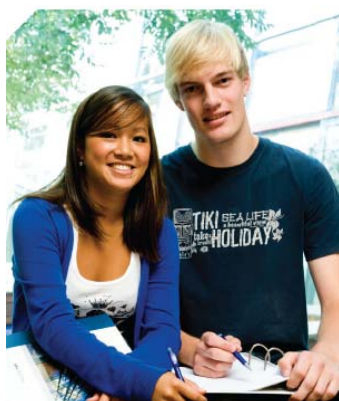




ESB Business School, Reutlingen University



BA Außenwirtschaft (International Business)

List of courses for exchange students 2010-2011

General information

- Our exchange students mainly select courses from the following programmes:
 - **'BA Außenwirtschaft'** (3-year-BSc-programme)
 - **'BSc International Business'** (4-year BSc-programme, dual award: BSc in International Business + MBA in Business Administration at one of our partner universities)

We are about to merge the two programmes to a new programme (BSc 'International Business'). The new programme will be introduced in WS 2011/12 and implemented semester by semester.

- **BA Außenwirtschaft:** Courses are offered each semester (SS = summer semester/ WS = winter semester). We only offer courses in the 1st, 2nd, 3rd and 6th semester (our students make an internship during their 4th semester and study abroad at one of our partner universities during their 5th semester; so there are not in Reutlingen).
In the program "Aussenwirtschaft" we have introduced a new Course and Syllabus Guide in WS 2009/2010. In WS 2010/11 and SS 2011 the new guide is valid for semester 1-3, the old guide for semester 6.
- **BSc International Business:** Courses are only offered once a year (1st, 5th semester courses in WS, 2nd 4th semester courses in SS). We only offer courses in the 1st, 2nd, 4th and 5th semester as our students make internships during their 3rd and 6th semesters and study abroad in semesters 7 - 8.
- **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. Außenwirtschaft 1st-3rd semester

Course #	Title	Semester level*	Offered in WS/SS	Language	SWS**	ECTS
	Information Processing Informationsverarbeitung					
AW 11	Information & Data Management Informations- und Datenmanagement	AW1 (Block)	WS / SS	German	BS***/ 2	2
AW 12	Business Computing 1 Wirtschaftsinformatik 1	AW1	WS / SS	German	2	2
AW 13	Business Computing 2 Wirtschaftsinformatik 2	AW2	WS / SS	English	2	2
	Quantitative Methods Quantitative Methoden					
AW 21	Business Mathematics Wirtschaftsmathematik	AW1	WS / SS	German	4	4
AW 22	Business Statistics Wirtschaftsstatistik	AW2	WS / SS	German	4	4
	Accounting, Taxation and Finance Rechnungswesen, Steuern & Finanzen					
AW 31	Financial Accounting Finanzbuchhaltung	AW1	WS / SS	German	4	4
AW 32	Management Accounting Kosten- und Leistungsrechnung	AW2	WS / SS	German	4	4
AW 33	Taxation Steuerlehre	AW 2	WS / SS	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
	Business Communication					
AW 41	Business English 1	AW1	WS / SS	English	2	3
AW 101	Business English 2	AW2	WS / SS	English	2	3
AW 151	Business English 3	AW3	WS / SS	English	2	2
AW 103	Presentation Skills	AW2 (Block)	WS / SS	German	BS***/ /2	2
	Management					
AW 51	Principles of Management Grundlagen der BWL	AW1	WS / SS	German	4	4
AW 141	Human Resource Management Personalmanagement	AW3	WS / SS	English	4	4

* In this column you find a breviation for the study programme (AW = Außenwirtschaft, IB = International Business) and the semester level (e.g. AW3 = study program 'Außenwirtschaft', 3rd semester).

** SWS = 'Semesterwochenstunden' (contact hours per week), 1 SWS = 45 minutes, our courses normally last 2 SWS (= 90 minutes) or 4 SWS (= 180 minutes) per week.

*** Block seminar: The course is not held weekly but as a block seminar during the so called "block seminar week".



Course #	Title	Semester level*	Offered in WS/SS	Language	SWS**	ECTS
	Principles of Marketing/Market Research Grundlagen des Marketing/Marktforsch.					
AW 61	Principles of Marketing Grundlagen des Marketing	AW1/IB2	WS / SS	English	4	4
AW 91	Marketing Research Marktforschung	AW2	WS / SS	German	4	5
	Economics VWL					
AW 71	Principles of Business Economics Volkswirtschaftliche Grundlagen für Betriebswirte	AW1	WS / SS	German	4	4
AW 131	International Business Economics Internationale VWL für Betriebswirte	AW3	WS / SS	English	4	4
	Business Law Wirtschaftsrecht					
AW 81	Principles of Business Law Grundlagen Wirtschaftsrecht	AW2	WS / SS	German	4	5
	Research Methods and Applications Forschungsmethoden u. -anwendungen					
AW 122	Business Research Methods Wirtschaftswissenschaftliches Arbeiten	AW3 (Block)	WS / SS	German /English	BS*** /2	2
	Electives Wahlpflichtfächer Please note: The availability of electives may change from semester to semester !!					
AWE 1	Project Seminar Projektseminar	AW3/ AW6/IB4	WS and SS	German/ English	4	4
AWE 2	Quantitative Economics Quantitative VWL	AW3/ AW6/IB4	WS and SS	English	4	4
AWE 3	Management Seminar Managementseminar	AW3/ AW6/IB4	SS	English	4	4
AWE 4	Strategic Management in the Information Age	AW3/ AW6/IB4	WS and SS	English	4	4
AWE 5	International Management Internationales Management	AW3/ AW6/IB4	WS	English	4	4
AWE 6	Marketing below the line Marketing below the line	AW3/ AW6/IB4	WS and SS	German	4	4
AWE 7	Brand Management Markenführung	AW3/ AW6/IB4	WS and SS	German	4	4
	Other Electives may be offered from semester to semester					

* In this column you find a breviation for the study programme (AW = Außenwirtschaft, IB = International Business) and the semester level (e.g. AW3 = study program 'Außenwirtschaft', 3rd semester).

** SWS = 'Semesterwochenstunden' (contact hours per week), 1 SWS = 45 minutes, our courses normally last 2 SWS (= 90 minutes) or 4 SWS (= 180 minutes) per week.

*** Block seminar: The course is not held weekly but as a block seminar during the so called "block seminar week".



2. Außenwirtschaft 6th semester

Course #	Title	Semester level*	Offered in WS/SS	Language	SWS**	ECTS
	Business Law Wirtschaftsrecht					
AW 164	Business Ethics and Social Skills Ethik und soziale Kompetenz	AW4/6	WS / SS	German	2	3
	Business Communication					
AW 181	Business English 4	AW6	WS / SS	English	2	2
	Capstone module International Business Abschlussmodul Außenwirtschaft					
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	German	BS*** /2	2

3. International Business 1st-2nd and 4th-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
1.1	Information Processing & Quant Meth Informationsverarbeitung & Quant Meth					
1.1.1	Information Processing 1 – Business Computing	IB1	WS	English	4	5
1.1.2	Business Mathematics	IB1	WS	English	4	5
1.2.1	Information Processing 2 – Database Fundamentals	IB2	SS	English	4	5
1.2.2	Business Statistics	IB2	SS	English	4	5

* In this column you find a breviation for the study programme (AW = Außenwirtschaft, IB = International Business) and the semester leve (e.g. AW3 = study program 'Außenwirtschaft', 3rd semester)

** SWS = 'Semesterwochenstunden' (contact hours per week), 1 SWS = 45 minutes, our courses normally last 2 SWS (= 90 minutes) or 4 SWS (= 180 minutes) per week.

*** Block seminar: The course is not held weekly but as a block seminar during the so called "block seminar week".



Course #	Title	Semester level*	Offered in WS/SS	Language	SWS**	ECTS
3.1	Management Management					
3.1.1	Principles of Management	IB1	WS	English	4	5
3.2.1	Managing Organisations	IB2	SS	English	4	5
3.5.1	Human Resource Management	IB5	WS	English	4	5
4.1	Finance and Accounting Finanz- und Rechnungswesen					
4.1.1	Financial Accounting	IB1	WS	English	4	5
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	English	2	3
5.1	Business Environment Geschäftsumfeld					
5.1.1	Microeconomics	IB1	WS	English	4	5
5.2.1	Principles of Business Law	IB2	SS	English	4	5
5.4.1	Macroeconomics	IB4	SS	English	4	5
5.4.2	Management Practices	IB4	SS	English	BS*** /120 h	4
6.2	Marketing Marketing					
6.2.1	Principles of Marketing	IB2	SS	English	4	5
6.4.1	International Marketing Research	IB4	SS	German	4	5
6.5.1	International Marketing	IB5	WS	German	4	5
7.3	Culture and Communication Kultur und Kommunikation					
7.3.3	Business Research Methods and Reporting	IB2 (Block)	SS	English	BS***/2	2

* In this column you find a breviation for the study programme (AW = Außenwirtschaft, IB = International Business) and the semester level (e.g. AW3 = study program 'Außenwirtschaft', 3rd semester).

** SWS = 'Semesterwochenstunden' (contact hours per week), 1 SWS = 45 minutes, our courses normally last 2 SWS (= 90 minutes) or 4 SWS (= 180 minutes) per week.

*** Block seminar: The course is not held weekly but as a block seminar during the so called "block seminar week".

4. Business German & Business Spanish/French Courses

Course #	Title		Offered in WS/SS	Language	SWS**	ECTS****
1.	German Language Courses (offered by the Reutlingen International Office)					
	Special Pre-Semester Language Course: German Language and Culture (2,5 weeks x 30 h = 75 h in total)	---	WS	German	75 in total	8
	Special Pre-Semester Language Course: German Language and Culture (1,5 weeks x 30 h = 45 h in total)	---	SS	German	45 in total	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
2.	Spanish/French Language Courses (offered by the ESB concept of languages)					
	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

5. Courses offered by Reutlingen International Office “RIO” for exchange students

Course #	Title		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

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

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

The Reutlingen International Office (RIO) provides a lot of courses and events especially designed for international students. Please read information on the following website:

<http://www.reutlingen-university.de/en/international/reutlingen-international-office-rio.html>

** SWS = ‘Semesterwochenstunden’ (contact hours per week), 1 SWS = 45 minutes, our courses normally last 2 SWS (= 90 minutes) or 4 SWS (= 180 minutes) per week.

**** The number of credits is the maximum number of ECTS possible (depending on other language classes attended during the semester)

