

**Programme, Course and Syllabus Guide
(Modulhandbuch)**

for the 4-year

**Degree Programme
“International Business (IB)”**

leading after 3 years study in Reutlingen
plus 1 year of study at a selected partner university
abroad to the joint award of

BACHELOR (BSc.)

PLUS

**MASTER or
MASTER OF BUSINESS ADMINISTRATION (MBA)**

The study programme International Business is accredited by FIBAA (Foundation for International Business Administration Accreditation).

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1. Programme structure and modules by semester

Year 1

Winter Semester (Semester 1)

Code	Module	Summe SWS Sum	ECTS-Credits / Weight of Module
1.1	Inform. Processing & Quant. Methods 1	8	10
	Info-Verarbeitung und Quant. Methoden 1		
2.1	Business Languages 1	8	5
	Wirtschaftssprachen 1		
3.1	Management 1	4	5
	Management 1		
4.1	Finance & Accounting 1	4	5
	Finanz- & Rechnungswesen 1		
5.1	Business Environment 1	4	5
	Geschäftsumfeld 1		
Summe 1. Semester		28	30
Sum 1st semester			

All the courses of this semester with the exception of the language courses will be taught in English.

Domestic students are required to choose either French I or Spanish I. International students are required to take German I as second business language.

Summer Semester (Semester 2)

1.2	Inform. Processing & Quant. Methods 2	8	10
	Info-Verarbeitung und quant.Methoden 2		
2.2	Business Languages 2	8	5
	Wirtschaftssprachen 2		
3.2	Management 2	4	5
	Management 2		
5.2	Business Environment 2	4	5
	Geschäftsumfeld 2		
6.2	Marketing 1	4	5
	Marketing 1		
Summe 2. Semester		28	30
Sum 2nd semester			

All the courses of this semester with the exception of the language courses will be taught in English.

Domestic students are required to choose either French II or Spanish II. International students are required to take German II.

Year 2

Winter Semester (Semester 3)

Code	Module	Summe SWS Sum	ECTS-Credits / Weight of Module
7.3	Culture and Communication	6	6
	Kultur und Kommunikation		
8.3	Internship semester 1		24
	Praktisches Studiensemester 1		
Summe 3. Semester Sum 3rd semester		6	30

The courses in Module 7.3. are offered as block seminars prior to, at the start of or after the semester.

Internship:

The basic objective of the two internship semesters is to provide practical experience and knowledge in various fields of operation in the corporate world. Required duration of the internship in both internship semesters is 26 weeks. The internships give the students the opportunity to carry out specific tasks as independently as possible. During the internship students remain fully registered students at Reutlingen University. Integral part of the internship semester is an extensive written internship report which is graded.

Domestic students are required to complete at least one of the two internships outside Germany. International students are required to complete the first internship in Germany.

Students who have already completed an apprenticeship in Germany with practical Business-oriented work experience can be exempted from the first internship.

Summer Semester (Semester 4)

2.4	Business Languages 3	4	4
	Wirtschaftssprachen 3		
4.4	Finance & Accounting 2	8	10
	Finanz- & Rechnungswesen 2		
5.4	Business Environment 3	6	6
	Geschäftsumfeld 3		
6.4	Marketing 2	4	5
	Marketing 2		
9.4	Electives 1	4	5
	Wahlpflichtfächer 1		
Summe 4. Semester Sum 4th semester		26	30

All students are required to take in total three elective courses. For Semester 4 one elective is required. For more detail see section 1.2.

Year 3

Winter Semester (Semester 5)

Code	Module	Summe SWS Sum	ECTS-Credits / Weight of Module
2.5	Business Languages 4	4	4
	Wirtschaftssprachen 4		
3.5	Management 3	4	5
	Management 3		
4.5	Finance & Accounting 3	4	6
	Finanz- & Rechnungswesen 3		
6.5	Marketing 3	4	5
	Marketing 3		
9.5	Electives 2	8	10
	Wahlpflichtfächer 2		
Summe 5. Semester Sum 5th semester		24	30

All students are required to take in total three elective courses. For Semester 5 two electives are required. For more detail see section 1.2.

Summer Semester (Semester 6)

3.6	Management 4	4	6
	Management 4		
8.6	Internship semester 2		24
	Praktisches Studiensemester 2		
Summe 6. Semester Sum 6th semester		4	30

The courses in Module 3.6. are offered as block seminars prior to, at the start of or after the semester.

Year 4

Winter Semester (Semester 7)

Semester 7 / Year 4 respectively are spent at one of the ten partner universities of the IB program. The language of instruction is English, except in Mexico where it is mainly Spanish.

3.7	Management 5	4	5
	Management 5		
6.7	Marketing 4	4	5
	Marketing 4		
10.7	Capstone International Business	6	8
	Schlussstein IB		
11.7	Bachelor-Thesis		12
	Bachelor Thesis		
Summe 7. Semester Sum 7th semester		14	30
Gesamtsumme Total sum		130	210

2 Courses, hours per week, ECTS credits

2.1 Compulsory courses

Please refer to our "curriculum overview" document.

2.2 Electives (Years 2 and 3)

Each student is required to complete three electives in Semester 4 and 5. Two of the three electives have to be chosen from the electives offered by the IB program (see list below). The third elective can be chosen from other equivalent offers at Reutlingen University, those are subject to approval by the Examination Board.

	hours per week	ECTS credits
Marketing below the Line	4	5
International Business Simulation	4	5
Management Seminar	4	5
Operative Controlling	4	5
Project Seminar	4	5
Principles of European Business Law	4	5
Taxation (Steuerlehre)	4	5

The electives list can change; not all electives will be offered each semester.

Optional Extra courses may be taken in various semesters, e.g. courses in an additional language (subject to availability). These courses cannot substitute any required courses as outlined above.

3. Syllabus Descriptions

3.1. Compulsory Modules/Courses

1. Information Processing & Quantitative Methods Modules

ModuleTitle	Information Processing & Quantitative Methods I
Module No / Code	1.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual
Courses	1. Information Processing – Business Computing 2. Business Mathematics
Teaching Staff	See course descriptions
Qualification Goals	The key goals of this module are to <ol style="list-style-type: none"> 1. to enhance students' analytical and mathematical skills and understanding of quantitative problems and their command of methods to analyse and resolve basic quantitative business problems 2. to provide / broaden basic IT skills and capabilities of computer hardware and software applications relevant to support quantitative problem solving as well as presenting/writing papers, 3. preparing the students for the requirements during their studies and in their later business careers in these fields.
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	n/a
Requirements	See course descriptions
Literature	See course descriptions
Timing	8 hours per week
ECTS credits	10
Workload	Total: 300 hours (for detail see course descriptions)
Teaching language	English
Specific Features	N/A

Course Title	Information Processing I - Business Computing
Course No / Code	1.1.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual
Teaching staff	Mr. Sascha Gerber
Goals	To familiarize students with the basic terminology of the PC world, and their capabilities to use a PC, familiarize students with the use of standard office application software and enhance their skills to apply IT for solving business problems and preparing business presentations
Contents	Introduction to the PC world; hardware and software components and performance factors of a PC; word processing; presentation software; calculation software / spread sheets.
Status	Compulsory, 1st semester
Teaching methods	Class work takes up half the time and is carried out in a specially equipped class room with demonstrations of how to work with the PC and with selected programs. Guided practical work takes up the other half of the time and is carried out in well-equipped computer labs. Business-oriented case studies are discussed in the class room and implemented as lab assignments.
Prerequisites	n/a
Requirements	One written examination of 2 hours at the end of the 1st semester + Homework
Literature	The most standard literature is suitable. Information and links will be posted by mail as the course progresses.
Timing	2 hours of class and 2 hours of practical work per week.
ECTS credit	5
Workload	Facetime in class/exercises: 45 hours Preparation of Class hours: 25 hours Homework: 50 hours Preparation of Exam: 30 hours
Teaching language	English
Specific features	N/A
Course Title	Business Mathematics
Course No / Code	1.1.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual
Teaching staff	Prof. Dr. Marlene Ferencz

Goals	To provide a thorough treatment of some of the most important and relevant mathematical methods in the fields of management, finance and economics, enhance students' analytical skills and quantitative thinking.
Contents	Basic skills, mathematics of finance, differentiation, partial differentiation, integration, matrices, linear programming.
Status	Compulsory, 1 st semester
Teaching methods	Lectures with worked examples to illustrate methods described accompanied by numerous practice problems.
Prerequisites	Familiarity with mathematics up to school leaving certificate level is assumed.
Requirements	One written examination of 2 hours.
Literature	Will be handed out at the beginning of each semester.
Timing	4 hours per week
ECTS credit	5
Workload	Facetime in class/exercises: 45 hours Preparation of Class hours: 25 hours Homework: 50 hours Preparation of Exam: 30 hours
Teaching language	English
Specific Features	N/A

ModuleTitle	Information Processing & Quantitative Methods II
Module No / Code	1.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Courses	1. Information Processing – Database Fundamentals 2. Business Statistics
Teaching Staff	See course descriptions
Qualification Goals	The key goals of this module are to <ul style="list-style-type: none"> 1. to further enhance students' analytical skills, 2. introduce the students to statistical methods, concepts and analysis to support decision making 3. in parallel provide / broaden basic IT skills with a focus on fundamental database systems and data processing, 4. preparing the students for the requirements during their studies and in their later business careers in these fields.
Contents	See course descriptions
Teaching methods	See course descriptions

Prerequisites	n/a
Requirements	See course descriptions
Literature	See course descriptions
Timing	8 hours per week
ECTS credits	10
Workload	Total: 300 hours (for detail see course descriptions)
Teaching language	English
Specific Features	N/A

Course Title	Information Processing II - Database Fundamentals
Course No / Code	1.2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	Mr. Sascha Gerber
Goals	To familiarize students with the concepts and structures of databases and ensure
Contents	The objective of this subject is for students to understand the fundamentals of database systems; to understand the languages and facilities provided by database systems; and to understand and apply database systems. Topics covered include database architecture, data models, database design, normalisation, structured query language (SQL), integrity, security, transactions.
Status	Compulsory, 2nd semester
Teaching methods	Class work takes two hours a week covering the theoretical background of database modelling. The students are working on one project in a team covering all aspects of database modelling. An optional Q&A session will be held by a tutor driven by students' questions. Before seeing a tutor, students are expected to discuss the question in their teams, then see the tutor as a team.
Prerequisites	Business Computing I or comparable course(s) from other universities.
Requirements	One written examination of 2 hours at the end of the 2nd semester + Homework
Literature	Will be recommended at the beginning of each semester. The detailed syllabus, slides, readings, and assignments will be posted by mail as the course progresses. There are no lecture notes being distributed.
Timing	2 hours of class and 2 hours of practical work per week.
ECTS credit	5
Workload	Facetime in class/exercises: 45 hours Preparation of Class hours: 25 hours

	Homework: 50 hours Preparation of Exam: 30 hours
Teaching language	English
Specific Features	N/A

Course Title	Business Statistics
Course No / Code	1.2.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	Prof. Dr. Marlene Ferencz
Goals	To introduce the students to many of the statistical and quantitative concepts and procedures in business applications and to improve their ability to make better decisions utilizing statistical methods on a wide variety of topics.
Contents	Descriptive statistics including tables, graphs, numerical measures and index numbers; measuring uncertainty with discrete and continuous probability distributions; confidence intervals and hypothesis tests; correlation and simple linear regression, time series analysis and forecasting.
Status	Compulsory 2 nd semester
Teaching methods	Lectures with worked examples to illustrate methods described accompanied by numerous practice problems. Performing statistical calculations using computer packages.
Prerequisites	n/a
Requirements	One written examination of 2 hours.
Literature	Will be handed out at the beginning of each semester
Timing	4 hours per week
ECTS credit	5
Workload	Facetime in class/exercises: 45 hours Preparation of Class hours: 25 hours Homework: 50 hours Preparation of Exam: 30 hours
Teaching language	English
Specific features	N/A

2. Business Languages Modules

ModuleTitle	Business Languages I
Module No / Code	2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual
Courses	1. Business English 1 2. Business Language 1 (French, Spanish, German) 1
Teaching Staff	See course descriptions
Qualification Goals	1. Enhance the students' general command of the English language and with a particular focus on business terminology to enable them to fully follow the business courses 2. Train the students' language skills in a second language according to their capabilities (Memo: for foreign students the German language is mandatory as second business language)
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	Advanced command of the English language
Requirements	In total 4 hours exam (see course descriptions for detail)
Literature	See course descriptions
Timing	8 hours per week
ECTS credits	5
Workload	Total: 150 hours (for detail see course descriptions)
Teaching language	English and French or Spanish or German
Specific Features	N/A

Course Title	Business English I
Course No / Code	2.1.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual
Teaching staff	Mrs Jill Signer and Mr. M. Potrop
Goals	a) To provide an introduction to basic economic and business terminology and concepts in English, and to enable students to use/discuss these in an international context in written and oral form. b) To provide a review of basic English grammar.

Contents	The topics dealt with will be of recent/current interest in primarily the English-speaking world, for example unemployment, boom and recession, Federal Reserve System, financial markets, globalisation, labour costs.
Status	Compulsory, 1st semester
Teaching methods	Teaching is by native speakers and is based on the dossiers of materials appropriate to the relevant topic (texts, statistical charts, cartoons etc). This material may be augmented by a course book. There are two parallel groups each of approx. 20 students. Great importance is attached to oral competence. Regular written work is expected of students, and may form an integral part of the assessment.
Prerequisites	Officially none, although it is assumed that students will have already completed at least 4-5 years of English study.
Requirements	One written examination of 2 hrs. at the end of the semester
Literature	Collins German-English/English German Dictionary (or similar), latest ed. Longman Business English Dictionary Murphy, English Grammar in Use, C.U.P Time, Newsweek, The Economist, WSJ, FT etc.
Timing	4 hours per week
ECTS credit	2
Workload	Course / Contact hours: 45 hours Exam Preparation: 15-20 hours Total: 60 – 65 hours
Teaching language	English
Specific Features	N/A

Course Title	Business Spanish I
Course No / Code	2.1.2.1. – SEE ATTACHMENT
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual

Contents	Topics from every day life are the basis for an introduction to German culture.
Status	Compulsory, 1 st semester
Teaching methods	All teaching is in German by native speakers and based on role-plays and short conversations. Focus on practising speaking and listening skills. There are two different groups (beginners, advanced).
Prerequisites	n/a
Requirements	At the end of semester: One written exam of 2 hours with aural comprehension test.
Literature	To be announced in class.
Timing	4 hours per week
ECTS credit	3
Workload	Course / Contact hours: 45 hours Independent studies and exam preparation: 45 hours Total: 90 hours
Teaching language	German
Specific Features	Role-plays

ModuleTitle	Business Languages II
Module No / Code	2.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Courses	1. Business English 2 2. Business Language II (French, Spanish, German) 2
Teaching Staff	See course descriptions
Qualification Goals	1. Enhance the students' general command of the English language and with a particular focus on business terminology to enable them to fully follow the business courses and prepare for the international internship semester 2. Train the students' language skills in a second language according to their capabilities (Memo: for foreign students the German language is mandatory as second business language)
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	Advanced command of the English language
Requirements	In total 4 hours exam (see course descriptions for detail)
Literature	See course descriptions
Timing	8 hours per week
ECTS credits	5
Workload	Total: 150 hours (for detail see course descriptions)
Teaching language	English and French or Spanish or German
Specific Features	See course descriptions

Course Title	Business English II
Course No / Code	2.2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	Mrs. Jill Signer and Mr. M. Portrop
Goals	This course is a continuation of English I, and has the same goals: a) To provide an introduction to basic English economic and business terminology and concepts, and to enable students to use/discuss these in an international context in written and oral form. b) To provide a review of basic English grammar.

Contents	The topics dealt with will be of recent/current interest in primarily the English-speaking world (see Business English I). An introduction to the TOEFL and GMAT will be provided.
Status	Compulsory, 2 nd semester
Teaching methods	Teaching is by native speakers and is based on dossiers of materials appropriate to the relevant topic (texts, statistical charts, cartoons etc). This material may be augmented by a course book. There are two parallel groups each of approx. 20 students. Great importance is attached to oral competence. Regular written work is expected of students, and may constitute part of the assessment.
Prerequisites	Business English I
Requirements	One written examination of 2 hrs at the end of the semester and short presentation
Literature	Collins German-English/English German Dictionary (or similar), latest edition Longman Business English Dictionary Murphy, English Grammar in Use, C.U.P Time, Newsweek, The Economist, WSJ etc.
Timing	4 hours per week
ECTS credit	2
Workload	Course / Contact and presentation hours: 45 hours Exam Preparation: 15-20 hours Total: 60 – 65 hours
Teaching language	English
Specific Features	N/A

Course Title	Business Spanish II
Course No / Code	2.2.2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	Mrs. Cecilia Mosquera-Schwenninger
Goals	Dar al estudiante los conocimientos de gramática, aplicación y uso de diferentes tiempos por ejemplo gerundio, futuro imperfecto, pretérito imperfecto, pretérito indefinido, además de diferentes pronombres. Conversación, comprensión y traducción de textos.
Contents	A través de la lectura de diferentes lecciones, atendiendo sus estructuras gramaticales, diálogos y descripciones llegaremos a una aceptable pronunciación, comprensión y escritura del idioma.
Status	Compulsory 2 nd semester
Teaching methods	La clase será impartida en español por un docente de habla castellano. Usaremos un libro, transparencias y ejercicios

	fotocopiados.
Prerequisites	Curso de español para principiantes
Requirements	One written examination of 2 hours.
Literature	Español 2000, textos especiales (fotocopias)
Timing	4 hours per week
ECTS credit	3
Workload	Course / Contact hours: 45 hours Independent studies and exam preparation: 45 hours Total: 90 hours
Teaching language	Spanish
Specific Features	N/A

Course Title	Business French II
Course No / Code	2.2.2.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	Mrs. Sylvie Beroud
Goals	This course is a continuation of French I/1, but will also provide an introduction to basic French economic and business terminology and concepts, and provide a review of French grammar and/or an introduction of advanced French grammar.
Contents	Révision et/ou introduction de points difficile de la grammaire française. Travail oral et écrit sur des textes de français courant et en partie économique.
Status	Compulsory, 2 nd semester
Teaching methods	All teaching is in French by native speakers, and is based on the dossiers of materials appropriate to the relevant topic.
Prerequisites	French I
Requirements	One written examination of 2 hours at the end of the 2 nd semester: grammar 60%, vocabulary 40%
Literature	Will be decided at start of course
Timing	4 hours per week
ECTS credit	3
Workload	Course / Contact hours: 45 hours Independent studies and exam preparation: 45 hours Total: 90 hours
Teaching language	French
Specific Features	N/A

Course Title	Business German II
Course No / Code	2.2.2.3.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	Mr. Michael Stadelmann and Mrs. Antonia Stoiber
Goals	To expand the students' vocabulary and communication skills (with a special focus on business communication) and broaden their knowledge of German grammar. Increased emphasis on reading and writing skills.
Contents	The students use the grammar skills and the vocabulary in role-simulation situations of their daily life and in the preparation for their internship semester. Additional topics will be chosen according to the students' interests and abilities.
Status	Compulsory, 2 nd semester
Teaching methods	Focus on communication skills through role-plays, discussions, listening-comprehension, reading and writing exercises.
Prerequisites	German I
Requirements	One written examination of 2 hours.
Literature	To be announced in class.
Timing	4 hours per week
ECTS credit	3
Workload	Course / Contact hours: 45 hours Readings/Exercises and exam preparation: 45 hours Total: 90 hours
Teaching language	German
Specific Features	Role-plays

ModuleTitle	Business Languages III
Module No / Code	2.4.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Courses	1. Business English 3 2. Business Language II (French, Spanish, German) 3
Teaching Staff	See course descriptions
Qualification Goals	1. Enhance the students' linguistic sophistication in the English language and further train business terminology and understanding of specific business subjects. 2. Prepare students for GMAT and Toefl tests as a prerequisite for their acceptance to the IB partner universities. 3. Further develop the students' language skills in a second language and their oral and written language capabilities in the business world (Memo: for foreign students the German language is mandatory as second business language)
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	Advanced command of the English language
Requirements	See course descriptions
Literature	See course descriptions
Timing	8 hours per week
ECTS credits	4
Workload	Total: 120 hours (for detail see course descriptions)
Teaching language	English and French or Spanish or German
Specific Features	See course descriptions

Course Title	Business English III
Course No / Code	2.4.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Teaching staff	N.N.
Goals	To examine in some detail a small selection of topics from the contemporary/recent business world with reference to, and in the context of, the domestic (=German), the European, and the

	international business and economic situation. Students will be expected to be able to discuss, analyse, and evaluate issues arising from such topics using the appropriate technical terminology, and with an increasing level of linguistic sophistication.
Contents	The topics for analysis will change from semester to semester, but see above under "Goals". Presentation techniques, and the preparation of short presentations, will be introduced, regardless of whether presentations form part of the assessment (see below under "Requirements"). Preparation for the TOEFL and GMAT will form part of the course (possibly in optional extra hours).
Status	Compulsory 4 th semester
Teaching methods	All teaching is in English by native speakers. There are two parallel groups, each of approximately 20 students. Regardless of the form of assessment (see below under "Requirements"), great importance will be attached to oral competence.
Prerequisites	Business English II
Requirements	Oral examination of approx. 20 mins. at end of semester, alternatively a short presentation of a paper plus class discussion. The form of assessment will be agreed at the start of the semester by students and lecturer. If presentations are agreed on, then these may be done in small teams of 2-3 students.
Literature	1)Reference books as for Business English I and II 2)Reading programme, and reading for presentations, to be discussed in the first class session 3)Supplementary dossiers where appropriate
Timing	2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Preparation of Paper/Discussion: 22,5 hours Exam Preparation: 15 hours Total: 60 – 65 hours
Teaching language	English
Specific Features	N/A

Course Title	Business Spanish III
Course No / Code	2.4.2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Teaching staff	Mrs. Clara Perez
Goals	Ampliación del vocabulario y de los conocimientos gramaticales. El estudiante recibirá información actual sobre problemas socioeconómicos de España y Latinoamérica. Aprenderá a analizar textos de la actualidad económica de los países antes

	mencionados.
Contents	Commercial: Modo indicativo, pretérito indefinido, pretérito imperfecto, modo subjuntivo, presente, imperfecto I y II, Estilo indirecto. Literatura: Española: Antonio Muñoz Molina, Infante don Juan Manuel, Latinoamericana: Jorge Luis Borges, Carlos Fuentes Español Comercial: Operaciones bancaria, sistemas de seguridad social Historia y cultura de los pueblos de España y Latinoamérica: Enseñanza, Arte, turismo.
Status	Compulsory 4 th semester
Teaching methods	Los estudiantes recibirán material comercial con las nuevas estructuras gramaticales. Ejercitarán en forma oral y escrita, todos los conocimientos hasta aquí adquiridos (ejercicios de laboratorio y videos que les permitan conocer las técnicas de publicidad empleadas en España y en Latinoamérica). Incrementarán su aprendizaje de redacción comercial. Estudio de casos.
Prerequisites	None
Requirements	2 hours written examination
Literature	Will be handed out in first meeting
Timing	2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Independent studies and exam preparation: 35-40 hours Total: approx. 60 hours
Teaching language	Spanish
Specific Features	N/A

Course Title	Business French III
Course No / Code	2.4.2.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Teaching staff	Mr. Serge Turcot
Goals	This course is a continuation of French II and has the same goals with more business terminology and concepts and advanced grammar.
Contents	Révision et approfondissement de la grammaire française. Travail oral et écrit sur des textes de français économique.
Status	Compulsory, 4 th semester
Teaching methods	All teaching is in French by native speakers, and is based on the dossiers of materials appropriate to the relevant topic.
Prerequisites	French II

Requirements	Oral presentation and submission of a report during the 2 nd part of the semester
Literature	Will be decided at start of course
Timing	2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Independent studies: 15 hours Preparation of presentation/report: 20-25 hours Total: approx. 60 hours
Teaching language	French
Specific Features	N/A

Course Title	Business German III
Course No / Code	2.4.2.3.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Teaching staff	Mr. Peter Kelbel
Goals	To provide an introduction to basic economic and business terminology and concepts in German, and to enable students to discuss these in an international context in written and oral form.
Contents	The topics for analysis will change from semester to semester.
Status	Compulsory, 4 th semester
Teaching methods	Focus on communication skills through presentations and discussions.
Prerequisites	German I and II
Requirements	Seminar paper in oral and written form.
Literature	To be announced in class.
Timing	2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Independent studies: 15 hours Preparation of seminar paper/presentation: 20-25 hours Total: approx. 60 hours
Teaching language	German
Specific Features	N/A

ModuleTitle	Business Languages IV
Module No / Code	2.5.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Courses	1. Business English 4 2. Business Language II (French, Spanish, German) 4
Teaching Staff	See course descriptions
Qualification Goals	1. Train the students' capabilities to conduct and present a study project in English language to prepare them for the thesis project, the second international internship and their later business careers. 2. Further enhance the students' language skills in a second language and their oral and written language capabilities in the business world (Memo: for foreign students the German language is mandatory as second business language)
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	Advanced command of the English language
Requirements	See course descriptions
Literature	See course descriptions
Timing	8 hours per week
ECTS credits	4
Workload	Total: 120 hours (for detail see course descriptions)
Teaching language	English and French or Spanish or German
Specific Features	See course descriptions

Course Title	Business English IV
Course No / Code	2.5.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Teaching staff	Prof. Gerard Gilbertson
Goals	To enable students to prepare, and to present in oral and written form, an independent study project in English on a complex economic/business topic on an international/global level.
Contents	From the overall fields of international economics and international

	business, students choose an individual topic for detailed private study and subsequent presentation in oral form and written form, to the overall group. (The topic must be selected in agreement with the lecturer). Two students may present a joint project.
Status	Compulsory, 5th semester
Teaching methods	The oral presentation is of approximately 20 minutes duration, and is followed by some 10 minutes of questions/discussion. The written project must be submitted in the same class session. Short tutorial sessions form an integral part of the preparation of the project. (The lecturer will keep a detailed protocol of both parts of each project to enable a meaningful feed-back session towards the end of the semester)
Prerequisites	Business English III
Requirements	Assessment grades are based on the individual study projects: 60% is allocated to the oral presentation, 40% to the written project. (A minimum attendance requirement will be agreed on by the lecturer and students).
Literature	Depends on students' choice of topic; must be discussed with the lecturer
Timing	2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Exam Preparation: 20 hours Readings and written project: 17 hours Total: 60 hours
Teaching language	English
Specific Features	N/A

Course Title	Business Spanish IV
Course No / Code	2.5.2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Teaching staff	Mrs. Rojas-Klaus
Goals	Ampliación y comprensión del idioma en el campo comercial. Transmisión y aplicación de los conceptos económicos, conocimientos sobre las transacciones del comercio internacional y de la realidad económica.
Contents	Trabajamos temas y conceptos en el campo del Comercio interior y exterior de un país como por ejemplo industrias, producción, trabajo, decisión de exportar, para qué exportar, investigación comercial, distribución, marketing, publicidad etc. Otro tema importante es el comercio mundial como por ejemplo globalización, el caso de

	Corea del sur, Taiwan etc.
Status	Compulsory 5 th semester
Teaching methods	La clase será impartida en español por un docente de habla castellano. Los estudiantes recibirán material escrito con textos y transparencias con nuevas estructuras gramaticales y casos.
Prerequisites	Tener aprobado español I, II y III
Requirements	One written report and presentation about an economic subject One oral examination
Literature	Será entregada por el professor
Timing	2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Preparation of Report/presentation: 15-20 hours Exam preparation: 15-20 hours Total: approx. 60 hours
Teaching language	Spanish
Specific Features	N/A

CourseTitle	Business French IV
Course No / Code	2.5.2.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Teaching staff	Ms. Silvie Beroud
Goals	This course is a continuation of Business French I and has the same goals.
Contents	Révisions éventuelles de la grammaire française. Travail oral et écrit sur des textes de français économique.
Status	Compulsory, 5 th semester
Teaching methods	All teaching is in French by native speakers, and is based on the dossiers of materials appropriate to the relevant topic.
Prerequisites	Business French I
Requirements	Oral examination and presentation, with submission of a report at the end of the semester
Literature	Will be decided at start of course
Timing	2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Preparation of Report/presentation: 15-20 hours

Course Title	Business German IV
Course Number / Code	2.5.2.3.
Status	Compulsory
Semester	5
Frequency	Annual
Teaching staff	Mr. Peter Kelbel
Goals	To enable students to prepare, and to present in oral and written form, an independent study in German on a complex economic/business topic.
Contents	The topics for analysis will change from semester to semester.
Status	Compulsory, 5 th semester
Teaching methods	Focus on communication skills through presentations and discussions.
Prerequisites	German I and II, Business German I
Requirements	Seminar paper in oral and written form.
Literature	To be announced in class.
Timing	2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Preparation of Report/presentation: 15-20 hours Exam preparation: 15-20 hours Total: approx. 60 hours
Teaching language	German
Specific Features	N/A
	Exam preparation: 15-20 hours Total: approx. 60 hours
Teaching language	French
Specific Features	N/A

3. Management Modules

ModuleTitle	Management 1
Module No / Code	3.1.
Course Title	Principles of Management
Course No / Code	3.1.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual
Teaching staff	Ms Milenka Plavec
Goals	This lecture aims at introducing the discipline of management and to familiarize students with important management tasks as well as to prepare students with basic research methodology and to strengthen their team as well as presentation skills. The lecture covers the basics of a manager's job and introduces the various perspectives and functions of management with a focus on defining the manager's terrain and environment.
Contents	<ol style="list-style-type: none"> 1. Introduction to Management and Organization 2. Management Yesterday and Today 3. Organizational Culture and the Environment: The Constraints 4. Managing in a Global Environment 5. Social Responsibility and Managerial Ethics 6. Organizational Structure and Design 7. Managing Change 8. Decision Making
Status	Compulsory
Teaching methods	This class is being taught in the form of lectures, case studies and individual research projects. To be prepared for class, students are expected to have read the material referenced in the course description before class. In class exercises as well as case studies we will demonstrate real-world applications of management concepts. In an individual term paper project students will analyse management issues in detail. To be prepared for class, students are expected to have read the material referenced in the course description before class. Course content comprises suggested readings as well as additional materials presented during lectures.
Prerequisites	n/a
Requirements	15% team case study presentation, 15% 5 page individual research paper, 70% one-hour final exam
Literature	<i>Robbins/Coulter: Management, 9/e</i> , Prentice Hall Additional references and supplemental readings are provided during lectures
Timing	4 hours per week

ECTS credit	5
Workload	Lectures: 36 hours Presentations: 9 hours Readings and Exam Preparation: 65 hours Team case study preparation 20 hours Individual research paper 20 hours
Teaching language	English
Specific Features	N/A

Module Title	Management 2
Module No / Code	3.2.
Course Title	Managing Organisations
Course No / Code	3.2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	N.N.
Goals	This module aims to broaden the participants' competence in the field of management on an intermediate level with a review of modern corporate structure and leadership issues. The students shall understand and be able to analyse various categorizations of management and business functions, departments, quantitative and planning tools and responsibilities in the international environment.
Contents	A variety of contemporary management topics are considered including: Corporate Governance, Stakeholder Interest and Influence; Forms and Practices of Management – Traditional, Functional, Multidimensional, Virtual; Understanding The Product Life Cycle; Review of R&D, Manufacturing & Operations, Sales & Marketing, Finance, Human Resources & Administrative Functions; Service Industries: Traditional Capital, High-Tech Capital, New Economy Intellectual Capital; the Development of International Management; and Basic Management Tools for Operational and Strategic Planning and Controlling.
Status	Compulsory, 2 nd semester
Teaching methods	Lectures, readings, discussions, cases and exercises
Prerequisites	IB3-1
Requirements	One one-hour written examination and project work
Literature	Primary literature to be introduced throughout the semester. Supplemental Reference: Robbins, S. P. & Coulter, M., Management, Prentice Hall
Timing	4 hours per week

ECTS credit	5
Workload	Lecture/face time in the course: 45 hours, Readings and exam preparation 65 hours Short case studies and article discussions preparation 10 hours Team semester project 30 hours
Teaching language	English
Specific Features	N/A

ModuleTitle	Management 3
Module No / Code	3.5.
Course Title	Human Resource Management
Course No / Code	3.5.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Teaching staff	Prof. Dr. Hermann Laßleben
Goals	This module aims to <ul style="list-style-type: none"> ▪ Enable students to understand and analyse HRM concepts and practices based on a comprehensive overview ▪ familiarize them with cutting edge HRM-issues of increasing importance. ▪ prepare them to deal with HR-related responsibilities in managerial jobs in international environments by creating awareness and understanding of the possibilities and limitations of HRM and enabling them to apply important HRM-techniques. ▪ create awareness and understanding for country-specific differences of the relevant cultural and legal context (labour law).
Contents	HRM theories and concepts, Strategic HRM, Important Context Aspects of HRM (Education System, Legal System, Differences in Labour Law Between Countries and their Bearing on HRM), HRM and Organizational Performance, Staffing (HR Planning, Recruitment, Selection, Downsizing), HR Development (Training and Development, Career Management, Performance Management), Reward Management (Compensation, Benefits), Employee Relations, International HRM (Assignment, Expatriation, Repatriation), Diversity Management, Work-Life-Balance Policies, Electronic HRM, Measuring HRM-effectiveness.
Status	Compulsory 5th semester
Teaching methods	Lectures, Cases, Group Discussions, Role Plays and Exercises, Individual and Group Assignments and Presentations.
Prerequisites	n/a
Requirements	<ul style="list-style-type: none"> ▪ 50%: Average of (best) four out of five (possible) grades given for assignments, presentations, homework, etc. during the semester. ▪ 50%: One hour written test at the end of the semester.

Literature	<ul style="list-style-type: none"> ▪ Beardwell, I. & Holden, L. & Claydon, T. (2004), Human Resource Management: A Contemporary Approach, 4th Edition, FT Prentice Hall. ▪ Mathis, R. & Jackson, J. (2006), Human Resource Management, 11th Edition, South Western College Publishing. ▪ Mondy, R. (2007), Human Resource Management, 10th Edition, FT Prentice Hall. ▪ Redman, T. & Wilkinson, A. (2005), Contemporary Human Resource Management. Text and Cases, 2nd Edition, FT Prentice Hall. ▪ Servais, J. (2005), International Labour Law, Kluwer Law International. ▪ Torrington, D. & Hall, L. & Taylor, S. (2004), Human Resource Management, 6th Edition, FT Prentice Hall.
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 45 hours, assignments, homework, presentation preparation, preparation time for final exam: 105 hours
Teaching language	English
Specific Features	Practitioners will be invited on occasion to present practical examples for the respective topics. All cases, presentation and reading material will be provided for download on the HRM course-website.

ModuleTitle	Management 4
Module No / Code	3.6.
Status	Compulsory
Duration of Module	1 Semester
Semester	6
Frequency	Annual
Courses	1. Leadership Practise 2. Business Ethics
Teaching staff	See course descriptions
Goals	<p>This Module aims to enable the participants to</p> <ul style="list-style-type: none"> ▪ View and critically assess business / leadership problems from different angles based on already obtained knowledge and experience during previous semesters ▪ Further sensitize them for conflicting and harmonious interdependencies of business and societal goals by addressing practical soft and hard leadership aspects and decision making problems in (international) business, including sustainability and business ethics ▪ Enhance a responsible leadership attitude
Contents	See course descriptions
Status	Compulsory 6 th semester
Teaching methods	See course descriptions

Prerequisites	See course descriptions
Requirements	See course descriptions
Literature	See course descriptions
Timing	4 hours per week
ECTS credit	6
Workload	Total 180 hours – for detail see course descriptions
Teaching language	See course descriptions
Specific Features	See course descriptions

Course Title	Leadership Practice
Course No / Code	3.6.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	6
Frequency	Annual
Teaching staff	Prof. Dr Ian Hipkin
Goals	To provide students, before their second industrial placement (internship), with the opportunity to give evidence of a clear understanding of the way in which leaders and team members interact towards successful working methods and a constructive working environment.
Contents	The manager's job: management and leadership; leadership style and teamwork; career planning; PA and remuneration; power and situational leadership; the management 'gurus'; leadership in alliances; knowledge management Teams are formed based on students' working history and experience in various fields, industries, career, etc.
Status	Compulsory, 6 th semester
Teaching methods	Seminar
Prerequisites	Confirmation of internship plus one written examination on general business management. Good English and German.
Requirements	Team presentation plus written report
Literature	For reference: Specht, O., Business Management/ Unternehmensführung, Oldenbourg. Additional readings to be handed out to students.
Timing	2 hours per week
ECTS credit	3
Workload	Lecture hours: 20 hours Presentations in-class: 9 hours Pre-course reading and preparation: 12 hours Presentation preparation: 12 hours Reading/report: 40 hours

Teaching language	English
Specific Features	N/A

Course Title	Business Ethics
Course No / Code	3.6.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	6
Frequency	Annual
Teaching staff	Prof. Dr. Bernd Banke
Goals	The so called "soft skills" of managers are to be considered key qualifications in modern business life. This course introduces the modern theories of business ethics and their relevance for economic success of companies. Students will learn about the ideas of sustainable growth and ethical standards such as "Social Accountability 8000" or "global compact" and others. Principles of communication are taught and practiced.
Contents	History of business ethics from ancient Greece to the present day, philosophers such as Rawls, Jonas and Habermas. Case studies on the relevance of ethics to modern business life, for example: analysis of the Pinto scandal (Ford) or the Brent Spar case (Royal Dutch Shell), Enron and Arthur Andersen and so on Theories about human communication and conflict management
Status	Compulsory 6 th semester
Teaching methods	An integrated System of lectures and practical sessions in the form of case discussions on the problems of ethics and social competence in international business. Cases of particular importance will be distributed and students will be requested to present these in class.
Prerequisites	n/a
Requirements	A graded presentation of about 30-45 minutes in class and a written version of the presentation. The topics for the presentation can be suggested by the students, but have to be accepted by the lecturer.
Literature	Noll, Bernd: Wirtschafts- und Unternehmensethik in der Marktwirtschaft, 2002 Velasquez, Manuel G.: Business Ethics, Prentice-Hall Banke, Bernd: Einführung in die Wirtschaftsethik (Studienkurs in der Hochschulbibliothek)
Timing	2 hours per week
ECTS credit	3
Workload	Course hours: 22,5 Reading/course preparation: 25 Preparation of Presentation and Paper: 40 hours

	Total: 87,5 hours
Teaching language	German / English (will be announced at the beginning of each semester)
Specific Features	Guest speaker

ModuleTitle	Management 5
Module No / Code	3.7.
Course Title	Advanced Management Methods
Course No / Code	3.7.1.
Status	Compulsory, 7th semester at respective partner university
Goals	<ul style="list-style-type: none"> ▪ Enable senior business students to further deepen/broaden their skills and knowledge in quantitative-analytical management methods and approaches on an advanced graduate level. ▪ Further enhance students' analytical and methodological skills ▪ Specific goals are depending on the module/course chosen at the individual partner universities
Content / Methods/ Language etc.	According to the respective curriculum / course offerings at the Partner Universities

4. Finance, Accounting & Taxation Modules

ModuleTitle	Finance, Accounting & Taxation 1
Module No / Code	4.1.
Course Titel	Financial Accounting
Course No / Code	4.1.1..
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual
Teaching staff	Mr. Marc A. Weiss
Goals	This module aims to introduce and train students in the broad application of financial accounting theory and practice from an international perspective. The students shall be enabled to understand and apply both USA Generally Accepted Accounting Principles (US GAAP) - application to all accounting environments is stressed.
Contents	Accounting principles – form and content of financial statements - annual accounts – general practice – income statement and profit and loss accounts - valuation of assets, liabilities and equities – accounting periods.
Status	Compulsory, 1st semester
Teaching methods	Lectures, readings, problem sets and case study
Prerequisites	n/a
Requirements	One two-hour written examination
Literature	Harrison & Horngren, Financial Accounting, Prentice Hall.
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 45 hours, Chapter readings and exam preparation 50 hours Problem set handouts 45 hours Bookkeeping and financial statement preparation case study 10 hours.
Teaching language	English
Specific Features	N/A

ModuleTitle	Finance, Accounting & Taxation 2
Module No / Code	4.4.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Courses	1. Management Accounting 2. Principles of Corporate Finance
Teaching Staff	See course descriptions
Qualification Goals	The key goals of this module are to <ul style="list-style-type: none"> 1. develop the students' competencies and provide a proper knowledge base in the fields of management accounting and corporate finance 2. develop their understanding of the interdependencies between financial accounting (semester 1), management accounting and corporate finance related decisions (including e.g. investment decisions, business/financial planning) 3. enhance the students' analytical skills and understanding to apply quantitative methods for business decision making
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	Information Processing & Quantitative Methods I/II, Management Accounting
Requirements	See course descriptions
Literature	See course descriptions
Timing	8 hours per week
ECTS credits	10
Workload	Total: approx. 300 hours (for detail see course descriptions)
Teaching language	See course descriptions
Specific Features	See course descriptions

Course Title	Management Accounting
Course No / Code	4.4.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Teaching staff	Mr. Heinz Ogiemann
Goals	To familiarize students with the instruments of managerial accounting

	and measurement: to provide an understanding of their role in the management decision process; to apply these instruments in case studies.
Contents	Goals, utility and trends in management accounting. Value flow in business: cash -> cost category -> cost center -> cost object. Planning and recording of cost centers and cost objects (plans, budgets, standards, variances). Product profitability, gross margin and contribution margin. Applications of variable costing. P&L-methods and schemata. Cash flow calculations. Inventory: function, costs and benchmarks. Standard software for cost-accounting systems. Activity based costing, target costing.
Status	Compulsory 4 th semester
Teaching methods	Lectures, case and problem sets
Prerequisites	Financial Accounting
Requirements	One two hour written examination
Literature	<ul style="list-style-type: none"> ▪ Olfert, K.: Kostenrechnung, Ludwigshafen-Rhein, latest edition ▪ Ebert, G.: Kosten- und Leistungsrechnung, Wiesbaden, latest edition
Timing	4 hours per week
ECTS credit	5
Workload	Lecture contact hours: 45 hours, Readings and homework on cases/problem sets: 45 hours Exam preparation: approx. 60 hours Total: 150 hours
Teaching language	German
Specific Features	N/A

Course Title	Principles of Corporate Finance
Course No / Code	4.4.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Teaching staff	Prof. Dr. Hans-Martin Beyer
Goals	<p>The participants shall obtain fundamental understanding, competencies and skills in the field of (international) corporate finance and further enhance their analytical skills to provide a basis for more advanced courses in this field and respective future professional assignments by</p> <ul style="list-style-type: none"> • Providing a basic understanding of corporate finance tasks, methods and decision making requirements, the structure and functioning of the international financial markets, business and financial planning • Enabling them to identify the basic instruments of corporate

	<p>funding and understand the underlying capital structure theory and practice.</p> <ul style="list-style-type: none"> • being able to apply basic skills in financial mathematics/statistics (modules IB1 and IB6) and apply to finance and investment related decision making and asset valuation problems. • Enhance the students' competence in decision making
Contents	<ol style="list-style-type: none"> 1. Financial Management Basics (Definitions, Org. Aspects, Corporate / Financial Goals, Drivers of Corporate Financing) 2. Business/Financial Planning 3. Financial Statement Analysis (Financial Statements Ratios and Ratio Systems) 4. Cost of Capital and Risk (Measuring Risk, Portfolio theory, CAPM, WACC) 5. Management of Corporate Assets (Working Capital Management, Investment Appraisal methods, Capital Budgeting) 6. Management of Corporate Capital (International Money and Capital Markets, Intermediate and long-term financing Alternatives, Valuation of Securities, Capital Structure and Dividend Policy)
Status	Compulsory, 4 th semester
Teaching methods	Lectures and seminar, Quantitative Exercises/Cases, Discussion
Prerequisites	Information Processing and quantitative Methods (Modules IB1 and IB6), Financial Accounting (IB4-1)
Requirements	80% two-hour written exam at the end of the semester; 20% active participation during the course
Literature	<p>Gitman, Lawrence J. – Principles of Managerial Finance, latest edition</p> <p>Brealey, Richard A./ Myers, Steward C. / Marcus, Alan J.: Fundamentals of Corporate Finance, McGraw-Hill, latest edition</p> <p>Perridon, L. / Steiner, M.: Finanzwirtschaft der Unternehmung, Vahlen, latest edition</p> <p>Walther, Anne: Investitionsrechnung, WRW-Verlag, latest edition</p> <p>Financial Times, Handelsblatt, FAZ etc.</p> <p>Further literature and actual articles are introduced during the course.</p>
Timing	4 hours per week
ECTS credit	5
Workload	<p>Course/seminar (contact hours): 45 hours</p> <p>Readings/course preparation and exercises: 45 hours</p> <p>Preparation of Exam: 60 hours</p> <p>Total: 150 hours</p>
Teaching language	English
Specific Features	Guest lecturers

ModuleTitle	Finance, Accounting & Taxation 3
Module No / Code	4.5.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Goals	<ol style="list-style-type: none"> 1. International Taxation 2. Financing of International Trade / Außenhandelsfinanzierung
Teaching Staff	See course descriptions
Goals	<p>The key goals of this module are to</p> <ol style="list-style-type: none"> 1. provide advanced qualification and competences in the fields of international export financing, accounting and taxation based on the competences obtained in previous fundamental courses 2. further enhance the international business competence of the students by providing full focus on specific international business issues 3. The module shall further prepare the students for potential requirements during the international internship and later business careers.
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	See course descriptions
Requirements	See course descriptions
Literature	See course descriptions
Course Timing	4 hours per week
ECTS credits	6
Workload	Total: 180 hours (for detail see course descriptions)
Teaching language	German and English
Specific Features	See course descriptions

Course Title	International Taxation
Course No / Code	4.5.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Teaching staff	Prof. Dr. Detlev K. Schrade, Steuerberater
Goals	To provide an understanding of international connections of companies and the effects of the different business taxation conditions

	prevailing in various countries.
Contents	<ul style="list-style-type: none"> ▪ International double taxation agreements. ▪ Exterior tax law. ▪ Income tax, corporation tax and further tax laws of selected foreign countries. ▪ Basis, prerequisites, problems, advantages or disadvantages of international business taxation. ▪ Optimal individual taxation policy.
Status	Compulsory 5 th semester
Teaching methods	Lectures, case studies.
Prerequisites	Advanced level of knowledge in economics and law.
Requirements	Homework and presentation by each student, 1 hour exam.
Literature	<ul style="list-style-type: none"> ▪ Mennel, A.; Förster, J.: Steuern in Europa, Amerika und Asien, Loseblattsammlung, 14. Nachlieferung, Herne/Berlin, 2006 ▪ Jacobs, O., Internationale Unternehmensbesteuerung, 6. Aufl., München 2006, ▪ Breithecker, V., Einführung in die Internationale Betriebswirtschaftliche Steuerlehre, Bielefeld 2002, ▪ Wilke, K.-M., Lehrbuch des internationalen Steuerrechts, 8. Aufl., Herne/Berlin 2006
Timing	2 hours per week
ECTS credit	3
Workload	<p>Course / Contact hours: 22,5 hours</p> <p>Case preparation / homework: 30 hours</p> <p>Preparation of presentation: 35-40 hours</p> <p>Total workload: 90 hours</p>
Teaching language	German and English
Specific Features	N/A

Course Title	Financing of International Trade
Course Nr / Code	4.5.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Teaching staff	Prof. Dr. Hans-Martin Beyer
Goals	<ul style="list-style-type: none"> ▪ Enable students to analyze and put into practice instruments of payment, financing, and risk-covering in international trade. ▪ To enable students to understand and recognize currency risks, to analyze the causes of these risks, and to apply the appropriate risk-covering instruments ▪ To enhance the students' decision making competence and negotiation skills on terms of payment for international contracts. .
Contents	<ul style="list-style-type: none"> ▪ Terms of Payment for export and import transactions.

	<ul style="list-style-type: none"> ▪ Direct and documentary payments and safeguards (e.g. documentary collection and documentary credits). ▪ Instruments of international financing, bank guarantees, currency systems, exchange risks and opportunities, currency hedge instruments.
Status	Compulsory 5 th semester
Teaching methods	Lectures; exercises/case studies, seminars and discussions.
Prerequisites	Principles of Corporate Finance
Requirements	One hour written examination, short presentation
Literature	<ul style="list-style-type: none"> ▪ Eun, C.S./Resnick, B.G.: International Financial Management, McGraw-Hill, latest edition ▪ Shapiro, Alan C.: Multinational Financial Management, Wiley, latest ed. ▪ Breuer, W.: Unternehmerisches Währungsmanagement, 2. Auflage, Wiesbaden, latest edition ▪ Breuer, W.: Finanzierung, 2. Auflage, Wiesbaden 2007 ▪ Häberle, S.G.: Einführung in die Exportfinanzierung, 2. Auflage, München und Wien , latest edition ▪ Häberle, S.G.: Handbuch der Außenhandelsfinanzierung, München und Wien, latest edition ▪ Häberle, S.G (Hrsg.): Handbuch der Akkreditive, Inkassi, Exportdokumente und Bankgarantien, München und Wien, latest ed.
Timing	2 hours per week, partially in a block seminar
ECTS credit	3
Workload	Lecture/face time in the course: 22,5 hours, Preparation of cases / pre-readings: 30 hours Preparations of exam: approx. 35-40 hours Total: 92,5 hours
Teaching language	English
Specific Features	N/A

5. Business Environment Modules

ModuleTitle	Business Environment I
Module No / Code	5.1.
Course Titel	Microeconomics
Course No / Code	5.1.1..
Status	Compulsory
Duration of Module	1 Semester
Semester	1
Frequency	Annual
Teaching staff	Prof. Dr. Bodo Herzog
Qualification Goals	To familiarize students with current internationally accepted economic concepts in the first part of micro-economic analysis and its problem-oriented application; to enable students to comprehend and analyse market economy systems, and to understand and assess the de facto opportunities and limits of market economy systems.
Contents	Elementary analysis of supply and demand; principle of market price formation; elasticity of supply and demand. Theory of households in the economy; consumption and demand decisions by households; maximization of use; optimal consumption plan; factor supply of households. Theory of enterprise; production and supply decisions by enterprises; minimization of costs and maximization of profits; optimal production plan; product and process innovation.
Teaching methods	Throughout the semester, numerous and extensive dossiers will be distributed, these are intended for students' preparation and consolidation of the course material. In all sub-areas, topical empirical case studies will be distributed, these will be processed by students individually or in groups, and subsequently discussed jointly in seminar groups.
Prerequisites	n/a
Requirements	2 examinations of 1 hour: one exam during the semester and one exam at the end of the first semester
Literature	<ul style="list-style-type: none"> ▪ Baumol, W.J, Blinder, A. S. Microeconomics, 9th edition, 2004, Thomson Press ▪ Mankiw, N.G.: Principles of Microeconomics, 4th edition, 2006, Thomson Press ▪ Pindyck, R.S., Rubinfeld, D.: Microeconomics, 6th edition, 2004 Prentice Hall ▪ Samuelson, P. A., Norhaus, W. D.: Microeconomis, 18th Rev edition, 2005, McGraw-Hill
Timing	4 hours per week
Workload	Lecture/face time in the course: 45 (full) hours Readings: 50 hours Exam preparation and exercise: 60 hours

ECTS credit	5
Teaching language	English
Specific Features	Theoretical discussion of current economic topics

ModuleTitle	Business Environment II
Module No / Code	5.2.
Course Titel	Principles of Business Law
Course No / Code	5.2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	Ms. Sigrid Schmitz
Goals	The students shall be enabled to convey the systematic knowledge and the techniques of working with legal texts necessary for a graduate in business administration to solve the common legal problems facing a businessman and to develop students' knowledge and understanding of law to such an extent as to enable them to recognize difficult legal problems.
Contents	This course will, first of all, deal with the fundamental principles of the CISG (convention on contracts for the international sale of goods), which is applicable on international sales contracts. Additional, the fundamental principles of German civil law, in particular the Bürgerliches Gesetzbuch (Civil Law Book) and the Handelsgesetzbuch (Commercial Law Book), will be discussed. Emphasis will be placed on contract law in view of common law problems facing all types of contracts and an introduction to typical contracts in the field of commerce. For example, contracting in Germany, common contractual terms, and giving security. Commercial law and business transactions with their special features and risks will constitute an important element throughout the course.
Status	Compulsory, 2nd semester
Teaching methods	An integrated system of courses and practical sessions in the form of case studies. Cases of particular importance will be distributed and students will be required to prepare some of them independently at home.
Prerequisites	N/A
Requirements	One two hour examination at the end of the semester
Literature	<ul style="list-style-type: none"> ▪ Ray August, International Business Law: Text, Cases and Readings (4th edition), 2003 ▪ Kallwass, Privatrecht, Verlag U. Thiemoonds, 1992 ▪ Klunzinger, Einführung in das Privatrecht, Verlag Franz Vahlen, 4. Aufl. 1991 ▪ Pottschmidt/Rohr; Privatrecht für den Kaufmann, Verlag Franz Vahlen, 10. Aufl. 1994

Timing	4 hours per week
ECTS credit	5
Workload	Course / contact hours: 45 hours Pre-/post-readings / case preparation: 55 hours Preparation of exam: 50 hours Total: 150 hours
Teaching language	English
Specific Features	Guest lecture (Arbitration)

ModuleTitle	Business Environment III
Module No / Code	5.4.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Goals	1. Macroeconomics 2. Management Practise
Teaching Staff	See course descriptions
Goals	The key goals of this module are to <ul style="list-style-type: none"> 1. provide advanced qualification, understanding and competencies in the fields of theoretical macro-economics 2. enhance the students' capabilities to explain (macro)economic interrelationships on a theoretical basis as well as discussing/analysing practical aspects of international economic environment and consequences on business / functions as experienced during the international internships <p>1. The module shall further prepare the students for potential requirements during the second international internship and later career.</p>
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	See course descriptions
Requirements	See course descriptions
Literature	See course descriptions
Course Timing	4 hours per week
ECTS credits	6
Workload	Total: 180 hours (for detail see course descriptions)
Teaching language	German and English
Specific Features	See course descriptions

Course Title	Macroeconomics
Course No / Code	5.4.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Teaching staff	Prof. Dr. Bodo Herzog
Goals	To familiarize students with current internationally accepted macro-economic concepts / models and its problem-oriented relevance; to address and provide a clear perception of both demand and supply oriented macroeconomic approaches.
Contents	Growth Theory, Classical and Keynesian macroeconomics (Business Cycle Theory), IS-LM Model, AD-AS Model, Fiscal policy, Monetary Policy, Labour and economic policy.
Status	Compulsory, 4th semester
Teaching methods	Throughout the semester, numerous and extensive dossiers and case studies will be distributed, these will be processed by students individually or in groups, and subsequently discussed jointly in seminar groups.
Prerequisites	Economics I and Mathematics/Statistics
Requirements	Final Exam (70%), Problem Discussion (20%), Oral Performance (10%)
Literature	<p>[1] Abel, A.B., B.S. Bernanke, R. McNabb, <i>Macroeconomics</i>, 1998, ISBN: 0201419963, Financial Times Prent. Int.</p> <p>[2] Blanchard, O., <i>Macroeconomics</i>, 3rd ed., 2003, ISBN: 0130671002.</p> <p>[3] ECB: Monthly Bulletin, Frankfurt am Main.</p> <p>[4] Krugman, P. Wells, R.: <i>Macroeconomics</i>, 2005, Worth Publishers</p> <p>[5] Mankiw, N: <i>Macroeconomics</i>, 6th edition 2006, Palgrave Macmillan</p> <p>[6] Samuelson, P. A., Norhaus, W. D.: <i>Macroeconomics</i>, 18th edition, 2004, McGraw-Hill</p> <p>Advanced:</p> <p>[1] Obstfeld, M. and K. Rogoff, <i>Foundation of International Macroeconomics</i>, 1996, ISBN 0262150476, MIT Press.</p> <p>[2] Romer, D., <i>Advanced Macroeconomics</i>, 2nd ed., 2001, ISBN: 0072318554, McGraw-Hill.</p>
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 45 (full) hours Readings: 50 hours Preparation and exercise: 60 hours
Teaching language	English
Specific Features	Theoretical discussion of current economic topics

Course Title	Management Practices
Course No/ Code	5.4.2.
Status	Compulsory
Duration of Module	2 Semester
Semester	3 and 4
Frequency	Annual
Teaching staff	Mr. Thomas Schmidt
Goals	The students should get a good understanding of management concepts, methods and tools used to run a complex business successful. A special focus is on the management practice in the (automotive) industry. The students will learn practical approaches to manage a business, manage people, prepare business decisions and present results.
Contents	<p>Theoretical background on different management concepts and their relevance in the industry, supported by business life examples:</p> <ul style="list-style-type: none"> • Management philosophy: Managing a business, managing people, management by objectives, management by exception, ... • Management models and concepts: EFQM-model for excellence, Toyota Management System, St. Galler Management Model, Total Quality Management, Lean Management, ... • Performance Management • Contionus Improvement Process • Risk Management • Crisis Management and problem solving skills • Change Management • Project Management • Business behaviours and negotiation skills
Status	
Teaching methods	The course will be conducted using a theory-to-practice approach. Short lectures will provide a foundation for application to practice. Real business life examples, case studies, teamwork exercises and team presentations will be the teching methods to make this course a practical experience. Using accelerated learning methods will support the achievement of the course goals.
Prerequisites	
Requirements	Grading is based on in-class participation and a group-work home exercise resulting in a business paper (approx. 10 pages) and a presentation of the results.
Literature	<p>Summaries to most topics can be found at: http://www.wikipedia.org/</p> <p>Further reading:</p> <p>Drucker, Peter F., "The Practice of Management", 1954. ISBN 0060110953</p> <p>Jeffrey Liker (2003), The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer, First edition, McGraw-Hill, ISBN 0-07-139231-9.</p> <p>Womack, James P. and Jones, Daniel T. (2003), Lean Thinking: Banish Waste and Create Wealth in Your Corporation, Revised and Updated, HarperBusiness, ISBN 0-7432-4927-5.</p> <p>Rüegg-Stürm, J. (2005): The New St. Gallen Management Model.</p>

Basic Categories of an Approach to Integrated Management. Basingstoke (Palgrave Mcmillan), 88 p., ISBN 1-4039-3631-5

Xu , Q. (1994) The making of TQM: History and margins of the hi(gh) story.

A Handbook for Measuring Employee Performance, ALIGNING EMPLOYEE PERFORMANCE PLANS WITH ORGANIZATIONAL GOALS, Workforce Compensation and Performance Service, Performance Management and Incentive Awards Division, PMD–013, September 2001.

ISO/DIS 31000 (2009). Risk management -- Principles and guidelines on implementation. International Organization for Standardization.

Dorfman, Mark S. (2007). Introduction to Risk Management and Insurance (9th Edition). Englewood Cliffs, N.J: Prentice Hall. ISBN 0-13-224227-3.

Michael W. Newell, Marina N. Grashina (2004). The Project Management Question and Answer Book.

Pamela McGhee, Peter McAliney (2007). Painless Project Management.

Worren, N. A. M.; Ruddle, K.; and K. Moore. 1999. "From Organizational Development to Change Management: The Emergence of a New Profession," The Journal of Applied Behavioral Science. 35 (3): 273-286.

Hiatt, J. 2003. Change Management: the people side of change. Learning Center Publications, Loveland, CO.

Greenfield, A 2008. The 5 Forces of Change - A Blueprint for Leading Successful Change, Management Books 2000, England.

Harvard Business Review on Negotiation and Conflict Resolution (Harvard Business Review) von Harvard Business School Press von McGraw-Hill Professional (Taschenbuch - 1. Februar 2000).

Fisher, Roger; William Ury; Bruce Patton: Das Harvard-Konzept. Der Klassiker der Verhandlungstechnik, Frankfurt, 2004. - ISBN 3-593-37440-4 22. Auflage.

Timing	4 courses at 4 hours per week (1st course is March 13th, other courses TBD), 1 block seminar with 14 hours (April 16th-17th)
ECTS credit	
Workload	Course hours: 30 Homework: Team-Preparation of Case Studies: 10 hours Total hours: 40 hours
Teaching language	German and English
Specific Features	Accelerated learning methods; Guest speaker

6. Marketing Modules

ModuleTitle	Marketing 1
Module No / Code	6.2.
Course Title	Principles of Marketing
Course No / Code	6.2.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	2
Frequency	Annual
Teaching staff	Ms. Milenka Plavec
Goals	This lecture aims at introducing the subject of marketing as well as to familiarize students with basic research methodology and to strengthen their team as well as presentation skills.
Contents	<ol style="list-style-type: none"> 1 Fundamentals 2 Market Segmentation 3 Products <ol style="list-style-type: none"> 3.1 Brand Management 3.2. Product Management Concepts 3.3 Product Innovation 4 Pricing <ol style="list-style-type: none"> 4.1 Dynamic Pricing 4.2 Price differentiation 4.3 Pricing strategies 5 Advertising 6 Distribution 7 Marketing Strategy
Status	Compulsory 2 nd .- semester
Teaching methods	This class is being taught primarily in the form of lectures. Students will give case study presentations covering practical applications of the theoretical aspects covered in the lectures. To be prepared for class, students are expected to have read the material referenced in the course description before class. Course content comprises suggested readings as well as additional materials presented during lectures.
Prerequisites	n/a
Requirements	20% case study presentation, 80% one-hour written exam at the end of the semester
Literature	<ul style="list-style-type: none"> ▪ <i>Jobber</i>: Principles and Practice of Marketing, 4th edition, Mc Graw-Hill, 2004 ▪ <i>Kotler/Wong/Saunders</i>: Principles of Marketing, Prentice Hall, 2004 ▪ <i>Kotler/Keller</i>: Marketing Management, Prentice Hall, 12th ed., 2005 <p>Additional references and supplemental readings are provided during lectures</p>
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 45 hours, independent study (preparation/ homework, preparation of case study, preparations of

	exam): 105 hours
Teaching language	English
Specific Features	Guest lectures given by Product Managers and Marketing Strategy staff

Module Title	Marketing 2
Module No / Code	6.4.
Course Title	International Marketing Research
Course No / Code	6.4.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	4
Frequency	Annual
Teaching staff	Mr. Andreas Rother
Goals	To familiarize students with the process of marketing research in an international context and to enable participants to convert theoretical knowledge immediately into a practical research project
Contents	<ol style="list-style-type: none"> 1. Basics of marketing (brief repetition) 2. Importance of marketing research 3. Information and decision 4. Marketing research planning 5. Data collection 6. Data analysis 7. Presentation and interpretation of results 8. Practical marketing research project
Status	Compulsory 4th semester
Teaching methods	Lectures in seminaristic style, illustrative practical examples, case studies; test questions, qualitative and quantitative exercises, project work, discussions
Prerequisites	Principles of Management, Principles of Marketing, Mathematics, Statistics
Requirements	Two-hour written exam + one hour written exam
Literature	<ul style="list-style-type: none"> ▪ Berekoven, Ludwig / Eckert, Werner / Ellenrieder, Peter: Marktforschung. Methodische Grundlagen und praktische Anwendung, Wiesbaden, latest edition ▪ Berndt, Ralph: Marketing 1. Käuferverhalten, Marktforschung und Marketing-Prognosen, Berlin, latest edition ▪ Bühl, Achim: SPSS. Einführung in die moderne Datenanalyse, München, latest edition ▪ Nufer, Gerd: Event-Marketing und -Management. Theorie und Praxis unter besonderer Berücksichtigung von Imagewirkungen, Wiesbaden, latest edition <p>Further literature for each topic to be introduced during the course</p>
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 45 hours,

	course preparation/readings/homework: 15 hours, practical marketing research project: 75 hours, preparation of exam: 15 hours
Teaching language	German
Specific Features	Guest lecturers, excursions, company presentations, company cooperations

ModuleTitle	Marketing 3
Module No / Code	6.5.
Course Title	International Marketing
Course No / Code	6.5.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	5
Frequency	Annual
Teaching staff	Prof. Roland Heger, PhD
Goals	This module aims to enable students understanding and analysing the motivations, drivers, instruments, and limitations of marketing in an alien environment. The students shall be familiarized with aspects and procedures specific to international contexts and be enabled to identify and analyze problems associated with international products and markets, and to perform in an international business environment, as well as in a global business organization.
Contents	International business environments and requirements of international marketing, analysis of international business models with special focus on online business models and their respective marketing challenges, identification of international marketing possibilities and requirements within the 4P framework, organization and management of international marketing projects as well as daily business management tasks.
Status	Compulsory, 5 th semester
Teaching methods	Lectures selecting topics mainly from German and American sources and industry associations. Case studies help clarify topics and deepen understanding. Guest speaker on current topic.
Prerequisites	Basic knowledge of marketing and business computing
Requirements	Written paper about company project (70%) and presentation (30%), Homework
Literature	Mühlbacher/Leih/Dahringer, International Marketing – A Global Perspective, 3 rd e., Thomson Learning, London 2006 Czinkota/Ronkainen, International Marketing, 8 th e., South-Western Publishing, Mason 2007 Edmunds, The AMA Guide to the Globe, Thomson Higher Education, Mason 2006 Michaeli, Competitive Intelligence, Springer Verlag, Berlin 2006
Timing	4 hours per week

ECTS credit	5
Workload	Lecture/face time in the course: 45 hours, Preparation of class hours: 25 hours International study project: 70 hours Preparation of Presentation: 10 hours
Teaching language	German
Specific Features	Guest lecturers, excursions, company presentations, international study projects together with companies

ModuleTitle	Marketing 4
Module No / Code	6.7.
Course Title	Advanced Marketing
Course No / Code	6.7.1.
Status	Compulsory, 7 th semester at respective partner university
Goals	<ul style="list-style-type: none"> ▪ Enable senior business students to further deepen/broaden their skills and knowledge in international marketing methods and approaches on an advanced graduate level with a high quantitative-analytical content ▪ Specific goals are depending on the module/course chosen at the individual partner universities
Content / Methods/ Language etc.	According to the respective curriculum / course offerings at the Partner Universities

7. Culture & Communication Module

ModuleTitle	Culture & Communication
Module No / Code	7.3.
Status	Compulsory
Duration of Module	1 Semester
Semester	3
Frequency	Annual
Courses	<ol style="list-style-type: none"> 1. Intercultural Competence 2. Rhetoric and Presentation 3. Business Research Methods and Reporting
Teaching Staff	See course descriptions
Qualification Goals	<p>The key goals of this module include</p> <ol style="list-style-type: none"> 2. Students shall obtain key skills and methods required for successful interaction and leadership in international organisations as well as in the academic environment, in particular <ul style="list-style-type: none"> → Intercultural competences and awareness which builds on the intercultural experience obtained in a very international study environment → Skills and methods in speaking and presenting effectively to an audience → Basic skills and methods in conducting studies / research and prepare academic papers as well as papers supporting business decisions 3. The module shall prepare the students for requirements during the international internship and enhance their contribution and experience in the respective company. The module shall also provide key skills for the academic requirements during the following semesters.
Contents	See course descriptions
Teaching methods	See course descriptions
Prerequisites	n/a
Requirements	See course descriptions
Literature	See course descriptions
Timing	Block seminars equivalent to 6 hours per week in total
ECTS credits	6
Workload	Total: 180 hours (for detail see course descriptions)
Teaching language	English

Specific Features	See course descriptions
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Course Title	Intercultural Competence
Course No / Code	7.3.1.
Status	Compulsory
Semester	3
Frequency	Annually
Teaching Staff	Prof. Dr. Julia Hormuth
Goals	<p>Students will be sensitized for intercultural differences and provided with methods and approaches to enable them succeeding in an international business context. Specifically, the students shall</p> <ul style="list-style-type: none"> • acquire terminology of the intercultural field. • distinguish between stereotyping and generalization. • draw conclusions how intercultural competence supports effectiveness in international business contexts. • acquire cultural-general frameworks and apply those to culture- specific context. • develop an understanding of intercultural interactions, which is useful in private and business life. • identify the affective variables of intercultural competence. • develop strategies to cope with cultural differences.
Contents	<p>Intercultural competence is key to professional success and personnel contentment in an international environment. The course will work through basic aspects and topics of intercultural competence: 1) It will introduce the terminology of the field (e.g. culture, cultural difference, stereotype, culture shock, cross-cultural adaptation) and help to generate awareness of one's own cultural identity. 2) It will focus on a <i>cross-cultural perspective</i> and work through culture general frameworks like cultural values, attitudes and forms of behavior that help to understand and describe cultural differences. 3) Finally, it will take an <i>intercultural perspective</i> and show how conflicts may arise when people from different cultures interact. It will work through challenges and strategies for successful intercultural cooperation.</p>
Teaching methods	Short lectures with plenary discussion, case studies, self-inventories, exercises and group work with presentation.
Prerequisites	n/a
Requirements	Grading is based on in-class participation and two assignments: (1) a group project conducted in class with a presentation, (2) home exam in form of a short paper.
Literature	<ul style="list-style-type: none"> • Adler, N.J. (2007): International Dimensions of Organizational Behavior. 5th Edition. Stanford: Cengage Learning Services. • Bennett, M.J. (Ed.) (1998): Basic Concepts of Intercultural

	<p>Communication. Yarmouth: Intercultural Press.</p> <ul style="list-style-type: none"> • House, R. et al. (Eds.) (2004): <i>Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies</i>. Thousand Oaks: Sage. • Landis, D.; Bennett, J.M.; Bennett, M.J. (Eds.) (2004): <i>Handbook of Intercultural Training</i>, 3rd Edition. Thousand Oaks: Sage. • Ting-Toomey, S.; Chung, Leeva C. (2005): <i>Understanding Intercultural Communication</i>. Oxford: University Press. <p>Additional references and supplemental readings are provided during lectures</p>
Timing	Block seminar – equivalent to 2 hours per week
ECTS credits	2
Workload	Lecture/face time in the course: 20 full hours, Pre-/Post-Reading: 12 hours Assignments: 24 hours
Teaching language	English
Specific features	n/a

Course Title	Rhetoric and Presentation
Course No / Code	7.3.2.
Status	Compulsory
Semester	3
Frequency	Annual
Teaching staff	Mr. Nikos Andreadis, Mrs Hannerose Benz-Irmscher and Mr. Karsten Stölzgen
Goals	To train students in techniques of business communications and presentations and to improve their self-confidence in these areas.
Contents	<ul style="list-style-type: none"> ▪ Verbalisation and rhetoric ▪ Visual and auditory dynamics ▪ Attention-fixing ▪ Layout, structure and content of formal presentations
Status	Compulsory, 3 rd semester
Teaching methods	Introductory discussion plus group and individual practical training
Prerequisites	n/a
Requirements	Class participation, presentation
Literature	Class handouts
Timing	Block seminar – equivalent to 2 hours per week
ECTS credit	2
Workload	Course / Contact hours: 22,5 hours Readings/independent study: 15 – 20 hours

	Preparation of Presentation: 20 hours Total: approx. 60 hours
Teaching language	English
Specific Features	Use of camera, Coaching

Course Title	Business Research Methods and Reporting
Course No / Code	7.3.3.
Status	Compulsory
Semester	3
Frequency	Annual
Teaching staff	Prof. Dr. Bodo Herzog
Goals	Enable participants to work and communicate scientifically, by understanding research methods, the application of different approaches, and conventions in preparing scientific papers.
Contents	<ul style="list-style-type: none"> • Structuring and writing scientific papers • Research-Tools (i.e. Databases) • Presenting a research paper • Methods and techniques of theory building • Empirical research methods
Status	Compulsory, 3rd Semester
Teaching methods	Lectures, exercises and a small research project to be conducted in small teams and presented to the class.
Prerequisites	Statistics and Economics
Requirements	Presentation of a Seminar Paper
Literature	Dudenhefer, Paul (2007): A Guide to Writing in Economics Harvard Style Guide (2009) Sekaran, U. (1992): Research Methods for Business. A Skill Building Approach. Zikmund, W. (1991): Business Research Methods.
Timing	Block Seminar – equivalent to 2 hours per week
ECTS credit	2
Workload	Lecture/face time in the course: 20 hours Research Project and Seminar Paper: 40 hours Total: 60 hours
Teaching language	English
Specific Features	N/A

8. Internship Modules

ModuleTitle	Internship I
Module No / Code	8.3.
Status	Compulsory
Duration of Module	2 Semester
Semester	3 and 4
Frequency	N/A
Courses / Elements	1. Internship (8.3.1.) 2. Internship Report (8.3.2.)
Teaching staff	Internship Company / Prof. Dr. Marlene Ferencz
Goals	<ul style="list-style-type: none"> ▪ Acquaint students with the international business world by involving them in real life business organisations, teams and projects ▪ Enable students to critically reflect class contents/methodological skills obtained during the first 2 Semesters from a practical perspective, and to apply, broaden and deepen the respective knowledge ▪ Enable students to acquire new perspectives and fields of interest for the next semesters and to support choosing their electives, ▪ Apply and improve social, language and communication skills obtained simultaneously or before the internship ▪ Systematic and critical review of the internship semester in an extensive and structured report including academic reflection of one key business problem during the internship. Application of – the methodology applied in the course (report writing) trains and improves students' writing skills. ▪ Students are guided in the internship report towards a critical reflection of the internship in order to consciously perceive important experiences upon which to draw for their further professional careers.
Contents	Basic knowledge of work procedures in a business environment; independent (at least to some degree) execution of typical business tasks. Contents vary depending on the organisation providing the internship
Status	Compulsory, 3 rd semester
Teaching methods	Support / guidance by the Internship Company's direct supervisor / team Continuous support & feedback by the Internship Officer and faculty members, including ongoing tutoring and report advisory
Prerequisites	2 nd semester status
Requirements	Four weeks prior to exam week in the semester prior to the internship

	<p>students will hand in their internship contract (two copies). One week after start of the modules in the semester following the internship, students will hand in their internship report as well as an employer reference</p> <p>20-25 page report covering: introduction of the organization providing the internship, introduction of the business function/department of the internship; description of the student's tasks and projects; critical reflection of the internship as well as the practical relevance of the content of the first 3 semesters</p>
Literature	<ul style="list-style-type: none"> • See courses in General Business Administration in semesters 1 – 3 • Czenskowsky, T. & Rethmeier, B. & Zdrowomyslaw, N. (2001), Praxissemester und Praktika. Qualifikation durch Berufserfahrung, Cornelsen.; Hesse, J. & Schrader, H. (2006), Praxismappe für Praktikanten, Volontäre, Trainees, Eichborn.
Timing	26 weeks internship and report (course Management Practise in Semester 4 (see separate course description))
ECTS credit	24 (for internship and internship report)
Workload	Independent Study and Contact Hours: 180 26 weeks Internship
Semester Hours	4
Teaching language	Depending on internship, internship report in English
Specific Features	Depending on internship
Course Title	Internship Semester
Course No/ Code	8.3.1.
Status	Compulsory
Duration of Module	2 Semester
Semester	3
Teaching staff	Internship Company / Prof. Dr. Marlene Ferencz
Goals	<ul style="list-style-type: none"> ▪ Acquaint students with the international business world by involving them in real life business organisations, teams and projects ▪ Enable students to critically reflect class contents obtained during the first 2 Semesters from a practical perspective, and to apply, broaden and deepen the respective knowledge ▪ Enable students to acquire new perspectives and fields of interest for the next semesters and to support choosing their electives, ▪ Apply and improve social, language and communication skills obtained simultaneously or before the internship
Contents	Basic knowledge of work procedures in a business environment; independent (at least to some degree) execution of typical business tasks. Contents vary depending on the organisation providing the internship
Status	Compulsory, 3 rd semester

Teaching methods	Support / guidance by the Internship Company's direct supervisor / team Continuous support & feedback by the Internship Officer and faculty members, including ongoing tutoring and report advisory
Prerequisites	2 nd semester status
Requirements	Four weeks prior to exam week in the semester prior to the internship students will hand in their internship contract (two copies). One week after start of the modules in the semester following the internship, students will hand in their internship report as well as an employer reference.
Literature	<ul style="list-style-type: none"> • See courses in General Business Administration in semesters 1 – 3 • Czenskowsky, T. & Rethmeier, B. & Zdrowomyslaw, N. (2001), Praxissemester und Praktika. Qualifikation durch Berufserfahrung, Cornelsen.; • Hesse, J. & Schrader, H. (2006), Praxismappe für Praktikanten, Volontäre, Trainees, Eichborn.
Timing	26 weeks internship and report (course Management Practise in Semester 4 (see separate course description))
ECTS credit	18
Workload	26 weeks internship
Teaching language	Depending on internship, internship report in English
Specific Features	Depending on internship
Course Title	Internship Report
Course No/ Code	8.3.2.
Status	Compulsory
Duration of Module	2 Semester
Semester	3
Teaching staff	Prof. Dr. Marlene Ferencz
Goals	<ul style="list-style-type: none"> ▪ Systematic and critical review of the internship semester in an extensive and structured report including academic reflection of one key business problem during the internship. Application of – the methodology applied in the course (report writing) trains and improves students' writing skills. ▪ Students are guided in the internship report towards a critical reflection of the internship in order to consciously perceive important experiences upon which to draw for their further professional careers.
Contents	Basic knowledge of work procedures in a business environment; independent (at least to some degree) execution of typical business tasks. Contents vary depending on the organisation providing the internship
Status	Compulsory, 3 rd semester
Teaching methods	Continuous support & feedback by the Internship Officer and faculty members, including ongoing tutoring and report advisory

Prerequisites	2 nd semester status, internship placement completed
Requirements	One week after start of the modules in the semester following the internship, students will hand in their internship report as well as an employer reference 20-25 page report covering: introduction of the organization providing the internship, introduction of the business function/department of the internship; description of the student's tasks and projects; critical reflection of the internship as well as the practical relevance of the content of the first 3 semesters, presentation of report/learnings
Literature	N/A
Timing	26 weeks internship and report
ECTS credit	6 (for internship report)
Workload	180 hours
Teaching language	Depending on internship placement/organisation.
Specific Features	Depending on internship placement

ModuleTitle	Internship II
Module No / Code	8.6.
Status	Compulsory
Duration of Module	1 Semester
Semester	6
Module Elements	1. Internship (8.6.1.) 2. Internship Report (8.6.2.)
Teaching staff	Internship Company / Prof. Dr. Marlene Ferencz
Goals	<ul style="list-style-type: none"> ▪ Enable students to obtain advanced practical experience in industries / companies / functions of their interest in an international business context ▪ Further prepare the students for their studies at the partner universities i.e. support their orientation towards further focus in their studies there as well as for the later start in their business career ▪ Enable students to critically reflect class contents obtained during the first 5 Semesters from a practical perspective, and to apply, broaden and deepen the respective knowledge ▪ Apply and improve social, language and communication skills obtained simultaneously or before the internship ▪ Systematic and critical review of the internship semester in an advanced report including academic reflection of one key business problem during the internship in order to improve students' writing skills.

Contents	Basic knowledge of work procedures in a business environment; independent (at least to some degree) execution of typical business tasks. Contents vary depending on the organisation providing the internship
Status	Compulsory, 6 th semester
Teaching methods	Support / guidance by the Internship Company's direct supervisor / team Continuous support & feedback by the Internship Officer and faculty members, including ongoing tutoring and report advisory
Prerequisites	Support / guidance by the Internship Company's direct supervisor / team Continuous support & feedback by the Internship Officer and faculty members, including ongoing tutoring and report advisory
Requirements	Four weeks prior to exam week in the semester prior to the internship students will hand in their internship contract (two copies). One week after start of the modules in the semester following the internship, students will hand in their internship report as well as an employer reference 20-25 page report covering: introduction of the organization providing the internship, introduction of the business function/department of the internship; description of the student's tasks and projects; critical reflection of the internship as well as the practical relevance of the content of the first 3 semesters
Literature	<ul style="list-style-type: none"> • See courses in General Business Administration in semesters 1 – 5 • Czenskowsky, T. & Rethmeier, B. & Zdrowomyslaw, N. (2001), Praxissemester und Praktika. Qualifikation durch Berufserfahrung, Cornelsen.; Hesse, J. & Schrader, H. (2006), Praxismappe für Praktikanten, Volontäre, Trainees, Eichborn.
Timing	26 weeks internship and report (course Management Practise in Semester 4 (see separate course description)
ECTS credit	24 (for internship and internship report)
Workload	Independent study and Contact hours: 180 hours 26 weeks internship
Semester hours	4
Teaching language	Depending on internship, internship report in English
Specific Features	Depending on internship
Course Title	Internship Semester
Course No/ Code	8.6.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	6
Teaching staff	Internship Company / Prof. Dr. Marlene Ferencz
Goals	<ul style="list-style-type: none"> ▪ Acquaint students with the international business world by involving them in real life business organisations, teams and

	<p>projects</p> <ul style="list-style-type: none"> ▪ Enable students to critically reflect class contents obtained during the first 2 Semesters from a practical perspective, and to apply, broaden and deepen the respective knowledge ▪ Enable students to acquire new perspectives and fields of interest for the next semesters and to support choosing their electives, ▪ Apply and improve social, language and communication skills obtained simultaneously or before the internship
Contents	Basic knowledge of work procedures in a business environment; independent (at least to some degree) execution of typical business tasks. Contents vary depending on the organisation providing the internship
Status	Compulsory, 6 th semester
Teaching methods	Support / guidance by the Internship Company's direct supervisor / team Continuous support & feedback by the Internship Officer and faculty members, including ongoing tutoring and report advisory
Prerequisites	5 th semester status
Requirements	Four weeks prior to exam week in the semester prior to the internship students will hand in their internship contract (two copies). Duration has to be 26 weeks. After the internship a reference from the employers needs to be handed in (along with the internship report – see 12-2).
Literature	<ul style="list-style-type: none"> • See courses in General Business Administration in semesters 1 – 5 • Czernikowski, T. & Rethmeier, B. & Zdzrowomyslaw, N. (2001), Praxissemester und Praktika. Qualifikation durch Berufserfahrung, Cornelsen.; • Hesse, J. & Schrader, H. (2006), Praxismappe für Praktikanten, Volontäre, Trainees, Eichborn.
ECTS credit	18
Workload	26 weeks internship
Teaching language	Depending on internship, internship report in English
Specific Features	Depending on internship
Course Title	Internship Report
Course No/ Code	8.6.2.
Status	Compulsory
Duration of Module	1 Semester
Semester	6
Frequency	Every Semester
Teaching staff	Prof. Dr. Marlene Ferencz
Goals	<ul style="list-style-type: none"> ▪ Systematic and critical review of the internship semester in an extensive and structured report including academic reflection of one key business problem during the internship. Application of –

	<p>the methodology applied in the course (report writing) trains and improves students' writing skills.</p> <ul style="list-style-type: none"> ▪ Students are guided in the internship report towards a critical reflection of the internship in order to consciously perceive important experiences upon which to draw for their further professional careers.
Contents	Basic knowledge of work procedures in a business environment; independent (at least to some degree) execution of typical business tasks. Contents vary depending on the organisation providing the internship
Status	Compulsory, 6 th semester
Teaching methods	Continuous support & feedback by the Internship Officer and faculty members, including ongoing tutoring and report advisory
Prerequisites	5 th semester status, internship placement completed
Requirements	<p>One week after start of the modules in the semester following the internship, students will hand in their internship report as well as an employer reference.</p> <p>20-25 page report covering: introduction of the organization providing the internship, introduction of the business function/department of the internship; description of the student's tasks and projects; critical reflection of the internship as well as the practical relevance of the content of the first 3 semesters, presentation of report/learnings</p>
Literature	N/A
ECTS credit	6 (for internship report)
Workload	180 hours
Teaching language	Depending on internship placement/organisation.
Specific Features	Depending on internship placement

9. Studies at the international partner universities

	International Studies
Status	Compulsory
Duration of Module	1 Semester
Semester	7
Frequency	Annual
Modules/Courses	<ul style="list-style-type: none"> ▪ Advanced Management Methods ▪ Advanced Marketing Methods ▪ Capstone Module International Business ▪ Thesis
Teaching staff	Partner universities
Goals	<ul style="list-style-type: none"> ▪ Broaden and deepen students' knowledge and methodological skills and competencies in the various fields of international business with the opportunity to obtain a graduate degree there; ▪ improve students' communication skills in the language of the host country; ▪ obtain first hand international and intercultural experience and further develop/enhance their personality and personal profile
Contents	<p>According to the International Business study program regulations, modules in the following areas need to be completed and are recognised for the IB Bachelor degree to round up and integrate the business studies:</p> <ul style="list-style-type: none"> • Advanced Management Methods • Advanced Marketing Methods • Capstone Module International Business • Thesis <p>Depending on the availability at each respective partner university, individual courses to be recognised for the Bachelor degree International Business are identified/chosen by the Director of the International Business program according to the module goals prior to the international study semester.</p> <p>The content of the individual courses is depending on the partner university and courses chosen.</p>
Status	Compulsory, 7 th semester
Teaching methods	Depending on the partner university/courses chosen
Prerequisites	Full completion of all 6 semester requirements in Reutlingen Minimum GPA of 2.5 required to be accepted at the partner universities – requirements include GMAT as well as a TOEFL
Requirements	Depending on the partner university/courses chosen
Literature	Depending on the partner university/courses chosen
Timing	Depending on the partner university/courses chosen

ECTS credit	30
Workload	890 hours
Teaching language	Depending on the partner university/courses chosen
Specific Features	Depending on the partner university /courses chosen

ModuleTitle	Management 5
Module No / Code	3.7.
Course Title	Advanced Management Methods
Course No / Code	3.7.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	7
Frequency	Annual
Courses	Title depending on individual partner university offering
Teaching staff	Partner University
Goals	<ul style="list-style-type: none"> ▪ Enable senior business students to further deepen/broaden their skills and knowledge in quantitative-analytical management methods and approaches on an advanced graduate level. ▪ Further enhance students' analytical and methodological skills ▪ Specific goals are depending on the module/course chosen at the individual partner universities
Contents	Depending on the partner university chosen
Status	Compulsory, 7 th semester
Teaching methods	Depending on the partner university chosen
Prerequisites	Full completion of all 6 semester requirements in Reutlingen
Requirements	Depending on the partner university chosen
Literature	Depending on the partner university chosen
Timing	Depending on the partner university / course chosen
ECTS credit	5
Workload	Equivalent 150 hours in total
Teaching language	Depending on the partner university chosen
Extras	Depending on the partner university chosen

ModuleTitle	Marketing 4
Module No / Code	6.7.
Course Title	Advanced Marketing Methods
Course No / Code	6.7.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	7
Frequency	Annual
Courses	Title depending on individual partner university offering
Teaching staff	Partner University
Goals	<ul style="list-style-type: none"> ▪ Enable senior business students to further deepen/broaden their skills and knowledge in international marketing methods and approaches on an advanced graduate level with a high quantitative-analytical content ▪ Specific goals are depending on the module/course chosen at the individual partner universities
Contents	Depending on the partner university chosen
Status	Compulsory, 7 th semester
Teaching methods	Depending on the partner university chosen
Prerequisites	Full completion of all 6 semester requirements in Reutlingen
Requirements	Depending on the partner university chosen
Literature	Depending on the partner university chosen
Timing	Depending on the partner university / course chosen
ECTS credit	5
Workload	Equivalent 150 hours in total
Teaching language	Depending on the partner university chosen
Extras	Depending on the partner university chosen

ModuleTitle	Capstone Module
Module No / Code	10.7.
Course Title	Capstone module International Business
Course No / Code	10.7.1.
Status	Compulsory
Duration of Module	1 Semester
Semester	7
Frequency	Annual
Courses	N/A
Teaching staff	Partner University
Goals	<ul style="list-style-type: none"> ▪ Purpose of the capstone module is to round up the international business studies by providing a holistic and integrative perspective to international business problems and decisions. ▪ Enable the senior students to analyse and understand international business problems on an advanced graduate level from different functional / disciplinary viewpoints. ▪ Enhance the students' capabilities to apply qualitative and quantitative analytical methods and approaches relevant for business planning and problem solving / decision making in a systematic and integrated manner. ▪ Further enhance team work / leadership and communication skills
Contents	Depending on the partner university chosen
Status	Compulsory, 7 th semester
Teaching methods	Depending on the partner university chosen
Prerequisites	Full completion of all 6 semester requirements in Reutlingen
Requirements	Depending on the partner university chosen
Literature	Depending on the partner university chosen
Timing	Minimum 6 hours per week
ECTS credit	8
Workload	Equivalent 240 hours in total
Teaching language	Depending on the partner university chosen
Extras	Depending on the partner university chosen

ModuleTitle	Bachelor´s Thesis
Module No / Code	11.7.
Course Title	Bachelor´s Thesis
Course No / Code	11.7.1.
Status	Compulsory
Duration of Module	Minimum 3 months
Semester	7
Frequency	Annual
Courses	N/A
Teaching staff	Thesis advisor depends upon partner university / subject chosen
Goals	<p>The thesis shall enhance students' capabilities to conduct a international business-related topic / study project mainly independently and to pursue academic work self-contained. With the thesis the following critical capabilities shall be acquired / developed:</p> <ul style="list-style-type: none"> • the capability to quickly work into, understand and structure a complex topic, to associate it with the international business context, to narrow it down, to conduct a critical evaluation and to develop own conclusions/results • the capability to conduct a complex study and to prepare an academic paper in a formally correct and adequate manner within strict time and other limits • the capability to pro-actively contribute to the discussion in the international academic/business community
Contents	Depending on the topic chosen
Status	Compulsory, 7 th semester
Teaching methods	Close supervision of the students' work by the advisors: Prior to the official filing student and advisor agree on topic, research questions, table of content, and project timetable. The thesis might be conducted in cooperation with an external organisation. In the course of the project, student and advisor will discuss progress on a continuous basis. Group projects are possible as long as the individual contribution can be assessed and graded individually.
Prerequisites	6 th semester status
Requirements	Depending upon partner university requirements
Literature	Depending upon partner university requirements
Timing	Minimum editing time is 3 months
ECTS credit	12
Workload	350 Hours
Language	to be agreed with thesis advisors
Extras	na

3.2. Syllabus Descriptions - ELECTIVES

ModuleTitle	Electives
Module No / Code	9.4. and 9.5.
Status	3 Electives (total) are compulsory
Duration of Modules	1 Semester (each)
Semester	4 (1 Elective) and 5 (2 Electives)
Frequency	See course descriptions
Teaching staff	See course descriptions
Goals	To deepen students' knowledge and capabilities in a special area of interest. Students will be familiarized with real-life project work in a company context thereby employing and further sharpening their research, information & data handling, team as well as presentation skills
Contents	Depending on Elective chosen (see individual course descriptions)
Status	Compulsory, 4 th /5 th semester
Teaching methods	Depending on Elective chosen (see individual course descriptions)
Prerequisites	4 th semester status / first internship finalised
Requirements	Depending on Elective chosen (see individual course descriptions)
Literature	Depending on Elective chosen (see individual course descriptions)
Timing	4 hours per week per elective chosen
ECTS credit	5
Workload	Total: approx. 150 hours (see individual course descriptions)
Teaching language	German/English
Specific features	Depending on Elective chosen (see individual course descriptions)

Individual Electives Offered

The list of elective courses is basically the same as for the AW programme, see Section B.1.2.

From below electives, at least two need to be chosen. The third elective can be chosen from other equivalent offers at Reutlingen University - those are subject to approval by the Examination Board.

Course Title	Management Seminar
Course No / Code	9.4.1 / 9.5.1 / 9.5.2.
Status	Elective
Duration of Module	1 Semester
Semester	4/5
Frequency	Annually
Teaching staff	Prof. Dr. Hermann Laßleben
Goals	Provide a platform for a structured and in-depth discussion ("seminar") of important, cutting-edge management issues. Students learn to systematically disclose new and initially unfamiliar management topics and concepts, investigating them from different angles, critically assessing their relevance and use, chances and risks, possibilities and limitations, prerequisites and consequences, putting them in context, building an own critical stance, and drawing profit for daily work out of them.
Contents	An important, up-to-date, publicly discussed management-theme is selected in advance (e.g. executive pay, corporate governance, cultural due diligence, etc.) for discussion during the semester. To arrive at a balanced, wholistic understanding, the theme is broken down into research questions. Groups of students will work on a research question each, and prepare a presentation and a paper according to scientific standards. The whole process is coached by the instructor. Students present the results of their work in class and discuss them with instructor and colleagues. During the semester selected reading material is distributed and discussed to round-up all participants' view of the topic.
Status	Elective
Teaching methods	The course is taught in the classical "seminar" format
Prerequisites	n/a
Requirements	The grade is based on term papers, prepared by students/groups.
Literature	<ul style="list-style-type: none"> • Certo, S. & Certo, T. (2005), Modern Management, 10th Edition, FT Prentice Hall. • Daft, R. (2005), The New Era of Management, 7th Edition, South Western College Publishing. • Staehle, W. & Conrad, P. & Sydow, J. (1999), Management. Eine verhaltenswissenschaftliche Perspektive, 8. Auflage, Vahlen.
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 45 hours, preparation of term paper

	and presentation: 105 hours
Teaching language	German
Specific Features	n/a

Course Title	International Management
Course No / Code	9.4.1 / 9.5.1 / 9.5.2.
Status	Elective
Duration of Module	1 Semester
Semester	4/5
Frequency	Every semester
Teaching Staff	Prof. Dr. Julia Hormuth
Goals	Students will learn to systematically approach new and initially unfamiliar international management topics and concepts. They will learn to develop a particular and relevant research question, to gather and critically reflect on state-of-the-art literature concerning the topic and to develop a scientifically sound argumentation responding to the research question. By various presentations, students will get an overview of current research and practical discussion on international management.
Contents	The content will vary from semester to semester. The seminar focuses on up-to-date international and intercultural management themes (e.g. international leadership, diversity management, cultural due diligence, post merger integration). The topics are considered from different perspectives and their specific relevance and challenges are discussed. Students will choose one topic and work in small working groups to prepare an oral and written presentation that meets basic scientific standards. The group work is intensively coached by the instructor.
Teaching methods	Seminar style: presentations, case studies, discussions, intensive coaching by instructor.
Prerequisites	n/a
Requirements	Term paper, presentation.
Literature	Depending on the topics discussed, a list of literature is provided at the beginning of the seminar. Basic literature: Adler, N.J. (2008): International Dimensions of Organizational Behavior. 5th Edition. Stanford: Cengage Learning Services. Bergemann, N.; Sourisseaux, A.L.J. (Hg.) (2003): Interkulturelles Management. 3 rd Edition. Berlin, Heidelberg: Springer. Fatehi, K. (2008): Managing Internationally. Succeeding in a Culturally Diverse World. Thousand Oaks: Sage.

	Meckl, R. (2006): Internationales Management. München: Vahlen.
Timing	4 hours per week
ECTS credits	5
Workload	Total workload: 120 hours Amount of independent study: 75 hours Contact hours: 45 hours
Teaching language	German or English
Specific features	n/a

Course Title	Project Seminar
Course No / Code	9.4.1 / 9.5.1 / 9.5.2.
Status	Elective
Duration of Module	1 Semester
Semester	4/5
Frequency	Annual
Teaching staff	Prof. Dr. Carsten Rennhak
Goals/Contents	The course aims at familiarizing students with real-life challenges from the corporate world with a special focus on marketing, management and strategy. Students will gain first-hand experience developing solutions together with corporate staff.
	The course discusses the tool-set needed in international management consulting.
Status	Elective
Teaching methods	This class is primarily taught as a seminar.
Prerequisites	Marketing I, Principles of Management I and II.
Requirements	70% term paper, 30 % presentation
Literature	Depending on subject and corporate sponsor
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 20-25 hours, tutoring by corporate partner: 10-15 hours, independent study (research, paper writing, preparation of presentation): 110-120 hours
Teaching language	Primarily German (upon request of corporate partner)
Specific Features	Real-life business project in co-operation with major industry players

Course Title	Marketing below the line – innovative Marketing
Course No / Code	9.4.1 / 9.5.1 / 9.5.2.
Status	Elective
Duration of Module	1 Semester
Semester	5 (or 4)
Frequency	Each Semester
Teaching staff	Prof. Dr. Gerd Nufer
Goals	To deepen marketing knowledge and to broaden it by new, innovative topics, especially of marketing communication; theoretical knowledge is immediately converted into practice, e.g. by specials, case studies or project work
Contents	Topics vary from semester to semester, for example: <ul style="list-style-type: none"> ▪ Branding ▪ Advertising ▪ Sponsoring ▪ Event Marketing ▪ Product Placement ▪ Online Communications ▪ Ambush Marketing ▪ Sports Marketing ▪ Integrated Communications ▪ International Marketing ▪ Customer Relationship Marketing
Status	Elective AW + IB
Teaching methods	Seminar or lectures in seminaristic style, illustrative practical examples, case studies; project work, presentations, discussions, term papers
Prerequisites	Principles of Management, Principles of Marketing, Business Research Methods
Requirements	Quiz during the semester (ca. 30 %), preparation of an individual term paper or presentation of a case study or real life project in team work (ca. 70 %) => individual term paper of 3.000-4.000 words or 2 months practical project work, final team presentations of 45 minutes per team (details vary from semester to semester)
Literature	<ul style="list-style-type: none"> ▪ Bruhn, Manfred: Unternehmens- und Marketing-Kommunikation. Handbuch für ein integriertes Kommunikationsmanagement, München, latest edition ▪ Nufer, Gerd: Event-Marketing und -Management. Theorie und Praxis unter besonderer Berücksichtigung von Imagewirkungen, Wiesbaden, latest edition ▪ Nufer, Gerd: Wirkungen von Sportsponsoring. Empirische Analyse am Beispiel der Fußball-Weltmeisterschaft 1998 in Frankreich unter besonderer Berücksichtigung von Erinnerungswirkungen bei jugendlichen Rezipienten, latest edition ▪ Nufer, Gerd / Bühler, André (eds.): Sportmanagement und Sportmarketing, Berlin, latest edition Further literature for relevant topics to be introduced during the course
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 30 hours,

	course preparation/readings/homework: 10 hours, preparation of quiz: 10 hours, term paper (individual) and/or case study (team work): 100 hours
Teaching language	Normally German, certain case studies or topics may be conducted in English
Special Features	Insights into innovative research topics, guest lecturers, excursions, company presentations, company cooperations

Course Title	Principles of European Business Law
Course No / Code	9.4.1 / 9.5.1 / 9.5.2.
Status	Elective
Duration of Module	1 Semester
Semester	4/5
Frequency	Each semester
Teaching staff	Prof. Bernd Banke
Goals	To familiarize students with the rights and duties arising from the European Treaties; to demonstrate their significance for companies; to provide students with a systematic knowledge of European Law, thus enabling them to make independent legal judgements on problems concerning the economic system of the European Union.
Contents:	Presentation of the European Treaties, focussing on the economic system; Presentation of the fundamental concept of freedom in the European Union; emphasising the consequences of the principles of free trade within the EU; Chances of non-European enterprises in the European Union; Presentation of company legal forms in Europe (Germany, France, Great Britain); Outlines of European competition law.
Status	Elective
Teaching methods	An integrated system of courses and practical sessions in the form of case discussions focussing on decisions of the European Commission and the European Court of Justice. Cases of particular importance will be distributed and students will be requested to prepare some of them independently at home.
Prerequisites	None
Requirements	A two hour written examination at the end of the semester.
Literature	Will be introduced during the first course-meeting.
Timing	4 hours per week.
ECTS credit	5
Workload	Course / contact hours: 45 hours Course / case study preparation and readings: 60 hours Preparations of exam: 40 hours Total: 145 hours
Teaching language	German/English
Specific Features	N/A

Course Title	Taxation
Course No / Code	9.4.1 / 9.5.1 / 9.5.2.
Status	Elective
Duration of Module	1 Semester
Semester	5
Frequency	Each semester
Teaching staff	Prof. Dr. Detlev Schrade
Goals	To provide a basic introduction to tax law as a part of public law. And to familiarize students with essentials of several types of taxes of significance to business.
Contents	Balance tax law, income tax, corporation tax, sales tax, law, interdependences between business taxes, choice of location, earnings, internal resources, financing, investment and growth of enterprises, effects of taxation on business.
Status	Elective
Teaching methods	Lectures and case studies
Prerequisites	General Business Management I and II
Requirements	One written examination of 2 hrs
Literature	<ul style="list-style-type: none"> ▪ Plückebaum, R, u.a.; Einkommensteuer, Achim, latest edition ▪ Rick, E., u.a.; Lehrbuch der Einkommensteuer, Herne/Berlin, latest edition ▪ Rose, G.; Betrieb und Steuer, Grundlagen zur Betriebswirtschaftlichen Steuerlehre, erstes Buch: Die Ertragsteuern, Wiesbaden, latest edition
Timing	4 hours per week
ECTS credit	5
Workload	Course / contact hours: 45 hours Pre-readings and preparation of case studies: 45 hours Exam preparation: 60 hours
Teaching language	German
Specific Features	N/A

Course Title	International Business Simulation
Course No / Code	9.4.1 / 9.5.1 / 9.5.2.
Status	Elective
Duration of Module	1 Semester
Semester	5
Frequency	Each semester
Teaching staff	Prof. Roland Heger, PhD
Goals	To train students in the holistic application of business knowledge and methods acquired in international business-oriented courses, especially focussing on international issues in respective degree programmes. To enable students to manage a company operating in an international environment. To train social competence within the simulation team, and suitable distribution of workload, as well as pulling research results together to reach a common decision. To train written business communication to according internal and external stakeholders.
Contents	Groups, representing respective company leadership, compete against each other in selected international markets. Multiple company objectives are pursued, deciding upon international procurement, manufacturing, distribution, marketing, sales, accounting, and corporate finance. Student groups need to set up their own decision support system, applying their knowledge in spreadsheets, and other decision support tools.
Status	Elective, 5 th semester
Teaching methods	To support international cooperation, the working language within each team may be defined by the team, but should be the teaching language which is English. After a thorough classroom introduction of the simulated company, and after formation of teams of 3 – 5 students each, the major part of teamwork is done outside of the class room. Teaching staff provides consulting services during scheduled class hours. There are one and two submissions of decisions per week, depending on phase of the simulation, computer analysis of these decisions, and a printout of management reports.
Prerequisites	Good knowledge of international business subjects and techniques, as well as analytical tools for business computing
Requirements	Two (2) written papers (business plan, an internal analysis paper) and simulation results
Literature	Simulation materials, materials for select topics of the simulation as an addendum, handouts as required and/or requested.
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 45 hours, Preparation of class hours: 45 hours Preparation of 2 Papers: 60 hours
Teaching language	English

Specific Features	Groups compete against each other, and against standard behaviour; written communication of objectives, and analysis of final results.
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Course Title	Advanced International Macroeconomics
Course No / Code	9.4.1 / 9.5.1 / 9.5.2.
Status	Elective
Duration of Module	1 Semester
Semester	5
Frequency	Each Semester
Teaching staff	Prof. Dr. Bodo Herzog
Goals	This course provides insights in advanced macroeconomics. The main purpose is to introduce and apply the state-of-the-art "dynamic, stochastic general equilibrium" (DSGE) models in monetary theory. These models with optimizing agents have become a standard tool for policy design and evaluation at central banks and governments around the world. They are also increasingly used as the main reference for forecasting purposes. This lecture has been conceived for advanced undergraduate students with a solid background in math and microeconomics and macroeconomics.
Contents	The lecture combines detailed discussion on theoretical issues and computational methods needed to produce numerical solutions. We discuss the analytical and numerical solution of all the models. We discuss in particular advanced Growth Theory, New Keynesian Macroeconomic Models and Classical Monetary Models.
Status	Elective
Teaching methods	I will present the basic insights of international macroeconomics, but emphasize the application of theory to real business decisions. Some sessions will involve class discussions. In some instances, discussion will be centered on lectures; in others it will be centered on special cases. Your participation is critical to the success of the course. You are expected to participate in class discussion.
Prerequisites	Business Mathematics, Business Statistics, Microeconomics and Macroeconomics
Requirements	Assignment/Presentation (40%), Discussion (10%), Empirical Research Paper (50%)
Literature	[1] Obstfeld, M. and K. Rogoff, <i>Foundation of International Macroeconomics</i> , 1996, ISBN 0262150476, MIT Press. [2] Romer, R. <i>Advanced Macroeconomics</i> , 2007, MIT Press. [3] Sargent, T.J. and L. Ljungqvist, <i>Recursive Macroeconomic Theory</i> , 2 nd ed., 2004, ISBN: 0262194518. [4] Walsh, C.E., <i>Monetary Theory and Policy</i> , 2 nd ed., 2003, ISBN: 0-26223231-6. [5] Woodford, M. <i>Interest and Prices: Foundations of a Theory of Monetary Policy</i> , 2003. ISBN: 9780691010496
Timing	4 hours per week
ECTS credit	5
Workload	Lecture/face time in the course: 45 (full) hours Readings: 30 hours

	Assignment: 20 hours Own research paper: 60 hours
Teaching language	English
Specific features	Advanced theoretical level for Master studies, new theoretical tools and state-of-the-art models, application of empirical methods.

Attachment

Course Overview : Spanish for Business / French for Business
Valid as of winter semester 2009 / 2010 for first semester students only
(Undergraduate courses)

Module title	Spanish for Business / French for Business
Module No./ Code	2.1.2.1. / 2.1.2.2.
ECTS Credits	10 ECTS after 3 Semesters (IPBS only: 6 ECTS if only 2 semesters are taken)
Weighting in final grade	According to credits
Module Coordinators	Prof. Dr. N. O'Mahony (French) / Prof. Dr. J. Hormuth (Spanish)
Semester	IPBS (1,2,4 optional), AW (1,2,3), IB (1,2,4,5 voluntary)
Learning objectives	Improvement of communication skills in relation to specific situations in business life (A1 to C1 of the Common European Framework of Reference for Languages)
Contents	This module focuses on the acquisition of communication skills (written & spoken) in Spanish for Business / French for Business. Students will also improve intercultural awareness.
Duration	3 Semesters compulsory: IPBS students have the possibility of opting out after 2 semesters in order to select an additional business studies module.
Module offered	Every semester
Requirements for admission	Placement test and admission to IPBS, IB, or AW programmes.
Workload	
Transferability	Over the course of three semesters students complete three levels of the Common European Framework of Reference for Languages (i.e. 1 level per semester).
Teaching methods	Interactive activities, projects, case studies, presentations, role plays, written assignments, discussions, simulations.

Module title	Spanish for Business / French for Business
Structure	This module is 3 semesters in duration with each successive semester building on the foundation of the previous semester's knowledge.
Assessment	Continuous Assessment, active participation, and written examinations at the end of each semester.

Detailed Breakdown of Courses: Spanish for Business / French for Business

Subject title	Spanish for Business A1 / French for Business A1
Learning objectives	The main objective is the acquisition of skills required for self-presentation and understanding situations in the student's immediate context (studies, subjects, internships).
Contents	Basics of grammar are learned and practised in combination with pronunciation exercises so that students acquire the basics of everyday language.
Subject Code	
Type of subject (core, elective, etc.)	
Semester	WS / SS
No. of ECTS Credit points	
Module Coordinators	Prof. Dr. N. O'Mahony (French) / Prof. Dr. J. Hormuth (Spanish)
Admission requirements	Placement test
Recommended reading	<p>Spanish:</p> <ul style="list-style-type: none"> • Martínez, Lola/Sabater, Maria Lluisa (2008) : <i>Colegas1</i>, berufsorientierter Spanischkurs, Barcelona, Difusión / Klett Verlag • Spanisch-Deutsch, Deutsch-Spanischs, Langenscheidts, • Wolfgang Halm. Moderne Spanische Kurzgrammatik. Max Hueber Verlag <p>Französisch:</p> <ul style="list-style-type: none"> • Grammaire progressive du Français, niveau intermédiaire, mit 600 Übungen, neue deutsche Ausgabe, Klett Verlag und CLE International, Autoren: Maïa Grégoire und Odile Thiévenaz. • Thematischer Grund- und Aufbauwortschatz, Französisch, Klett Verlag, von Wolfgang Fischer und Anne-Marie le Plouhinec. • Newspapers/Magazines: Ecoute und

Subject title	Spanish for Business A1 / French for Business A1
	Revue de la presse
Teaching and learning methods	Short presentations, role plays, written exercises, discussions, simulations.
Assessment	<p>Continuous Assessment 50%</p> <ul style="list-style-type: none"> • 10% active participation in class • 20% oral task • 20% written task • 50% written examination at end of semester
Language of tuition	Spanish / French / German
Special aspects	

Spanish for Business / French for Business

Subject title	Spanish for Business A2 / French for Business A2
Learning objectives	<p>Introduction to Spain / Latin America and the Spanish / Latin American way of life or to French-speaking countries and their way of life (e.g. culture, business, politics, society. Development of the ability to describe special aspects and characteristics of the countries.</p> <p>Ability to describe people (age, background, profession, gender, hobbies, interests, education, etc.).</p> <p>Abilities to deal with everyday situations (e.g. shopping, post, public transport, work).</p>
Contents	<p>Further development of basic grammar already learned.</p> <p>Further knowledge about countries</p>
Subject code	
Type of subjects (core, elective, etc.)	
Semester	WS / SS
No. of ECTS Credit Points	
Module Coordinators	Prof. Dr. N. O'Mahony (French) / Prof. Dr. J. Hormuth (Spanish)
Admission requirements	Placement test or successful completion of Level A1
Recommended reading	<p>Spanish:</p> <ul style="list-style-type: none"> • Martínez, Lola/Sabater, Maria Lluisa (2008) : <i>Colegas1</i>, berufsorientierter Spanischkurs, Barcelona, Difusión / Klett Verlag • Spanisch-Deutsch, Deutsch-Spanischs, Langenscheidts, • Wolfgang Halm. Moderne Spanische Kurzgrammatik. Max Hueber Verlag. <p>French:</p> <ul style="list-style-type: none"> • Rond Point 1, Edition Difusión (Klett Verlag). Lehrbuch mit integrierter Audio-CD, und Arbeitsbuch • Français.com - méthode de français

Subject title	Spanish for Business A2 / French for Business A2
	professionnel et des affaires, Cle International. ISBN 978-3-12-529470-7 <ul style="list-style-type: none"> • Pour Parler Affaires – Méthode de français commercial, Klett Verlag
Teaching and learning methods	Short presentations, role plays, written assignments, discussions, simulations
Assessment	Continuous Assessment 50% <ul style="list-style-type: none"> • 10% Active participation in class • 20% Oral task • 20% Written task • 50% Two-hour written exam at end of semester
Language of tuition	Spanish / French
Special aspects	

Spanish for Business / French for Business

Subject title	Spanish for Business B1 / French for Business B1
Learning objectives	Introduction to business life. Improvements of writing and speaking skills. Emphasis will be placed on speaking and interaction will form a central part of this level. Drawing up of a corporate organisational chart. Presentation of a website and a company project.
Contents	Grammatical structures required to talk about the past, future, and hypothetical matters, to make suggestions, assumptions, give advice, to express conditions, and to report things said by other people. Skills required for business correspondence, work situations and telecommunication will be practised.
Subject code	
Type of subject (core, elective, etc.)	???
Semester	WS / SS
No. of ECTS Credit Points	
Module Coordinators	Prof. Dr. N. O'Mahony (French) / Prof. Dr. J. Hormuth (Spanish)
Admission requirements	Placement test or successful completion of Level A2.
Recommended reading	Spanish: <ul style="list-style-type: none"> • Martínez, Lola/Sabater, Maria Lluisa (2008) : <i>Colegas2</i>, berufsorientierter Spanischkurs, Barcelona, Difusión / Klett Verlag • Grammar: <ul style="list-style-type: none"> o Reumuth, Wolfgang/ Winkelmann, Otto (1993): <i>Praktische Grammatik der spanischen Sprache</i>, Heidelberg, Egert Verlag o Moriena, Claudia/Genschow, Karen, (2004): <i>Große Lerngrammatik, Regeln</i>,

Subject title	Spanish for Business B1 / French for Business B1
	<p style="text-align: right;"><i>Anwendungsbeispiele, Tests,</i> München, Hueber</p> <ul style="list-style-type: none"> • Wörterbuch: Spanisch-Deutsch, Deutsch-Spanischs, Langenscheidts, • Verbtabelle: Spanisch, Langenscheidt, Verbtabelle Spanisch, Hueber. <p>French:</p> <ul style="list-style-type: none"> • "francais.com" von Jean-Luc Penfornis. CLE International, Klett verlag • "Vocabulaire progressif du Francais des Affaires von Jean-Luc Penfornis. CLE Internatinal, Klett Verlag • "Grammaire progressive du Francais". von Maia Grégoire et Odile Thiévenaz. Neue deutsche Ausgabe. CLE International, Klett Verlag • "Travailler en francais en entreprise" von Bernard Gillmann. Chez : Didier • Magazine: Challenge. 142 rue Montmartre. 75002-Paris
Teaching and learning methods	Presentations, role plays, written assignments, discussions, simulations
Assessment	<p>Continuous Assessment 50%</p> <ul style="list-style-type: none"> • 10% Active participation in class • 20% Oral task • 20% Written task <p>50% Written exam. at end of semester (2 hours)</p>
Language of tuition	Spanish / French
Special aspects	

Spanish for Business / French for Business

Subject title	Spanish for Business B2 / French for Business B2
Learning objectives	To improve spoken fluency. Awareness of current economic developments and problems.
Contents	Further development of grammatical structures required to cope with everyday situations and express plans, wishes, and obligations. Improvement of the four skills: speaking, writing, listening, reading. Introduction to complex economic/business issues. .
Subject code	
Type of subject (core, elective, etc.)	
Semester	WS / SS
No. of ECTS Credit Points	
Module Coordinators	Prof. Dr. N. O'Mahony (French) / Prof. Dr. J. Hormuth (Spanish)
Admission requirements	Placement test or successful completion of Level B1
Recommended reading	Spanish: <ul style="list-style-type: none"> • Martinez, Lola/Sabater, Maria Lluisa (2008) : <i>Colegas2</i>, berufsorientierter Spanischkurs, Barcelona, Difusión / Klett Verlag • Grammar: <ul style="list-style-type: none"> o Reumuth,Wolfgang/ Winkelmann, Otto (1993): <i>Praktische Grammatik der spanischen Sprache</i>, Heidelberg, Egert Verlag o Moriena, Claudia/Genschow, Karen, (2004): <i>Große Lerngrammatik, Regeln, Anwendungsbeispiele, Tests</i>, München, Hueber

Subject title	Spanish for Business B2 / French for Business B2
	<ul style="list-style-type: none"> • Wörterbuch: Spanisch-Deutsch, Deutsch-Spanischs, Langenscheidts, • Verbtabelle Spanisch, Langenscheidt, Verbtabelle Spanisch, Hueber • Magazines: Actualidad economica: http://www.actualidad-economica.com/, • Newspapers: "El Pais", "El Mundo", "El Tiempo" http://www.tiempodehoy.com <p>French:</p> <ul style="list-style-type: none"> • Französische Grammatik für die Wirtschaftskommunikation, Verlag: Linde International, von Schwarz-Frömel und Schmidthaler • Thematischer Wirtschaftswortschatz, Französisch, Klett Verlag, von Gillmann und Verrel. • Newspapers/Magazines: le Nouvel Observateur, le Monde, le Capital, ou Challenges
Teaching and learning methods	Presentations, role plays, written assignments, discussions, simulations
Assessment	<p>Continuous Assessment 50%</p> <ul style="list-style-type: none"> • 10% Active participation in class • 20% Oral task • 20% Written task • 50% Written exam. at end of semester (2 hours)
Language of tuition	Spanish / French
Special aspects	

Spanish for Business/ French for Business

Subject title	Spanish for Business C1 / French for Business C1
Learning objective	Improvement of communication skills in Spanish / French for Business in written and spoken forms. Improvement of intercultural competence.
Contents	Improvement of grammar and correction of systematic errors. Complex current business/economic topics dealt with in the form of presentations, case studies, role plays
Subject code	
Type of subject (core, elective, etc.)	
Semester	
No. of ECTS Credit Points	
Module Coordinators	Prof. Dr. N. O'Mahony (French) / Prof. Dr. J. Hormuth (Spanish)
Admission requirements	Placement test or successful completion of Level B2
Recommended reading	<p>Spanish</p> <ul style="list-style-type: none"> • Real Academia Española. Diccionario de la Lengua Española. Espasa Calpe • Diccionario de Sinónimos. Edicomunicación. S.A. • Dominguez/ Valle. Spanische Übungsgrammatik für Fortgeschrittene. Eiruch Schmidt Verlag • Alberto Gil, Sonja Preiss, Übungen zur Vergleichenden Grammatik Deutsch- Spanisch. Romanistischer Verlag. Bonn • Richard Laemer, Mark Simmons. Punk

Subject title	Spanish for Business C1 / French for Business C1
	<p>Marketing. Planeta _Empresas.</p> <ul style="list-style-type: none"> • R. Homs. La Era de las Marcas depredadoras. Mc Graw Hill. México. • Carlo Cutropia. Plan de Marketing, paso a paso. ESIC (Escuela Superior xde Gestión y Marketing .Editorial. • Jaime Manera Bassa. Dirección y Técnicas de Ventas. ESIC, Editorial- <p>• Magazines: Actualidad economica: http://www.actualidad-economica.com/,</p> <p>• Newspapers: "El Pais", "El Mundo", "El Tiempo" http://www.tiempodehoy.com</p> <p>French:</p> <ul style="list-style-type: none"> • Französische Grammatik für die Wirtschaftskommunikation, Verlag: Linde International, von Schwarz-Frömel und Schmidthaler, • Thematischer Wirtschatzwortschatz, Französisch, Klett Verlag, von Gillmann und Verrel • Newspapers/Magazines: le Nouvel Observateur, le Monde, le Capital, ou Challenges
Teaching and learning methods	Presentations, role plays, written assignments, discussions, simulations, case studies,
Assessment	<p>Continuous Assessment 50%</p> <ul style="list-style-type: none"> • 10% Active participation in class • 20% Oral task • 20% Written task • 50% Written exam. at end of semester (2 hours)