary, 2017. <i>Human Resource Management</i>. 15. edition. Upper Saddle River: Pearson. ISBN 978-1-292-15210-3; 1-292-15210-9• EISELE, Daniela and Claudia LIESKE, 2022. <i>Praxisorientierte Personalwirtschaftslehre: Wertschöpfungskette Personal</i>. 8. edition. Stuttgart: Kohlhammer. ISBN 978-3-17-037784-4• TORRINGTON, Derek and OTHERS, 2017. <i>Human Resource Management</i>. 10. edition. Harlow: Prentice Hall. ISBN 9781292129099
Additional remarks:
None

6.1.12 Intercultural Studies

Module abbreviation:	GBM_IS	SPO-No.:	1.12.4
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	2
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Kotowich, Timothy		
Lecturers:	Kotowich, Timothy		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Intercultural Studies (GBM_IS)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper (GBM_IS)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students will understand contemporary scientific approaches to culture and communication. • Students will research and apply theoretical understanding in various business contexts of their choosing. • Students will communicate their findings to their colleagues in daily seminar discussions and in a required oral presentation. 			
Content:			
<ul style="list-style-type: none"> • Readings in cultural theory/communication science • Application of theory through group discussions and analysis of published case studies • Refinement of course curriculum through student participation 			
Literature:			
<i>Compulsory:</i>			
<ul style="list-style-type: none"> • , . Weekly course materials to be found on the Moodle platform. 			
<i>Recommended:</i>			
<ul style="list-style-type: none"> • HOFSTEDE, Geert, 2005. <i>Culture's consequences: international differences in work-related values</i>. A. edition. Newbury Park [u.a.]: Sage. ISBN 0-8039-1306-0 			

- FRENCH, Ray, 2015. *Cross Cultural Management in Work Organisations*. 3. edition. London, England: CIPD. ISBN 978-84398-367-5
- HALL, Edward, 1976 . *Beyond Culture*. New York, NY: Anchor Books . ISBN 978-0385124744
- MEYER, Erin, 1915. *The Culture Map*. New York: Public Affairs. ISBN 978-1-61039-671-4
- TROMPENAARS, Fons and Charles Hampden TURNER, 2011. *Riding the Waves of Culture: Understanding Cultural Diversity in Business*. 2. edition. Boston, MA USA: Nicholas Brealey Publishing. ISBN 978-1857881769

Additional remarks:

None

6.1.13 Business Language / English Business Communication and Negotiation

Module abbreviation:	GBM_EBCN	SPO-No.:	1.13
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Reicherstorfer, Anja		
Lecturers:	Butler, Shawn; Reicherstorfer, Anja		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Business Language / English Business Communication and Negotiation (in English language) (GBM_EBCN)		
Lecture types:	Lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_EBCN)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students can communicate effectively in different business settings.</p> <p>They are familiar with business situations in different cultural environments.</p> <p>They are aware of factors leading to a successful outcome in different types of negotiations and have learned how to overcome problems in business communication.</p> <p>Students have also acquainted themselves with presentation skills for international presentations.</p>			
Content:			
<ul style="list-style-type: none"> • The importance of communication in the context of business • Selected business situations, such as <ul style="list-style-type: none"> ○ International Presentations ○ Negotiations across cultures ○ The role of international managers • Selected case studies 			

Literature:*Compulsory:*

- COTTON, David, David FALVEY and Simon KENT, 2011. *Market Leader, Upper Intermediate*. ISBN 978-1-4479-2229-2

Recommended:

- MEYER, Erin, 2014. *The Culture Map*. New York: NY: Public Affairs Book. ISBN 978-1-61039-250-1

Additional remarks:

This course is taught in English.

6.1.14 Business Language / English Scientific Writing

Module abbreviation:	GBM_ESW	SPO-No.:	1.14
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Reicherstorfer, Anja		
Lecturers:	Reicherstorfer, Anja		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Business Language / English Scientific Writing (in English language) (GBM_ESW)		
Lecture types:	Lecture with integrated exercises		
Examinations:	LN – seminar paper (GBM_ESW)		
Usability for other study programs:	The course will assist any courses where business or scientific writing in English is a component of the learning outcomes or assessments.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students will have the opportunity to fine-tune and professionalize their business speaking and scientific writing skills in English. • Students will be able to produce original scientific articles relevant to the students' areas of research and expertise. • Students will be able to effectively give presentations in English in an international business context • Students will become familiar with topics including popular citation and scientific writing • Students will practice the mechanics of constructing complex sentence structures and the accurate use of grammar relevant to business presentations and scientific writing 			
Content:			
<ul style="list-style-type: none"> • Readings on contemporary international business presentations • Practice of elements of effective presentation techniques • Application of theory through role plays and case studies • Development of business vocabulary • Articulation of the scientific writing process • Strategies for effective scientific writing 			

Literature:*Compulsory:*

None

Recommended:

- HARTLEY, James, 2008. *Academic Writing and Publishing: A Practical Guide - much of which is legally available through Google Books.*
- ALLEY, Michael, 2018. *The Craft of Scientific Writing.* ISBN 978-1-4419-8287-2
- NORLOFF, Charl and Amy RENEHEN, 2017. *University Success Transition Level.*
- SKERN, Tim, 2009. *Writing Scientific English: a Workbook.* Stuttgart: UTB. ISBN 978-3825231125
- SWEENEY, Simon, 2005. *English for Business Communication – Student's Book.* Cambridge: Cambridge University Press. ISBN 978-0-521-75449-1 or Klett ISBN 3-12-539135-0

Additional remarks:

This course is taught in English and all work will be completed in the English language.

6.1.15 Project Social Engagement

Module abbreviation:	GBM_PSE	SPO-No.:	1.15
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	German/English	1 semester	winter and summer term
Responsible for module:	Jünger, Michael		
Lecturers:	Jünger, Michael; Regler, Michaela		
Credit points / SWS:	4 ECTS / 3 SWS		
Workload:	Contact hours:	4 h	
	Self-study:	96 h	
	Total:	100 h	
Subjects of the module:	Project Social Engagement (GBM_PSE)		
Lecture types:	Lecture with integrated exercises		
Examinations:	LN - seminar paper (GBM_PSE)		
Usability for other study programs:	Project Social Competency in all bachelor degree programs.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Knowledge beyond the university entrance qualification is not required.			
Objectives:			
The students know:			
<ul style="list-style-type: none"> • how to independently define and perform unpaid activities in the non-profit / voluntary sector • how to initiate, plan and carry out projects independently • how to develop concepts and strategies in teams • how to lead and motivate employees • how to present project results in a secure and result-oriented way 			
Content:			
<p>It is a voluntary, non-profit project, initiated and carried out by the students independently and in teams. The project may also be the continuation of an existing project, but in this case, a concept must be developed as well, which makes the further development and improvement of the existing project clear.</p> <p>The procedure is as follows:</p> <ul style="list-style-type: none"> • The students go directly to the associated Moodle classroom of Prof. Dr. Michael Jünger (see https://moodle.thi.de/course/view.php?id=7412). • If Prof. Jünger signals the willingness to take the project, the students have to prepare a project agreement. The template for the project agreement can be found in Moodle. 			

- After Prof. Jünger countersigned the project agreement, the students can start. Social projects with international mindset are recommended and desirable.
- It can be done during the semester, semester-lapping or in the semester break. An informal time-log is to be kept, from which your workload can be perceived.
- After the project has been completed, you ask the Prof. Jünger for a presentation date. The presentation has a duration of 5-7 minutes per project participant. Content of the presentation is: Motivation, Project Content, Results, Lessons Learned. (Attention: The request for a presentation date should be made at least 4 weeks before the start of the examination period, otherwise an entry in the same semester is not guaranteed!)
- After a successful presentation, the students develop a profile and a poster about the project and send it to Prof. Jünger n by email.
- In the profile the team members are listed by name e.g. If you disagree with the publication of the project profile in any form, please submit an objection by e-mail an Prof. Jünger.

Literature:*Compulsory:*

- WURSTER, Michael T., SACHSEN-ALTENBURG, Maria von, 2015. *Helden gesucht: Projektmanagement im Ehrenamt: Mit Illustrationen von Werner Tiki Küstenmacher* [online]. Berlin, Heidelberg: Springer Berlin Heidelberg PDF e-Book. ISBN 978-3-662-43923-4, 978-3-662-43922-7. Available via: <https://doi.org/10.1007/978-3-662-43923-4>.

Recommended:

None

Additional remarks:

If your work causes damage to the property or health of others, you are legally obliged to pay for this damage. Therefore, please check whether you are still covered by your parents as part of your studies (often referred to as "liability family insurance" / "Haftpflicht-Familienversicherung") and whether this is also valid when you are no longer living at home. Otherwise, it is recommended that you take out private liability insurance.

6.1.16 International Economics

Module abbreviation:	GBM_IE	SPO-No.:	2.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term

Responsible for module:	Schauberger, Katharina		
Lecturers:	Schauberger, Katharina		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	International Economics (GBM_IE)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_IE)		
Usability for other study programs:	None		

Prerequisites according examination regulation:

The students have to have at least 63 ECTS to take classes of the second study section.

Recommended prerequisites:

Knowledge of 1.2 Microeconomics and 1.6 Macroeconomics is recommended. An in-depth study of literature is also highly recommended.

Objectives:

Students:

- can provide different theoretical explanations of international trade.
- are able to discuss the limitations and practical relevance of these explanations.
- can locate the respective gains and losses of trade.
- can describe different internationalization strategies of firms.
- are able to explain the existence of trade barriers and identify their effects on welfare.
- manage to explain the structure and functions of the foreign exchange market.
- can apply an asset market approach to exchange rate determination.

Content:

- The Ricardian Model
- The Heckscher-Ohlin Model
- Firms in the Global Economy
- Trade Policy Instruments
- The Economics of Child Labor

<ul style="list-style-type: none">• An Asset Market Approach to Exchange Rate Determination
Literature:
<p><i>Compulsory:</i></p> <ul style="list-style-type: none">• KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2018. <i>International economics: theory and policy</i>. 11. edition. Harlow, England: Pearson. ISBN 978-1-292-21494-8• BASU , Kaushik , VAN, Pham Hoang, 1998. The Economics of Child Labour. In: <i>American Economic Review</i>. 88(3), p.412 – 427.. <p><i>Recommended:</i></p> <p>None</p>
Additional remarks:
None

6.1.17 Strategic Management

Module abbreviation:	GBM_SM	SPO-No.:	2.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	5
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Wittmann, Robert		
Lecturers:	Wittmann, Robert		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Strategic Management (GBM_SM)		
Lecture types:	Lecture with integrated exercises		
Examinations:	Seminar paper - term paper with oral presentation (GBM_SM)		
Usability for other study programs:	Equivalent to: GUESTSTUDENTS: Strategic Management		
Prerequisites according examination regulation:			
The students need at least 63 ECTS of the first study section to take classes of the second study section.			
Recommended prerequisites:			
An in-depth study of literature is highly recommended.			
Objectives:			
<p>The students</p> <ul style="list-style-type: none"> • are able to understand the leadership challenges in today's world • understand the dimensions of Entrepreneurial Spirit • are able to put strategic questions and to apply instruments of strategic leadership and innovation • are ready to create the dimensions of a competitive and innovative Strategy Design • can apply the instruments of strategic and operational management with a clear focus on customer advantage and competitive advantage • know how to develop certain topics of strategic management within a business framework • can apply business cases within certain topics of strategic management • have the competence to apply management tools 			
Content:			
<ul style="list-style-type: none"> • Introduction to Executive Management • The tools of strategic analysis • The analysis of competitive advantage 			

<ul style="list-style-type: none"> • Business strategies in different industry contexts • Implementing and managing corporate strategies • Designing a strategy • Business Models • Strategy Implementation • Up to date strategic challenges and implications
<p>Literature:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • WITTMANN, Robert G. and others, 2019. <i>Strategy design innovation: how to create business success using a systematic toolbox</i>. Completely revised 5. edition. Augsburg: ZIEL. ISBN 978-3-96557-077-1, 3-96557-077-3 • GRANT, Robert M., 2010. <i>Contemporary strategy analysis</i>. 7. edition. Hoboken: NJ: John Wiley & Sons. ISBN 0-470-74710-2, 978-0-470-74710-0 • HABERBERG, Adrian and Alison RIEPLE, 2008. <i>Strategic management: theory and application</i>. Oxford [u.a.]: Oxford Univ. Press. ISBN 978-0-19-921646-8 • HUNGENBERG, Harald, 2008. <i>Strategisches Management in Unternehmen: Ziele, Prozesse, Verfahren</i>. 5. edition. Wiesbaden: Gabler. ISBN 978-3-8349-1260-2 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • WELGE, Martin K. and Andreas AL-LAHAM, 2008. <i>Strategisches Management: Grundlagen, Prozess, Implementierung</i>. 5. edition. Wiesbaden: Gabler. ISBN 978-3-8349-0313-6, 3-8349-0313-2 • WHEELLEN, Thomas L. and J. David HUNGER, 2008. <i>Strategic management and business policy: concepts and cases</i>. 11. edition. Upper Saddle River: NJ: Prentice Hall. ISBN 978-0-13-606827-3, 0-13-606827-8 • WITTMANN, Robert and Matthias REUTER, 2008. <i>Strategic planning: how to deliver maximum value through effective business strategy</i>. London [u.a.]: Kogan Page. ISBN 978-0-7494-5233-9
<p>Additional remarks:</p> <p>None</p>

6.1.18 Sustainability, CSR and Compliance Management

Module abbreviation:	GBM_SCSR&CM	SPO-No.:	2.3
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Loza Adui, Cristian Rolando		
Lecturers:	Loza Adui, Cristian Rolando		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Sustainability, CSR and Compliance Management (GBM_SCSR&CM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 minutes (GBM_SCSR&CM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
Knowledge beyond the university entrance qualification is not required. An in-depth study of literature is highly recommended.			
Objectives:			
The students			
<ul style="list-style-type: none"> understand the concepts of compliance, sustainability, and corporate social responsibility (CSR) and are able to explain their theoretical background. are able to embed the CSR concept into the framework of sustainable development in general and business administration in particular. know the shareholder and the stakeholder approach and have formed their own idea of what a business is there for and what place it takes in society. are able to work with the basic concepts of sustainability controlling and understand the most important key performance indicator (KPI) in that respect. are able to relate their theoretical knowledge to practical case studies and form an opinion on the CSR activities of companies. know the concept of compliance and are able to comprehend compliance as a major issue when doing business globally. understand how compliance influenced by law and company regulations is linked to the ethical behavior of each individual and how they can act accordingly. 			

Content:

- CSR and the theory of business administration: Contradiction in terms?
- Is business part of society or “is the business of business business”?
- Definition of CSR and relation to the concept of sustainability/sustainable development
- Shareholder vs. Stakeholder approach
- The four theories of CSR, or: Why business should try to do good
- Is there a “business case” for CSR?
- Sustainability Controlling: Green controlling and other measurement techniques
- CSR and sustainability reporting
- CSR and sustainability standards
- How to implement CSR: Examples/case studies from different industries
- Definition of compliance with an international scope
- Perception of compliance in different countries and companies
- Structure and concepts for corporate compliance
- Behaviour in compliance situation
- Compliance challenges when making business in a global environment
- Compliance cases in various industries and politics

Literature:*Compulsory:*

- RASCHE, Andreas and others, 2023. *Corporate Sustainability: Managing Responsible Business in a Globalised World*. 2. edition. ISBN 9781009114929
- HAHN, Rüdiger, 2022. *Sustainability Management: Global Perspectives on Concepts, Instruments, and Stakeholders*. ISBN 978-3-9823211-1-0
- HAYWARD, Andrew and Tony OSBORN, 2019. *The Business Guide to Effective Compliance and Ethics*. ISBN 9780749482978
- SINGH, Nitish and Thomas J. BUSSEN, 2015. *Compliance Management: A How-to Guide for Executives, Lawyers, and Other Compliance Professionals*. Santa Barbara, California: Praeger. ISBN 9781440833113

Recommended:

- PUFE, Iris, 2012. *Nachhaltigkeit*. München: UVK Verlagsgesellschaft. ISBN 9783825236670
- WEBER, Jürgen and others, 2012. *Nachhaltigkeit und Controlling*. 1. edition. Weinheim: Wiley-VCH. ISBN 978-3-527-50652-1
- HANDY, Charles, 2003. What’s a Business For? Harvard Business Review on Corporate Responsibility. In: *Harvard Business Review (HBR)*. , p.65-82.
- Without author. *Overcoming compliance fatigue. Reinforcing the commitment to ethical growth. 13th Global Fraud Survey* [online]. , 2014 [Accessed on:]. Available via: <https://vdocuments.net/reader/full/overcoming-compliance-fatigue-reinforcing-the-commitment-to-ethical-growth-13th-global-fraud-survey-2014>
- Without author. *Report from the Commission to the Council and the European Parliament. EU Anti-corruption report* [online]. [Accessed on:]. Available via: https://eur-lex.europa.eu/resource.html?uri=cellar:058aefc0-d9b7-11e3-8cd4-01aa75ed71a1.0012.01/DOC_1&format=PDF
- FOX, Thomas R.. *The Five Essential Elements of a Corporate Compliance Program - Part I* [online]. , 2012 [Accessed on:]. Available via: <https://tfoxlaw.wordpress.com/2012/09/07/the-five-essential-elements-of-a-corporate-compliance-program-part-i/>
- FOX, Thomas R.. *The Five Essential Elements of a Corporate Compliance Program - Part II* [online]. , 2012 [Accessed on:]. Available via: <https://tfoxlaw.wordpress.com/2012/09/09/the-five-essential-elements-of-a-corporate-compliance-program-part-ii/>
- CHERRY, Kendra. *The Psychology of Compliance* [online]. , 2021 [Accessed on:]. Available via: <https://www.verywellmind.com/what-is-compliance-2795888>

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| <ul style="list-style-type: none">• FREEMAN, R. Edward and others, 2010. <i>Stakeholder theory: the state of the art</i>. 1. edition. Cambridge [u.a.]: Cambridge Univ. Press. ISBN 978-0-521-19081-7, 0-521-19081-9 |
| Additional remarks: |
| None |

6.1.19 Current Issues in Economics

Module abbreviation:	GBM_CIE	SPO-No.:	2.4
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	5
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Tilch, Stefan		
Lecturers:	Tilch, Stefan		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Current Issues in Economics (GBM_CIE)		
Lecture types:	Lecture with integrated exercises. The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.		
Examinations:	LN - written exam, 90 minutes (GBM_CIE)		
Usability for other study programs:	none		
Prerequisites according examination regulation:			
The students need at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
Basic knowledge of microeconomics and macroeconomics is required. An in-depth study of literature is highly recommended.			
Objectives:			
The students			
<ul style="list-style-type: none"> • have knowledge about the most important topics in economics • understand how the current developments affect the economy, industries and labor markets • are able to explain how the current economic developments challenge the policy maker • are able to evaluate and interpret facts which describe the current economic situation of countries 			
Content:			
The seminar addresses changing topical issues in economics and economic policy, for example:			
<ul style="list-style-type: none"> • International migration and the impact on the economy • Digitalisation and the impact on industry and labour markets • Nationalism, international agreements and international trade 			

<ul style="list-style-type: none">• Distribution of income and wealth• Policy implications for undeveloped countries• Climate change and the impact on the economy
Literature:
<i>Compulsory:</i> <ul style="list-style-type: none">• MANKIW, Nicholas Gregory and Mark P. TAYLOR, 2017. <i>Economics</i>. 4. edition. Andover: Cengage Learning. ISBN 978-1-4737-2533-1, 147372533X• KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2018. <i>International economics: theory and policy</i>. 11. edition. Harlow, England: Pearson. ISBN 978-1-292-21487-0; 1-292-21487-2 <i>Recommended:</i> <p>None</p>
Additional remarks:
None

6.1.20 Project Management

Module abbreviation:	GBM_PM	SPO-No.:	2.5
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	5,6
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Usually only winter term; additionally, in SS24
Responsible for module:	Jünger, Michael		
Lecturers:	Jünger, Michael		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	24 h	
	Self-study:	101 h	
	Total:	125 h	
Subjects of the module:	Project Management (GBM_PM)		
Lecture types:	SU/Ü - lecture with integrated exercises (GBM_PM)		
Examinations:	LN - seminar paper (GBM_PM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students need at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
An intensive study of literature (see literature references below) is necessary.			
Objectives:			
Students acquire the fundamentals of project management, focused on the application to the pharmaceutical/biotech industry.			
They experience the importance of team building and team work, use creative methods and work independently on establishing a plan for their team's project of choice.			
The course will be held in English and have a special focus on training oral presentation skills in the foreign language.			
<ul style="list-style-type: none"> • Students are familiar with the basic vocabulary, standards and methods of program management, based on the PMI standard • They are able to identify suitable methods for the project at hand and to translate them into practice 			
Content:			
The content will be conveyed through a mixture of lectures, practical exercises and independent team work.			
<ul style="list-style-type: none"> • Team building • Leadership und communication 			

- Innovation und creative methods
- Storytelling und presentation skills
- Project management .
 - Definitions und essential vocabulary
 - PMI Standards
 - Project Domains: Planning, performance, measurement/control
 - Methods: from waterfall to hybrid & agile
 - Tools and best practice
 - Project-program-portfolio

Literature:*Compulsory:*

- PROJECT MANAGEMENT INSTITUTE 2021. A Guide to the Project Management Body of Knowledge (PMBOK Guide). 7. edition. Pennsylvania, USA: Project Management Institute, Inc. ISBN 978-1-62825-664-2

Recommended:

None

Additional remarks:

None

6.1.21 International Business Diplomacy and Crosscultural Management

Module abbreviation:	GBM_IBD&CCM	SPO-No.:	2.6
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Reicherstorfer, Anja		
Lecturers:	Reicherstorfer, Anja		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	International Business Diplomacy and Crosscultural Management (GBM_IBD&CCM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	Seminar paper - term paper with oral presentation (GBM_IBD&CCM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
Knowledge beyond the university entrance qualification is not required. Knowledge of Module 1.12.4 and an in-depth study of literature highly recommended.			
Objectives:			
The students			
<ul style="list-style-type: none"> • know about the cultural differences and act accordingly • are able to interact and communicate in a global environment • are prepared to establish a business communication with international partners and are sensitive to their cultural peculiarities 			
Content:			
<ul style="list-style-type: none"> • Importance of intercultural management for companies doing business abroad • Theories of culture • Concepts of intercultural management and communication • Organisation and leadership in international teams 			
Literature:			
<i>Compulsory:</i>			

- HOFSTEDE, Geert, Gert Jan HOFSTEDE and Michael MINKOV, 2010. *Cultures and organizations: software of the mind ; intercultural cooperation and its importance for survival*. R. edition. New York, NY [u.a.]: McGraw-Hill. ISBN 978-0-07-166418-9, 0-07-166418-1
- TROMPENAARS, Fons and Charles HAMPDEN-TURNER, 2012. *Riding the waves of culture: understanding diversity in global business*. R. edition. London [u.a.]: Nicholas Brealey Publ.. ISBN 978-1-90483-838-8, 978-1-90483-840-1

Recommended:

- HALL, Edward Twitchell, 1990. *The silent language*. A. edition. New York, NY [u.a.]: Anchor Books. ISBN 0-385-05549-8
- HALL, Edward Twitchell, 1990. *The hidden dimension*. R. edition. New York: Anchor Books. ISBN 0-385-08476-5
- HALL, Edward Twitchell, 1989. *The dance of life: the other dimension of time*. [. edition. New York [u.a.]: Anchor Books. ISBN 978-0-385-19248-4, 0-385-19248-7

Additional remarks:

None

6.1.22 Business Simulation

Module abbreviation:	GBM_BS	SPO-No.:	2.9
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	6, 7
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	German/English	1 semester	winter and summer term
Responsible for module:	Sinha, Tanja		
Lecturers:	Augsdörfer, Peter; Sinha, Tanja		
Credit points / SWS:	3 ECTS / 3 SWS		
Workload:	Contact hours:	35 h	
	Self-study:	40 h	
	Total:	75 h	
Subjects of the module:	Business Simulation		
Lecture types:	Practice		
Examinations:	Seminar paper - term paper with oral presentation		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None.			
Objectives:			
<p>The students will be able to</p> <ul style="list-style-type: none"> • understand thoroughly a global value chain process • experience the impact of positioning and strategic management on success • to interpret the factors influencing growth, sales, product development, production and finance • find out how to realize and control international economic connections • read and analyze budgets and reports as well as understand the financial structure of the global company • understand communication skills, team work, and work delegation 			
Content:			
<p>The business simulation (TOPSIM Mastering Business Operations) is a sophisticated, computerized business simulation game. Together with fellow players, students simulate a management team, which is responsible for running a business in national and international markets. The objective of the game is to train students to decide on complex business situations and so acquire general management skills and an overall view of management.</p>			

Besides running the simulation, the students have to prepare papers on strategic decisions and capital market decisions. The business simulation concludes with a simulation of a general meeting.
Literature:
<i>Compulsory:</i> <ul style="list-style-type: none">• The Simulation Game Handbook will be handed out in the course / will be shared in Moodle. <i>Recommended:</i> <ul style="list-style-type: none">• None
Additional remarks:
None

6.1.23 Revision of Business Theory

Module abbreviation:	GBM_RBT	SPO-No.:	2.10
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	6, 7
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	German/English	1 semester	winter and summer term
Responsible for module:	Jünger, Michael		
Lecturers:	Jünger, Michael; Schauburger, Katharina		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Revision of Business Theory		
Lecture types:	Seminar. The teaching method is a lecture with high self-study component where students have to prepare specific topics of international importance as well as case studies on their own.		
Examinations:	mdIP - oral exam, 15-20 minutes		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
The following compulsory modules are recommended: 1.1. Basic Principles of Business Administration, Entrepreneurship, and International Management, 1.2 Mikroökonomik, 1.6 Makroökonomik, 1.8 Marketing and Sales, 1.9 Corporate Finance, 1.11 HR Management, Organization and Leadership. 2.1 International Economics and 2.2 Strategic Management.			
Objectives:			
The students			
<ul style="list-style-type: none"> • know the principles and instruments of business administration in an international context and decision-making processes • have a basic understanding of entrepreneurial thinking • are able to use and classify the instruments within a holistic approach • are able to discuss and evaluate their knowledge in case studies • understand the decision-making process by households and firms and their interactions in the marketplace including market failures • are able to describe the features of important economic indicators 			

<ul style="list-style-type: none"> • are able to analyze economy-wide phenomena including inflation, unemployment and economic growth • have a profound understanding of major theoretical explanations of international trade and finance
<p>Content:</p> <p>The course is a cap stone seminar of the entire study program. Therefore, the key content is to review the key learning elements of the complete study program, such as:</p> <ul style="list-style-type: none"> • Perspectives of modern Management • Goal setting and Strategic (international) Management • Functions across as well as along the value chain such as procurement, production, logistics, marketing, controlling, HR and leadership etc. • Theory of different market structures and intervention in markets • Economic indicators, long-run macroeconomics and short-run economic fluctuations • International trade and finance models <p>Introductory course at semester start is mandatory (if you have not attended in the previous semester) and will include a guide on how to prepare for the exam; the oral examination will take place shortly before the exam period.</p>
<p>Literature:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • WETTENGL, Steffen, 2018. <i>Einführung in die Betriebswirtschaftslehre</i>. 1. edition. Weinheim: Wiley. ISBN 978-3-527-53046-5, 3-527-53046-0 • THOMMEN, Jean-Paul, ACHLEITNER, Ann-Kristin, GILBERT, Dirk Ulrich, 2017. <i>Allgemeine Betriebswirtschaftslehre: umfassende Einführung aus managementorientierter Sicht</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. Available via: http://dx.doi.org/10.1007/978-3-8349-3844-2. • VAHS, Dietmar and Jan SCHÄFER-KUNZ, 2015. <i>Einführung in die Betriebswirtschaftslehre</i>. 7. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7992-6997-1, 978-3-7910-3456-0 • JUNG, Hans, 2016. <i>Allgemeine Betriebswirtschaftslehre</i>. 13. edition. München: De Gruyter Oldenbourg. ISBN 978-3-486-59211-5, 3-486-59211-4 • HILL, Charles W. L, 2014. <i>International business: competing in the global marketplace</i>. 10. edition. New York: NY: McGraw Hill. ISBN 978-0-07-716358-7; 0-07-716358-3; 978-0-07-716359-4; 978-0-07-716378-5; 978-0-07-716379-2; 978-0-07-715895-8; 0-07-715895-4 • DANIELS, John Day, Lee H. RADEBAUGH and Daniel P. SULLIVAN, 2015. <i>International business: environments and operations</i>. 15. edition. Boston, Mass. [u.a.]: Pearson. ISBN 978-0-273-76695-7, 0-273-76695-3 • KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2018. <i>International Economics: Theory and Policy</i>. 11. edition. Harlow: Pearson. ISBN 978-1292214870 • MANKIW, N. Gregory and Mark P. TAYLOR, 2021. <i>Grundzüge der Volkswirtschaftslehre</i>. 8. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3791049960 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • None
<p>Additional remarks:</p> <p>Attendance required</p>

6.1.24 Seminar Bachelor Thesis

Module abbreviation:	GBM_SBT	SPO-No.:	2.11
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	5, 7
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Binder, Nicole		
Lecturers:	Baldarelli, Beatrice; Binder, Nicole; Jakobs, Laura; Schneider, Catarina; Schneider, Doris; Trescher, Klaus		
Credit points / SWS:	2 ECTS / 2 SWS		
Workload:	Contact hours:	12 h	
	Self-study:	26 h	
	Total:	50 h	
Subjects of the module:	Seminar Bachelor Thesis (GBM_SBT)		
Lecture types:	Seminar and WBT. The teaching method is a blocked lecture with exercises and WBT. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture		
Examinations:	LN – seminar paper (GBM_SBT)		
Usability for other study programs:	The module is prerequisite for 2.12 bachelor thesis.		
Prerequisites according examination regulation:			
The students need at least 63 ECTS of the first study section to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
The students			
<ul style="list-style-type: none"> • know about the formal requirements for composing a bachelor thesis • know the basics of scientific methods and can apply them accordingly • are able to use research methods to find relevant information for academic study and career • know the principles of citation/reference styles for in-text references and reference lists • are able to apply the tools and functions of the 'Citavi' reference programme • are able to write an exposé in order to structure their bachelor thesis 			

Content:

Based on their bachelor's theme, students work in small teams, and develop strategies of information retrieving and train the most important research tools for their area of expertise.

- Scientific writing and publishing
- Methodology of information retrieval
- Course of a systematic and goal-oriented research
- The most important instruments for the field:
 - Library Catalogues
 - Interlibrary loan
 - Scientific Databases

Academic research:

- Citation systems
- Bibliography
- reference management

The SCS will also provide information on the overall legal requirements, recommendations and deadlines for writing the bachelor's thesis.

Literature:

Compulsory:

- *Guide to scientific works and bachelor thesis available on moodle.*

Recommended:

- *Further literature for reference will be announced during class.*

Additional remarks:

Attendance of the course is mandatory.

6.1.25 Bachelor Thesis			
Module abbreviation:	GBM_BT	SPO-No.:	2.12
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	6, 7
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter and summer term
Responsible for module:	One professor of THI Business School		
Lecturers:	One professor of THI Business School		
Credit points / SWS:	12 ECTS / 0 SWS		
Workload:	Contact hours:	0 h	
	Self-study:	300 h	
	Total:	300 h	
Subjects of the module:	Bachelor Thesis (GBM_BT)		
Lecture types:	Scientific work which has to be done by the students either together with a company or on a theoretical basis. The lecturer will guide the student on its way by offering advice and feedback. The structuring and writing are to be done by the student on its own to show his qualification of self structuring, time management, thorough working, problem detection and solution as well as communication skills.		
Examinations:	Bachelor Thesis		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students need at least 63 ECTS of the first study section to take classes of the second study section. Successful attendance of 2.11 "Seminar Bachelor Thesis". The advanced practical study semester (internship abroad) has to be successfully completed plus 20 ECTS from the third and fourth semester.			
Recommended prerequisites:			
It is recommended to prepare the bachelor thesis at the end of the study programme.			
Objectives:			
Working on the bachelor thesis, the student			
<ul style="list-style-type: none"> demonstrates the ability to work in a truly scientific mode e.g. structuring the problem, finding solutions via different channels such as literature, etc. applies his knowledge and experiences successfully to real world problems in a global context writes a thesis within a given time frame in English language 			

Content:

The thesis should preferably relate to practical problems of international companies. The preparation of the thesis is supervised and evaluated by a professor of your choice. The thesis should reflect a workload of approximately 300 hours. The time period of exclusively working on the Bachelor Thesis should not be more than two months in total. The maximum time period is five months. The usual scope of a bachelor's thesis is approximately 60,000 characters including spaces (one-sided, $\pm 10\%$). This is the equivalent of approximately 40-60 pages of pure text (without contents, figures, bibliography, etc., including tables and figures). Details regarding the Bachelor Thesis are available in Moodle:

- Allgemeine Informationen der Business School
<https://moodle.thi.de/moodle/course/view.php?id=939>
- Service Center Studienangelegenheiten
<https://moodle.thi.de/moodle/course/view.php?id=1315>

Literature:*Compulsory:*

- Own research

Recommended:

- Own research

Additional remarks:

PLEASE NOTE

Workload: The time frame of 5 months for writing the bachelor thesis is applicable for a thesis which is done simultaneously with the designated workload of the study program in the respective semester.

6.1.26 Internship Semester Abroad (20 weeks)

Module abbreviation:		SPO-No.:	2.13
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Compulsory Subject	6
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	diverse	1 semester	Winter and summer term
Responsible for module:	N.A.		
Lecturers:	N.A.		
Credit points / SWS:	30 ECTS / 0 SWS		
Workload:	Contact hours:	0 h	
	Self-study:	750 h	
	Total:	750 h	
Subjects of the module:	Praktisches Studiensemester (20 Wochen) / Internship Semester		
Lecture types:	Practical training		
Examinations:	Internship report		
Usability for other study programs:	The module meets the requirements of the internship (20 weeks) in B.A. International Management.		
Prerequisites according examination regulation:			
Prerequisites can be found in the Study and examination regulations (SPO) of this study program.			
Recommended prerequisites:			
We strongly recommend passing the theoretical and practical semester abroad en bloc, i.e within one year in the chosen focus region of study.			
Objectives:			
The students: <ul style="list-style-type: none"> • know different business-related processes and tasks in companies or organizations • define management related tasks and are able to contribute to their solution • acquire managerial skills • are able to handle tasks and conduct activities appropriate for a graduate in business administration or economics. • act confidently in an intercultural surrounding. 			
Content:			
The practical semester is built upon the basic competences acquired in the first study section plus relevant majors. Students serve their internship for 20 weeks in an international company or organisation abroad. They acquire deeper insights into tasks regularly performed by a graduate in business administration or economics by self-responsibly discharge business-related functions. The students thereby gain compe-			

tences and expertise in order to swiftly overtake business-oriented tasks and therefore master his/her career entry. By conducting the internship abroad, the intercultural competences are trained and emphasized in a practical context.

Literature:*Compulsory:*

- Own research

Recommended:

- Own research

Additional remarks:

6.2 Major Fields of Study 1

Each student must choose exactly one Major Field of Study 1. Each Major Field of Study 1 consists of two modules, both of which must be taken and are only possible in this combination.

The following specialisations are available for selection:

- **Digital Business and International Business Models** > consists of the modules Digital Business and International Business Models
- **Global Supply Chain Management** > consists of the modules Global Supply Chain Management I and Global Supply Chain Management II
- **Internationalization and Global Markets** > consists of the modules Global Markets and Internationalization and Growth Management

6.2.1 Digital Business			
Module abbreviation:	GBM_SP1.2_DB	SPO-No.:	2.7.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Major Elective Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Huber, Florian		
Lecturers:	Beeg, Vanessa		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Digital Business (GBM_SP1.2_DB)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper/presentation (GBM_SP1.2_DB)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			

Objectives:

This study major aims to develop a deep understanding of current theories and practices in business model innovation. In this course, the focus will be on understanding and creating digital business models for an international context.

The following learning goals will guide the course:

- Students can apply existing business model patterns to specific cases and situations.
- Students can explain how digital technologies enable new business models.
- Students can research relevant information and data points to design business models.
- Students can develop new business models by combining existing reference points and grounded inferences about customers, companies, and markets.
- Students can aggregate multiple information sources and can draw relevant inferences.
- Students understand the relationships and interplay between different data sources related to business model innovation.
- Students can visualize and present complex business models to both expert and general audiences.

Content:

This course of the study major enables students to reflect on their theoretical understanding of business models and digital technologies by applying what they have learned to current real-world cases. The course consists of interactive lectures, in-class exercises, as well as take-home assignments.

After graduating from this course, students will be able to answer the following questions:

- How do digital technologies impact traditional and new business model patterns?
- Why should an international perspective be applied to digitally-enabled business models?
- How can business models be systematically designed?
- How are new business models created and implemented?
- Should the focus of designing business models be on storytelling or numbers?
- How do business models and corporate strategy interlink?
- What are dynamic approaches to business modeling?
- What are triggers for business model change?
- How can business models be adapted for different international markets?
- How can business models be systematically described and presented to different audiences?

Literature:*Compulsory:*

- OSTERWALDER, Alexander and others, 2020. *The invincible company: how to constantly reinvent your organization with inspiration from the world's best business models*. Hoboken, New Jersey: Wiley. ISBN 978-1-119-52398-7, 9781119523932
- OSTERWALDER, Alexander and Yves PIGNEUR, 2010. *Business model generation: a handbook for visionaries, game changers, and challengers*. Hoboken, NJ: Wiley. ISBN 978-0-470-87641-1, 0-470-87641-7

Recommended:

- RIES, Eric, 2019. *The lean startup: how constant innovation creates radically successful businesses*. London [u.a.]: Penguin Business. ISBN 978-0-670-92160-7
- SCHIRMER, Julian, EBER, René, BOURDON, Isabelle. *32 ways to innovate business models through data: Emerging data-driven solution business model patterns from a study of 471 late stage data-driven startups* [online]. [Accessed on:]. Available via: <https://scholarspace.manoa.hawaii.edu/handle/10125/71226>
- ZOTT, Christoph, AMIT, Raphael. *Business model design: An activity system perspective* [online]. Long Range Planning 43 (2010) 216-226: International Journal of Strategic Management [Accessed on:]. Available via: http://www.marc-lemenestrel.net/IMG/pdf/3_zott_n_amit_bm_design.pdf

- REVIEW, Harvard Business and others, 2019. *HBR's 10 Must Reads on Business Model Innovation (with featured article "Reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann)*. La Vergne: Harvard Business Review Press. ISBN 978-1-63369-688-4
- GASSMANN, Oliver, Karolin FRANKENBERGER and Michaela CHOUDURY, 2020. *The business model navigator: the strategies behind the most successful companies*. S. edition. Harlow, England: Pearson. ISBN 978-1-292-32712-9

Additional remarks:

Additional literature and self-study resources will be provided throughout the course.

6.2.2 International Business Models

Module abbreviation:	GBM_SP1.2_IBM	SPO-No.:	2.7.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Major Elective Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Huber, Florian		
Lecturers:	Huber, Florian		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	International Business Models (GBM_SP1.2_IBM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_SP1.2_IBM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
<p>This study major aims to develop a deep understanding of current theories and practices in business model innovation. In this course, the emphasis will be put on different types and configurations of contemporary business models as well as relevant adjacent theories and strategies for business model innovation.</p> <p>The following learning goals will guide the course:</p> <ul style="list-style-type: none"> • Students know about contemporary generic business model patterns. • Students can apply existing business model patterns to specific cases and situations. • Students can list examples of digital technologies that have impacted traditional business models. • Students can explain how digital technologies enable new business models. • Students understand the process of agile product/service development. • Students can visualize and present complex business models to both expert and general audiences. 			
Content:			
This first course of the study major provides a comprehensive overview of the theories and practices of business models and underlying digital technologies. The course consists of interactive lectures, in-class exercises, as well as take-home assignments.			

After graduating from this course, students will be able to answer the following questions:

- What is a business model?
- Which generic types of digital business models exist?
- How do digital technologies impact traditional and new business model patterns?
- How can business models be systematically analyzed?
- Why are business model analysis and innovation critical?
- What are relevant examples and reference cases for successful business model innovation?
- Should the focus of designing business models be on storytelling or numbers?
- How do business models and corporate strategy interlink?
- How can business models be systematically described and presented to different audiences?

Literature:

Compulsory:

- OSTERWALDER, Alexander and Yves PIGNEUR, 2010. *Business model generation: a handbook for visionaries, game changers, and challengers*. Hoboken, NJ: Wiley. ISBN 978-0-470-87641-1, 0-470-87641-7
- OSTERWALDER, Alexander and others, 2020. *The invincible company: you're holding a guide to the world's best business models : use it to inspire your own portfolio of new ideas and reinventions : design a culture of innovation and transformation to become* Hoboken, New Jersey: Wiley. ISBN 978-1-119-52396-3

Recommended:

- GASSMANN, Oliver, Karolin FRANKENBERGER and Michaela CHOUDURY, 2020. *The business model navigator: the strategies behind the most successful companies*. S. edition. Harlow, England: Pearson. ISBN 978-1-292-32712-9
- REVIEW, Harvard Business and others, 2019. *HBR's 10 Must Reads on Business Model Innovation (with featured article "Reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann)*. La Vergne: Harvard Business Review Press. ISBN 978-1-63369-688-4
- RIES, Eric, 2019. *The lean startup: how constant innovation creates radically successful businesses*. London [u.a.]: Penguin Business. ISBN 978-0-670-92160-7

Additional remarks:

This course will be offered as a blocked study course.

6.2.3 Global Supply Chain Management I			
Module abbreviation:	GBM_SP1.1_GSCMI	SPO-No.:	2.7.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Major Elective Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Sternbeck, Michael		
Lecturers:	Sternbeck, Michael		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Global Supply Chain Management I (GBM_SP1.1_GSCMI)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_SP1.1_GSCMI)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
<p>The students are familiar with the idea of supply chain management in a global context. The participants know how to link the company's strategies and goals with the design of international logistics networks. They are able to understand the opportunities as a result of effective and efficient supply chain operations. Particularly, the students realize the great importance of the application of advanced planning systems as well as the reflection of cultural aspects in supply chain design. The participants of the course are sensitive to interdependencies between different processes in the international supply chain and know about the importance of intercompany process alignments when applying a comprehensive supply chain perspective.</p>			
Content:			
<p>Specific characteristics and challenges of global or international supply chains</p> <p>Supply chain strategies</p> <p>Supply chain planning principles</p> <p>Integration and coordination in global supply chains</p> <p>Selection of transportation modes</p> <p>Cultural aspects in supply chain management</p>			

Literature:*Compulsory:*

- CHOPRA, Sunil, Peter MEINDL and Dharam Vir KALRA, 2019. *Supply chain management: strategy, planning, and operation*. S. edition. Harlow, England ; London ; New York ; Boston ; San Francisco ; Toronto ; Sydney ; Dubai ; Singapore ; Hong Kong ; Tokyo ; Seoul ; Taipei ; New Delhi ; Cape Town ; Sao Paulo ; Mexico City ; Madrid ; Amsterdam ; Munich ; Paris ; Milan: Pearson. ISBN 978-1-292-25789-1, 1-292-25789-X
- CHRISTOPHER, Martin, 2016. *Logistics & supply chain management*. F. edition. Harlow: Pearson. ISBN 978-1-292-08379-7
- MANGAN, John, Chandra S. LALWANI and Agustina CALATAYUD, 2021. *Global logistics and supply chain management*. F. edition. Chichester, West Sussex, United Kingdom: Wiley. ISBN 978-1-119-70299-3
- STADTLER, Hartmut, KILGER, Christoph, MEYR, Herbert, 2015. *Supply chain management and advanced planning: concepts, models, software, and case studies* [online]. Berlin, Heidelberg: Springer Berlin Heidelberg PDF e-Book. ISBN 978-3-642-55309-7, 978-3-642-55308-0. Available via: <https://doi.org/10.1007/978-3-642-55309-7>.

Recommended:

- CACHON, Gérard and Christian TERWIESCH, 2013. *Matching supply with demand: an introduction to operations management*. 3. edition. New York, NY: McGraw-Hill. ISBN 0-07-132622-7, 978-0-07-132622-3
- SIMCHI-LEVI, David, Philip KAMINSKY and Edith SIMCHI-LEVI, 2008. *Designing and managing the supply chain: concepts, strategies and case studies*. 3. edition. Boston [u.a.]: McGraw-Hill/Irwin. ISBN 0-07-128714-0, 978-0-07-128714-2

Additional remarks:

None

6.2.4 Global Supply Chain Management II

Module abbreviation:	GBM_SP1.1_GSCMII	SPO-No.:	2.7.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Major Elective Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term

Responsible for module:	Sternbeck, Michael		
Lecturers:	Hundhammer, Moritz		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Global Supply Chain Management II (GBM_SP1.1_GSCMII)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper (GBM_SP1.1_GSCMII)		
Usability for other study programs:	None		

Prerequisites according examination regulation:

The students have to have at least 63 ECTS to take classes of the second study section.

Recommended prerequisites:

None

Objectives:

The goals of the course are related to both content and project organization. Students learn to work independently on an actual logistics and operations topic. They are familiar with finding appropriate sources and integrating them into a creative process for working on their case study. They apply methodologies learned in other courses to their individual topic and present the procedure and the results in an understandable and precise way to their fellow students.

Content:

In the center of this module is a student project. The project can be completed alone or in a small group of maximum three students. The content is related to the course GBM-Global Supply Chain Management I and covers actual topics in the field of Operations and Supply Chain Management.

Literature:

Compulsory:

- CHOPRA, Sunil, Peter MEINDL and Dharam Vir KALRA, 2019. *Supply chain management: strategy, planning, and operation*. S. edition. Harlow, England ; London ; New York ; Boston ; San Francisco ; Toronto ; Sydney ; Dubai ; Singapore ; Hong Kong ; Tokyo ; Seoul ; Taipei ; New Delhi ; Cape Town ; Sao Paulo ; Mexico City ; Madrid ; Amsterdam ; Munich ; Paris ; Milan: Pearson. ISBN 978-1-292-25789-1, 1-292-25789-X

- CHRISTOPHER, Martin, 2016. *Logistics & supply chain management*. F. edition. Harlow, England: Pearson. ISBN 978-1-292-08381-0
- MANGAN, John and Chandra S. LALWANI, 2016. *Global logistics and supply chain management*. T. edition. Hoboken: Wiley. ISBN 978-1-119-11782-7
- STADTLER, Hartmut, 2015. *Supply chain management and advanced planning: concepts, models, software, and case studies*. 5. edition. Berlin [u.a.]: Springer. ISBN 978-3-642-55308-0, 3-642-55308-7

Recommended:

- CACHON, Gérard and Christian TERWIESCH, 2013. *Matching supply with demand: an introduction to operations management*. 3. edition. New York, NY: McGraw-Hill. ISBN 0-07-132622-7, 978-0-07-132622-3
- SIMCHI-LEVI, David, Philip KAMINSKY and Edith SIMCHI-LEVI, 2008. *Designing and managing the supply chain: concepts, strategies, and case studies*. t. edition. Boston: McGraw-Hill/Irwin. ISBN 978-0-07-298241-1, 0-07-298241-1

Additional remarks:

None

6.2.5 Global Markets			
Module abbreviation:	GBM_SP1.3_GM	SPO-No.:	2.7.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Major Elective Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Schauberger, Katharina		
Lecturers:	Schauberger, Katharina		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Global Markets (GBM_SP1.3_GM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_SP1.3_GM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
The students are able to:			
<ul style="list-style-type: none"> • Describe the role and functions of trade related national and international institutions / organizations. • Analyse and compare country indices. • Work with data from large international data bases. • Assess the economic situation of countries. • Describe the major economic features of developing countries and their position in world trade and capital markets. • Evaluate the country risk. • Discuss the role of free trade agreements. 			
Content:			
<ul style="list-style-type: none"> • Trade related national and international institutions and organizations (IMF, World Bank, OECD, WTO, GTAI, Foreign Chambers of Commerce, etc.) 			

- Analysis of country indices (Economic Freedom Index, Corruption Index, Competitiveness Index etc.)
- Country assessment (IMF Article IV reports, OECD Economic surveys)
- Developing countries
- Country risk analysis
- Free trade agreements

Literature:*Compulsory:*

- KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2018. *International economics: theory and policy*. E. edition. Harlow, England: Pearson. ISBN 978-1-292-21494-8
- , . *Selected IMF Article IV reports*.
- , . *Selected OECD Economic surveys*.
- OECD , . *Handbook on Constructing Composite Indicators. Methodology User Guide*. [online]. [Accessed on: 07.01.2024]. Available via: <https://doi.org/10.1787/9789264043466-en>
- BOUCHET , Michel. H., Charles. A. FISHKIN and Amaury GOGUEL, 2018. *Managing Country Risk in an Age of Globalization. A Practical Guide to Overcoming Challenges in a Complex World* . 1. edition.
- BOUCHET, Michel. H., Ephraim CLARK and Bertrand GROSLAMBERT, 2003. *Country Risk Assessment: A Guide to Global Investment Strategy*. 1. edition.

Recommended:

- HURD, Ian, 2021. *International organizations: politics, law, practice*. F. edition. Cambridge: Cambridge University Press. ISBN 978-1-108-84058-3, 978-1-108-81431-7

Additional remarks:

Global Markets:

- Students can voluntarily acquire bonus points by handing in a written note (3-4 pages) on an economic country assessment.
- The awarded bonus points can amount to 10 % of the maximum achievable number of points in the written examination.
- Students can choose a country for the assessment from a list during the first meeting in class.

6.2.6 Internationalization and Growth Management

Module abbreviation:	GBM_SP1.3_I&GM	SPO-No.:	2.7.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Major Elective Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Schauberger, Katharina		
Lecturers:	von Spreckelsen, Burkhard		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Internationalization and Growth Management (GBM_SP1.3_I&GM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper (GBM_SP1.3_I&GM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
The students are able to:			
<ul style="list-style-type: none"> • Define a reasonable growth ambition for a company based on segments and geographies. • Understand the success factors for company growth. • Distinguish advantages of different options of internal and external company growth. • Have knowledge about Mergers and Acquisitions and M&A-Processes, including the respective Due Diligence (external growth). • Implement a structured international growth management approach. 			
Content:			
<ul style="list-style-type: none"> • Definition of the different ways of international company growth • Success factors and barriers for international company growth • Definition of a growth strategy • Shaping a business model towards international growth • Application of growth theories to real live case studies • Company Valuation • Application of structured M&A processes 			

Literature:*Compulsory:*

- STERNAD, Dietmar, Meinrad HÖFFERER and Gottfried HABER, 2020. *Grundlagen Export und Internationalisierung*. 2. edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-29443-4
- SCHMID, Stefan, © 2013. *Strategien der Internationalisierung: Fallstudien und Fallbeispiele*. 3. edition. München: De Gruyter. ISBN 978-3-486-72147-8, 3-486-72147-X
- ACEMOGLU, Daron and James A. ROBINSON, 2013. *Why Nations Fail*. ISBN 978-1-84765-461-8
- SCHALAST, Christoph and Lutz RAETTIG, 2019. *Grundlagen des M&A-Geschäfts*. Wiesbaden: Springer Gabler. ISBN 978-3-658-23893-3

Recommended:

- JÜNGER, Michael, 2008. *Internes Unternehmenswachstum: Analyse von Wachstumstreibern und empirische Evaluation in mittelständischen Unternehmen*. München: Utz. ISBN 978-3-8316-0762-4, 3-8316-0762-1
- ENGELEN, Andreas, GAGERN, Clara von, 2017. *Opportunity Recognition: 15 Ansätze für mehr Unternehmenswachstum* [online]. Wiesbaden: Springer Fachmedien Wiesbaden PDF e-Book. ISBN 978-3-658-09418-8. Available via: <https://doi.org/10.1007/978-3-658-09418-8>.
- SMITH, Kenneth William and Alexandra Reed LAJOUX, 2012. *The art of M&A strategy: a guide to building your company's future through mergers, acquisitions, and divestitures*. New York, NY [u.a.]: McGraw-Hill. ISBN 978-0-07-175621-1, 978-0-07-176016-4
- LUCKS, Kai and Reinhard MECKL, 2015. *Internationale Mergers & Acquisitions: der prozessorientierte Ansatz*. 2. edition. Berlin ; Heidelberg: Springer Gabler. ISBN 978-3-662-46895-1, 3-662-46895-6
- KOLLER, Tim, Marc GOEDHART and David WESSELS, 2015. *Valuation: measuring and managing the value of companies*. 6. edition. Hoboken, NJ: Wiley. ISBN 978-1-118-87370-0, 978-1-118-87373-1
- ACEMOGLU, Daron and James A. ROBINSON, 2013. *Why nations fail: the origins of power, prosperity, and poverty*. London: Profile Books. ISBN 978-1-84765-461-8
- CHRISTENSEN, Clayton M., 2016. *The innovator's dilemma: when new technologies cause great firms to fail*. Boston, Massachusetts: Harvard Business Review Press. ISBN 978-1-4221-9602-1, 978-1-63369-178-0
- KRUGMAN, Paul R., Maurice OBSTFELD and Marc J. MELITZ, 2018. *International economics: theory and policy*. E. edition. Harlow, England: Pearson. ISBN 978-1-292-21494-8
- , . *World Bank (2019). World Development Report; Washington D.C.*

Additional remarks:

None

6.3 Major Fields of Study 2

Each student must choose exactly one Major Field of Study 2. Each Major Field of Study 2 consists of the modules Global Management and Intercultural Competencies in combination with the chosen target region EMEA, AMER or APAC. Global Management and Intercultural Competencies are each separate modules that must be covered by a course at the partner university.

A learning agreement must be arranged in advance with Prof. Dr. Peter Augsdörfer. From the three available options, please select a specialization that matches your choice of world region and thus your choice of partner university and internship abroad. Further information on learning agreements is available from Prof. Augsdörfer.

The following specializations are available for selection:

- Global Management and Intercultural Competencies **EMEA**
 - o Modul 1: Global Management EMEA
 - o Modul 2: Intercultural Competencies EMEA
- Global Management and Intercultural Competencies **AMER**
 - o Modul 1: Global Management AMER
 - o Modul 2: Intercultural Competencies AMER
- Global Management and Intercultural Competencies **APAC**
 - o Modul 1: Global Management APAC
 - o Modul 2: Intercultural Competencies APAC

6.3.1 Global Management EMEA / AMER / APAC			
Module abbreviation:	GBM_SP2.1_GM EMEA GBM_SP2.2_GM AMER GBM_SP2.3_GM APAC	SPO-No.:	2.7.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Major Elective Subject	5
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English / Language abroad	1 semester	Winter and summer term
Responsible for module:	Will be specified by the partner university.		
Lecturers:	Will be specified by the partner university.		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Global Management EMEA / AMER / APAC		
Lecture types:	Will be specified by the partner university.		
Examinations:	Will be specified by the partner university.		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students need at least 63 ECTS of the first study section to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
Will be specified by the partner university.			
Content:			
Will be specified by the partner university.			
Literature:			
<i>Compulsory:</i>			
<ul style="list-style-type: none"> Will be specified by the partner university. 			
<i>Recommended:</i>			
<ul style="list-style-type: none"> Will be specified by the partner university. 			

Additional remarks:

Please note that there are no corresponding modules to the Major Field of Study 2 at the THI and that you therefore must take and pass these modules at the partner university.

6.3.2 Intercultural Competencies EMEA / AMER / APAC			
Module abbreviation:	GBM_SP2.1_IC EMEA GBM_SP2.2_IC AMER GBM_SP2.3_IC APAC	SPO-No.:	2.7.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Major Elective Subject	5
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English / Language abroad	1 semester	Winter and summer term
Responsible for module:	Will be specified by the partner university.		
Lecturers:	Will be specified by the partner university.		
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	103 h	
	Total:	150 h	
Subjects of the module:	Intercultural Competencies EMEA / AMER / APAC		
Lecture types:	Will be specified by the partner university.		
Examinations:	Will be specified by the partner university.		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students need at least 63 ECTS of the first study section to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
Will be specified by the partner university.			
Content:			
Will be specified by the partner university.			
Literature:			
<i>Compulsory:</i>			
<ul style="list-style-type: none"> Will be specified by the partner university. 			
<i>Recommended:</i>			
<ul style="list-style-type: none"> Will be specified by the partner university. 			

Additional remarks:

Please note that there are no corresponding modules to the Major Field of Study 2 at the THI and that you therefore must take and pass these modules at the partner university.

6.4 Foreign Language I - IV

6.4.1 Chinese I			
Module abbreviation:	GBM_EFL_I_Chinesisch	SPO-No.:	1.12.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	Chinese	1 semester	only winter term
Responsible for module:	Wang, Boya		
Lecturers:	Wang, Boya		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Chinese I (GBM_EFL_I_Chinesisch)		
Lecture types:	SU/Ü - Lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_I_Chinesisch)		
Usability for other study programs:	This module is a preparation for the following Chinese-speaking modules of this study programme.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Chinese language skills are not required.			
Objectives:			
<p>The students</p> <ul style="list-style-type: none"> • have been introduced to cultural differences and intercultural aspects. • have acquired the Chinese phonetic transcription (Pinyin) and the Chinese characters (Hanzi). <p>The students are able to</p> <ul style="list-style-type: none"> • understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs. • introduce themselves and others, ask and answer questions about personal details. • interact in a simple way. 			
Content:			
<ul style="list-style-type: none"> • Introduction to the Chinese language: Pinyin (Chinese phonetic writing system) and Hanzi (Chinese characters). • Acquisition of most fundamental language concepts allowing students to communicate in every day situations. • Case studies to gain an understanding of certain aspects of Chinese business culture. 			

Literature:
<i>Compulsory:</i> <i>None</i>
<i>Recommended:</i> <i>None</i>
Additional remarks:
Maximum of 25 students per class. Following literature for further reference will be announced during class.

6.4.2 French I			
Module abbreviation:	GBM_EFL_I_Französisch	SPO-No.:	1.12.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	French	1 semester	only winter term
Responsible for module:	Witschel, Laura Valérie		
Lecturers:	Witschel, Laura Valérie		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	French 1 (GBM_EFL_I_Französisch)		
Lecture types:	Lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_I_Französisch)		
Usability for other study programs:	This module is a preparation for the following French-speaking modules of this study programme.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Level A1.1 is required.			
Objectives:			
The course will take students from level A1.1 to A2 Students are able to			
<ul style="list-style-type: none"> • understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of needs. • introduce themselves and others. • ask and answer questions about personal details. • interact in a simple way. 			
Content:			
To introduce oneself, to speak about one's person and environment, studies, work, hobbies. Grammar: present, future + aller, passé composé, most important irregular verbs, pronunciation, questions, most important adjectives, adverbs, pronouns determinants, relative sentences.			
Literature:			
<i>Compulsory:</i>			

- LAUDUT, Nicole, Christèle JANY and René NOHR, 2014. *Rebonjour: Auffrischkurs Französisch. A2 Lehr- und Arbeitsbuch mit Audio-CD*. 1. edition. München: Hueber. ISBN 978-3-19-003373-7
- GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. *Grammaire progressive du français. [4,1]. [Hauptband]: niveau intermédiaire; mit 680 Übungen*. 1. edition. ISBN 978-3-12-529854-5

Recommended:

None

Additional remarks:

None

6.4.3 Spanish I			
Module abbreviation:	GBM_EFL_I_Spanisch	SPO-No.:	1.12.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	Spanish	1 semester	only winter term
Responsible for module:	Valencia-Schüle, Belinda Patricia		
Lecturers:	Valencia-Schüle, Belinda Patricia		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Spanish I (GBM_EFL_I_Spanisch)		
Lecture types:	Lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_I_Spanisch)		
Usability for other study programs:	This module is a preparation for the following spanish-speaking modules of this study programme.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Spanish language skills are not required.			
Objectives:			
Level A1 Students are able to			
<ul style="list-style-type: none"> • understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs. • introduce themselves and others. • ask and answer questions about personal details. • interact in a simple way. 			
Content:			
<ul style="list-style-type: none"> • Acquisition of most fundamental language concepts allowing students to communicate in everyday situations, evaluate situations, communicate wishes and preferences, and gain basic control over verbal communication • The Alphabet, numbers and ordinal numbers • Pronunciation • Different word types (nouns, verbs, adjectives, pronouns, including personal and possessive pronouns) 			

- ‘Ser y estar’ – usage, different tenses. Most common regular and irregular verbs, reflexive verbs
- Adverbs
- Time and place
- Negation and questions
- Prepositions and prepositional phrases (to, from, for, in, with....)
- Sentences – word order

Literature:*Compulsory:*

- GUERRERO GARCÍA, Encarnación und Núria XICOTA TORT, 2023. Universo.ele intensivo A1/A2: Spanisch für Studierende; Kurs- und Arbeitsbuch plus interaktive Version. Auflage 1. München: Hueber Verlag. ISBN 978-3-19-154333-4.

Recommended:

None

Additional remarks:

Maximum of 25 students per class.

Following literature for further reference will be announced during class.

6.4.4 Chinese II			
Module abbreviation:	GBM_EFL_II_Chinesisch	SPO-No.:	1.12.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	Chinese	1 semester	only summer term
Responsible for module:	Wang, Boya		
Lecturers:	Wang, Boya		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Chinese II (GBM_EFL_II_Chinesisch)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_II_Chinesisch)		
Usability for other study programs:	This course is the basis for Chinese III and IV.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Foreign Language I / Chinese I			
Objectives:			
Students are able to			
<ul style="list-style-type: none"> understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business situations). They have become familiar with cultural differences and intercultural aspects. 			
Content:			
<ul style="list-style-type: none"> Acquisition of most fundamental language concepts allowing students to communicate in every day situations Written Hanzi (Chinese characters) Case studies to gain an understanding of certain aspects of Chinese business culture 			
Literature:			
<i>Compulsory:</i>			
<ul style="list-style-type: none"> LIU, Xun, Kai ZHANG and Shehui LIU, 2007. <i>Das neue praktische Chinesisch - Lehrbuch 1</i>. ISBN 978-3905816006 			

Recommended:

None

Additional remarks:

Maximum of 25 students per class.

Following literature for further reference will be announced during class.

6.4.5 French II			
Module abbreviation:	GBM_EFL_II_Französisch	SPO-No.:	1.12.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	General Elective Subject	2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	French	1 semester	only summer term
Responsible for module:	Witschel, Laura Valérie		
Lecturers:	Witschel, Laura Valérie		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	French II (GBM_EFL_II_Französisch)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_II_Französisch)		
Usability for other study programs:	This module is a preparation for the following French-speaking modules (French III and IV) of this study program.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Foreign Language I / French I			
Objectives:			
<p>The course will take students from level A1 to level A2.</p> <p>Students are able to</p> <ul style="list-style-type: none"> understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily situations). communicate in simple and routine tasks. describe in simple terms aspects of one's background, immediate environment and matters in areas of immediate need. 			
Content:			
<ul style="list-style-type: none"> Grammar: Passé composé, Imparfait, Future, Conditional, Imperative, Personal pronouns, Determinants, Adverbs, Time, Days, Months, Dates, Comparative of Adjectives + Adverbs, Superlatives Topics: Introducing oneself, Buying and Ordering, Organizing vacations, meetings and events, Education, Free time, Informing oneself on current affairs, Writing letters, Jobs and job applications, Talking on the phone. 			
Literature:			
<i>Compulsory:</i>			

- LAUDUT, Nicole, Christèle JANY and René NOHR, 2014. *Rebonjour: Auffrischkurs Französisch. A2 Lehr- und Arbeitsbuch mit Audio-CD*. 1. edition. München: Hueber. ISBN 978-3-19-003373-7
- GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. *Grammaire progressive du français. [4,1]. [Hauptband]: niveau intermédiaire; mit 680 Übungen*. 1. edition. ISBN 978-3-12-529854-5

Recommended:

None

Additional remarks:

Maximum of 25 students per class.

Following literature for further reference will be announced during class.

6.4.6 Spanish II			
Module abbreviation:	GBM_EFL_II_Spanisch	SPO-No.:	1.12.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	General Elective Subject	2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	Spanish	1 semester	only summer term
Responsible for module:	Valencia-Schüle, Belinda Patricia		
Lecturers:	Valencia-Schüle, Belinda Patricia; Guzmán, Ximena		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Spanish II (GBM_EFL_II_Spanisch)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_II_Spanisch)		
Usability for other study programs:	This module is a preparation for the following Spanish-speaking modules (Spanish III and IV) of this study program.		
Prerequisites according examination regulation:			
None			
Prerequisite of attendance:			
Foreign Language I - Spanish I			
Objectives:			
<p>Los estudiantes aprenden a:</p> <ul style="list-style-type: none"> • Comprender y usar frases de uso frecuente • Comprender y usar algunas frases habituales en el ámbito profesional • Hablar de acciones o hechos en el pasado • Leer y comprender noticias y anuncios de trabajo • Hablar sobre profesiones • Conversar sobre asuntos cotidianos • Redactar correos electrónicos <p>Nivel: A2</p>			
Content:			
<ul style="list-style-type: none"> • Mejora de la expresión oral y escrita • Mejora de la comprensión auditiva y lectora • Descripción de lugar 			

- Información sobre productos de consumo
- Biografía y el Currículo Vitae
- La feria: español empresarial
- La entrevista de trabajo
- La visita al médico/ farmacia
- Ampliación de diversos aspectos gramaticales
- La posición de los elementos en la oración
- Pronunciación, entonación y acentuación

Literature:*Compulsory:*

- GUERRERO GARCÍA, Encarnación und Núria XICOTA TORT, 2023. Universo.ele intensivo A1/A2: Spanisch für Studierende; Kurs- und Arbeitsbuch plus interaktive Version. Auflage 1. München: Hueber Verlag. ISBN 978-3-19-154333-4.

Recommended:

- None

Additional remarks:

Maximum of 25 students per class.

Following literature for further reference will be announced during class.

6.4.7 Chinese III			
Module abbreviation:	GBM_EFL_III_Chinesisch	SPO-No.:	1.12.3
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	Chinese	1 semester	only winter term
Responsible for module:	Lin, Yan		
Lecturers:	Lin, Yan		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Chinese III (GBM_EFL_III_Chinesisch)		
Lecture types:	Lecture with integrated exercises (GBM_EFL_III_Chinesisch)		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_III_Chinesisch)		
Usability for other study programs:	This course is the basis for Chinese IV.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Foreign Language I and II - Chinese I, II			
Objectives:			
The students understand and use sentences and frequently used expressions related to areas of most immediate relevance (daily business and retail situations). They get familiar with cultural differences and intercultural aspects.			
Content:			
<ul style="list-style-type: none"> • Improvement of vocabulary and grammar and communication • Deeper examination of Chinese culture and society 			
Literature:			
<i>Compulsory:</i>			
<ul style="list-style-type: none"> • LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch (Lehrbuch) 2,1</i>. 1. edition. ISBN 978-3905816020 • LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch (Arbeitsbuch) 2,2</i>. 1. edition. ISBN 978-3905816037 			
Additional remarks:			
None			

6.4.8 French III			
Module abbreviation:	GBM_EFL_III_Französisch	SPO-No.:	1.12.3
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	French	1 semester	only winter term
Responsible for module:	Witschel, Laura Valérie		
Lecturers:	Witschel, Laura Valérie		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	French III (GBM_EFL_III_Französisch)		
Lecture types:	Lecture with integrated exercises (GBM_EFL_III_Französisch)		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_III_Französisch)		
Usability for other study programs:	This course is the basis for French IV.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Foreign Language I and II – French I, II			
Objectives:			
The students			
<ul style="list-style-type: none"> • have improved their French communication skills by doing extensive text work • are able to implement current business topics • deepened their knowledge of general issues as well as in the area of marketing and finance 			
Content:			
<ul style="list-style-type: none"> • Large French business enterprises and the French Industry • History of a family enterprise • Organizational chart – Work in different levels of a family enterprise • Different types of companies (legal status) • The application process : CV and cover letter • The application process : a traditional job application, an unsolicited application, an online application, • commercialization of a product • Marketing • Promotion of sales • Public relations 			

- The distribution process
- Methods of payment – banking and finance
- Business loans
- Accounting
- Financial Accounting
- The fiscal system
- Current topics, class discussions and presentations
- Grammar: past tense, passive voice, future tense, conditional tense, pronouns
- The conditional, the subjunctive

Literature:*Compulsory:*

- PENFORNIS, Jean-Luc, 2013. *Vocabulaire progressif du français des affaires / [1]. [Livre] : avec 250 exercices*. ISBN 978-2-09-038143-6 ; 978-3-12-529857-6

Recommended:

- GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. *Grammaire progressive du français. [4,1]. [Hauptband] : niveau intermédiaire ; mit 680 Übungen*. 1. edition. ISBN 978-3-12-529854-5.

Additional remarks:

Maximum of 25 students per class.

Following literature for further reference will be announced during class.

6.4.9 Spanish III			
Module abbreviation:	GBM_EFL_III_Spanisch	SPO-No.:	1.12.3
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	Spanish	1 semester	only winter term
Responsible for module:	Cots Paltor, Agnès		
Lecturers:	Cots Paltor, Agnès		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Spanish III (GBM_EFL_III_Spanisch)		
Lecture types:	Lecture with integrated exercises (GBM_EFL_III_Spanisch)		
Examinations:	LN - written exam, 90 minutes (GBM_EFL_III_Spanisch)		
Usability for other study programs:	This course is the basis for Spanish IV.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Foreign Language I and II - Spanisch I, II.			
Objectives:			
Los estudiantes aprenden a:			
<ul style="list-style-type: none"> • Entender y a comunicarse en situaciones reales • Hablar sobre experiencias o acciones en el pasado • Comprender artículos periodísticos • Comprender y redactar estadísticas • Analizar gráficas • Redactar correspondencia empresarial 			
Content:			
<ul style="list-style-type: none"> • Mejora de las cuatro habilidades: expresión oral, expresión escrita, comprensión lectora y auditiva • Comprensión de artículos periodísticos del campo económico • La interculturalidad en el mundo laboral • Redacción de textos formales • Ampliación de diversos aspectos gramaticales • Cultura hispanoamericana en un contexto intercultural 			

Literature:
<i>Compulsory:</i> <ul style="list-style-type: none">• POYO VICENTE, Cristina and Núria XICOTA TORT, <i>Universo.ele A2</i>.• POZO VICENTE, Cristina and Núria XICOTA TORT, <i>Universo.ele B1</i>. <i>Recommended:</i> <p>None</p>
Additional remarks:
None

6.4.10 Chinese IV			
Module abbreviation:	GBM_EFL_IV_Chinesisch	SPO-No.:	2.8.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	Chinese	1 semester	only summer term
Responsible for module:	Wang, Xianghui		
Lecturers:	Wang, Xianghui		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Chinese IV (GBM_EFL_IV_Chinesisch)		
Lecture types:	SU/Ü - lecture with integrated exercises (GBM_EFL_IV_Chinesisch)		
Examinations:	schrP90 - written exam, 90 minutes		
Usability for other study programs:	The course may be accredited for the corresponding course in the study program B.A. "International Management".		
Prerequisites according examination regulation:			
The students need at least 63 ECTS of the first study section to take classes of the second study section.			
Prerequisite of attendance:			
Foreign Language III / Chinese III			
Objectives:			
The students are able to			
<ul style="list-style-type: none"> • apply the language in real life situations • to express themselves, both in spoken and written language 			
The students have			
<ul style="list-style-type: none"> • become more familiar with cultural differences and intercultural aspects, especially in business situations • increased their competence in oral communication • expanded their knowledge of Chinese grammatical structures • gained a deeper insight into Chinese culture and business. 			
Content:			
<ul style="list-style-type: none"> • Communication and writing skills are improved, with an emphasis on business communication such as letter writing, writing emails and communicating on the telephone • Knowledge of Chinese grammatical structures • Chinese cultures are explored and the language is placed in intercultural context 			

Literature:
<i>Compulsory:</i> <ul style="list-style-type: none">LIU, Xun, Kai ZHANG and Shehui LIU, 2008. <i>Das neue praktische Chinesisch / 2,[1]. Lehrbuch</i>. ISBN 3905816024; 978-3905816020
Additional remarks:
Maximum of 25 students per class. Following literature for further reference will be announced during class.

6.4.11 French IV			
Module abbreviation:	GBM_EFL_IV_Französisch	SPO-No.:	2.8.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	French	1 semester	only winter term
Responsible for module:	Witschel, Laura Valérie		
Lecturers:	Witschel, Laura Valérie		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	French (GBM_EFL_IV_Französisch)		
Lecture types:	SU/Ü - lecture with integrated exercises (GBM_EFL_IV_Französisch)		
Examinations:	schrP90 - written exam, 90 minutes		
Usability for other study programs:	The course may be accredited for French business language in B.A. Business Administration and for the corresponding course in the study program B.A. "International Management".		
Prerequisites according examination regulation:			
The students need at least 63 ECTS of the first study section to take classes of the second study section.			
Prerequisite of attendance:			
Foreign Language III - French III			
Objectives:			
The students			
<ul style="list-style-type: none"> • have improved their French communication skills by doing extensive text work • are able to implement current business topics • deepened their knowledge of general issues as well as in the area of marketing and finance 			
Content:			
<ul style="list-style-type: none"> • Large French business enterprises and the French Industry • History of a family enterprise • Organizational chart – Work in different levels of a family enterprise • Different types of companies (legal status) • The application process: CV and cover letter • The application process: a traditional job application, an unsolicited application, an online application, • commercialization of a product 			

- Marketing
- Promotion of sales
- Public relations
- The distribution process
- Methods of payment – banking and finance
- Business loans
- Accounting
- Financial Accounting
- The fiscal system
- Current topics, class discussions and presentations
- Grammar: past tense, passive voice, future tense, conditional tense, pronouns
- The conditional, the subjunctive

Literature:*Compulsory:*

- PENFORNIS, Jean-Luc, 2013. *Vocabulaire progressif du français des affaires / [1]. [Livre]: avec 250 exercices*. ISBN 978-2-09-038143-6; 978-3-12-529857-6

Recommended:

- GRÉGOIRE, Maïa and Odile THIÉVENAZ, 2014. *Grammaire progressive du français. [4,1]. [Hauptband]: niveau intermédiaire; mit 680 Übungen*. 1. edition. ISBN 978-3-12-529854-5

Additional remarks:

Maximum of 25 students per class.
Following literature for further reference will be announced during class.

6.4.12 Spanish IV			
Module abbreviation:	GBM_EFL_IV_Spanisch	SPO-No.:	2.8.1
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	Spanish	1 semester	only summer term
Responsible for module:	Cots Paltor, Agnès		
Lecturers:	Cots Paltor, Agnès		
Credit points / SWS:	4 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	53 h	
	Total:	100 h	
Subjects of the module:	Spanish IV (GBM_EFL_IV_Spanisch)		
Lecture types:	SU/Ü - lecture with integrated exercises (GBM_EFL_IV_Spanisch)		
Examinations:	schrP90 - written exam, 90 minutes		
Usability for other study programs:	The course may be accredited for Spanish business language in B.A. Business Administration and for the corresponding course in the study program B.A. "International Management".		
Prerequisites according examination regulation:			
The students need at least 63 ECTS of the first study section to take classes of the second study section.			
Prerequisite of attendance:			
Foreign Language III - Spanish III			
Objectives:			
Los estudiantes aprenden a:			
<ul style="list-style-type: none"> • Hablar sobre experiencias o acciones en el pasado y valorarlas • Expresar gustos y sentimientos en el pasado • Comprender un artículo periodístico • Comprender una noticia en la radio • Argumentar y contraargumentar • Hablar de hechos o acciones futuras • Comprender y redactar estadísticas • Comprender y participar en una entrevista de trabajo • Redactar una carta o correo electrónico formal 			
Nivel: B1/ B1+			

Content:

- Mejora de las cuatro habilidades: expresión oral, expresión escrita, comprensión lectora y auditiva
- Comprensión de artículos periodísticos del campo económico
- La interculturalidad en la entrevista de trabajo
- Redacción de textos formales
- Ampliación de diversos aspectos gramaticales
- El Comercio Justo: español empresarial
- Diferencias socioculturales en el mundo académico y laboral
- Cultura hispanoamericana en un contexto intercultural

Literature:*Compulsory:*

- POZO VICENTE, Dr.Cristina and NÚRIA XICOTA TORT, . *Universo.ele B1*. ISBN 9783192543340

Additional remarks:

Maximum of 25 students per class.

Following literature for further reference will be announced during class.

6.5 Electives - Sustainability / Management Discipline

Electives are divided into the following categories: Sustainability Discipline and Management Discipline. You have to take two electives of 2 SWS each. It is not mandatory to choose one elective from each category. You can also choose both electives from one category.

Please note: Courses of the “Virtuelle Hochschule Bayern” can be credited as compulsory elective modules > see chapter 4 of the module handbook.

6.5.1 Business and Society			
Module abbreviation:	NW_BuS	SPO-No.:	2.8.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	General Elective Subject	4
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	variable term – not offered in summer term 2024
Responsible for module:	Loza Adauí, Cristian Rolando		
Lecturers:	Loza Adauí, Cristian Rolando		
Credit points / SWS:	3 ECTS / 2 SWS		
Workload:	Contact hours:	24 h	
	Self-study:	51 h	
	Total:	75 h	
Subjects of the module:	Business and Society (NW_BuS)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper (NW_BuS)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
This course aims to explore and expand awareness of the evolving role of business in society. Through a combination of theoretical exploration and empirical analysis, students will gain comprehensive knowledge to effectively assess the societal challenges organizations encounter while striving to contribute to sustainable development.			

The course will examine business actions in various institutional contexts, including economic, political-legal, and socio-cultural domains while encouraging students to explore alternative approaches to management. Contemporary social issues in management will be discussed from an organizational and systemic perspective. From an organizational perspective, issues addressed will be development-oriented corporate social responsibility, corporate citizenship, stakeholder management, inclusive business, bottom-of-the-pyramid business, social enterprises, sustainable enterprises, benefit corporations and hybrid organizations. From the systemic perspective, topics such as sustainable development, cross-sector interactions, and social innovation will be studied.

Educational Goals and learning outcomes.

Many of the following skills can only be obtained through the active participation of students in class activities. Therefore, their presence during the seminar sessions is a precondition for a successful skill development process. Students participating successfully in this seminar will develop the following skills:

Subject-specific skills

- Students analyse the changes in the role of business in different societies taking into consideration multiple institutional contexts (e.g., economic, political-legal, and socio-cultural).
- Students reflect and evaluate the different theoretical approaches that explain the particularities of the business and society relationships.
- Students develop and produce a research report applying the case study method to explain a particular issue or phenomenon of the contemporary business and society discussion.

Methodological skills

- Students learn the case study research methodology, its application, and the writing process of a research report that applies this methodology.
- Students independently answer a research question regarding a particular issue or phenomenon related to contemporary business and society relationships.
- Students plan, carry out research, evaluate, and analyse scientific literature related to an issue considered relevant for a better understanding of the business and society relationships.
- Students produce a case study that exemplifies a particular issue related to business and society relationships.

Personal skills

- Students evaluate their strengths and weaknesses in relation to their debate, presentation and communication skills.
- Students evaluate their strengths and weaknesses in relation to their organizational skills.
- Students reflect upon their behaviour as part of the global business community under consideration of fundamental ethical questions and the consequences for society.

Social skills

- Students can present clearly and effectively a particular issue related to the complex relationships between business and society.
- Students communicate clearly and respectfully their arguments and points of view in the classroom.
- Students give fellow students constructive feedback on their opinions and presentations.

Content:

Course design and assignments

During the first session, students receive a brief description of the different topics available to work on during the semester. The individual selection of the topic takes place during the first weeks on Moodle.

Each topic should be explored in the context of a specific real case study. Proposed topics are listed below, and some readings per topic are suggested to get students started on their research. Students are expected to do an additional literature search and review concerning the topic selected for their paper assignment. If students are interested in addressing topics that are not listed below, it is possible to discuss the possibility of including other topics related to the content of the seminar. In that case, students should bring to the

first session a clear topic statement and a few literature references to be used for evaluation and decision-making.

During the sessions in the first weeks, the lecturer will make some introductory theoretical presentations and provide advice on presentation skills and the case study research methodology. When presentation sessions for students initiate, the lecturer will make small introductory theoretical presentations or writing development workshops; afterwards, students make their presentations. Students' presentations are no longer than 30 minutes, including (1) a theoretical part and (2) the presentation of the case study so that ample time is left for questions and discussion (a maximum of 45 minutes per topic). Every student will be individually evaluated, even if working groups are built.

Based on a 360 degrees approach to skills development, students will be actively involved in the development and evaluation of presentation skills. For that reason:

- Students will provide feedback on their colleague's presentations after every session.
- Students will reflect and evaluate the outcome of their presentation using a self-assessment instrument.
- Besides, the lecturer will provide feedback to every presenter.

With the input received during the presentation and with the results of the case discussion, students prepare their term paper that includes a theoretical part and a case study part. It is suggested to use the case study research method for the development of the paper. However, the methodology will be discussed with the lecturer based on the research question proposed. Further guidance for writing the term paper and preparing presentations will be provided during the first sessions and the website for the course on Moodle.

Topics available for discussion in the order of presentation:

1. A comparison of corporate social responsibility and corporate sustainability in developed countries, developing countries, and emergent economies.
2. Managing the global-local dilemma: The subsidiaries of European multinational companies in developing countries and their corporate social responsibility and corporate sustainability.
3. Corporate social responsibility and corporate sustainability and the internationalization of companies from developing countries, e.g. multilatinas and Global Latinas.
4. The social responsibility and sustainability of small and medium enterprises in developing countries.
5. Armed conflicts and business social response: the limits of political responsibility of business.
6. The challenges of informality, the shadow economy, and business sustainability.
7. Multilateral development institutions and their role in reframing business and society relationships.
8. Socially inclusive businesses and their contribution to sustainability.
9. Social entrepreneurship and social enterprises in developed and developing countries.
10. Characterizing and understanding the benefit corporations.
11. Characterizing and understanding the companies of the Common Good Economy movement.
12. Understanding the role of fairtrade business.
13. Understanding the dynamics of Private-Public-Partnerships for development.
14. Understanding the dynamics of Business-NGO collaborations.
15. Understanding the dynamics of multi-sector, multi-agent, and tripartite partnerships.
16. Agents, topics, and drivers of social innovation.
17. Buen Vivir, Sumak Kawsay, Ubuntu and other alternative views of development across the globe.
18. The challenges of bioeconomy in developing countries.
19. Circular economy as a business opportunity.

Literature:

Compulsory:

- FREEMAN, R. Edward, Kirsten E. MARTIN and Bihan L. PARMAR, 2020. *The Power of and: Responsible Business without Trade-offs*. 1. edition. New York: Columbia Business School Publishing. ISBN 9780231188500

- SERAFEIM, George, 2022. *Purpose + Profit: How Business Can Lift up the World*. 1. edition. Canada: HarperCollins. ISBN 9781400230358
- EDMANS, Alex, 2022. *Grow the Pie: How Great Companies Deliver Both Purpose and Profit*. F. edition. New York, NY: Cambridge University Press. ISBN 9781009054676
- LEE, Bill and Mark N. K. SAUNDERS, 2017. *Conducting Case Study Research for Business and Management Students*. 1. edition. Los Angeles: SAGE Publications. ISBN 9781446274170

Recommended:

- YIN, Robert K., 2018. *Case Study Research: Design and Methods*. S. edition. Los Angeles: SAGE Publications. ISBN 9781506336169
- TIGHT, Malcom, 2017. *Understanding Case Study Research: Small Scale Research with Meaning*. F. edition. Los Angeles: SAGE Publications. ISBN 9781446273920
- EISENHARDT, K.M., 1989. Building Theories from Case Study Research. In: *Academy of Management Review*. **14**(4), p.532-550.
- EISENHARDT, K.M., GRAEBNER, M.E., 2007. Theory Building from Cases: Opportunities and Challenges. In: *Academy of Management Journal*. **50**(1), p.25-32.
- SCOTT, S and others, 2023. *Business and Society: A Critical Introduction*. S. edition. ISBN 978-1350357068
- CARROLL, Archie B. and Jill BROWN, 2023. *Business & Society: Ethics, Sustainability & Stakeholder Management*. E. edition. ISBN 978-0357718629

Additional remarks:

None

6.5.2 Business in Latin America			
Module abbreviation:	FW_BUSLA	SPO-No.:	2.8.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	General Elective Subject	4
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	variable term – not offered in summer term 2024
Responsible for module:	Orozco de Plesnar, Roxana Xonali		
Lecturers:	Orozco de Plesnar, Roxana Xonali		
Credit points / SWS:	3 ECTS / 2 SWS		
Workload:	Contact hours:	24 h	
	Self-study:	51 h	
	Total:	75 h	
Subjects of the module:	Business in Latin America (FW_BUSLA)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper (FW_BUSLA)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
The students			
<ul style="list-style-type: none"> are able to understand the potential and the challenges of conducting business in Latin America acquire practical knowledge in cultural, managerial, economic, political and legal issues 			
Content:			
Introduction to the Latin American subcontinent:			
<ul style="list-style-type: none"> Geographic scope Common historic roots - Conducting business in Latin America Latin American cultures: similarities and differences Pragmatic overview of classic/ contemporary cultural studies on Latin America Economic outlook for the region Foreign direct investment 			

Literature:*Compulsory:*

- BALL , Donald and others, 2012. *International Business: The Challenge of Global Competition*. 13. edition. New York: McGraw-Hill. ISBN 978-0077606121

Recommended:

- BEAMISH, Paul W. and Allen J. MORRISON, 2003. *International Management, Text and Cases*. 5. edition. New York: McGraw-Hill. ISBN 978-0071151405
- HOUSE , Robert J. and others, 2004. *Culture, Leadership, and Organizations. The GLOBE-Study of 62 Societies*. London: Thousand Oaks. ISBN 978-0761924012
- LENARTOWICZ, Tomasz and James JOHNSON, 2002. *Comparing Managerial Values in Twelve Latin American Countries: An Exploratory Study*. In: *Management International Review*, Vol. 42 .
- ALBERT, Rosita Daskal, 1996. A Framework and Model for Understanding Latin American and Latino/ Hispanic Cultural Patterns. In: *Landis:Handbook of Intercultural Training* . , p.317-348.

Additional remarks:

None

6.5.3 eTHIcs basic			
Module abbreviation:	NW_eTHIcs basic	SPO-No.:	2.8.2
Curriculum:	Program	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Specialised Elective Subject Sustainability	4,5,6,7
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	variable term - offered in summer term 2024
Responsible for module:	Uhl, Matthias		
Lecturers:	Uhl, Matthias		
Credit points / SWS:	3 ECTS / 2 SWS		
Workload:	Contact hours:	23 h	
	Self-study:	52 h	
	Total:	75 h	
Subjects of the module:	eTHIcs basic (NW_eTHIcs basic)		
Lecture types:	SU/Ü - lecture with integrated exercises (NW_eTHIcs basic)		
Examinations:	LN - seminar paper		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>On successful completion of the course, students are able to</p> <ul style="list-style-type: none"> ... outline the most pressing questions currently discussed in the ethics of technology. ... distinguish meta-ethical, normative, and empirical arguments in ethics. ... apply normative theories from ethics to the field of technology. ... apply ethical arguments to case studies from the field of artificial intelligence, e.g., self-driving cars. ... discuss the role of empirical research for the ethics of human-machine interaction and machine ethics. ... transcend their own normative viewpoint by critically reflecting on it. ... formulate their own research questions to inquire into the ethics of technology and outline research designs to address them. 			

Content:

The ethics of technology deals with moral questions that concern the usage of technologies. It raises fundamental questions about our relationship with technologies. Should we delegate ethical tasks to machines? Which normative principles should guide the design of our artefacts? How does the interaction with artefacts influence our moral behavior? Can we change this influence by the ethically aligned design of the human-machine interface? Certain technologies may raise more specific questions. What are the challenges of hybrid traffic in which manual and automated cars will have to cooperate? How should a recommender system communicate uncertainty to a radiologist? What effects does social media have on our society's culture? In this module, we will discuss recent topics from the realm of the ethics of technology. In biweekly lectures, changing experts will share their views on the ethical implications of different technologies. These lectures will be complemented by a pre-reading course in which students will individually familiarize themselves with relevant literature from the field and together subject this literature to criticism. Students will be required to synthesize their learnings from the lectures and the pre-reading course in a reflection report.

Literature:*Compulsory:*

- SHAFER-LANDAU, Russ, 2020. *A concise introduction to ethics*. New York ; Oxford: Oxford University Press. ISBN 978-0-19-005817-3

Recommended:

- IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems, 2019. *Ethically Aligned Design, First Edition, A Vision for Prioritizing Human Well-being with Autonomous and Intelligent Systems*, available at <https://ethicsinaction.ieee.org/>
- LIAO, S. Matthew, 2020. *Ethics of artificial intelligence*. New York, NY: Oxford University Press. ISBN 978-0-19-090503-3, 978-0-19-090504-0

Additional remarks:

Basic prior knowledge of normative ethics and philosophy of science is helpful.

6.5.4 Risk and Crisis Management			
Module abbreviation:	FW_RiskCM	SPO-No.:	2.8.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	General Elective Subject	4, 5, 6, 7
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	variable term – offered in summer term 2024
Responsible for module:	Borodzicz , Edward		
Lecturers:	Borodzicz , Edward		
Credit points / SWS:	3 ECTS / 2 SWS		
Workload:	Contact hours:	24 h	
	Self-study:	51 h	
	Total:	75 h	
Subjects of the module:	Risk and Crisis Management (FW_RiskCM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper (FW_RiskCM)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
The students are familiar with running an organisation within the contexts of crisis situations by using role play and scenarios to facilitate learning about organisational innovation and flexibility to solve complex problems.			
Content:			
No organisational system can afford to stand still in a rapidly turbulent world. Business praxis, political changes, ethical and social acceptability of organisational activities can all influence stakeholder behaviour as much as logistical, structural and systemic changes. Risk management is a collective term for all approaches to prepare, support, and help individuals, teams, and organizations in making organizational resilient. This course will consider and review the need for risk and crisis management, as part of organisational sustainability strategy.			
Specific areas of study including: Organisational Culture and Structure, Organisational Theory, Management Theory, Anthropology and Psychology, Risk and Security Management, Organisational Failure, Corporate Social Responsibility, Simulations and Games, Business Ethics, Environmental Management, Leadership and			

innovation. Students will be encouraged to consider the relationships and interactions between these areas of study as strongly as the differences between them.
Literature:
<i>Compulsory:</i> <ul style="list-style-type: none">• BORODZICZ, Edward P., 2005. <i>Risk, crisis and security management</i>. Hoboken, NJ: Wiley. ISBN 0-470-86704-3, 978-0-470-86704-4 <i>Recommended:</i> <ul style="list-style-type: none">• , . <i>Journal of contingencies and crisis management</i>. Coventry: Blackwell Business.
Additional remarks:
None

6.5.5 Successful Management in a Global World			
Module abbreviation:	FW_SMGW	SPO-No.:	2.8.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	General Elective Subject	4, 5, 6, 7
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	variable term – offered in summer term 2024
Responsible for module:	Hahn, Christoph		
Lecturers:	Hahn, Christoph		
Credit points / SWS:	3 ECTS / 2 SWS		
Workload:	Contact hours:	24 h	
	Self-study:	51 h	
	Total:	75 h	
Subjects of the module:	Successful Management in a Global World (FW_SMGW)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper (FW_SMGW)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students have cultural specific knowledge (East-West: USA-Europe-Asia) in relation to international management. • are aware of communication-, management-, and leadership methods in different cultures. • know about culture related techniques and behaviors. 			
Content:			
<p>Economical facts, historical developments as well as current living conditions of special countries (e.g. East-West: in particular USA, Europe, Asia (Japan, Taiwan, China, Korea, and Singapore) will be made a topic. According to particular participant's interest special countries can be focused on.</p> <p>Introduction of cultural dimensions and their influence on management functions in business relations is one of the most important discussion points. Main management functions are:</p> <p>Organization, Planning, Human Resources, Leadership, and Controlling</p> <p>These functions will be discussed in the context of cultural dimensions.</p>			

Firstly, the participants should be enabled to recognize culture specific features and peculiarities which are important to establish open-minded relations in business. This is a prerequisite for successfully executing business with customers abroad.

Secondly, the participants will learn about the different management methods and styles which enable them to work abroad either in a foreign company or in a subdivision of their parent company.

Literature:*Compulsory:*

- ENGELEN, Andreas and Eva THOLEN , 2014. *Interkulturelles Management* . 1. edition. Stuttgart: Schäffer-Poeschel. ISBN 978-3-7910-3248-1 ; 3-7910-3248-8
- TROMPENAARS, Fons. *Website* [online]. [Accessed on:]. Available via: <https://www.crossknowledge.com/de/faculty/fons-trompenaars-biografie-de>
- HOFSTEDE, Geert. *Website* [online]. [Accessed on:]. Available via: <https://geerthofstede.com/>

Recommended:

None

Additional remarks:

No remarks.

6.5.6 Sustainability Management			
Module abbreviation:	NW_SustMan	SPO-No.:	2.8.2
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	General Elective Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	variable term – not offered in summer term 2024
Responsible for module:	Loza Aduai, Cristian Rolando		
Lecturers:	Loza Aduai, Cristian Rolando		
Credit points / SWS:	3 ECTS / 2 SWS		
Workload:	Contact hours:	24 h	
	Self-study:	51 h	
	Total:	75 h	
Subjects of the module:	Sustainability Management (NW_SustMan)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN - seminar paper		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
The students have to have at least 63 ECTS to take classes of the second study section.			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students learn basic concepts and terms related to sustainability management. • Students discuss sustainability-related challenges for companies on a micro, meso, and macro level. • Students reflect on the challenges of sustainability for the management of companies and develop the ability to formulate and defend their own points of view. • Students reflect on the potentials and limitations of inside-out and outside-in perspectives on sustainability management. • Students develop methodological skills for implementing and evaluating sustainability management activities such as strategy development, materiality analysis, and reporting. • Students develop methodological skills for task planning and teamwork. 			
Content:			
<ul style="list-style-type: none"> • Concept development: sustainable development and sustainability management. • Micro level: 			

- Sustainability management as a moral task
- Meso level: Sustainability management - inside-out perspective
 - Sustainability and strategy
 - Stakeholder management and materiality analysis
 - Sustainable financial management
 - Sustainable Marketing
 - Sustainable supply chain management
 - Sustainability reporting
- Macro level: Sustainability management - outside-in perspective
 - Sustainable Development Goals
 - Planetary boundaries
 - Circular Economy
 - Sustainable Future

Literature:*Compulsory:*

- FIFKA, Matthias S., 2021. *CSR- und Nachhaltigkeitsmanagement*. Baden-Baden: Nomos Verlagsgesellschaft. ISBN 978-3-7489-0834-0
- HAHN, Rüdiger, 2022. *Sustainability management: global perspectives on concepts, instruments, and stakeholders*. F. edition. Fellbach: Rüdiger Hahn. ISBN 978-3-9823211-0-3, 3-9823211-0-7
- WÖRDENWEBER, Martin, 2017. *Nachhaltigkeitsmanagement: Grundlagen und Praxis unternehmerischen Handelns*. 1. edition. Freiburg: Schäffer-Poeschel Verlag für Wirtschaft Steuern Recht GmbH. ISBN 978-3-7910-4039-4

Recommended:

- BAUMAST, Annett and Jens PAPE, 2022. *Betriebliches Nachhaltigkeitsmanagement: 22 Tabellen*. 2. edition. Stuttgart: Verlag Eugen Ulmer. ISBN 978-3-8252-5022-5
- BUTZER-STROTHMANN, Kristin and Friedel AHLERS, 2020. *Integrierte nachhaltige Unternehmensführung: Konzepte – Praxisbeispiele – Perspektiven*. Berlin: Springer Gabler. ISBN 978-3-662-61167-8
- KRANERT, Martin, 2017. *Einführung in die Kreislaufwirtschaft: Planung - Recht - Verfahren*. 5. edition. Wiesbaden: Springer Vieweg. ISBN 978-3-8348-1837-9, 3-8348-1837-2
- PETERSEN, Mark, 2013. *Sustainable Enterprise: A Macromarketing Approach*. 1. edition. ISBN 978-1412998680
- RAWORTH, Kate and Hans FREUNDL, 2023. *Die Donut-Ökonomie: endlich ein Wirtschaftsmodell, das den Planeten nicht zerstört*. A. edition. München: Hanser. ISBN 978-3-446-27654-3, 3-446-27654-8
- SANDERS, Nada R. and John D. WOOD, 2015. *Foundations of Sustainable Business: Theory, Function, and Strategy*. 1. edition. ISBN 978-1118441046
- THUNBERG, Greta, Michael BISCHOFF and Ulrike BISCHOFF, November 2022. *Das Klima-Buch*. Deutsche Erstausgabe, 2. edition. Frankfurt am Main: S. FISCHER. ISBN 978-3-10-397189-7
- YOUNG, Scott T. and Kanwalroop Kathy DHANDA, 2013. *Sustainability: essentials for business*. Los Angeles, Calif. [u.a.]: Sage. ISBN 978-1-4129-8284-9

Additional remarks:

We will use for one session the Escape-Room-Simulation "No Plan(et) B" as a gamification unit.

6.6 Voluntary Elective Subjects

Voluntary elective subjects can be taken voluntarily. No ECTS credits are awarded.

6.6.1 English Refresher 1			
Module abbreviation:	SZ_ENG_REFR	SPO-No.:	
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject not covered by the study regulation	
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Binder, Nicole		
Lecturers:	Binder, Nicole		
Credit points / SWS:	0 ECTS / 2 SWS		
Workload:	Contact hours:		24 h
	Self-study:		24 h
	Total:		48 h
Subjects of the module:	English Refresher 1 (SZ_ENG_REFR)		
Lecture types:	SU/Ü - Lecture with integrated exercises		
Examinations:	None		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
A2 or B1 English Level recommended			
Objectives:			
<p>Students are able to follow, proactively participate in and successfully complete courses taught in English, including courses from all areas of major of the University.</p> <p>In Refresher 1 students improve their language ability from level A2 to B1. The course is also appropriate for students with a B1 level with the goal to reach B2.</p> <p>The level of B2 enables students to participate in courses taught in English. The student thus makes the leap from elementary language use to independent language use.</p>			
Content:			
<p>This course is designed for students who want to refresh their English.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Grammar • Language skills, both written and oral 			

<ul style="list-style-type: none">• This course focuses on the individual needs of the participants, with a special emphasis on Business English, Technical English, Computer Science and Engineering.
Literature:
<i>Compulsory:</i> <ul style="list-style-type: none">• TO BE RECOMMENDED BY THE LECTURER BASED ON THE NEEDS AND FIELD OF STUDY OF INDIVIDUAL STUDENTS. <i>Recommended:</i> None
Additional remarks:
This course is offered without an exam or ECTS credit points. The course is aimed at students who are interested in improving their English skills, e.g. to prepare for a stay abroad or to take part in an English course here at THI.

6.6.2 English Refresher 2 - Writing Skills

Module abbreviation:	SZ_ENG_REFR2	SPO-No.:	
Curriculum:	Programme	Module type	Semester
	Global Economics and Business Management (SPO WS 20/21)	Elective subject not covered by the study regulation	
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Binder, Nicole		
Lecturers:	Binder, Nicole		
Credit points / SWS:	0 ECTS / 2 SWS		
Workload:	Contact hours:		24 h
	Self-study:		24 h
	Total:		48 h
Subjects of the module:	English Refresher 2 - Writing Skills (SZ_ENG_REFR2)		
Lecture types:	SU/Ü - Lecture with integrated exercises		
Examinations:	None		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
B1+ to B2 English Level recommended!			
Objectives:			
<p>To enable students to develop writing skills for courses taught in English, including courses from all faculties of the university.</p> <p>For students to practice academic writing suitable for assignments and assessments in English.</p> <p>To refresh and improve writing skills in English.</p> <p>To develop an understanding of the basic structure of texts and a feeling for how to write grammatically correct and comprehensible texts in English with simple to moderately complex language skills.</p> <p>Dieser Kurs steht Studierenden aller Fakultäten offen, die Ihre Schreibfähigkeiten verbessern möchten. Am Ende des Kurses fühlen die Studierenden sich sicherer in Bezug auf die richtige Wortwahl, Satzstrukturen sowie den korrekten Aufbau von kleinen Aufsätzen.</p>			
Content:			
<p>The course content is geared towards levels B1+ to B2.</p> <p>Text work:</p> <ul style="list-style-type: none"> • Sentence structure 			

- Paragraph structure
- Structure of an essay
- Word choice/grammar - correct formulations
- Academic Writing
- Scientific referencing and citation
- This course focuses on the individual needs of the participants, with a special emphasis on Business English, Technical English, Computer Science and Engineering.

Literature:

Compulsory:

None

Recommended:

- TO BE RECOMMENDED BY THE LECTURER BASED ON THE NEEDS AND FIELD OF STUDY OF INDIVIDUAL STUDENTS.

Additional remarks:

This course is offered without an exam or ECTS credit points. The course is aimed at students who are interested in improving their English writing skills.

Für diesen Kurs gibt es keine Prüfung und somit auch keine ECTS. Er richtet sich an Studierende, die ihre Schreibfähigkeiten auf Englisch verbessern möchten.