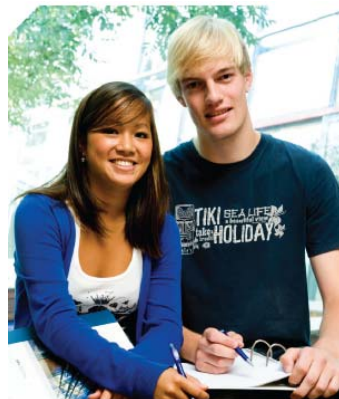




## **ESB Business School, Reutlingen University**



### **BA Außenwirtschaft / BSc International Business**

#### **List of courses for exchange students 2011-2012**

## 1. Business courses at ESB Business School

Our exchange students may choose Business courses from both programmes "BA Außenwirtschaft" and "BSc International Business" (as from WS 2011/12 these programmes will be merged to "BSc International Business", which will be introduced semester by semester).

Course descriptions are available in the document „Course Descriptions for exchange students“ which you will receive before your arrival in Reutlingen.

There may be some changes from semester to semester concerning the language of instruction and the availability of electives.

### 1.1 International Business (new) 1st semester (starts WS 2011-12)

Course #	Title	Semester level*	Offered in WS/SS	Language	SWS **	ECTS
<b>M1</b>	<b>Business Administration</b>					
M1.1	Principles of Management	IB1	WS / SS	English	2	3
M1.2	Financial Accounting	IB1	WS / SS	English	2	3
<b>M2</b>	<b>Microeconomics</b>	IB1	WS / SS	English	4	5
<b>M3</b>	<b>Business Methods 1</b>					
M3.1	Business Mathematics	IB1	WS / SS	English	4	6
M3.2	Business Technology 1	IB1 (Block)	WS / SS	English	2 BS ***	3
<b>M4</b>	<b>Business Law</b>	IB1	WS / SS	English	4	5
<b>M5</b>	<b>Business Communication1</b>					
M5.1	Business English 1	IB1	WS / SS	English	2	2

### 1.2 International Business (new) 2nd semester (starts SS 2012)

Course #	Title	Semester level*	Offered in WS/SS	Language	SWS **	ECTS
<b>M6</b>	<b>Business Methods 2</b>					
M6.1	Business Statistics	IB2	SS	English	4	6
M6.2	Business Technology 2	IB2	SS	English	4	4
<b>M7</b>	<b>Marketing</b>	IB2	SS	English	4	5
<b>M8</b>	<b>Management Methods</b>					
M8.1	Management Accounting 1	IB2	SS	English	2	4
M8.2	Project Management	IB2	SS	English	2	3

\* In this column you find a breviation for the study programme (AW = Außenwirtschaft, IB = International Business) and the semester level (e.g. IB3 = study program 'International Business', 3rd semester).

\*\* SWS = 'Semesterwochenstunden' (contact hours per week).

\*\*\* Block seminar: The course is hold as a block seminar during the "block seminar week".



<b>M9</b>	<b>Business Communication 2</b>					
M9.1	Business English 2	IB2	SS	English	2	2
M9.2	Presentation Skills	IB2 (Block)	SS	English	2 BS ***	3

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\*\* SWS = 'Semesterwochenstunden' (contact hours per week).

\*\*\* Block seminar: The course is hold as a block seminar during the "block seminar week".

### 1.3 Außenwirtschaft 2nd, 3rd and 6th semester

Course #	Title	Semester level*	Offered in WS/SS	Language	SWS **	ECTS
	<b>Information Processing Informationsverarbeitung</b>					
AW 13	Business Computing 2 Wirtschaftsinformatik 2	AW2	WS	English	2	2
	<b>Quantitative Methods Quantitative Methoden</b>					
AW 22	Business Statistics Wirtschaftsstatistik	AW2	WS	English	4	4
	<b>Accounting, Taxation and Finance Rechnungswesen, Steuern &amp; Finanzen</b>					
AW 32	Management Accounting Kosten- und Leistungsrechnung	AW2	WS	German	4	4
AW 33	Taxation Steuerlehre	AW2	WS	German	2	2
AW 111	Investment & Finance Investition & Finanzierung	AW3	WS / SS	English	4	4
AW 112	Controlling Controlling	AW3	WS / SS	English	2	2
	<b>Business Communication Wirtschaftskommunikation</b>					
AW 101	Business English 2	AW2	WS	English	2	3
AW 151	Business English 3	AW3	WS / SS	English	2	2
AW 181	Business English 4	AW6	WS / SS	English	2	2
AW 103	Presentation Skills	AW2 (Block)	WS	German	2 BS ***	2
	<b>Management</b>					
AW 141	Human Resource Management Personalmanagement	AW3	WS / SS	English	4	4
	<b>Marketing</b>					
AW 91	Marketing Research Marktforschung	AW2	WS	German	4	5
	<b>Economics / VWL</b>					
AW 131	International Business Economics Internationale VWL für Betriebswirte	AW3	WS / SS	English	4	4



Course #	Title	Semester level*	Offered in WS/SS	Language	SWS **	ECTS
	<b>Business Law Wirtschaftsrecht</b>					
AW 81	Principles of Business Law Grundlagen Wirtschaftsrecht	AW2	WS	German	4	5
AW 164	Business Ethics and Social Skills Ethik und soziale Kompetenz	AW4/6 (Block)	WS / SS	German	2 BS ***	3
	<b>Research Methods and Applications Forschungsmethoden u. -anwendungen</b>					
AW 122	Business Research Methods Wirtschaftswissenschaftliches Arbeiten	AW3 (Block)	WS / SS	German /English	2	2
	<b>Capstone module International Business Abschlussmodul Außenwirtschaft</b>					
AW 191	Principles of Export Management Einführung Exportmanagement	AW6	WS / SS	German	4	4
AW 192	International Value Chain Management Internat. Wertschöpfungsmanagement	AW6	WS / SS	English	2	2
AW 193	Financing of International Trade Außenhandelsfinanzierung	AW6	WS / SS	German	2	2
AW 194	Business Simulation Unternehmensplanspiel	AW6 (Block)	WS / SS	English	2 BS ***	2
	<b>Electives / Wahlpflichtfächer</b> <u>Please note:</u> The availability of electives may change from semester to semester					
	Project Seminar Projektseminar	AW3/ AW6/IB4	WS and/ or SS	German / English	4	4
	Marketing below the line Marketing below the line	AW3/ AW6/IB4	WS and/ or SS	German	4	4
	Management Seminar Managementseminar	AW3/ AW6/IB4	WS and/ or SS	English	4	4
	International Management Internationales Management	AW3/ AW6/IB4	WS and/ or SS	English	4	4
	Advanced Business Law Fortgeschrittenes Wirtschaftsrecht	AW3/ AW6/IB4	WS and/ or SS	English	4	4
	Strategic Management in the Information Age	AW3/ AW6/IB4	WS and/ or SS	English	4	4
	Quantitative Economics Quantitative VWL	AW3/ AW6/IB4	WS and/ or SS	English	4	4
	Other Electives may be offered from semester to semester					

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\*\*\* Block seminar: The course is hold as a block seminar during the "block seminar week".



## 1.4 International Business 4th and 5th semester

**!!!** Please note: 1st and 5th semester courses of the study programme ‘International Business’ are only offered during winter semester (WS), 2nd and 4th semester courses only during summer semester (SS). **!!!**

Course #	Title	Semester level*	Offered in WS/SS	Language	SWS **	ECTS
<b>3.1</b>	<b>Management Management</b>					
3.5.1	Human Resource Management	IB5	WS	English	4	5
<b>4.1</b>	<b>Finance and Accounting Finanz- und Rechnungswesen</b>					
4.4.1	Management Accounting	IB4	SS	German	4	5
4.4.2	Principles of Corporate Finance	IB4	SS	English	4	5
4.5.1	International Taxation	IB5	WS	German / English	2	3
4.5.2	Financing of International Trade	IB5	WS	German	2	3
<b>5.1</b>	<b>Business Environment Geschäftsumfeld</b>					
5.4.1	Macroeconomics	IB4	SS	English	4	5
5.4.2	Management Practices	IB3+4 (Block)	SS	German / English	4 BS ***	4
<b>6.2</b>	<b>Marketing Marketing</b>					
6.4.1	International Marketing Research	IB4	SS	German	4	5
6.5.1	International Marketing	IB5	WS	German / English	4	5

\* In this column you find a breviation for the study programme (AW = Außenwirtschaft, IB = International Business) and the semester level (e.g. IB3 = study program ‘International Business’, 3rd semester).

\*\* SWS = ‘Semesterwochenstunden’ (contact hours per week).

\*\*\* Block seminar: The course is hold as a block seminar during the “block seminar week”.



## 2. Language courses and special courses for exchange students

### 2.1 German language courses (RIO Reutlingen International Office)

Title	Semester level	Offered in WS/SS	Language	SWS **	ECTS
Special Pre-Semester Language Course: German Language & Culture (2,5 weeks x 30 h = 75 h in total)	---	WS	German	75h	8
Special Pre-Semester Language Course: German Language & Culture (1,5 week x 30 h = 45 h in total)	---	SS	German	45h	4
Business German I (Lecture)	---	WS	German	4	10
Business German II (Lecture)	---	SS	German	4	10
German for Foreign Students (offered on different levels A1-C2)	---	WS/SS	German	4	8
German Online Course	---	WS/SS	German	4	0
Conversations course on current topics	---	WS/SS	German	2	0

### 2.2 French/Spanish language courses (ESB Business School)

Title	Semester level	Offered in WS/SS	Language	SWS **	ECTS
Business Spanish (Level A1, A2, B1, B2, C1/C2 → placement test at the beginning of the semester)	---	WS/SS	Spanish	4	3
Business French (Level A1, A2, B1, B2, C1/C2 → placement test at the beginning of the semester)	---	WS/SS	French	4	3

### 2.3 Business courses for exchange students (RIO, examples)

Title	Semester level	Offered in WS/SS	Language	SWS **	ECTS
Marketing for exchange students Marketing für ausländische Studierende	---	WS/SS	German	2	3
Business Finance for exchange students Finanzierung für ausländische Studierende	---	WS/SS	German	2	3

\*\* SWS = 'Semesterwochenstunden' (contact hours per week).

The Reutlingen International Office (RIO) offers more courses and workshops for regular and exchange students (e.g. 'Präsentationen und Referate in deutscher Sprache', 'Schreiben von wissenschaftlichen Arbeiten in deutscher Sprache', 'Workshop: Interkulturelle Kompetenz', 'Workshop: Regionalkompetenz China'). Please note: These courses don't offer credits.

All courses organized by the Reutlingen International Office (RIO) are available at:

<http://www.reutlingen-university.de/en/international/language-courses-and-workshops.html>

