



BACHELOR OF ARTS (B. A.)

INTERNATIONAL BUSINESS (IB-E)

MODULE HANDBOOK SPO1

Winter Term 2024/2025

As of: March 2024

Learning objectives of the programme International Business (IB-E):

International Business strives to develop the business and intercultural skills and the communicative, especially foreign language, skills of its students so that they achieve employability in a global environment. Therefore, students acquire:

- **Broad business knowledge in all essential functional disciplines of business administration**
- **Deep economic knowledge in two business management specializations**
- **Good to very good language skills in the chosen second foreign language (including the respective business language)***
- **Deep knowledge of the cultural specifics of the chosen cultural area and intercultural competence***
- **Knowledge of scientific research methods.**

*: International students with no or not sufficient German language skills choose “Deutsch als Fremdsprache”. For those students “Cultural and Economic Area Studies” will be replaced by “Doing Business in Germany”. “Deutsch als Fremdsprache” will enable students to communicate effectively in German language in a professional business environment as well as in daily life. Doing Business in Germany will train students to get familiar with German corporate culture.

The study program can basically be divided into a business/methodology/law part with 120 ECTS and a linguistic/cultural part with 45 ECTS. In addition, there are 30 ECTS from the internship and 15 ECTS from the thesis. With the 120 ECTS from the business/methodology/law part, IB-E provides business management expertise with a broad spectrum.

Curriculum International Business (IB-E)

According to SPO 1

Students with a German Higher Education Entrance Qualification

ECTS Semester	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	Total
1. Semester	Methodological Foundations	Principles of Business Administration		Introduction to Intercultural Business & Human Resource Management	Introduction to Economics		Statistics and Data Skills		Business English	Arabic / French / Russian		30	
2. Semester		Financial Accounting			Cost Accounting and Finance		Introduction to Law		Management	Business English	Arabic / French / Russian		30
3. Semester	Law II/ International Law & Relations	Introduction to Management Accounting & Taxation		Applied Data Science		Economics		Cultural and Economic Area Studies: Orient / Eastern Europe / France		Business English	Arabic / French / Russian		30
4. Semester	Law II/ International Law & Relations	Applied AI and Digital Business		Business Administration Minor		Business Administration Major				Business English	Arabic / French / Russian		30
5. Semester	Internship												30
6. Semester	Business Seminar		Corporate Social Responsibility		Business Administration Minor		Business Administration Major				Business English		30
7. Semester	Business Simulation		Leadership & Communication		Bachelor Thesis						Cultural and Economic Area Studies: Orient / Eastern Europe / France		30
												Total	210

Students with a non-German Higher Education Entrance Qualification

Semester \ ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	2,5 ECTS	Total
1. Semester	Methodological Foundations	Principles of Business Administration		Introduction to Intercultural Business & Human Resource Management		Introduction to Economics		Statistics and Data Skills		German as a Foreign Language			30	
2. Semester	Methodological Foundations	Financial Accounting		Cost Accounting and Finance		Introduction to Law		Management		German as a Foreign Language			30	
3. Semester	Law II/ International Law & Relations	Introduction to Management Accounting & Taxation		Applied Data Science		Economics		Cultural and Economic Area Studies: Germany		German as a Foreign Language			30	
4. Semester	Law II/ International Law & Relations	Applied AI and Digital Business		BWL-Minor		Business Administration Major				German as a Foreign Language			30	
5. Semester	Internship													30
6. Semester	Business Seminar		Corporate Social Responsibility		BWL-Minor		BWL-Major				German as a Foreign Language		30	
7. Semester	Business Simulation		Leadership & Communication		Bachelor Thesis						Cultural and Economic Area Studies: Germany		30	
												Total	210	

Module Handbook
Faculty International Business
Study Programme: International Business (IB-E)
Degree awarded: Bachelor of Arts (B.A.)

Effective as of:	01.09.2024
Dean of Studies*:	Prof. Dr. Ronald Moeder (acting)
Issued in printed form:	01.09.2024
Workload:	210 ECTS (25h/ECTS)
Academic regulation:	1

**Election of Dean of Studies on 26.06.2024*

Overview of Programme Modules

Number	Module	Semester
Introductory Courses		
	G1 Principles of Business Administration	1
	G2 Introduction to Intercultural Business & Human Resource Management	1
	G3 Methodological Foundations	1; 2
	G4 Financial Accounting	2
	G5 Cost Accounting and Finance	2
	G6 Introduction to Economics	1
	G7 Introduction to Law	2
	G8 Statistics and Data Skills	1
	G9 Management	2
Appendix C: Language Studies	G10 Specific Language Studies	1;2
Appendix A: Area Studies	G13 Specific Area Language Studies	1;2
Advanced Courses		
	H1 Introduction to Management Accounting & Taxation	3
	H2 Business Seminar	6
	H3 Business Simulation	7
	H4 Corporate Social Responsibility	6
	H5 Applied Data Science	3
	H6 Economics	3
	H7 Law II/ International Law & Relations	3; 4
	H8 Applied AI and Digital Business	4
	H9 Specific Language Studies	4
	H10 Cultural and Economic Area Studies	7
	H15 Specific Area Language Studies	3; 4
	H 12 Leadership & Communication	7
	T1 Major / Minor Finance	4;6
	T2 Major/ Minor Human Resource Management	4;6
	T3 Major/ Minor International Management	4;6
	T4 Major/Minor Marketing	4;6
	P Internship	5
	Z Bachelor Thesis	7

List of Abbreviations

IB-E	International Business (English)
B.A	Bachelor of Arts
SPO	Study and Exam Regulations (Studien- und Prüfungsordnung)
SPO -AT	Study and Exam Regulations General Section (Studien- und Prüfungsordnung -Allgemeine Teil)
SWS	Contact hours per week
ECTS	European Credit Transfer System

Course Mode Types: See *SPO AT (Study and examination regulations of Heilbronn University) § 32a*

Type of course:	Abbreviation	Designation
	V	Lecture
	S	Seminar
	Ü	Exercise
	SP	Language class
	PS	Simulation game
Examination Types:		
	LK	Course-specific time-constraint assignment
	LR	Course-specific paper / presentation
	LA	Course-specific practice-related assignment
	LKBK	Course-specific combination of assessments; concluded by a written examination
	LKBR	Course-specific combination of assessments; concluded by a paper / a presentation
	PK	Module-specific time-constraint assignment
	PR	Module-specific paper / presentation
Type of preliminary examination		
	SK	Preliminary examination based on a time-constraint written assignment
	SR	Preliminary examination based on a paper / a presentation
	SKBR	Preliminary examination based on a combination of assessments; concluded by a paper / a presentation
Bachelor Thesis		
	PB	Final thesis (Bachelor thesis)

Course Mode Types:	
V	Lecture Lectures are used for the coherent presentation and communication of basic and specialized scientific knowledge and methodological skills. The lecture serves the coherent presentation of a subject matter as well as the communication of facts and methods. Broad and integrated knowledge of a scientific subject as well as theories and methods for dealing with complex problems, including the scientific principles, their practical application and a critical understanding of the most important theories and methods are conveyed (over the entire course of study). The lecturer presents and develops the subject matter with the active participation of the students.
S	Seminar The seminar serves to deepen a subject area. Students work independently on a limited subject area. Typical of the working method in seminars is the alternation between presentation (student and/or teacher) and discussion after previous student literature study (self-study). As a rule, students present the results of their work and improve their written and oral communication skills. The opportunity to work in a group also trains social skills. Students are in direct contact with the lecturer during the time they are working on their thesis.
Ü	Exercise Exercises serve the practical application and practice of scientific methods and procedures in narrowly defined subject areas. The subject matter of a course is deepened by means of exercises or practice cases.
SP	Language class Language didactic colloquia are characterised by the teaching of material in small groups, in which the active participation of students is made possible. For this reason, student attendance is compulsory. Oral and written expression and listening comprehension skills are taught.
PS	Simulation game Simulation games are used to simulate decision-making problems and to train decision-making under certain objectives and framework conditions. They make it possible to bring together different areas of knowledge by practising decision-making situations.

Examination Types (see SPO-AT §32):	
LK	Course-specific time-constraint assignment In written examinations, students should demonstrate that they can solve problems and work on topics in a limited amount of time, with limited resources and using the usual methods of their subject. A written examination should also determine whether they have the necessary basic knowledge. The content of the respective subject is primarily tested. The written examination takes place in the examination period defined in the university's schedule.
LR	Course-specific paper / presentation In a presentation, students have to write a scientifically sound paper on a limited topic and present the results orally. As a rule, candidates provide additional documents (handouts) and use visualization options (slides, PowerPoint presentations, blackboard pictures, etc.).
LA	Course-specific practice-related assignment In a practical assignment, the solution to a certain number of problems must be planned and implemented with theoretical reference. As a rule, the results are recorded in writing.
LKBK	Course-specific combination of assessments; concluded by a written examination The combined examination form "LKBK" is a composite examination consisting of one or more oral or written partial examinations & a final written examination (final examination). The examiner responsible for the course determines in the first three weeks of the lecture period how many partial examinations will be held & on which dates. At the same time, he/she determines the proportion of the individual partial examinations in the final result. Students must be notified of this determination in writing & the examination board responsible for the degree program must be informed. The assessment of the combined examination is determined from the assessment of the partial examinations & the final examination, whereby the final examination must be passed & is included in the final result with at least 50%.
LKBR	Course-specific combination of assessments; concluded by a paper / a presentation The combined examination form "LKBR" is a composite examination consisting of one or more oral or written partial examinations and a final presentation (final examination). The examiner responsible for the course determines in the first three weeks of the lecture period how many partial examinations will be held and on which dates. At the same time, he/she determines the proportion of the individual partial examinations in the final result. Students must be notified of this decision in writing and the examination board responsible for the degree programme must be informed. The assessment of the combined examination is determined in accordance with § 11 from the assessment of the partial examinations and the final presentation, whereby the final presentation must be passed and is included in the final result with at least 50 per cent.
PR	Module-specific paper / presentation In an inter-course presentation, students have to write a scientifically sound paper on an interdisciplinary topic and present the results orally. As a rule, candidates provide additional documents (handouts) and use visualization options (slides, PowerPoint presentations, blackboard pictures, etc.).
SA	Preliminary examination based on a practice-related assignment (ungraded) In a practical assignment, the solution to a specific number of problems must be planned and implemented with theoretical reference.
SR	Preliminary examination based on a paper / a presentation (ungraded) A distinction is made between "passed" and "failed" in the assessment of preliminary examination performance by presentation. A performance is assessed as "failed" if it no longer meets the requirements due to significant deficiencies. In a presentation, students have to write a scientifically sound paper on a limited topic and present the results orally. As a rule, candidates provide additional documents (handouts) and use visualization options (slides, PowerPoint presentations, blackboard pictures, etc.).

Introductory Courses

Course Overview

1. Semester			2. Semester		
Module	Course	SWS*/ECTS	Module	Course	SWS/ECTS
G1.1	Business Administration	2/2.5	G3.2	Introduction to Academic Writing	2/2.5
G1.2	Marketing	2/2.5	G4.1	Financial Accounting	4/5
G2.1	Human Resource Management	2/2.5	G5.1	Cost Accounting	2/2.5
G2.2	Intercultural Business	2/2.5	G5.2	Financial Management	2/2.5
G3.1	Bookkeeping	2/2.5	G7.1	Law I	4/5
G6.1	Introduction to Economics	4/5	G9.1	Management	4/5
G8.1	Statistics and Data Skills	4/5	G10.2	Specific Language	2/2.5
G10.1	Specific Language	2/2.5	G13.2	Specific Area Language	4/5
G13.1	Specific Area Language	4/5			

Module G1 XXX010 Principles of Business Administration

Duration of the module	1 semester
Contact hours per week	4
Type of examination	PK (Module-specific time-constraint assignment) 90 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Gabriel Dukaric/ Prof. Dr.Beatrix Dietz
Teaching, learning and examination methods	Marketing: Lecture with exercises Business Administration: Lecture with exercises Learning takes place through a combination of interactive lectures and open discussions, practice-orientated case studies and self-study. Module exam 90 minutes
Course unit content	See Courses XXX011 and XXX012
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	The module is also available within TM, HM, WMM
Combined assessment	Not applicable

Course G1.1 XXX011 Business Administration

This course is compulsory in module G1

Person responsible for the course	Prof. Dr. Gabriel Dukaric
Semester	1
Frequency	Winter and summer semester
Type of Course	Lecture with exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up work, exam preparation, student presentations
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	See module G1
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Interactive lecture with integrated exercise and short presentations by students on current topics
Professional competence: In-depth knowledge and comprehension	Students develop a broad basic understanding of business contexts beyond the functional boundaries of individual sub-disciplines. They become familiar with basic business management models
Professional competence : conative skills, analysis and synthesis of knowledge	Students can abstract real-life situations and apply methods and models independently
Personal competence: Social competence	Students work together on case studies and exercises. They plan and organise their work process and present the results of their group work
Personal competence: Independence / autonomy	Independent follow-up of cases; independent completion of tasks: students are able to plan and organise individual and group studies
Competence level according to GQF	6
Contents	• Fundamentals of general management • Constitutive decisions of the company • Corporate management and organisation in consideration of the environment and a rapidly changing environment • Fundamentals of materials management • Fundamentals of production management • Basics of sales management • Fundamentals of the capital economy • Introduction to accounting and controlling
Recommended optional programme components	none

Additional specifics	none
Literature/learning sources	• Skripak, S. / Poff, R.: Fundamentals of Business, Virginia Tech Libraries, current edition
Scheduled	Regular
Combined assessment	Not applicable

Course G1.2 XXX012 Marketing

This course is compulsory in module G1

Person responsible for the course	Prof. Dr. Beatrix Dietz
Semester	1
Frequency	Winter and summer semester
Type of course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Lecture follow-up through exercises, online research, exam preparation
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	See module G1
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture
Professional competence: In-depth knowledge and comprehension	The market- and customer-orientated approaches to marketing are presented. Students will be able to conceptualise marketing objectives, strategies and instruments. The main aim of the course is to connect the students' real-life experiences of consumer goods and services with concepts of general business administration and marketing and to categorise them into marketing-specific categories.
Professional competence : conative skills, analysis and synthesis of knowledge	The basic knowledge acquired in marketing is applied to current products and services.
Personal competence: Social competence	In discussions that arise during the exercises, the participants are challenged to defend their points of view and demonstrate their ability to take criticism.
Personal competence: Independence / autonomy	Students are able to independently transfer and apply the theoretical knowledge they have acquired to real-life problems.
Competence level according to GQF	6
Contents	• Market research • Consumer behaviour • Marketing goals • Marketing strategies • Marketing instruments (mix)
Recommended optional programme components	none

Additional specifics	Examination takes place together with Business Administration
Literature/learning sources	• Kotler, P.; Armstrong, G.: Principles of Marketing, Global Edition, current edition.
Scheduled	Regular
Combined assessment	Not applicable

Module G2 XXX020 Introduction to Intercultural Business & Human Resource Management

Duration of the module	1 semester
Contact hours per week	4
Type of examination	PK (Module-specific time-constraint assignment) 90 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Anna Hayduk Prof. Dr. Michael Ruf
Teaching, learning and examination methods	Lecture with exercises Learning takes place through a combination of interactive lectures and open discussions, practice-orientated case studies and self-study; module exam
Learning content	See Courses XXX021 and XXX022
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	The module is also available within HM, TM, WMM
Combined assessment	Not applicable

Course G2.1 XXX021 Human Resource Management

This course is compulsory in module G2

Person responsible for the course	Prof. Dr. Michael Ruf
Semester	1
Frequency	Winter and summer semester
Type of Course	Lecture with exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Lecture, class discussion, development of case solutions, integration of guest lectures, group work and, if necessary, short presentations on current topics
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	See module G2
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture/ Exercise
Professional competence: In-depth knowledge and comprehension	Students have a holistic knowledge of human resources functions and their integrated interaction. This includes in-depth knowledge from the relevant specialist disciplines.
Professional competence : conative skills, analysis and synthesis of knowledge	Students have a broad spectrum of cognitive and practical skills in relation to entrepreneurial human resource management. They are able to apply theoretical approaches to solve complex challenges in the area of human resources.
Personal competence: Social competence	Students work on case studies and exercises cooperatively in groups, plan and organise the work process and present the results of the group work.
Personal competence: Independence / autonomy	Students are able to independently plan, organise and reflect on individual and group-related work processes.
Competence level according to GQF	6

Contents	• HR trends and challenges • Fundamentals of human resources management • Personnel marketing • Personnel planning • Recruitment • Staff deployment • Personnel management and motivation • Staff remuneration • Personnel development • Personnel release
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	• Leatherbarrow, Ch. / Fletcher, J.: Introduction to Human Resource Management, Kogan Page, current edition
Scheduled	Regular / Block Course
Combined assessment	Not applicable

Course G2.2 XXX022 Intercultural Business

This course is compulsory in module G2

Person responsible for the course	Prof. Dr. Anna Hayduk
Semester	1
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	None
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	See module G2
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Combination of interactive lectures and open discussions, practice-orientated case studies and self-study.
Professional competence: In-depth knowledge and comprehension	Students are able to: • the phenomenon of culture in the corporate context, • explain the objectives of intercultural management, • identify intercultural competences and explain their importance in business life; • understand the most important theories, models and concepts in connection with culture, intercultural communication, cultural diversity and intercultural management and interpret their significance in a corporate context; • recognise and explore intercultural situations in business life; • Explain the importance of intercultural communication in business, its main components and the impact of cultural factors on the communication process in different countries; explain and analyse the impact of cultural variables on some aspects relevant to business (e.g. trust building, interpersonal relationships, leadership styles, corporate culture, understanding of rules, sustainable development, etc.).

Professional competence : conative skills, analysis and synthesis of knowledge	Students are able to: • convert knowledge of the most important theories, models and concepts related to cultural diversity and intercultural management into intercultural competences and apply them in various intercultural situations in business and tourism; • apply knowledge of the characteristics of intercultural communication to develop an effective and harmonious communication process in different intercultural situations in business; • Critically analyse the influence of cultural factors on some business-relevant aspects (e.g. trust building, corporate culture, interpersonal relationships, leadership, understanding of rules, sustainable development, etc.) and derive the impact on business and management activities and decisions; • to identify the most important challenges for managers in various intercultural situations in business life and to develop suitable approaches for overcoming them; • Critically analyse practices and solutions in business to overcome challenges in different intercultural situations.
Personal competence: Social competence	Students are able to: • to work cooperatively and responsibly in heterogeneous (by age, gender, cultural background, religion) and multidisciplinary teams of experts and to lead/coordinate these groups successfully, • interact effectively with people in heterogeneous and multidisciplinary teams, • proactively deal with problems within a team and present complex problems and solutions to a team in a well-founded manner, • to argue in discussions in a structured and respectful manner, • reflect on your own position
Personal competence: Independence / autonomy	Students are able to: • to work independently in their area of responsibility, • organise work processes independently, • to promote personal responsibility, • reflect on their own and other people's learning and work goals, pursue and take responsibility for them in a self-directed manner and draw conclusions about work processes, especially in an intercultural team.
Competence level according to GQF	6
Contents	• The phenomenon of culture in the corporate context • Intercultural management: The most important goals • Intercultural competences and their importance in business life • The foundations of cultural identity and cultural Diversity: Selected studies • Intercultural communication in business • Intercultural situations in business life • Influence of culture on some business-relevant aspects (e.g. building trust, interpersonal relationships, leadership, corporate culture, understanding of rules, sustainable development, etc.).
Recommended optional programme components	none
Additional specifics	none

Literature/learning sources	• Barmeyer, Ch., Franklin, P.: Intercultural management: a case-based approach to achieving complementarity and synergy, Palgrave, London; New York, NY, 2016 • Deresky, H., Stewart R. M.: International management: managing across borders and cultures: text and cases. Tenth edition, Pearson, Boston, Mass.; Munich et al., 2023 • Hofstede, G.; Hofstede G.J. and Minkov M.: Cultures and Organizations: Software of the Mind, 3rd, revised ed., Mcgraw-Hill, New York, 2010 • Koc, E.: Cross-cultural aspects of tourism and hospitality: a services marketing and management perspective, Routledge, Taylor & Francis Group, London; New York, 2021 • Lewis, R. D.: When Cultures Collide: Leading Across Cultures, 3rd ed. Brealey, Boston, 2018 • Lustig, M.W; Koester J: Intercultural competence: interpersonal communication across cultures. 7th ed, Pearson, Boston et al, 2013
Scheduled	Regular/block Course
Combined assessment	Not applicable

Module G3 XXX030 Methodological Foundations

Duration of the module	2 semesters
Contact hours per week	4
Type of examination	SKBR (preliminary examination based on a combination of assessments; concluded by a paper / a presentation)
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed preliminary examination
Responsible	Prof. Dr.Franziska Drescher/ Prof. Dr. Gerd Harter
Teaching, learning and examination methods	Lecture on the theory of scientific literature study and literature research as well as presentations Individual feedback on literature research and work, citation, final draft and presentation technique and skills
Course unit contents	See Courses XXX031 and XXX032
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	The module is also available within HM, TM, WMM
Scheduled	Regular
Combined assessment	An ungraded written examination must be taken in the subject Bookkeeping. In the subject Introduction to Academic Writing, a term paper must be successfully completed and presented in a presentation.

Course G3.1 XXX031 Bookkeeping

This course is compulsory in module G3

Person responsible for the course	Prof. Dr. Gerd Harter
Semester	1
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up, exercises
Type of examination	SKBR (preliminary examination based on a combination of assessments; concluded by a paper / a presentation)
Exam duration	90 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture with integrated exercises and case studies
Professional competence: In-depth knowledge and comprehension	• Presentation of the basics of accounting • Guide to booking practice • Accounting record and chart of accounts • Closing of profit and loss and balance sheet accounts
Professional competence : conative skills, analysis and synthesis of knowledge	Students are able to, • understand accounting as a central management and information tool, • understand the organisation and structure of financial accounting, • understand the parallelism of asset and profit and loss accounting in the double-entry bookkeeping system, • make independent postings to balance sheet and income statement accounts, • A distinction must be made between transactions recognised in profit or loss and those not recognised in profit or loss, • convert complex business transactions in commercial and industrial companies into accounting records and to accounts, • balance sheet and profit and loss accounts and develop a balance sheet and profit and loss account.
Personal competence: Social competence	Students learn to justify their results. They categorise business transactions in the overall context of the company.
Personal competence: Independence / autonomy	Students learn how to independently post complex business transactions and prepare annual financial statements.

Competence level according to GQF	5
Contents	Basic concepts of accounting • Introduction to the functionality and logic of double-entry bookkeeping • Recognition of selected business transactions in trading operations • Booking of payment transactions • Recognition of personnel expenses • Recognition of special business transactions in industrial operations • Preparatory year-end postings (depreciation and amortisation, provisions, accruals and deferrals) • Derivation of a balance sheet and income statement from the balance sheet and profit and loss accounts of the bookkeeping system
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	Kaplan, „Introduction to Bookkeeping“, Kaplan Publishing, most recent edition
Scheduled	Regular
Combined assessment	

Course G3.2 XXX032 Introduction to Academic Writing

This course is compulsory in module G3

Person responsible for the course	Prof. Dr. Franziska Drescher
Semester	2
Frequency	Winter and summer semester
Type of Course	S (Seminar)
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	• Self-study with literature • Preparation of a term paper and presentation in a paper
Type of examination	SKBR (preliminary examination based on a combination of assessments; concluded by a paper / a presentation)
Exam duration	See module XXX030
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture on the theory of scientific literature study and literature research as well as presentations Individual feedback on literature research and work, citation, presentation technique and skills
Professional competence: In-depth knowledge and comprehension	At the end of the course, students will know the most important techniques and databases for literature research in their subject area, the relevance of scientific literature and literature work including citation. They will be familiar with the structure of scientific presentations and various presentation techniques.
Professional competence : conative skills, analysis and synthesis of knowledge	Students can research scientific literature on a given topic. They write a scientifically sound paper on a given topic and present the results orally (supported by a PowerPoint presentation).
Personal competence: Social competence	Students present their research question and its literature-based answer in a presentation to an audience. The following skills are promoted: • Ability to argue in a structured manner in front of others • Ability to justify and present results convincingly
Personal competence: Independence / autonomy	• Independent organisation of work processes for literature-based answers to the research question • Independent appointment management

Competence level according to GQF	6
Contents	Coordinated topics from the selected areas of international management are selected and worked on by the students in self-study, later jointly discussed and presented by the students.
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	• Bailey, S.: Academic Writing for International Students of Business and Economics, Routledge, current edition. • Independent research on the selected topics (scientific journals and books).
Scheduled	Regular
Combined assessment	Successful completion of a term paper and presentation

Module G4 XXX040 Financial Accounting

Duration of the module	1 semester
Contact hours per week	4
Type of examination	LK (course-specific time-constraint assignment) 120 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Successfully passed examination
Responsible	Prof. Dr.Gerd Harter
Teaching, learning and examination methods	• Lecture with integrated exercises and case studies • Test exams
Learning content	See Course XXX041
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	The module is also available within TM, HM, WMM
Combined assessment	Not applicable

Course G4.1 XXX041 Financial Accounting

This course is compulsory in module G4

Person responsible for the course	Prof. Dr.Gerd Harter
Semester	2
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Preparation and follow-up, solving case studies, exam preparation
Type of examination	LK (course-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	• Lecture with integrated exercises and case studies • Test exams
Professional competence: In-depth knowledge and comprehension	Students will be able to describe the core elements of external accounting and explain how they are derived from bookkeeping. They are familiar with the structure of annual financial statements in accordance with HGB.
Professional competence : conative skills, analysis and synthesis of knowledge	• Insight into the possibilities and benefits of annual financial statement data • Relationship between balance sheet and income statement • Interpretation of the information in a cash flow statement
Personal competence: Social competence	Students learn to work in teams to solve complex accounting issues in accordance with the statutory provisions of the German Commercial Code (HGB).
Personal competence: Independence / autonomy	At the end of the course, students will understand the effects of individual accounting standards on the balance sheet and income statement.
Competence level according to GQF	6

Contents	• Components and objectives of external accounting • Legal basis. Principles of proper accounting • The annual balance sheet: Recognition, measurement, disclosure • Profit and loss account • Cash flow statement • Notes and management report • Selected key figures • Notes and management report • Valuation regulations of the HGB
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	Mandatory: • Rittler, Thomas: Handelsgesetzbuch (HGB) - German CommercialCode, plattform-compliance • Reference text book: John Wild and Ken Shaw and Barbara Chiappett: Financial Accounting Fundamentals, Mc Graw Hill Additionally: • Carsten Berkau: Basics of Accounting, UVK Verlag, ISBN: 978-3867647953
Scheduled	Regular
Combined assessment	Not applicable

Module G5 XXX050 Cost Accounting and Finance

Duration of the module	1 semester
Contact hours per week	4
Type of examination	PK (Module-specific time-constraint assignment) 120 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Michael RufProf. Dr. Mathias Moersch
Teaching, learning and examination methods	Cost Accounting • Lecture on basic topics and sample calculations • Joint exercises in attendance blocks • Discussion of exercises and case studies Finance Lecture with exercises plus self-study module (online) on the topic of financial mathematics Module exam
Learning content	See Courses XXX051 and XXX052
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	The module is also available within TM, HM, WMM
Combined assessment	Not applicable

Course G5.1 XXX051 Cost Accounting

This course is compulsory in module G5

Person responsible for the course	Prof. Dr. Michael Ruf
Semester	2
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Solving case studies and exercises, preparation and follow-up, exam preparation
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	See module G5
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	• Lecture on basic topics and sample calculations • Joint exercises in attendance blocks • Discussion of exercises and case studies
Professional competence: In-depth knowledge and comprehension	Students know the basic system and key terms of cost and performance accounting and can explain them. In particular, they understand the difference between external accounting and cost accounting, as well as the possibilities and limitations of cost and performance accounting.
Professional competence : conative skills, analysis and synthesis of knowledge	Students can apply the classic approaches of cost and performance accounting and apply them to examples, exercises and practical cases. You will be able to determine internal accounting parameters relevant to decision-making and present them in the form of key figures.
Personal competence: Social competence	Students solve case studies in small groups and must justify the application of cost and performance accounting methods and defend their point of view.
Personal competence: Independence / autonomy	Students are able to make independent decisions when solving example tasks on the basis of the results and argue for them.
Competence level according to GQF	6

Contents	• Localisation of cost and activity accounting • in operational accounting • Sub-areas and systems of cost and income • Performance accounting • Cost element accounting • Cost centre accounting • Cost unit accounting • Contribution margin accounting • Cost-based decision calculations
Recommended optional programme components	• Financial accounting (bookkeeping) • Financial management • Controlling
Additional specifics	none
Literature/learning sources	• Horngren, C.T./ Datar, S.M./ Rajan, M: Horngren's Cost Accounting: A Managerial Emphasis, Global Edition, Pearson, current edition
Scheduled	Regular
Combined assessment	Not applicable

Course G5.2 XXX052 Financial Management

This course is compulsory in module G5

Person responsible for the course	Prof. Dr.Mathias Moersch
Semester	2
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Exercises, student presentation, preparation and follow-up, exam preparation
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	See module G5
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture with exercises plus self-study module (online) on the topic of financial mathematics
Professional competence: In-depth knowledge and comprehension	After completing the course, students will be able to understand and explain complex financial management relationships. They will be able to argue both theoretically and empirically.
Professional competence : conative skills, analysis and synthesis of knowledge	On completion of the course, students will have a high level of methodological competence to analyse issues arising in the field of financial management in a targeted manner and to develop proposals for solutions.
Personal competence: Social competence	Students are able to argue in a structured manner in discussions on current financial market topics.
Personal competence: Independence / autonomy	Students are able to work independently on the online module on financial mathematics.
Competence level according to GQF	6
Contents	• The Financial Environment: Markets, Institutions, Interest Rates, and agency Theory • Time Value of Money • Risk and Rates of Return • Bonds and Their Valuation • Stocks and Their Valuation • External and Internal Financing • Derivatives and Risk Management • The Cost of Capital • The Basics of Capital Budgeting

Recommended optional programme components	Cost and activity accounting
Additional specifics	none
Literature/learning sources	• Brigham, E./Houston, J.: Fundamentals of Financial Management, current edition • Frank K. Reilly and Keith C. Brown, Investment Analysis and Portfolio Management, current edition, Thomson. • CFA Programme Curriculum, Level I, Volume 4, Corporate Finance and Portfolio Management.
Scheduled	Regular
Combined assessment	Not applicable

Module G6 XXX060 Introduction to Economics

Duration of the module	1 semester
Contact hours per week	4
Type of examination	LK (course-accompanying written exam) 120 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Mathias Moersch
Teaching, learning and examination methods	Lecture with exercises and parallel e-learning
Learning content	See Course XXX061
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	The module is also available within TM, HM, WMM
Combined assessment	Not applicable

Course G6.1 XXX061 Introduction to Economics

This course is compulsory in module G6

Person responsible for the course	Prof. Dr. Mathias Moersch
Semester	1
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	E-learning, preparation and follow-up, exam preparation
Type of examination	LK (Course-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture with exercises and parallel e-learning
Professional competence: In-depth knowledge and comprehension	Have broad and integrated knowledge, including the scientific foundations and practical application of economics. Have knowledge of the further development of economics. Have relevant knowledge of interfaces with other areas, especially business administration.
Professional competence : conative skills, analysis and synthesis of knowledge	Have a very broad spectrum of methods for dealing with complex problems in economics. Develop new solutions and evaluate them in consideration of different standards, even in the case of frequently changing requirements.
Personal competence: Social competence	Students learn to argue in a structured way in discussions and to justify and present results convincingly.
Personal competence: Independence / autonomy	Students learn to independently and critically analyse possible solutions.
Competence level according to GQF	6

Contents	• Introduction, Supply & Demand Microeconomics • Division of labour; in-depth study of supply and demand; derivation of demand curve & supply curve in perfect competition; cartels/monopoly/duopoly, role of the state • Labour market • Tasks of the state; distribution, social security, allocation policy, macroeconomics • Objectives of macroeconomic policy; economic calculations • Simple macroeconomic demand model; fiscal and monetary policy in the macroeconomic demand model • Interaction between monetary and fiscal policy; interest rate management by the central bank and inflation • IS/LM model and the AS/AD model; economic growth, prosperity; open economy
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	• Mankiw, G./Taylor, M.: Economics (current edition). • Karl E. Case, Ray C. Fair, Sharon M. Oster "Principles of Economics," Pearson, most recent edition
Scheduled	Regular
Combined assessment	Not applicable

Module G7 XXX070 Introduction to Law

Duration of the module	1 semester
Contact hours per week	4
Type of examination	SK (preliminary examination based on a time-constraint written assignment) 120 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed preliminary examination
Responsible	Prof. Dr. Ronald Moeder
Teaching, learning and examination methods	- Lecture according to the Socratic teaching method, learning through questions - Interaction with students: practical case studies - Educational films
Learning content	See Course XXX071
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	The module is also available within TM, HM, WMM
Combined assessment	Not applicable

Course G7 XXX071 Law I

This course is compulsory in module G7

Person responsible for the course	Prof. Dr. Ronald Moeder
Semester	2
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Preparation and follow-up of lectures, solving cases, exam preparation
Type of examination	SK (preliminary examination based on a time-constraint written assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture according to the Socratic teaching method, learning through questions Interaction with students: practical case studies Educational films
Professional competence: In-depth knowledge and comprehension	The aim of the course is to familiarise students with the subject area "Law" in its international context. context of business administration. It begins with an overview of the legal systems in the world, the The course provides an overview of the sources of law, legal thinking and the subject areas of private commercial law. Relevant case law and examples from business practice will be analysed. The course is offered in German and English. The content of the English-language course does not cover German law. The basic structures of US and English law (common law, equity law, contract law, torts, intellectual property law, etc.) are taught and placed in a comparative legal context.
Professional competence : conative skills, analysis and synthesis of knowledge	Upon successful completion of the course, students will be able to independently recognise important legal problems and develop initial solutions. In the German-language course, the focus is on dealing with cases from the general part and the law of obligations of the German Civil Code (BGB). In the English-language course, students learn to familiarise themselves with Anglo-American legal thinking and negotiation methods.

Personal competence: Social competence	- Promoting the ability to argue in a structured manner in discussions using the legal way of thinking (subsumption technique). - Promote the ability to justify results convincingly in writing and orally in German or English. - Promoting the ability to reflect on one's own positions, particularly against the background of sustainability issues and corporate & social responsibility (CSR).
Personal competence: Independence / autonomy	- Critical evaluation of legal problems, partly in an international context with cross-border issues. - Independently analysing/sketching legal solutions. - CSR and compliance awareness training.
Competence level according to GQF	6
Contents	- What does "law" mean? Introduction to legal terminology, legal thinking and legal methodology - Overview of different legal systems - Sources of law: International law, European law, national and subnational law - What is a civil law claim and how do I enforce it nationally or abroad? - Basic legal concepts: Legal subjects and objects - Theory of legal transactions, representation, contractual obligations, impairment of performance, etc. under German law - International contract drafting (sales and service contracts) - Procedural aspects: Contentious (litigation) and non-contentious proceedings (mediation, arbitration) - Introduction to English Law - Introduction to American Law
Recommended optional programme components	Law II, International Law & International Relations, Cost and Performance Accounting (KLR)
Additional specifics	Possibly excursion/visit to a court hearing. The course is offered in German and English and the course content is adapted accordingly (see above).
Literature/learning sources	• Donweber, S.: Cases and Materials for and Introduction to American Law, current edition, Independently published. • Foster, N./Suhle, S.: German Legal Systems and Laws, current edition, Oxford University Press, Oxford. • Richards, C./Mollica, V.: English Law and Terminology, current edition, Nomos Verlag, Baden-Baden.
Scheduled	Regular
Combined assessment	Not applicable

Module G8 XXX080 Statistics and Data Skills

Duration of the module	1 semester
Contact hours per week	4
Type of examination	LKBK (Course-specific combination of assessments; concluded by a written examination) 90 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Franziska Drescher
Teaching, learning and examination methods	Lecture with joint exercises, tutorial (working on tutorial tasks)
Learning content	See Course XXX081
Competence level according to GQF	6
Requirements for participation	Knowledge of elementary algebra
Additional specifics	The module is also available within TM, HM, WMM
Combined assessment	The grade is made up of two parts: an individual test lasting 90 minutes, which determines 70% of the overall grade, and a project work as a group grade at the end of the semester, which determines 30% of the overall grade.

Course G8.1 XXX081 Statistics and Data Skills

This course is a Compulsory in the G8 module

Person responsible for the course	Prof. Dr. Franziska Drescher
Semester	1
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Tutorial, data analysis
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	90 minutes
Type of course unit	Compulsory
Requirements for participation	Knowledge of elementary algebra
Teaching/learning methods	Lecture with joint exercises, tutorial (working on tutorial tasks)
Professional competence: In-depth knowledge and comprehension	After successfully completing the course, students have a basic knowledge of statistics and are able to • assess samples and describe them descriptively, • test hypotheses and draw conclusions from the sample to the population select and interpret the appropriate test from various parametric and non-parametric tests depending on the scale level available
Professional competence : conative skills, analysis and synthesis of knowledge	At the end of the course, students will be able to prepare and summarise data in Excel and present it graphically in a suitable way. They will be able to apply the statistical knowledge they have gained to various issues and implement this knowledge in Excel.
Personal competence: Social competence	The students are able to defend their results argumentatively.
Personal competence: Independence / autonomy	• Independent design of work processes when carrying out Excel analyses • Independently analysing solutions and results
Competence level according to GQF	6

Contents	• Basics of descriptive statistics (scale levels, location and scattering parameters, covariance and correlation) • Probability theory (random variables, discrete and continuous distributions) • Inferential statistics (estimation methods, parametric and non-parametric hypothesis tests) • Excel basics, application of the statistical methods learnt in Excel
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	• Anderson, D.R., Sweeney, D.J., Williams, T.A., Freeman, J. & Shoesmith, E.: Statistics for Business and Economics, Cengage Learning EMEA, current edition. • Härdle, W.K., Klinke, S., & Rönz, B.: Introduction to Statistics. Springer, Heidelberg, current edition. • Mathai, A.M. & Haubold, H.J.: Probability and Statistics. De Gruyter, Berlin, current edition.
Scheduled	Regular
Combined assessment	The grade is made up of two parts: an individual test lasting 90 minutes, which determines 70% of the overall grade, and a project work as a group grade at the end of the semester, which determines 30% of the overall grade.

Module G9 XXX090 Management

Duration of the module	1 semester
Contact hours per week	4
Type of examination	LK (course-specific time-constraint assignment) 120 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Björn Röber
Teaching, learning and examination methods	Lecture with integrated exercises, self study, case studies, group work, short presentations, written exam
Learning content	See Course XXX090
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	None
Combined assessment	Not applicable

Course G9.1 XXX090 Management

This course is a Compulsory in the G9 module

Person responsible for the course	Prof. Dr. Björn Röber
Semester	2
Frequency	Winter and summer semester
Type of course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Preparation and review of lecture materials • Work on specific tasks and exercises including the study of literature • Preparation of short presentations in group work • Exam preparation
Type of examination	LK (course-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	None
Teaching/learning methods	• Lecture with integrated exercises • Case studies work in groups in combination with short presentations by the students • Use of various digital media and academic articles from scientific journals
Professional competence: In-depth knowledge and comprehension	Students acquire a comprehensive and integrated knowledge of the theoretical and practical foundations of management. Additionally, they develop a critical perspective on the key theories, principles, and methods of management.
Professional competence : conative skills, analysis and synthesis of knowledge	Students learn to identify, analyse, and translate key management information into meaningful decisions that consider strategic, organizational, and operational factors. They develop the ability to apply their knowledge and understanding to work-related activities, enhancing their problem-solving and reasoning capabilities.
Personal competence: Social competence	By presenting previously analysed case studies and other group exercises, students improve their teamwork capabilities, as well as communication, argumentation and conflict resolution skills.

Personal competence: Independence / autonomy	Students develop their ability to work independently by researching, critically reviewing and analysing texts. They learn to present effectively and lead argumentative discussions.
Competence level according to GQF	6
Contents	• Principles of management • Organisational behaviour • Strategic management • Change management • Operations and project management • Current trends in management
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	• Boddy, David: Management: An Introduction, current edition, Pearson. • Cameron, E.; Green, M.: Making Sense of Change Management, current edition, Kogan Page Publishers. • Grant, Robert M.; Jordan, Judith: Foundations of Strategy, current edition, John Wiley & Sons.
Scheduled	Regular
Combined assessment	Not applicable

Advanced Courses

Course Overview

3rd semester			4th semester		
Module	Course	SWS/ECTS	Module	Course	SWS/ECTS
H1.1	Introduction to Management Accounting	2/2.5	H7.2	International Law & Relations	2/2.5
H1.2	Introduction to Taxation	2/2.5	H8.1	AI for Business Applications	2/2.5
H5.1	Applied Data Science	4/5	H8.2	Digital Business	2/2.5
H6	Economics	4/5	H9.2	Specific Language	2/2.5
H7.1	Law II	2/2.5	H15.1	Specific Area Language	4/5
H9.1	Specific Language	2/2.5	T	Business Administration Major Choice of 5 specialisations	8/10
H10.1	Cultural and Economic Area Studies	4/5	T	Business Administration Minor Choice of 6 specialisations	4/5
H16.1	Specific Area Language	4/5			

*One of these courses is attended per semester.

5th semester		
Module	Internship	SWS/ECTS
P1	Internship	-/25
P2	Internship Seminar	2/5

6th semester			7th semester		
Module	Course	SWS/ECTS	Module	Course	SWS/ECTS
H2.1	Business Seminar	4/5	H3.1	Business Simulation	4/5
H4.1	Business Ethics	2/2.5	H10.2	Cultural and Economic Area Studies	4/5
H4.2	Corporate Sustainability	2/2.5	H18.1	Leadership & Communication	4/5
H9.1	Specific Language	4/5	Z1	Bachelor Thesis	-/12
T	Business Administration Major Choice of 5 specialisations	8/10	Z2	Thesis Seminar	2/3
T	Business Administration Minor Choice of 6 specialisations	4/5			

*One of these courses is attended per semester.

Module H1 XXX110 Introduction to Management Accounting & Taxation

Duration of the module	1 semester
Contact hours per week	4
Type of examination	PK (Module-specific time-constraint assignment) 120 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr.Bettina Merlin Prof. Dr.Gerd Harter
Teaching, learning and examination methods	Lecture with integrated exercises and case studies
Learning content	See Courses XXX111 and XXX112
Competence level according to GQF	6
Requirements for participation	Successful completion of the Financial Accounting and Cost Accounting and Finance modules
Additional specifics	none
Scheduled	Regular
Combined assessment	Not applicable

Course H1.1 XXX111 Introduction to Management Accounting

This course is compulsory in module H1

Person responsible for the course	Prof. Dr.Bettina Merlin
Semester	3
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Exercises, preparation and follow-up, exam preparation
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture and self-study with exercises
Professional competence: In-depth knowledge and comprehension	Students learn about the objectives, tasks and instruments of controlling. The theoretical and methodological foundations of the subject as well as interfaces with other subjects are presented.
Professional competence : conative skills, analysis and synthesis of knowledge	Students analyse fundamental problems in controlling.
Personal competence: Social competence	Students will be able to compare different approaches and understand and discuss other positions.
Personal competence: Independence / autonomy	The students assess the proposed solutions and discuss them.
Competence level according to GQF	6
Contents	• Concept of controlling • Controlling concepts, mission statement • Project-related controlling (profitability calculations) • Product-related controlling (break-even calculations; costings) • Problems and approaches of controlling in different functional areas of the company
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	• Kimmel, P.D./Mitchell, J.E./Weygandt, J.J.: Managerial Accounting, Wiley, current edition.
Scheduled	Regular
Combined assessment	Not applicable

Course H1.2 XXX112 Introduction to Taxation

This course is compulsory in module H1

Person responsible for the course	Prof. Dr.Gerd Harter
Semester	3
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	22.5
Workload - self-study	40
Detailed remarks on the workload	Preparation and follow-up, solving cases, exercises, Exam preparation
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	Bookkeeping, accounting
Teaching/learning methods	Lecture with integrated exercises and case studies
Professional competence: In-depth knowledge and comprehension	Students should be able to analyse the effects of taxation on the main business functions (financing, Students acquire basic knowledge of German income tax, the various taxation procedures and the underlying legal sources.
Professional competence : conative skills, analysis and synthesis of knowledge	Students of business administration should learn that they will not survive in business administration practice if they do not have a basic understanding of the ever-increasing influence of taxation on almost all important business decisions. This includes knowledge of the influence of taxation on the organisational elements of the business, such as location and legal form. The course focuses on German income tax. After the course, students will be able to calculate taxable income and differentiate between profit and surplus income.
Personal competence: Social competence	Students solve case studies in groups and discuss their solutions. The ability to coordinate groups is promoted. Furthermore, the ability to engage in structured discussion and the ability to interact.
Personal competence: Independence / autonomy	The students assess and discuss the proposed solutions. Work processes are designed independently and concepts are critically evaluated.
Competence level according to GQF	6

Contents	Basic concepts of taxation and income tax law in Germany, e.g: • Taxation procedure • Legal sources • Fundamentals of income tax • Types of income • Surplus income types • Total amount of income • Taxable income
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	• Oats, L.: Principles of International Taxation, Bloomsbury Professional, current edition
Scheduled	Regular
Combined assessment	Not applicable

Module H2 XXX120 Business Seminar

Duration of the module	1 semester
Contact hours per week	4
Type of examination	PR (module-specific paper / presentation)
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof Gabriel Dukaric
Teaching, learning and examination methods	• Lecture with integrated exercises • Coaching sessions with the lecturer • Preparation of term papers and presentations • Presentations on special topics
Learning content	Depending on the lecturer and semester, different topics are covered, but these are typically in the field of international business studies. As a rule, several business seminars are offered in parallel each semester, each with different subject areas.
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	none
Scheduled	Regular
Combined assessment	Not applicable

Course H2.1 XXX121 Business Seminar

This course is compulsory in module H2

Person responsible for the course	Prof. Dr. Gabriel Dukaric
Semester	6
Frequency	Winter and summer semester
Type of Course	S (Seminar)
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Student presentations, preparation of term papers
Type of examination	across all courses through the unit
Exam duration	30 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	• Lecture with integrated exercises • Coaching sessions with the lecturer • Preparation of term papers and presentations • Presentations on special topics
Professional competence: In-depth knowledge and comprehension	Acquisition of comprehensive, detailed specialised knowledge in a business administration focus area, with a particular emphasis on topicality.
Professional competence : conative skills, analysis and synthesis of knowledge	• Application of guidelines for academic work • Improvement of analytical skills through the independent development of a complex subject area • Increasing the ability to think critically
Personal competence: Social competence	Students improve their teamwork skills, ability to compromise and empathy through group work.
Personal competence: Independence / autonomy	• Promotion of independence, willingness to learn and performance • Improving presentation skills, argumentation skills and persuasiveness by presenting the results
Competence level according to GQF	6
Contents	Depending on the lecturer and semester, different topics are covered, but these are typically in the field of international business studies. As a rule, several business seminars are offered in parallel each semester, each with different subject areas.

Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	The choice of literature depends on the topic and is recommended by the lecturer offering the seminar. As a rule, this also includes sources for correct scientific work, such as: • Saunders, N. K./Lewis, P./Thornhill, A.: Research Methods for Business Students, Financial Times, London, 2006.
Scheduled	Regular
Combined assessment	Not applicable

Module H3 XXX130 Business Simulation

Duration of the module	1 semester
Contact hours per week	4
Type of examination	PR (Module-specific paper / presentation)
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Gabriel Dukaric
Teaching, learning and examination methods	• Simulation game sessions • Presentations • Analyses of report outputs
Learning content	• Corporate goals and strategies • Sales: competitor analysis, marketing mix, product life cycles, Product relaunch, new product launch, market entry into a new market, calculation of special deals, Contribution margin accounting and market research reports as an information basis for marketing decisions • Research and development: technology, ecology, value analysis, procurement/warehousing, optimum order quantity • Manufacturing: Investment, divestment, in-house production or external procurement, capacity utilisation planning, ecological production, rationalisation, learning curve • Personnel: personnel planning, qualification, productivity, absenteeism, fluctuation • Finance and accounting: Cost type, cost centre, cost unit accounting, step-by-step contribution margin accounting, financial planning, balance sheet and income statement, cash flow share price and company value, portfolio analysis
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	Annual general meetings at the end of the simulation
Scheduled	Regular
Combined assessment	Not applicable

Course H3.1 XXX131 Business Simulation

This course is compulsory in module H3

Person responsible for the course	Prof. Dr. Gabriel Dukaric
Semester	7
Frequency	Winter and summer semester
Type of Course	PS (Simulation game)
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Student presentations, student group work
Type of examination	PR (across courses through the department)
Exam duration	90 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	• Simulation game sessions • Presentations • Analyses of report outputs
Professional competence: In-depth knowledge and comprehension	Students should be able to understand business management issues and apply them in context.
Professional competence : conative skills, analysis and synthesis of knowledge	Students should be able to expand on existing knowledge through literature research and knowledge development and place it in the relevant context, i.e. to develop relevant knowledge from different disciplines.
Personal competence: Social competence	Students should be able to apply and analyse specialist knowledge in group work and expert teams. to reach a joint consensus or bring about group decisions.
Personal competence: Independence / autonomy	Students should be able to recognise problems independently and react appropriately. Current knowledge and interfaces to neighbouring disciplines should be included. Decisions are based on group decisions and the inclusion of current knowledge and Courses.
Competence level according to GQF	6

Contents	• Corporate goals and strategies • Sales: competitor analysis, marketing mix, product life cycles, Product relaunch, new product launch, market entry into a new market, calculation of special deals, Contribution margin accounting and market research reports as an information basis for marketing decisions • Research and development: technology, ecology, value analysis, procurement/warehousing, optimum order quantity • Manufacturing: Investment, divestment, in-house production or external procurement, capacity utilisation planning, ecological production, rationalisation, learning curve • Personnel: personnel planning, qualification, productivity, absenteeism, fluctuation • Finance and accounting: Cost type, cost centre, cost unit accounting, step-by-step contribution margin accounting, financial planning, balance sheet and income statement, cash flow share price and company value, portfolio analysis
Recommended optional programme components	none
Additional specifics	Annual general meetings at the end of the simulation
Literature/learning sources	Simulation game documents
Scheduled	Regular
Combined assessment	Not applicable

Module H4 XXX140 Corporate Social Responsibility

Duration of the module	1 semester
Contact hours per week	4
Type of examination	PK (Module-specific time-constraint assignment) 120 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination, participation and presentation in class
Responsible	Prof. Dr.Ted Azarmi
Teaching, learning and examination methods	written exam, case study on CSR
Learning content	Legal, economic and social framework - CSR principles and models - Requirements of various stakeholders - CSR strategies - Aspects of CSR - Implementation of CSR in various operational areas
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	none
Scheduled	Regular
Combined assessment	Not applicable

Course H4.1 XXX141 Business Ethics

This course is compulsory in module H4

Person responsible for the course	Prof. Dr.Ted Azarmi
Semester	6
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the lecture materials • Working on current topics and exercises including literature study • Creating presentations - Group work
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	General business administration
Teaching/learning methods	Interactive lecture with integrated exercise and short presentations by students on current topics
Professional competence: In-depth knowledge and comprehension	Students acquire in-depth knowledge of the importance and complexity of business ethics. They understand what influence the ethical requirements of the various stakeholders have on the vision and planning of the company and how the resulting requirements are integrated into the business strategies.
Professional competence : conative skills, analysis and synthesis of knowledge	Students can: • Proactively work with the complexity of business ethics and design ethical management systems and performance frameworks in a variety of organisations based on different influencing factors; • Critically reflect on existing ethical measures; • Apply ethical principles to achieve specific goals: e.g. cost reduction and operational efficiency, etc.
Personal competence: Social competence	Smaller team tasks and short joint presentations
Personal competence: Independence / autonomy	Independent revision of the lecture content
Competence level according to GQF	6

Contents	Legal, economic and social framework conditions - Principles and models - Requirements of various stakeholders - Ethical strategies - Implementation of ethics in various operational areas Functional areas
Recommended optional programme components	I recommend recognising the importance of ethics at the CFA Institute ...
Additional specifics	Consider the ethical issues relevant to the legalisation of prostitution and drugs.
Literature/learning sources	Ethical theory and business (current edition), Beauchamp and Bowie A Grand Gender Convergence: Its Last Chapter, Claudia Goldin, American Economic Review, vol. 104, no. 4, April 2014 "Should we subject the right to live to the market mechanism?", - Joe Stiglitz, Institute for New Economic Thinking posted an episode of What Money Can't Buy. Ethics Agency Conflicts and Investment Banking: A Case Study by Christine and Ted Azarmi Code of Ethics and Standards of Professional conduct, CFA Institute
Scheduled	Regular
Combined assessment	Not applicable

Course H4.2 XXX142 Corporate Sustainability

This course is compulsory in module H4

Person responsible for the course	Prof. Dr.Ted Azarmi
Semester	6
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	• Preparation and follow-up of the lecture materials • Working on current topics and exercises including literature study • Creating presentations - Group work
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Interactive lecture with integrated exercise and short presentations by students on current topics
Professional competence: In-depth knowledge and comprehension	Students gain a sound knowledge of the importance and complexity of sustainability. They understand what impact the sustainability requirements of the various stakeholders have on the vision and planning of the company and how the resulting requirements are integrated into the business strategies.
Professional competence : conative skills, analysis and synthesis of knowledge	The students can: • work proactively with the complexity of sustainability and design sustainability-oriented management systems and performance frameworks in a variety of organisations on the basis of various influencing factors; • Critically reflect on existing sustainability measures; • apply sustainability principles to achieve specific goals: e.g. carbon footprint, cost reduction and operational efficiency, etc.
Personal competence: Social competence	Smaller team tasks and short joint presentations
Personal competence: Independence / autonomy	Independent revision of the lecture content
Competence level according to GQF	6

Contents	• Legal, economic and social framework • Sustainability principles and models • Requirements of various stake holders • Sustainability strategies • Entrepreneurial elements / aspects of sustainability • Implementing sustainability in various operational functional areas
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	1. "Should we subject the right to live to the market mechanism?" -Joe Stiglitz, Institute for New Economic Thinking, an episode of What Money Can't Buy. senpotoSrd92er6240512me0Dm1f63a7egtcf,ib7 8mc4f82c964c8atfi 2. A Grand Gender Convergence: Its Last Chapter, Claudia Goldin, American Economic Review, vol. 104, no. 4, April 2014, (pp. 1091–1119) 3. Income Inequality in the United States, 1913-1998, T Piketty, E Saez, Quarterly Journal of Economics 118 (1), 1-39, 4. Sustainable Development: a Review Of The International Development, Business And Accounting Literature, Jan Bebbington University Of Aberdeen 5. Starmans, Christina; Sheskin, Mark; Bloom, Paul (2017). "Why people prefer unequal societies". Nature Human Behaviour. 1 (4): 6. Axel Springer and the quest for the boundaries of corporate responsibility - ES1431-PDF-ENG 7. Does Gender Diversity Create Value Azarmi and Biehlman, Master's thesis at HHN 8. Gender Diversity in the Boardroom and Firm Performance: What Exactly Constitutes a "Critical Mass?" Jasmin Joecks, Kerstin Pull and Karin Vetter Journal of Business Ethics, Vol. 118, No. 1 (November 2013), pp. 61-72 (12 pages) 9. Performance in Competitive Environments: Gender Differences, Uri Gneezy, Muriel Niederle, Aldo Rustichin, The Quarterly Journal of Economics, August 2003 10. Women in the boardroom and their impact on governance and performance, Rene Adams, Daniel Ferreira, Journal of Financial Economics 94 (2009) 291–309 11. The Black Rhino, Darden case number UV5290, Mar. 8, 2012 12. The Palm Oil Dilemma –Case number INS789-PDF-ENG 13. Tata Steel_ A Century of Corporate Social Responsibility, Case number INS646-PDF-ENG 14. Rio Tinto and the resolution copper mining joint venture, Case number UV6493-PDF-ENG 15. Unilever case number d527684efe29235d33ff5b17e68b17ba 16. Jamba Juice and the Foam Cup case number W92C98-PDF-ENG 17. Beyond Petroleum, case number W92C29 18. Sustainable Energy case number IMD866 19. The Economic Impacts of Climate Change: Evidence from Agricultural Output and Random Fluctuations in Weather, Olivier Deschênes, Michael Greenstone, American Economic Review, vol. 97, no. 1, March 2007, (pp. 354–385) 20. The Poverty Impacts of Climate Change: A Review of the Evidence, World Bank Policy Research Working Paper No. 5622, Emmanuel Skoufias, Mariano Rabassa, Sergio Olivieri, April 1, 2011

	21. Corporate Citizenship in Mining Projects_ The Case of the Ambatovy Project in Madagascar - HEC122-PDF-ENG 22. Sierra Nevada Brewing Co, Case number NA0156 23. Dogs and Demons: Tales from the Dark Side of Japan, ISBNs 9780809039432 and 9781466804500
Scheduled	Regular
Combined assessment	Not applicable

Module H5 XXX150 Applied Data Science

Duration of the module	1 semester
Contact hours per week	4
Type of examination	LKBR (Course-specific combination of assessments; concluded by a paper / a presentation) 90 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	Successful completion of combination of assessments
Responsible	Prof. Dr.Franziska Drescher
Teaching, learning and examination methods	Lecture and exercise in the computer lab, working on your own scientific research project in groups, personal project discussions/feedback
Learning content	Basics of scientific empirical work - Literature review, research question and hypotheses, theoretical and empirical models, concept specification/operationalisation, research design, sampling Theoretical basics of statistical methods: Parametric and non-parametric tests from the first semester are briefly repeated and deepened, new methods are introduced. - Parametric and non-parametric test methods - Correlation and correlation analysis - Linear regression and generalised linear models (e.g. logistic, multinomial regression) Application of statistical methods with statistical software: - Importing data - Data management - Implementation, interpretation and presentation of results of the above-mentioned statistical methods Realisation and presentation of an empirical research project in groups, in which the knowledge and skills acquired above are put into practice.
Competence level according to GQF	6
Requirements for participation	Passing the module G8 "Statistics and Data Skills".
Additional specifics	The statistical methods presented are applied in the computer lab using SPSS or Python software. Students are thus familiarised with the possible applications of the statistical methods and the functionality of the software in practical examples.
Scheduled	Regular
Combined assessment	The grade is made up of two parts: written examination during the semester and research project. Details and weighting will be announced at the beginning of the semester.

Course H5.1 XXX151 Applied Data Science

This course is a Compulsory in module H5

Person responsible for the course	Prof. Dr.Franziska Drescher
Semester	3
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up, research project
Type of examination	LKBR (Course-specific combination of assessments;concluded by a paper / a presentation)
Exam duration	90 minutes
Type of course unit	Compulsory
Requirements for participation	Passing the module G8 "Statistics and Data Skills".
Teaching/learning methods	Lecture and exercise in the computer lab, working on your own scientific research project in groups, personal project discussions/feedback
Professional competence: In-depth knowledge and comprehension	After successfully completing the course, students know the theoretical principles of various methods of data analysis (see below) and understand their interpretation.
Professional competence : conative skills, analysis and synthesis of knowledge	After successfully completing the course, students will be able to recognise and present relationships in data. They will have basic knowledge of a common statistics programme (e.g. SPSS, Python, R, Stata) and will be able to apply various models and methods of applied data analysis to different problems and data. Students also work in teams to develop a scientific research project. They jointly develop theoretical and empirical models and derive literature-based hypotheses. They then have to test these statistically using empirical data, interpret the results and check and discuss them for hypothesis conformity.

Personal competence: Social competence	The students carry out the scientific project described above together as a team and present their analyses, interpretations and conclusions to an audience at the end. The teamwork process is also reflected upon. The following skills are promoted: • Ability to work in heterogeneous teams and group coordination • Ability for structured argumentation • Ability to convincingly justify and defend conclusions reached Ability to reflect on one's own contribution to the group result
Personal competence: Independence / autonomy	• Independent organisation of work processes in the implementation of a scientific project • Independent project and deadline management • Independently analysing and critically questioning solutions and results
Competence level according to GQF	6
Contents	Basics of scientific empirical work • Literature review, research question and hypotheses, theoretical and empirical models, concept specification/operationalisation, research design, sampling Theoretical basics of statistical methods: Parametric and non-parametric tests from the first semester are briefly repeated and deepened, new methods are introduced. • Parametric and non-parametric test methods • Correlation and correlation analysis • Linear regression and generalised linear models (e.g. logistic, multinomial regression) Application of statistical methods with statistical software: • Importing data • Data management • Implementation, interpretation and presentation of results of the above-mentioned statistical methods Realisation and presentation of an empirical research project in groups, in which the knowledge and skills acquired above are put into practice.
Recommended optional programme components	none
Additional specifics	The statistical methods presented are applied in the computer lab using SPSS or Python software. Students are thus familiarised with the possible applications of the statistical methods and the functionality of the software in practical examples.

Literature/learning sources	• Auer, B. & Rottmann, H.: Statistics and Econometrics for Economists. Springer, Leipzig, current edition. • Field, A.: Discovering Statistics Using IBM SPSS Statistics. London: SAGE Publications, current edition. • Lewis-Beck, M. S.: Applied Regression - an Introduction, SAGE Publications, Thousand Oaks CA, current edition.
Scheduled	Regular
Combined assessment	The grade is made up of two parts: written examination during the semester and research project. Details and weighting will be announced at the beginning of the semester.

Module H6 XXX160 Economics

Duration of the module	1 semester
Contact hours per week	4
Type of examination	Module grade (without examination) is made up of weighted individual performances
Credit points (ECTS)	5.0
Requirements for awarding credit points	Successful completion of the examinations
Responsible	Prof. Dr.Kurt Hafner
Teaching, learning and examination methods	Lectures with exercises, written exam, written exam with preliminary work
Learning content	See course descriptions of XXX161 "Microeconomics", XXX162 "Macroeconomics" and XXX163 "International Economics".
Competence level according to GQF	6
Requirements for participation	Successfully completed introductory courses
Additional specifics	none
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Course H6.1 XXX161 Microeconomics

This course is compulsory in module H6

Person responsible for the course	Prof. Dr.Kurt Hafner
Semester	3
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	45
Detailed remarks on the workload	Preparation and follow-up, exercises
Type of examination	LK (Course-specific time-constraint assignment)
Exam duration	90 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture with exercises
Professional competence: In-depth knowledge and comprehension	After completing the course, students will be able to understand complex economic relationships, explain them verbally and adopt their own positions. They will be able to argue both theoretically and empirically. Students find it easy to scrutinise political measures to solve economic problems and make their own proposals.
Professional competence : conative skills, analysis and synthesis of knowledge	After completing the course, students will have a high level of methodological competence to analyse questions arising from microeconomics in a targeted manner and to develop proposals for solutions.
Personal competence: Social competence	After completing the course, students will be able to independently assess microeconomic issues.
Personal competence: Independence / autonomy	After completing the course, students will be able to argue microeconomically in a structured manner in discussions.
Competence level according to GQF	6
Contents	• Game theory • Uncertainty: risk and expected benefit • Markets with asymmetric information • Externalities and public goods • Selected topics from microeconomics

Recommended optional programme components	• International Economics
Additional specifics	The course may also be offered in English.
Literature/learning sources	• Pindyck, R. S./Rubinfeld, D. L.: Microeconomics edition, Pearson, Munich, (current edition). • Varian, H.. R.: Intermediate Microeconomics, W.W. Norton, (current edition).
Scheduled	Regular
Combined assessment	Not applicable

Course H6.2 XXX163 International Economics

This course is compulsory in module H6

Person responsible for the course	Prof. Dr. Kurt Hafner
Semester	3
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	45
Detailed remarks on the workload	Student presentations, preparation and follow-up work
Type of examination	LKBK (Course-specific combination of assessments; concluded by a written examination)
Exam duration	60 min
Type of course unit	Compulsory
Requirements for participation	Basic knowledge of economics (Introduction to Economics)
Teaching/learning methods	Lecture with group presentations
Professional competence: In-depth knowledge and comprehension	After completing the course, students will be able to understand complex economic relationships, explain them verbally and adopt their own positions. They will be able to argue both theoretically and empirically. Students find it easy to scrutinise political measures to solve economic problems and make their own proposals.
Professional competence : conative skills, analysis and synthesis of knowledge	On completion of the course, students will have a high level of methodological competence to analyse issues arising from international business in a targeted manner and to develop proposals for solutions.
Personal competence: Social competence	Students have a high level of presentation skills and are convincing by means of logical argumentation based on the models and theories addressed in the course.
Personal competence: Independence / autonomy	Students organise their own work processes and independent deadline management.
Competence level according to GQF	6

Contents	Part I: International Trade 1. World Trade: An Overview 2. Classical Trade Theory: Ricardian Model 3. Neo-Classical Trade Theory: Heckscher-Ohlin Model 4. New Trade Theory: Economies of Scale 5. International Factor Movements 6. The Instruments of Trade Policy 7. Trade Policy Part II: International Finance 8. Exchange Rates and Interest Rates 9. Money, Interest Rates and Exchange Rates 10. Open Economy: Floating Exchange Rates 11. Open Economy: Fixed Exchange Rates 12. International Monetary System 13. Optimum Currency Area 14. Other Topics
Recommended optional programme components	• Macroeconomics • Microeconomics
Additional specifics	none
Literature/learning sources	• Krugman, P./Obstfeld, M./Melitz, M.J.: International Economics: Theory and Policy, Pearson, (current edition)
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Module H7 XXX170 Law II/International Law & Relations

Duration of the module	2 semesters
Contact hours per week	4
Type of examination	90-minute written exam in the subject Law II and presentation in the subject International Law & Relations
Credit points (ECTS)	5.0
Requirements for awarding credit points	none
Responsible	Prof. Dr. Ronald Moeder
Teaching, learning and examination methods	Law II - Lecture according to the Socratic teaching method, learning through questions - Interaction with students: practical case studies - Educational films International Law & Relations Introductory Course (lecture) with assignment of topics to groups of five to nine students; weekly feedback sessions with the groups on the progress of the presentation, the thesis paper and the written paper; Presentation with subsequent defence and discussion of the respective thesis paper; feedback session at the end of the course with detailed justification of the grades.
Learning content	See Courses XXX171 and XXX172
Competence level according to GQF	6
Requirements for participation	International Law & Relations None. However, it is recommended that students have attended and successfully passed the Law I and Law II courses. They will then have the necessary basic knowledge to familiarise themselves with international law.
Additional specifics	Law II Possibly excursion/visit to a court hearing. The course will offered in German and English and the learning content adapted accordingly (see above). International Law & Relations The Course is offered exclusively in English.
Scheduled	Regular
Combined assessment	Not applicable

Course H7.1 XXX171 Law II

This course is a Compulsory in module H7

Person responsible for the course	Prof. Dr. Ronald Moeder
Semester	3
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of lectures, solving cases, exam preparation
Type of examination	accompanying the course by written examination
Exam duration	90 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture according to the Socratic teaching method, learning through questions Interaction with students: practical case studies Educational films
Professional competence: In-depth knowledge and comprehension	The focus of the course is on familiarising students with to gain a comparative overview of the different legal systems in the world or, alternatively, to deepen their knowledge of US or English law from the Law I course by studying specific areas of law such as Intellectual property law and the investigation of white collar crime.
Professional competence : conative skills, analysis and synthesis of knowledge	Upon successful completion students learn about the diversity of different legal systems and must apply this knowledge to a cross-border business proposal as part of a practical case study. The knowledge from the English-language Law I course is deepened (e.g. intellectual property and white collar crime) and tested in the written exam.
Personal competence: Social competence	- Promoting the ability to argue in a structured manner in discussions using the legal way of thinking (subsumption technique). - Promote the ability to justify results convincingly in writing and orally. - Promoting the ability to reflect on one's own positions, particularly against the background of sustainability issues and corporate & social responsibility (CSR).
Personal competence: Independence / autonomy	- Critical evaluation of legal problems, partly in an international context with cross-border issues. - Independently analysing/sketching legal solutions. - Training in CSR# and compliance#responsibility awareness.
Competence level according to GQF	6

Contents	- Product liability - Entrepreneurial activity and its legal structure - Introduction to commercial law - Drafting international authorised dealer and commercial agency agreements - Introduction to company law and company organisation - Basics of insolvency and competition law, if applicable - Excursus on current legislative projects - Comparative Law: Hybrid Legal Cultures, Islamic Banking - Introduction to English Law - Introduction to American Law
Recommended optional programme components	Law I, International Law & International Relations, Cost Accounting
Additional specifics	Possibly excursion/visit to a court hearing.

Literature/learning sources	- Donweber, S.: Cases and Materials for and Introduction to American Law, current edition, Independently published. - Foster, N./Suhle, S.: German Legal Systems and Laws, current edition, Oxford University Press, Oxford. - Führich, E.: Wirtschaftsprivatrecht, current edition, Franz Vahlen Verlag, Munich. - Richards, C./Mollica, V.: English Law and Terminology, current edition, Nomos Verlag, Baden-Baden. - Siems, M.: Comparative Law, current edition, Verlag C.H.Beck, Munich.
Scheduled	Regular
Combined assessment	Not applicable

Course H7.2 XXX172 International Law & Relations

This course is a Compulsory in module H7

Person responsible for the course	Prof. Dr. Ronald Moeder
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation of a presentation plus a written elaboration (scientific paper) and a thesis paper as group work (five to nine students). The thesis paper is defended in class after the presentation (1 thesis per group member). Distribution of the workload for presentation, thesis paper and written elaboration among the group members.
Type of examination	PR (across courses through the department)
Exam duration	Course-related by presentation (PR), 30 min presentation + 15 min thesis defence/discussion
Type of course unit	Compulsory
Requirements for participation	None. However, it is recommended that students have attended and successfully passed the Law I and Law II courses. They will then have the necessary basic knowledge to familiarise themselves with international law.
Teaching/learning methods	Introductory Course (lecture) with assignment of topics to groups of five to nine students; weekly feedback sessions with the groups on the progress of the presentation, the thesis paper and the written paper; Presentation with subsequent defence and discussion of the respective thesis paper; feedback session at the end of the course with detailed justification of the grades.

Professional competence: In-depth knowledge and comprehension	The aim of the course is to provide students with the basics of international law and theories of international relations and to examine the extent to which these contribute to the development of international relations. can contribute to solving global problems. In particular, the enforceability of international law quickly reaches its limits. Does international law represent a "toothless tiger" and are the theories of international relations unfit for practice? Are global superpowers and/or (tech) corporations shaping the world (partly) according to their ideas, in some cases under Violation of applicable (international) law? What conclusions could heads of state and/or the management of global (tech) corporations draw from international law and international relations theories and what measures could be considered when confronted with violations of international law? What are the geopolitical "drivers" that explain the behaviour of states with and against each other and the business policies of global corporations?
Professional competence : conative skills, analysis and synthesis of knowledge	After successfully completing the course, students should be able to identify gross violations of international law and apply the theories of international relations to geopolitical zones on our planet.
Personal competence: Social competence	Teamwork, interaction, diversity, the ability to coordinate groups, structured argumentation, reasoning and presentation as well as the ability to reflect are promoted through group work - giving a joint presentation followed by a thesis defence and the preparation of a written paper in accordance with scientific standards.
Personal competence: Independence / autonomy	The independent organisation of work processes, independent deadline management, analysis, critical evaluation, the development of own solution proposals and the training of a sense of responsibility are encouraged, as the required work (presentation, topic paper and written elaboration) must be completed without outside help - only supported by the weekly feedback sessions.
Competence level according to GQF	6
Contents	• Introduction to international law • Introduction to the theories of international relations and geopolitics • Application of international law to current Courses in the world (e.g. war in Ukraine, terrorist attacks in Israel, sustainability issues and climate change, etc.) • Application of the theories of international relations to current Courses (see above).
Recommended optional programme components	• Law I • Law II
Additional specifics	Not applicable

Literature/learning sources	• Baylis, John / Smith, Steve / Owens, Patricia. The Globalisation of World Politics: An Introduction to International Relations. Current ed. Oxford / New York: Oxford University Press. • Dixon, Martin / McCorquodale, Robert / Williams, Sarah. Cases & Materials on International Law. Current ed. Oxford / New York: Oxford University Press. • Dunne, Tim / Kurki, Milja / Smith, Steve. International Relations Theories. Discipline and Diversity. Current ed. Oxford / New York: Oxford University Press. • Klabbers, Jan. International Law. Current ed. Cambridge / New York / Port Melbourne / Dehli: Cambridge University Press. • Marshall, Tim (2023): The Future of Geography, HOW POWER AND POLITICS IN SPACE WILL CHANGE OUR WORLD, London: Elliott & Thompson. • Marshall, Tim (2021): The Power of Geography, TEN MAPS THAT REVEAL THE FUTURE OF OUR WOLRD, London: Elliot & Thompson. • Marshall, Tim (2015): Prisoners of Geography, TEN MAPS THAT TELL YOU EVERYTHING YOU NEED TO KNOW ABOUT GLOBAL POLITICS, London: Elliot & Thompson. • Spray, Sharon / Roselle, Laura. Research and Writing in International Relations. Current ed. London / New York: Routledge.
Scheduled	Regular
Combined assessment	Not applicable

Module H8 XXX180 Applied AI and Digital Business

Duration of the module	1 semester
Contact hours per week	4
Type of examination	PK (Module-specific time-constraint assignment) 120 minutes
Credit points (ECTS)	5.0
Requirements for awarding credit points	none
Responsible	Prof. Dr. Florian Kauffeldt Prof. Dr. Michael Ruf
Teaching, learning and examination methods	Lecture with joint exercises
Learning content	• Digital change as a megatrend • Causes and foundations of digital business models • "Driver technologies" for digital transformation and digital business • Digital economy and digital business • Process digitisation • Data Science (Python & supervised and unsupervised learning) • Application scenarios for digital transformation in selected business areas • Python basics
Competence level according to GQF	6
Requirements for participation	none
Additional specifics	none
Scheduled	regular
Combined assessment	Not applicable

Course H8.1 XXX181 AI for Business Applications

This course is a Compulsory in module H8

Person responsible for the course	Prof. Dr. Florian Kauffeldt/ Prof. Dr. Michael Ruf
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation, follow-up and exam preparation,
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	Knowledge of elementary algebra and statistics
Teaching/learning methods	Lecture with joint exercises
Professional competence: In-depth knowledge and comprehension	After successfully completing the course, students have basic knowledge of machine learning algorithms and are able to • Train algorithms • Assess the quality of algorithms using quality metrics • Process business use cases with the help of algorithms
Professional competence : conative skills, analysis and synthesis of knowledge	After successfully completing the course, students will be able to operate the Python programme at a moderate level and, in particular, use it to process data and perform machine learning. create learning algorithms. They apply the knowledge gained in the field of artificial intelligence and can transfer it to new problems.
Personal competence: Social competence	Students discuss alternative solutions to problems in a factual and professional manner and recognise the potential for conflict when working with other group members. Through constructive, conceptual behaviour, they ensure the implementation of solution processes appropriate to the situation and conduct sector-specific and cross-sector discussions.
Personal competence: Independence / autonomy	• Independent analysis and assessment of use cases in relation to the implementation of AI solutions • Independent automation of work processes using machine learning algorithms with the Python programme • Independent analysis and evaluation of solutions and results
Competence level according to GQF	6

Contents	• Python basics • Supervised learning I: Classification • Supervised learning II: Regression • Unsupervised learning: cluster analysis and anomaly detection
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	• Essa, A. and S. Mojarad (2022). Practical AI for business leaders, product managers, and entrepreneurs. Berlin / Boston : De Gruyter. • Johansson, R. (2019). Numerical Python : Scientific Computing and Data Science Applications with Numpy, SciPy and Matplotlib. New York : Apress. • Li, H. (2024). Machine Learning Methods. Singapore: Springer.
Scheduled	Regular
Combined assessment	Not applicable

Course H8.2 XXX182 Digital Business

This course is a Compulsory in module H8

Person responsible for the course	Prof. Dr. Michael Ruf
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Contact hours, preparation and follow-up work and exam preparation
Type of examination	PK (Module-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Interactive lecture, presentations, talks by practitioners, exercises, case studies, guidance for self-study
Professional competence: In-depth knowledge and comprehension	Students are able to recognise the reasons, special features, limits, terminology and doctrines of the subject area define and interpret "digital business". They have comprehensive, detailed and specialised knowledge of the latest findings in the teaching and research field of digital transformation and digital business with exemplary applications in selected business functional areas.
Professional competence : conative skills, analysis and synthesis of knowledge	Students have specialised technical or conceptual skills for solving strategic and operational problems of a company's digital business operations. They are able to apply their problem-solving knowledge to new situations that have a broader or multidisciplinary connection to their field of study. Students are confronted with current research results from the field of digital economics and are able to present and explain them.

Personal competence: Social competence	Students discuss alternative solutions to problems in a factual and professional manner and recognise the potential for conflict when working with other group members. Through constructive, conceptual behaviour, they ensure the implementation of solution processes appropriate to the situation and conduct sector-specific and cross-sector discussions.
Personal competence: Independence / autonomy	Students use suitable resources and independently acquire knowledge for this purpose. They define goals for new application-orientated tasks and reflect on possible social, economic and cultural effects.
Competence level according to GQF	6
Contents	• Digital change as a megatrend • Causes and foundations of digital business models • "Driver technologies" for digital transformation and digital business such as automation, cloud computing, containers, IoT, machine learning, etc. • Platforms, digital business models, agile methods as central elements of the digital economy • Data Science • Process digitisation • Application scenarios for digital transformation in selected business areas
Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	• Basu, A./Muyile, S. (2023): Competitive digital innovation: transforming products, processes and business models to win in the digital economy, Palgrave Macmillan, Cham. • Singh, G./Goel, R./Gar, V. (2023, eds.): Industry 4.0 and the Digital Transformation of International Business, Springer, Singapore. • Wirtz, B. W. (2024): Digital business and electronic commerce: strategy, business models and technology, Springer, Cham. • Zarifis, A. et al. (2024): Business Digital Transformation: Selected cases from industry leaders, Springer, Cham.
Scheduled	Regular
Combined assessment	Not applicable

Module H18 XXX190 Leadership & Communication

Duration of the module	1 semester
Contact hours per week	4
Type of examination	LA (Course-specific practice-related assignment)
Credit points (ECTS)	5.0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Michael Ruf
Teaching, learning and examination methods	Lecture and practical work
Learning content	• Basic procedures and methods for managing people in organisations. • Role of management and leadership • History of leadership theories • Approaches and methods of personnel management • Leadership styles • Communication theories and models
Competence level according to GQF	6
Requirements for participation	Successfully completed introductory courses and internship
Additional specifics	Parallel to the theoretical orientation of the Course, practical exercises on leadership behaviour are carried out, e.g. with role plays and group exercises.
Scheduled	Regular
Combined assessment	Not applicable

Course H18.1 XXX191 Leadership & Communication

This course is a Compulsory in module H18

Person responsible for the course	Prof. Dr. Michael Ruf
Semester	7
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Contact hours, preparation and follow-up
Type of examination	LA (Course-specific practice-related assignment)
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	Successfully completed introductory courses and internship
Teaching/learning methods	Lecture, joint practical group exercises in attendance blocks, independent development of content, presentations
Professional competence: In-depth knowledge and comprehension	Students know the fundamental importance of leadership in companies and can describe, reproduce and differentiate the most important leadership theories. They can analyse, criticise and evaluate leadership approaches and leadership models. Students will also be familiar with communication theories and their application in the context of leadership.
Professional competence : conative skills, analysis and synthesis of knowledge	Students are able to outline and compare management approaches and communication strategies using examples in case studies.
Personal competence: Social competence	They are also able to moderate group discussions and conduct various leadership discussions (feedback, evaluation, conflict discussions, etc.). Students are confronted with current research results from the field of leadership and communication research and are able to present and explain these.
Personal competence: Independence / autonomy	Students can present the results of their work to groups and defend their points of view with arguments. They are able to proactively lead teams as a leader and organise complex tasks in a team. moderating team meetings. They communicate in a target group-specific way and conduct feedback discussions in an appreciative manner.
Competence level according to GQF	6

Contents	• Basic procedures and methods for managing people in organisations. • Role of management and leadership • History of leadership theories • Approaches and methods of personnel management • Leadership styles • Communication theories and models
Recommended optional programme components	none
Additional specifics	Parallel to the theoretical orientation of the Course, practical exercises on leadership behaviour are carried out, e.g. with role plays and group exercises.
Literature/learning sources	• Northouse, P. G.: Leadership Theory and Practice, current edition, Sage, London et al. • Robbins, S.; Judge, T.A.: Organisational Behavior, current edition, Prentice Hall
Scheduled	Regular
Combined assessment	Not applicable

Module P XXX510 Internship

Duration of the module	1 semester
Contact hours per week	2
Type of examination	Module grade (without examination) is made up of weighted individual performances
Credit points (ECTS)	30.0
Requirements for awarding credit points	The planned 30 credits are only awarded when internship and internship colloquium have been successfully completed.
Responsible	Prof. Dr. Florian Kauffeldt
Teaching, learning and examination methods	Learning on the job, seminar, Examination form: Presentation
Learning content	Practical application of the theoretical knowledge
Competence level according to GQF	6
Requirements for participation	• Successfully completed introductory courses or registration for all open examinations of the introductory courses before starting the internship • Participation in the introductory Course • Attendance of three preliminary colloquia documented by signatures on the application for admission
Additional specifics	All internationally orientated companies in Germany and abroad are eligible as training companies. The fulfilment of the internship at the company in question must be approved by the supervisor at Heilbronn University of Applied Sciences before the start of the activity. In order to ensure that the To ensure that students gain an insight into the most important areas of a company's activities during their internship, the companies should be of an appropriate minimum size. For further information, please refer to the Internship Guidelines of the Faculty of International Business.
Scheduled	Not applicable
Combined assessment	Not applicable

Course P1 XXX511 Internship

This course is compulsory in module P

Person responsible for the course	Prof. Dr. Florian Kauffeldt
Semester	5
Frequency	Winter and summer semester
Type of Course	Internship
Language of instruction	English/German
Credit points (ECTS)	25.0
Contact hours per week	0,0
Workload - contact hours	0
Workload - self-study	625
Detailed remarks on the workload	At least 100 days of full-time employment
Type of examination	Not applicable
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	• Successfully completed introductory courses • Participation in the introductory lecture • Attendance of three preliminary colloquia documented by signatures on the application for admission
Teaching/learning methods	For further information, please see the Internship Guidelines of the Faculty of International Business.
Professional competence: In-depth knowledge and comprehension	The aim is to gain practical experience for the special subject areas to be chosen in the course of the degree programme and/or the Bachelor's thesis.
Professional competence : conative skills, analysis and synthesis of knowledge	Students solve problems independently in the processes assigned to them and learn to act autonomously. They combine theoretical and practical knowledge.
Personal competence: Social competence	The ability to translate acquired knowledge, methodological skills and social competences into purposeful professional action must be imparted.
Personal competence: Independence / autonomy	During the practical semester, students' independent and autonomous behaviour should be encouraged.
Competence level according to GQF	6

Contents	The content of the practical semester is to carry out qualified work in one (or more) selected functional area(s) (e.g. sales, human resources, controlling, finance, accounting, organisation, etc.). Working on a special project (e.g. market launch of a specific product, market research) is also recommended. It is important for business economists to be able to present the facts perceived in practice and the conclusions to be drawn from them briefly and comprehensibly. For this reason, a report must be prepared on the work carried out during the practical semester. The aim of the report is to deepen the knowledge acquired, to recognise and demonstrate connections. They also enable the supervisor at the university to gain an insight into your work and the specific problems of your internship.
Recommended optional programme components	Internship Seminar
Additional specifics	All internationally orientated companies in Germany and abroad are eligible as training companies. The fulfilment of the internship at the company in question must be approved by the supervisor at Heilbronn University of Applied Sciences before the start of the activity. In order to ensure that the To ensure that students gain an insight into the most important areas of a company's activities during their internship, the companies should be of an appropriate minimum size. For further information, please refer to the Internship Guidelines of the Faculty of International Business.
Literature/learning sources	
Scheduled	Not applicable
Combined assessment	Not applicable

Course P2 XXX512 Internship Seminar

This course is a Compulsory in module P

Person responsible for the course	Prof. Dr. Florian Kauffeldt
Semester	5
Frequency	Winter and summer semester
Type of Course	Seminar
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	62.5
Detailed remarks on the workload	Preparation and follow-up of documents
Type of examination	SR (Preliminary examination based on a paper / a presentation)
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	• Successfully completed introductory courses • Participation in the introductory Course • Attendance of three preliminary colloquia documented by signatures on the application for admission
Teaching/learning methods	Speeches and presentations
Professional competence: In-depth knowledge and comprehension	By reflecting on the work processes during the degree programme, a transfer from practice to theory is achieved
Professional competence : conative skills, analysis and synthesis of knowledge	Students develop and describe their experiences from professional practice in a structured manner.
Personal competence: Social competence	The students look back critically on their internship.
Personal competence: Independence / autonomy	The students reflect on their success/progress in the fulfilment of tasks during the internship.
Competence level according to GQF	6
Contents	As part of the seminars, students must present their practical reports and discuss the questions, results and experiences arising from their work placement. The focus is on students reflecting on what they have learnt during the practical phase. Students are then better able to link theoretical knowledge and practical issues. Reflection on the adaptation processes that took place abroad also takes place.
Recommended optional programme components	none

Additional specifics	See the guidelines for the practical semester of the Faculty of International Business.
Literature/learning sources	Not applicable
Scheduled	Not applicable
Combined assessment	Not applicable

Module Z XXX520 Bachelor Thesis

Duration of the module	1 semester
Contact hours per week	2
Type of examination	Module grade (without examination) is made up of weighted individual performances
Credit points (ECTS)	15.0
Requirements for awarding credit points	Passed examination, timely submission of the thesis
Responsible	Prof. Dr. Ralf Bochart
Teaching, learning and examination methods	Written elaboration, oral examination
Learning content	Detailed academic paper on a topic of your choice in the field of business administration
Competence level according to GQF	6
Requirements for participation	Successfully completed introductory courses, successfully completed advanced courses, completed internship (module XXX510)
Additional specifics	None
Scheduled	Not applicable
Combined assessment	Not applicable

Course Z1 XXX521 Bachelor Thesis

This course is compulsory in module Z

Person responsible for the course	Prof. Dr. Ralf Bochart
Semester	7
Frequency	Winter and summer semester
Type of Course	no Course
Language of instruction	English
Credit points (ECTS)	12.0
Contact hours per week	-
Workload - contact hours	none
Workload - self-study	300
Detailed remarks on the workload	Detailed academic paper on a topic of your choice in the field of business administration
Type of examination	PB (final thesis)
Exam duration	Four months
Type of course unit	Compulsory
Requirements for participation	Successfully completed introductory courses, successfully completed advanced courses, completed internship (module XXX510)
Teaching/learning methods	Written work under the guidance and assistance of supervising professors or (as a second supervisor) of suitable supervisors. Persons from companies/institutions who have at least a Bachelor's degree or similar in a relevant subject area.
Professional competence: In-depth knowledge and comprehension	Possess broad and integrated knowledge, including the scientific foundations, the practical application of a scientific subject and a critical understanding of the most important theories and methods as well as knowledge of the further development of the topic being worked on. Have relevant knowledge at the interfaces to other relevant areas.
Professional competence : conative skills, analysis and synthesis of knowledge	Have broad and integrated knowledge including the scientific foundations, the practical application of business administration and a critical understanding of the most important theories and methods. Have knowledge of the further development of business administration.
Personal competence: Social competence	Work responsibly in emerging social situations in the context of writing a thesis. Guide the professional development of others and deal proactively with problems in a team. Represent complex subject-related problems and solutions to experts in an argumentative manner and develop them further with them.
Personal competence: Independence / autonomy	Reflect on their own and externally set learning and work goals, evaluate them, pursue and take responsibility for them in a self-directed manner and draw consequences for the work processes in the team.
Competence level according to GQF	6
Contents	Students write an academic paper on a topic of their choice from the field of business administration. This topic can either be of a theoretical nature or address an issue of practical relevance.

Recommended optional programme components	none
Additional specifics	none
Literature/learning sources	Guidelines for Academic Work of the Faculty of International Business.
Scheduled	Not applicable
Combined assessment	Not applicable

Course Z2 XXX522 Thesis seminar

This course is compulsory in module Z

Person responsible for the course	Prof. Dr. Ralf Bochart
Semester	7
Frequency	Winter and summer semester
Type of Course	Seminar
Language of instruction	English
Credit points (ECTS)	3,0
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	45
Detailed remarks on the workload	Preparation and follow-up of documents
Type of examination	SR (examination prerequisite through presentation)
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	Successfully completed introductory courses, completed internship at least 6th semester
Teaching/learning methods	The presentation in the Bachelor Thesis Seminar should show that a scientific question has been dealt with in such a way that it can be presented in an understandable way.
Professional competence: In-depth knowledge and comprehension	Possess broad and integrated knowledge including the scientific foundations, the practical application of a scientific subject and a critical understanding of the most important theories and methods as well as knowledge for the further development of the topic being worked on. Have relevant knowledge at the interfaces to other relevant areas.
Professional competence : conative skills, analysis and synthesis of knowledge	Have broad and integrated knowledge including the scientific foundations, the practical application of business administration and a critical understanding of the most important theories and methods. Have knowledge of the further development of business administration.
Personal competence: Social competence	Independent preparation and presentation of a contribution that fulfils scientific requirements.
Personal competence: Independence / autonomy	Reflect on their own and externally set learning and work goals, evaluate them, pursue and take responsibility for them in a self-directed manner and draw consequences for the work processes in the team.
Competence level according to GQF	6
Contents	Students present an academic paper they have written on a topic of their choice from the field of business administration.
Recommended optional programme components	Bachelor Thesis

Additional specifics	none
Literature/learning sources	See the Guide for Academic Writing of the Faculty of International Business and here very specifically the specialised literature resulting from the topic of the Bachelor's thesis
Scheduled	Not applicable
Combined assessment	Not applicable

Appendix A: Regional Core Area

The IB-E degree programme offers the following four Regional Core Areas:

- Area Studies: Germany & German language
- Area Studies: Orient (including North Africa) & Arabic language
- Area Studies: Eastern Europe & Russian language
- Area Studies: Francophone World & French language

One of these regional specialisations must be completed during the degree programme.

Students who complete the language profile "German as a foreign language" must choose the regional specialisation "Germany and German language".

The language programme is offered at two different levels. Placement in the different language levels is determined by a placement test in the first week of lectures in the first semester.

Area Studies: Germany & German Language

In Area Language Studies, four modules of a student's respective language level with a total of 16 contact hours per week (SWS) must be taken.

Table 18: Area Language Studies: German language - entry level A1, target level B1/ B2

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G13		German - basic level					
1	G13.1		German A1	SP	LKBK	90	4	5
2	G13.2		German A2/ B1	SP	LKBK	90	4	5
	H11		German - intermediate level					
3	H11.1		German B1	SP	LKBK	90	4	5
4	H11.2		German B1/ B2	SP	LKBK	90	4	5

For students who have taken and passed the placement test at Heilbronn University of Applied Sciences with a B1 level in German (or better), the IB-E degree programme offers "German - entry level B1, target level B2/C1" with four modules and a total of 16 contact hours per week.

Table 19: Area Language Studies: German language - entry level B1, target level B2/ C1

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G13		German - intermediate level					
1	G13.1		German B1	SP	LKBK	90	4	5
2	G13.2		German B1/ B2	SP	LKBK	90	4	5
	H11		German - advanced					
3	H11.1		German B2	SP	LKBK	90	4	5
4	H11.2		German B2/ C1	SP	LKBK	90	4	5

The IB-E degree programme offers two modules in Economic and Cultural Area Studies "Germany" with a total of 8 contact hours per week (SWS). Both modules must be taken during the degree programme.

Table 17: Cultural and Economic Area Studies: Germany

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	H10		Cultural and Economic Area Studies: Germany					
3	H10.1		Cultural and Economic Area Studies: Germany	V+Ü	LKBK	90	4	5
7	H10.2		Intercultural Communication and Management: Germany	V+Ü	LKBK	90	4	5

Module G13 German - Basic Level

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	N.N
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See „German A1“ and „German A2/B1“
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification cannot select this module.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.1 German A1

This course is elective in module G13

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand familiar words and simple sentences in texts - understand familiar words and simple sentences when spoken slowly and clearly - communicate in a simple way, ask and answer simple questions about immediately necessary things and familiar topics - introduce and describe themselves and others - write simple messages and fill out simple forms
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Basic vocabulary • Basic grammar • Specific communication situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Übungsgrammatik Deutsch als Fremdsprache Sprachniveau A1–A2, Schubert Verlag, ISBN 978-3-941323-09-4
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.2 German A2/B1

This course is elective in module G13

Person responsible for the course	N.N
Semester	2
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand sentences and frequently used expressions about things that are important to them (e.g. family, shopping, work, environment) and the essentials of short, clear and simple messages and announcements - read short, simple texts and find information - communicate in simple, routine situations about familiar and common things and hold short conversations - write short, simple notes and messages
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Basic vocabulary • Basic grammar • Specific communication situations • Enhancement of grammar skills & vocabulary
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• DaF kompakt neu A2 (Modul- und Übungsbuch + MP3-CD), ISBN 978-3-12-676314-1 • Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H11 German - intermediate level

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	N.N
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See „German B1“ and „German B1/B2“
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification cannot select this module.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.1 German B1

This course is elective in module H11

Person responsible for the course	N.N
Semester	3
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand the main points in conversations about familiar things (e.g. work, school/career, leisure) and current events when standard language is used. - understand texts with common everyday and professional language as well as private letters - cope with most situations encountered in the language area, take part in conversations without preparation and express their own opinions/feelings/wishes and describe the plot of a book/movie. reproduce - write simple, coherent texts and personal letters
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Consolidation of knowledge of everyday and business language • Teaching specialised vocabulary at level B1.1 • Enhancement of grammar skills • Analysing, evaluating and interpreting current (business) news from the media • Systematic written and oral exercises for Expansion of the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.2 German B1/B2

This course is elective in module H11

Person responsible for the course	N.N
Semester	4
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand the main points when clear standard language and business language at level B1/B2 is used. - can cope with most Specific communication situations and express themselves simply and coherently on familiar topics and personal areas of interest. - report on business experiences and events and understand and produce moderately difficult business texts.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Consolidation of knowledge in everyday and Business language • Teaching specialised vocabulary at level B1/B2 • Enhancement of grammar skills • Analysis, evaluation and interpretation of current (Business) news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6 • Weitblick – Das große Panorama. B2: Band 1. Kurs- und Übungsbuch. • ISBN 978-3-06-120889-9
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module G13 German - Intermediate Level

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	N.N
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See „German B1“ and “German B1/B2”
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification cannot select this module.
Combined assessment	The grade consists of two components: a student’s performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.1 German B1

This course is elective in module G13

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Take and pass the placement test of Heilbronn University og Applied Sciences with language level B1 in German. Students have a command of language level A2 according to CEFR.
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand the main points in conversations about familiar things (e.g. work, school, career, work, leisure) and current events when standard language is used. - understand texts with common everyday and professional language as well as private letters understand - cope with most situations encountered in the language area, take part in conversations without preparation and express their own opinions/feelings/wishes and describe the plot of a book/movie. - write simple, coherent texts and personal letters
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Consolidation of knowledge of everyday and business language • Teaching specialised vocabulary at level B1 • Enhancement of grammar skills • Analysing, evaluating and interpreting current (business) news from the media • Systematic written and oral exercises for the enhancement of students' ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.2 German B1/B2

This course is elective in module G13

Person responsible for the course	N.N
Semester	2
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can • understand the main points when clear standard language and business language at level B1/B2 is used, • can cope with most situations and speak simply and coherently about familiar topics and personal areas of interest, • report on business experiences and events and understand and produce moderately difficult business texts.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity

Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Consolidation of knowledge in everyday and • Business language • Teaching specialised vocabulary at level B1/B2 • Enhancement of grammar skills • Analysis, evaluation and interpretation of current • (Business) news from the media • Systematic written and oral exercises for the enhancement of students' ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6 • Weitblick – Das große Panorama. B2: Band 1. Kurs- und Übungsbuch. ISBN 978-3-06-120889-9
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H11 German - Advanced

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	N.N
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See „German B2“ and “German B2/C1”
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification cannot select this module.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.1 German B2

This course is elective in module H11

Person responsible for the course	N.N
Semester	3
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can • understand texts on specific as well as abstract topics relating to their private and professional life • as long as standard language is spoken. • read texts of all kinds independently and understand the main content of more complex texts • understand and extract relevant information • recognize and correct their own mistakes, communicate spontaneously and fluently, without major effort.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence /autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Teaching lexis at level B 2.1 • Enhancement of grammar skills • Analysis, evaluation and interpretation of current news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Weitblick – Das große Panorama. B2: Band 1. Kurs- und Übungsbuch. ISBN 978-3-06-120889-9
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.2 German B2/C1

This course is elective in module H11

Person responsible for the course	N.N
Semester	4
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand in detail what is said in standard language on topics of general interest. - understand not only the information content, but also the author's intentions "between the lines" - write longer and more detailed texts with a relatively extensive vocabulary and structure - use complex sentence structures, build arguments and relate arguments to each other
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Teaching lexis at level B2/C1 • Analysis, evaluation and interpretation of current news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Weitblick – Das große Panorama. B2: Band 2. Kurs- und Übungsbuch. ISBN 978-3-06-120906-3 • Bayerlein, Oliver; Buchner, Patricia (2013): Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache B2/C1: Lesen. München: Hueber Verlag. ISBN 9783190510030 • Buchner, Patricia; Bayerlein, Oliver (2015): Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache/Kursbuch: Schreiben. München: Hueber Verlag. ISBN 9783191010034 • Buscha, Anne; Szita, Szilvia; Stengel-Raven, Susanne (2013): C Grammatik. Übungsgrammatik Deutsch als Fremdsprache: Sprachniveau C1, C2. Leipzig: Schubert Verlag. ISBN 3941323113
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H10 Cultural and Economic Area Studies: Germany

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Passed examination.
Responsible	Prof. Dr. Anna Hayduk
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See H10.1 an H10.2 (Germany)
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification cannot select this module.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H10.1 Cultural and Economic Area Studies: Germany

This course is elective in module H10

Person responsible for the course	Prof. Dr. Anna Hayduk
Semester	3
Frequency	Winter semester
Type of course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lesson preparation and follow-up • Exam preparation
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G2 "Introduction to Intercultural Business & Human Resource Management"
Teaching/learning methods	A combination of face-to-face interactive lectures and open discussion, practice-oriented case studies and extended self-study. Guest lectures for specific issues may be organized.
Professional competence: In-depth knowledge and comprehension	Students are able to: • explain and explore political, economic, socio-cultural and historical phenomena in Germany from different perspectives; • identify the reasons for societal and cultural change in Germany; • characterize Germany as a multicultural society; • characterize and explain the situation on the labor market, as well as the features of a relationship between trade unions and employers in Germany; • explain and explore the current developments in the migration policy in Germany; • explain and explore the current developments of integration of (working) migrants and refugees in Germany; • characterize and explain the current state and development trends of the German economy; • examine the internationalization processes of the German economy and compare these with relevant processes of other leading economies worldwide; • examine the business environment in Germany; • explain and explore the features of Doing Business in Germany.
Professional competence : conative skills, analysis and synthesis of knowledge	Students are able to: • critically analyze political, economic, socio-cultural and historical developments in Germany from different perspectives; • make conclusions about the implications of societal and cultural change in Germany for business activities in the country; • derive challenges and opportunities of integration of working migrants and refugees in Germany, based on the analysis of its labor market, current developments in the migration policy in the country as well as welcome culture in the society;

	- develop approaches of successful integration of working migrants and refugees in Germany; - critically analyze the current state and development trends of the German economy based on macroeconomic and microeconomic data, geopolitical developments, and the institutional environment; - analyze the (institutional) framework conditions as well as potential and challenges for sustainable development of the German economy; - identify the connections between geopolitical developments worldwide and internationalization processes of the economies of Germany as well as other EU-countries; - critically assess business opportunities for foreign companies to expand to and operate in Germany, based on the features of doing business in Germany.
Personal competence: Social competence	Students are able to: - work cooperatively and responsibly in heterogeneous (by age, gender, cultural background, religion) and multidisciplinary teams of experts, as well as successfully lead/coordinate these groups, - interact effectively with people in diverse and multidisciplinary teams, - deal proactively with problems, especially intercultural ones, within a team, and present complex problems and problem solutions in a team in a reasoned manner, - argue in discussions in a structured and respectful manner, - justify and present results convincingly, - reflect on their own position.
Personal competence: Independence / autonomy	Students are able to: - work independently within areas of their responsibility, - design working processes independently, - foster a sense of personal responsibility, - reflect on their own learning and work goals, as well as those set by others, pursue and take responsibility for them in a self-directed manner, and draw conclusions about working processes, in an intercultural team in particular.
Competence level according to GQF	6
Contents	- Political, economic, socio-cultural and historical developments in Germany - Societal and cultural change in Germany - Welfare state and social insurance system - Germany as a multicultural society - The system of the professional labour market and the features of a relationship between trade unions and employers in Germany - The German VET-System with focus on the dual System - Current developments in the migration policy in Germany - Integration of (working) migrants and refugees in Germany - Current state and development trends of the German economy - Sustainable development of the German economy - Internationalization processes of the German economy in the context of the world economy - Business environment in Germany - The features of Doing Business in Germany
Recommended optional programme components	H6.1 Microeconomics H6.2 International Economics
Additional specifics	None
Literature/learning sources	- Deresky, H., Stewart R. M.: International management: managing across borders and cultures: text and cases. Tenth edition, Pearson, Boston, Mass.; Munich et al., 2023 - Deloitte Global: Doing business in Germany: A comparative guide, Retrieved from Doing business in Germany (deloitte.com) 2022

	▪ Turner, L.: Negotiating the New Germany: Can Social Partnership Survive? Cornell University Press, Ithaca, NY, 2019 ▪ The World Bank. Doing Business/ Business Ready (B-READY): Annual reports. Retrieved from https://www.doingbusiness.org/ World Economic Forum. <i>Global Competitiveness Report 2020</i>. Retrieved from Global Competitiveness Report 2020 World Economic Forum (weforum.org) ▪ Vella, E., Caballé, J., Lull, Joan: Understanding Migration with Macroeconomics. Springer International Publishing, Cham, 2020
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H10.2 Intercultural Communication and Management: Germany

This course is elective in module H10

Person responsible for the course	Prof. Dr. Anna Hayduk
Semester	7
Frequency	Winter semester
Type of course	Lecture with integrated exercise
Language of instruction	German English
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Literature research • Preparation of a presentation • Writing a seminar paper • Lecture preparation and follow-up • Exam preparation
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G2 "Introduction to Intercultural Business & Human Resource Management"
Teaching/learning methods	A combination of face-to-face interactive lectures and open discussion, practice-oriented case studies and extended self-study. Guest lectures for specific issues may be organized.
Professional competence: In-depth knowledge and comprehension	Students are able to: • explain and explore the features of communication in Germany as well as the impact of cultural factors on the process of communication with business partners in Germany. They are able to compare these cultural features of communication with those in other regions of the world; • describe typical leadership styles in business in Germany, explain their cultural characteristics and identify the factors behind the current change in the leadership styles; • explain and analyze the impact of the cultural variables related to Germany on some business relevant aspects (e.g., trust building, interpersonal relationship, understanding of rules, time management, innovation, entrepreneurship, sustainable development, etc.) as well as selected management practices/decisions; • identify the impact of national culture/cultures on typical patterns of organizational cultures in the companies in Germany; • explore causes, challenges and peculiarities of conflicts in different intercultural situations in business.

Professional competence : conative skills, analysis and synthesis of knowledge	• Students are able to apply the knowledge of major theories, models and concepts related to culture, cultural diversity, intercultural communication, and intercultural management to work effectively in intercultural teams. • Students are able to apply the knowledge on the features of communication with business partners in Germany in various business situations in order to create an effective and harmonious communication process. • Students are able, based on the analysis of different business situations, to apply different leadership approaches in multicultural/global teams, in the German business context in particular. • Students possess the competence to develop approaches to relationship and trust building in dealing with business partners from Germany. • Students possess the competence to reveal causes of conflicts in business emerged due to cultural differences, and develop and effectively implement solutions to conflict situations with business partners from different countries, from Germany in particular. • based on cultural features of doing business in Germany, students are able to critically assess business opportunities for foreign companies/multinational firms to expand to and operate in Germany.
Personal competence: Social competence	Students are able to: • work cooperatively and responsibly in heterogeneous (by age, gender, cultural background, religion) and multidisciplinary teams of experts, as well as successfully lead/coordinate these groups, • interact effectively with people in diverse and multidisciplinary teams, • deal proactively with problems, especially intercultural ones, within a team, and present complex problems and problem solutions in a team in a reasoned manner, • argue in discussions in a structured and respectful manner, • justify and present results convincingly, • reflect on their own position.
Personal competence: Independence / autonomy	Students are able to: • work independently within areas of their responsibility, • design working processes independently, • foster a sense of personal responsibility, • reflect on their own learning and work goals, as well as those set by others, pursue and take responsibility for them in a self-directed manner, and draw conclusions about working processes, in an intercultural team in particular.
Competence level according to GQF	6
Contents	• Germany in cultural studies, the national culture profile • Special features of the German economic mentality in the context of historical, cultural and economic developments • Cultural peculiarities of communication in business situations in Germany • Typical leadership styles in business in Germany: Impact of cultural factors. Current change in the leadership styles • Impact of culture on transformation/change, trust, and interpersonal relationship building, innovation, entrepreneurship, understanding of rules, sustainable development, and conflicts in business in Germany • Impact of national culture/cultures on typical patterns of organizational cultures in companies in Germany • Conflict management in different intercultural situations in business • Managing global and intercultural teams in business, in Germany in particular

	- Corporate culture(s) in Germany: Challenges for multinational companies - Cultural features of doing business in Germany: Business opportunities for foreign companies to expand to and operate in Germany
Recommended optional programme components	T3.1 International Human Resource Management T3.2 Specific Issues in International Human Resource Management T4.2 Global Leadership
Additional specifics	None
Literature/learning sources	- Dai, X.; Chen, G.-M.: Conflict management and intercultural communication: the art of intercultural harmony. Routledge, Taylor & Francis Group, London; New York, 2017 - Deresky, H., Stewart R. M.: International management: managing across borders and cultures: text and cases. Tenth edition, Pearson, Boston, Mass.; Munich et al., 2023 - Dhiman, S.K.; Marques, J.F., June Schmieder-Ramirez, J. Malakyan, P.G: Handbook of Global Leadership and Followership: Integrating the Best Leadership Theory and Practice. Springer International Publishing, 2023 - Lewis, R. D.: When Cultures Collide: Leading Across Cultures. 3rd ed. Brealey, Boston, 2018 - Merkin, R. S.: Saving face in business: managing cross-cultural interactions . NY, New York, 2018
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Area Studies: Orient (including North Africa) & Arabic Language

In Area Language Studies, four modules of a student's respective language level with a total of 16 contact hours per week must be taken.

Table 21: Area Language Studies: Arabic language - entry level A1, target level A2.2

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G13		Arabic - basic level 1					
1	G13.1		Arabic A 1.1	SP	LKBK	90	4	5
2	G13.21		Arabic A 1.2	SP	LKBK	90	4	5
	H11		Arabic - basic level 2					
3	H11.1		Arabic A 2.1	SP	LKBK	90	4	5
4	H11.2		Arabic A 2.2	SP	LKBK	90	4	5

Students who have taken and passed the placement test at Heilbronn University of Applied Sciences with language level B1 in Arabic (or better) are offered the IB-E "Arabic - entry level B1, target level B2" degree programme with four modules and a total of 16 contact hours per week

Table 22: Area Language Studies: Arabic language - entry level B1, target level B2

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
1	G13		Arabic - intermediate					
1	G13.1		Arabic B 1.1	SP	LKBK	90	4	5
2	G13.2		Arabic B 1.2	SP	LKBK	90	4	5
	H11		Arabic - advanced					
3	H11.1		Arabic B 2.1	SP	LKBK	90	4	5
4	H11.2		Arabic B 2.2	SP	LKBK	90	4	5

The IB-E degree programme offers two modules in Economic and Cultural Area Studies: Orient programme offers two modules with a total of 8 contact hours per week (SWS). Both modules must be taken during the degree programme.

Table 20: Economic and Cultural Area Studies: Orient

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	H10		Cultural and Economic Area Studies: Orient					
3	H10.1		Cultural and Economic Studies: Orient	V+Ü	LKBK	90	4	5
7	H10.2		Intercultural Communication and Management: Orient with a focus on the Arab World	V+Ü	LKBK	90	4	5

Module G13 Arabic - Basic Level 1

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Josephin Seel
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See "Arabic A 1.1" and "Arabic A 1.2"
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.1 Arabic A 1.1

This course is elective in module G13

Person responsible for the course	Josephin Seel
Semester	1
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Arabic German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	According to CEFR A 1.1 A1.1 - beginners • Students can understand and use familiar, everyday expressions and very simple sentences aimed at satisfying specific needs. • They can introduce themselves and others and ask other people questions about themselves (e.g. where they live, what kind of people they know or what kind of things they have) and can answer questions of this kind. • Students are able to communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. • Selected topics of Arabic culture and the business world are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks, Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• The Arabic alphabet • Basic vocabulary • Basic grammar • Specific communication situations: "Introducing yourself", "My family".
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Arabic language course: fast & intensive. With audio CD. Hueber publishing house • Salam! Arabic for beginners. A1-A2. With audio CD. Klett publishing house • Compiled script of basic grammar with exercises. • Arabic in business. A textbook for beginners. Helmut Buske-Verlag.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.2 Arabic A 1.2

This course is elective in module G13

Person responsible for the course	Josephin Seel
Semester	2
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Arabic German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of G13.1 (Arabic language - entry level A1, target level A2.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	According to CEFR A 1.2 A1.2 - Beginners • Students can understand and use familiar, everyday expressions and very simple sentences aimed at satisfying specific needs. • They can talk about leisure activities, discuss hobbies, ask for the time, ask for and formulate wishes, talk about shopping, give compliments, ask about age and date, etc. • Students can communicate in a simple way if the other person speaks slowly and clearly and is willing to help. • Selected topics of Arabic culture and the business world are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks, Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Basic vocabulary • Basic grammar • Specific communication situations: "shopping", "my free time", "eating and drinking", "aily routine".
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Arabic language course: fast & intensive. With audio CD. Hueber publishing house • Salam! Arabic for beginners. A1-A2. With audio CD. Klett publishing house • Compiled script of basic grammar with exercises.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H11 Arabic - Basic Level 2

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination.
Responsible	Josephin Seel
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See "Arabic A 2.1" and "Arabic A 2.2"
Competence level according to GQF	6
Requirements for participation	Successful completion of module G13 (Arabic language - entry level A1, target level A2.2)
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.1 Arabic A 2.1

This course is elective in module H11

Person responsible for the course	Josephin Seel
Semester	3
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Arabic German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 (Arabic language - entry level A1, target level A2.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to CEFR A 2.1 A 2.1 - Basic knowledge • Students can understand sentences and frequently used expressions related to areas of most immediate relevance. • You can communicate in simple, routine Specific communication situations involving a simple and direct exchange of information about familiar and common things. • Students can use simple means to talk about holidays and travel destinations and the weather, talk about life in the city and in the country, give advice and recommendations, name and assess professional activities, describe a house/apartment, etc. • You can understand and write short texts about simple routine Specific communication situations. • Selected topics of Arabic culture and the business world are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks, Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Basic vocabulary • Basic grammar • Specific communication situations: holidays, health, living
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Arabic language course: fast & intensive. With audio CD. Hueber publishing house • Salam! Arabic for beginners. A1-A2. With audio CD. Klett-Verlag Arabic for business. • A textbook for beginners. Helmut Buske-Verlag: Compiled script of basic grammar with exercises.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.2 Arabic A 2.2

This course is elective in module H11

Person responsible for the course	Josephin Seel
Semester	4
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Arabic German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 and H11.1 (Arabic language - entry level A1, target level A2.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to CEFR A 2.2 A 2.2 - Basic knowledge • Students can understand sentences and frequently used expressions related to areas of most immediate relevance. • You can communicate in simple, routine Specific communication situations involving a simple and direct exchange of information about familiar and common things. • Students can use simple means to talk about a journey and places of interest, accept and extend invitations, make appointments, discuss communication, make comparisons, formulate wishes, etc. • You can understand and write short texts about simple routine Specific communication situations. • Selected topics of Arabic culture and the business world are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Basic vocabulary • Basic grammar • Specific communication situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Arabic language course: fast & intensive. With audio CD. Hueber publishing house • Salam! Arabic for beginners. A1-A2. With audio CD. Klett-Verlag Arabic for business. • A textbook for beginners. Helmut Buske-Verlag: Compiled script of basic grammar with exercises.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module G13 Arabic - Intermediate

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Josephin Seel
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See "Arabic B 1.1" and "Arabic B1.2"
Competence level according to GQF	6
Requirements for participation	Take and pass the placement test of Heilbronn University with language level B1 in Arabic. Students have a command of language level A2 according to CEFR.
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.1 Arabic B 1.1

This course is elective in module G13

Person responsible for the course	Josephin Seel
Semester	1
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Arabic German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up, term papers • Written exercises • Audiovisual materials • Presentations, papers, group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Take and pass the placement test of Heilbronn University with language level B1 in Arabic. Students have a command of language level A2 according to CEFR.
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to CEFR B1.1 Students can • understand the main points when clear standard language and business language at level B1.1 is used, • can cope with most situations and speak simply and coherently about familiar topics and personal areas of interest, • report on business experiences and events and understand and produce moderately difficult business texts. Selected topics of Arabic culture are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Consolidation of knowledge of everyday and business language • Teaching specialised vocabulary (business Arabic) at level B1.1 • Enhancement of grammar skills • Analysing, evaluating and interpreting current (business) news from the media • Systematic written and oral exercises for Expansion of the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Arabic course. Standard language of the present. Reichert publishing house • Textbook of modern Arabic. Langenscheidt publishing house • Arabic in business life. Buske publishing house Grammar script compiled on request Recommended literature: Al-Kitaab fii Ta^c allum al-^c Arabiyya. Part 1 Georgetown University Press Al-Kitaab fii Ta^c allum al-^c Arabiyya. Part 2, Georgetown University Press
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.2 Arabic B1.2

This course is elective in module G13

Person responsible for the course	Josephin Seel
Semester	2
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Arabic German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Presentations, papers, homework, group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of G13.1 (Arabic language - entry level B1, target level B.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to the CEFR B1.2: Advanced language use Students can understand the main points when clear standard language and business language at level B1.2 is used. can cope with most Specific communication situations and express themselves simply and coherently on familiar topics and personal areas of interest. report on business experiences and events and understand and produce moderately difficult business texts. Selected topics of Arabic culture are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Consolidation of knowledge in everyday and • Business language • Teaching specialised vocabulary (business Arabic) at level B1.2 • Enhancement of grammar skills • Analysis, evaluation and interpretation of current • (Business) news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Arabic course. Standard language of the present. Reichert publishing house • Textbook of modern Arabic. Langenscheidt publishing house • Arabic in business life. Buske publishing house Grammar script compiled on request Recommended literature: Al-Kitaab fii Ta^c allum al-^c Arabiyya. Part 1 Georgetown University Press Al-Kitaab fii Ta^c allum al-^c Arabiyya. Part 2, Georgetown University Press
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H11 Arabic - Advanced

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination.
Responsible	Josephin Seel
Teaching, learning and examination methods	Lecture, exercise, colloquium and self-study
Course unit content	See „Arabic B 2.1“ and „Arabic B 2.2“
Competence level according to GQF	6
Requirements for participation	Successful completion of module G13 (Arabic language - entry level B1, target level B.2)
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.1 Arabic B 2.1

This course is elective in module H11

Person responsible for the course	Josephin Seel
Semester	6
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Arabic German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Presentations, papers, homework, group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 (Arabic language - entry level B1, target level B.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	According to the CEFR B2.1: Independent use of language Students can • understand the main content of complex texts on concrete and abstract topics; in their own area of specialisation also technical discussions. • communicate so spontaneously and fluently that a normal conversation with native speakers is easily possible without major effort on either side. • express themselves clearly and in detail on a wide range of topics, explain a viewpoint on a topical issue and indicate the advantages and disadvantages of different options. Selected topics of Arabic culture are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Teaching lexis at level B 2.1 • Enhancement of grammar skills • Analysis, evaluation and interpretation of current • News from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Arabic course. Standard language of the present. Reichert publishing house • Textbook of modern Arabic. Langenscheidt publishing house • Arabic in business life. Buske publishing house • Grammar script compiled on request Recommended literature: Al-Kitaab fii Ta^c allum al-^c Arabiyya. Part 1 Georgetown University Press Al-Kitaab fii Ta^c allum al-^c Arabiyya. Part 2, Georgetown University Press
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.2 Arabic B 2.2

This course is elective in the module H11

Person responsible for the course	Josephin Seel
Semester	4
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Arabic German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Presentations, papers, homework, group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 and H11.1 (Arabic language - entry level B1, target level B.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	According to the CEFR B2.2: Independent use of language Students can • understand the main content of complex texts on concrete and abstract topics; in their own area of specialisation also technical discussions. • communicate so spontaneously and fluently that a normal conversation with native speakers is easily possible without major effort on either side. • express themselves clearly and in detail on a wide range of topics, explain a viewpoint on a topical issue and indicate the advantages and disadvantages of different options. Selected topics of Arabic culture are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Teaching lexis at level B 2.2 • Analysis, evaluation and interpretation of current • News from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Arabic course. Standard language of the present. Reichert publishing house • Textbook of modern Arabic. Langenscheidt publishing house • Arabic in business life. Buske publishing house • Grammar script compiled on request Recommended literature: Al-Kitaab fii Ta^c allum al-^c Arabiyya. Part 1 Georgetown University Press Al-Kitaab fii Ta^c allum al-^c Arabiyya. Part 2, Georgetown University Press
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H10 Cultural and Economic Area Studies: Orient

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Passed examination.
Responsible	Prof. Dr. Lars Gaiser
Teaching, learning and examination methods	Final examination in the examination period; portfolio, possibly with role play
Course unit content	See "H10.1 Cultural and Economic Studies: Orient" and "H10.2 Intercultural Communication and Management: Orient with a focus on the Arab world"
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	The module can also be assigned to TM, HM, WMM. During the transition period from SPO5 to SPO6, the cultural and economic sections can be offered separately.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H10.1 Cultural and Economic Studies: Orient

This course is elective in module H10

Person responsible for the course	Prof. Dr. Lars Gaiser
Semester	3
Frequency	Winter and summer semester
Type of course	Lecture with integrated exercise
Language of instruction	German English
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Creation of a portfolio with exercises, partly as homework • Lesson preparation and follow-up • Exam preparation • Possibly preparation of a role play with short presentation
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	• Lecture mainly on basic topics and on specific aspects of the Arab economies (partly oral) • Creation of a portfolio with exercises • Joint analyses of attendance times • Multiple media use • Possibly role play with short presentations
Professional competence: In-depth knowledge and comprehension	After successfully completing the first part "Cultural Area Studies", students have acquired a comprehensive basic knowledge of the cultural area "Arab World" in the fields of Islamic Studies, History and Geopolitics. In the second part on the economic area, students acquire the ability to analyse economic structures and processes, taking into account the specific socio-political and cultural framework conditions. In addition, they develop skills in the critical application of relevant theoretical concepts.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: - Own research in the relevant literature -Analysis of short specialist texts, educational films and Map interpretation - Instrumental, methodological and evaluative competences, which are promoted, among other things, when planning, carrying out and evaluating a simulation-Creation of a short presentation - Presentation and discussion in the plenum Knowledge development: - Independent follow-up of the lectures - Deepening the subject matter by reading literature from the various disciplines involved

Personal competence: Social competence	- Development of intercultural sensitivity through work in heterogeneous groups - motivation to proactively participate and contribute to lessons, e.g. by conducting meaningful classroom discussions, by promoting sound scientific argumentation - Promoting team spirit and leadership qualities, e.g. during the simulation - Leading structured discussions - Self-reflection regarding your own positions
Personal competence: Independence / autonomy	Independently analysing teaching materials, reflecting on the subject matter and independent follow-up work, and consequently also independent time management and a sense of duty - especially when preparing the portfolio (with deadlines) - are key success factors.
Competence level according to GQF	6
Contents	Part I: Cultural Area Studies Orient -Definition of central concepts of space and critical examination of spatial ontologies and constructions in the sense of Said's accusation of orientalism Attempt to characterise the Arab world: discussion of overflowing transitions from cultural-spatial realities to clichés -Introduction to Islam -Emergence, flourishing and collapse of the so-called Islamic Empire -Imperialism using the case study of an Arab country - Analysis of a current geopolitical conflict situation Part II: Arab economies - Internal economic differentiation of the Arab world with the aid of classification models - The rentier state concept and the different subtypes within the Arab world - Oil as an important economic factor in certain Arab countries - Economic and political alliances (OAPEC, Gulf Cooperation Council, Arab League, Arab Maghreb Union...) - Islamic banking: Dogmatic foundation, Islam-compliant financial products, significance on the financial market - Presentation of selected economies - Possibly tourism in its various forms (mass tourism, e.g. in Egypt; pilgrimage tourism, e.g. in Saudi Arabia ...)
Recommended optional programme components	None
Additional specifics	Occasionally, a study trip to the Arab world is organised as part of this event.
Literature/learning sources	Part I: Cultural area studies -Bobzin, H.: Mohammed, C.H. Beck, Munich, current edition -Elger, R.: Kleines Islam-Lexikon, Beck, Munich, current edition; http://www.bpb.de/nachschlagen/lexika/islam-lexikon -Krämer, G.: Geschichte des Islam, dtv, Munich, current edition -Schimmel, A.: Die Religion des Islam: Eine Einführung, Reclam, Stuttgart et al. current edition Part II: Arab economies -Albrecht, H.: The Middle East. Politics, Economy and Society, Nomos, Baden-Baden, current edition -Gassner, M. & Wackerbeck, Ph.: Islamic Finance. Islam-compatible financial investments and financing. Bank-Verlag, Cologne,

	current edition -Herrmann, R.: Die Golfstaaten: wohin geht das neue Arabien? Deutscher Taschenbuch-Verlag, Munich, current edition -Lindner, P.: Innovator or rentier? Notes on a development-theoretical paradigm from an empirical perspective. In: Geography 52/98, pp. 201-218 -Wippel, Steffen (ed.): Economy in the Middle East. Interdisciplinary Perspectives. Klaus Schwarz Publishing House. Berlin, current edition (See also the English version of the module handbook)
Scheduled	Regularly
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H10.2 Intercultural Communication and Management: Orient with a focus on the Arab world

This course is elective in module H10

Person responsible for the course	Prof. Dr. Lars Gaiser
Semester	7
Frequency	Winter and summer semester
Type of course	Lecture with integrated exercise
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Literature research • Preparation of a presentation Writing a seminar paper or a concept for a telecollaborative project • Lesson preparation and follow-up • Preparation of one or more tests • Creation of a portfolio with intercultural self-reflection
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture with case studies using text and videos, mainly in French, which illustrate cultural particularities Lectures and presentations on special aspects related to the regional focus Orient or telecollaborations with a course at a partner university

Professional competence: In-depth knowledge and comprehension	After successful participation in the lecture, students will have acquired comprehensive competences in the critical handling of theoretical and application-oriented concepts from the fields of Intercultural Studies and Oriental Studies. They are also able to critically reflect on their actions in foreign cultures, adapt them to local behavioural norms and avoid the usual faux-pas. They are aware of all the major cultural differences between German and Arab customs and have therefore created the intercultural prerequisites for doing business successfully in Arab countries. In the seminar part, knowledge about the Arab world is deepened with special consideration of current events and developments and, among other things, business management skills are taught. subdisciplines are combined with the regional focus. In recent years, the seminar has been held regularly in the form of a telecollaboration, in which tandems consisting of students from a partner university and this course carry out a project together. The telecollaborations, also known as COIL, are realised using various online communication tools. The overarching objectives of this highly proactive teaching method include the acquisition and consolidation of intercultural competences, the promotion of social skills in an intercultural context and the use of foreign languages. In the context of telecollaboration This course simulates situations in which projects from the professional context of a business economist are realised together. In this respect, intercultural cooperation is practised in the same way as in later professional life.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: • Writing a paper according to the IB guidelines "Scientific work" or a telecollaboration concept • Creation of a presentation • Presentation involving the other students and discussion in plenary • Analysing short specialist texts, films with case studies, graphics and maps Knowledge development: • Own research in the relevant literature • Independent follow-up of the lectures • Consolidation of the material by reading relevant literature

Personal competence: Social competence	The students were taught: Empathy for different cultural perspectives and respectful behaviour in diverse social situations • Effective communication in intercultural contexts • Ability to resolve conflicts in diverse social environments • Teamwork and cooperation in multicultural groups Sensitivity to different social hierarchies and cultural norms • Ability to adapt to different social dynamics Self-reflection with regard to own cultural imprints and prejudices • Intercultural understanding and integration Promoting team spirit and overcoming situational intercultural challenges in the context of telecollaboration
Personal competence: Independence / autonomy	Reflective processing of the subject matter and independent follow-up work, as well as independent time management and a sense of duty are key success factors. As part of the preparation of presentations: • Independent pursuit of topic-specific issues • Individual (literature) research • Independent compilation of the work • Presentation to the plenum
Competence level according to GQF	6
Contents	Contents of the lecture: • Welcome rituals • Formal salutations and use of titles • Non-verbal communication Special features of the Arabic language: Arabic as the language of the revealed Koran, diglossia, dialects... High Context Communication and related Arabic communication behaviour • Islam and trade • Bargaining and negotiating • The Diwaniya and other ways of doing business • Characteristics of the Arabic business conversation • Particularism and "tied" contracts • Nepotism and elitism • The importance of confidence-building measures etc. Contents of the seminar: Current and course-relevant topics and trends in connection with the cultural area of the Arab world In recent years, telecollaborations have focussed on developing marketing concepts for a product that is either "Made in Germany" or comes from an Arab country. The target markets are the other sales market.

Recommended optional programme components	It is strongly recommend that students, who plan an internship, a bachelor field research or studies in the Arab world, should bring forward their participation in this course as a preparation on their stay abroad.
Additional specifics	The seminar part of this course is often organised in the form of a telecollaboration with an Arab partner university, which includes the preparation of papers and giving presentations in intercultural tandems. The telecollaboration usually follows a specific guiding principle.
Literature/learning sources	Heine, P.: Kulturknigge für das Zusammenleben mit Muslimen, Herder, Freiburg, current edition Jammal, E. & Schwelger, U.: Interkulturelle Kompetenzen im Umgang mit arabischen Geschäftspartnern. A training programme, transcript, Bielefeld, current edition Kiehling, H.: Arabien-Knigge, Oldenbourg, Munich, current edition - Rothlauf, J.: Interkulturelles Management, Walter de Gruyter, Munich, current edition; in particular the chapter on the Gulf States Schimmel, A.: From Ali to Zahra. Names and Naming in the Arab World, Diederichs Gelbe Reihe, Munich, current edition (See also the English version of this module handbook)
Scheduled	Regular; for telecollaborations in coordination with the participating partner university;
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Area Studies: Eastern Europe & Russian

In Area Language Studies, four modules of a student's respective language level with a total of 16 contacts hours per week (SWS) must be taken.

Table 24: Area Language Studies: Russian language - entry level A1, target level A2.2

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G13		Russian - basic level 1					
1	G13.1		Russian A 1.1	SP	LKBK	90	4	5
2	G13.2		Russian A 1.2	SP	LKBK	90	4	5
	H11		Russian - basic level 2					
3	H11.1		Russian A 2.1	SP	LKBK	90	4	5
4	H11.2		Russian A 2.2	SP	LKBK	90	4	5

Students who have taken and passed the placement test at Heilbronn University of Applied Sciences with language level B1 in Russian (or better) are offered the IB-E "Russian - entry level B1, target level B2" degree programme with four modules and a total of 16 contact hours per week (SWS).

Table 25: Area Language Studies: Russian language - entry level B1, target level B2

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G13		Russian - intermediate level					
1	G13.1		Russian B 1.1	SP	LKBK	90	4	5
2	G13.2		Russian B 1.2	SP	LKBK	90	4	5
	H11		Russian - advanced					
3	H11.1		Russian B 2.1	SP	LKBK	90	4	5
4	H11.1		Russian B 2.2	SP	LKBK	90	4	5

The IB-E degree programme offers two modules in Economic and Cultural Area Studies "Eastern Europe" with a total of 8 contact hours per week (SWS). Both modules must be taken during the degree programme.

Table 23: Economic and Cultural Area Studies: Eastern Europe

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	H10		Cultural and Economic Area Studies: Eastern Europe					
3	H10.1		Cultural and Economic Studies: Eastern Europe	V+Ü	LKBK	90	4	5
7	H10.2		Intercultural Communication and Management: Eastern Europe	V+Ü	LKBK	90	4	5

Module G13 Russian - Basic Level 1

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Dr Katharina Sperl
Teaching, learning and examination methods	• Lecture • Group work • Didactic exercises for preparation and follow-up • Training of listening comprehension through audio materials
Course unit content	See „Russian A 1.1“ and „Russian A 1.2“
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.1 Russian A 1.1

This course is elective in module G13

Person responsible for the course	Dr Katharina Sperl
Semester	1
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Russian German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to CEFR A 1.1 A1.1 - Beginners • Students can understand and use familiar, everyday expressions and very simple sentences aimed at satisfying specific needs. • They can introduce themselves and others and ask other people questions about themselves (e.g. where they live, what kind of people they know or what kind of things they have) and can answer questions of this kind. • Students are able to communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. • Selected topics of Russian culture and the business world are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks, Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• The Russian alphabet • Basic vocabulary • Basic grammar • Specific communication situations: "Introducing yourself", "My family".
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Jasno! new A1-A2. Russian for beginners and advanced learners. 2020. Stuttgart: Ernst Klett Sprachen Course book ISBN: 978-3125276789 Workbook: ISBN: 978-3125276796 Grammar: 978-3-12-527676-5 Chavronina, Serafima Alekseevna; Sirocenskaya, Aleksandra Ivanovna (2015): Russkij jazyk v upraznenijach. Ucebnoe posobie (dlja govorjascich na nemeckom jazyke)] = Russian in exercises. Moskva: Russkij Jazyk. Kursy.
Scheduled	regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Course G13.2 Russian A 1.2

This course is elective in module G13

Person responsible for the course	Dr Katharina Sperl
Semester	2
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Russian German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of G13.1 (Russian language - entry level A1, target level A2.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to CEFR A 1.2 A1.2 - Beginners • Students can understand and use familiar, everyday expressions and very simple sentences aimed at satisfying specific needs. • They can talk about leisure activities, discuss hobbies, ask for the time, ask for and formulate wishes, talk about shopping, give compliments, ask about age and date, etc. • Students can communicate in a simple way if the other person speaks slowly and clearly and is willing to help. • Selected topics of Russian culture and the business world are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks, Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• The Russian alphabet • Basic vocabulary • Basic grammar • Specific communication situations: "Shopping", "My free time", "Eating and drinking", "Daily routine".
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Jasno! new A1-A2. Russian for beginners and advanced learners. 2020. Stuttgart: Ernst Klett Sprachen. Course book ISBN: 978-3125276789 Workbook: ISBN: 978-3125276796 Grammar: 978-3-12-527676-5 Chavronina, Serafima Alekseevna; Sirocenskaya, Aleksandra Ivanovna (2015): Russkij jazyk v upraznenijach. Ucebnoe posobie (dlja govorjascich na nemeckom jazyke)] = Russian in exercises. Moskva: Russkij Jazyk. Kursy.
Scheduled	regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Module H11 Russian - Basic Level 2

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination.
Responsible	Dr Katharina Sperl
Teaching, learning and examination methods	• Lecture • Group work • Didactic exercises for preparation and follow-up • Training of listening comprehension through audio materials
Course unit content	See „Russian A 2.1“ and „Russian A 2.2“
Competence level according to GQF	6
Requirements for participation	Successful completion of module G13 (Russian language - entry level A1, target level A2.2)
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.1 Russian A 2.1

This course is elective in module H11

Person responsible for the course	Dr Katharina Sperl
Semester	3
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Russian German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 (Russian language - entry level A1, target level A2.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to CEFR A 2.1 A 2.1 - Basic knowledge • Students can understand sentences and frequently used expressions related to areas of most immediate relevance. • You can communicate in simple, routine Specific communication situations involving a simple and direct exchange of information about familiar and common things. • Students can use simple means to talk about holidays and travel destinations and the weather, talk about life in the city and in the country, give advice and recommendations, name and assess professional activities, describe a house/apartment, etc. • You can understand and write short texts about simple routine Specific communication situations. • Selected topics of Russian culture and the business world are covered in class.

Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks, Knowledge acquisition: obtaining, preparing and processing information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• The Russian alphabet • Basic vocabulary • Basic grammar • Specific communication situations: Public holidays, holidays, health, living
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Jasno! new A1-A2. Russian for beginners and advanced learners. 2020. Stuttgart: Ernst Klett Sprachen. Course book ISBN: 978-3125276789 Workbook: ISBN: 978-3125276796 Grammar: 978-3-12-527676-5 Chavronina, Serafima Alekseevna; Sirocenskaya, Aleksandra Ivanovna (2015): Russkij jazyk v upraznenijach. Ucebnoe posobie (dlja govorjascich na nemeckom jazyke)] = Russian in exercises. Moskva: Russkij Jazyk. Kursy.
Scheduled	regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Course H11.2 Russian A 2.2

This course is elective in module H11

Person responsible for the course	Dr Katharina Sperl
Semester	4
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Russian German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 and H11.2 (Russian language - entry level A1, target level A2.2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to CEFR A 2.2 A 2.2 - Basic knowledge • Students can understand sentences and frequently used expressions related to areas of most immediate relevance. • You can communicate in simple, routine Specific communication situations involving a simple and direct exchange of information about familiar and common things. • Students can use simple means to talk about a journey and places of interest, accept and extend invitations, make appointments, discuss communication, make comparisons, formulate wishes, etc. • You can understand and write short texts about simple routine Specific communication situations. • Selected topics of Russian culture and the business world are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks, Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• The Russian alphabet • Basic vocabulary • Basic grammar • Specific communication situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Jasno! new A1-A2. Russian for beginners and advanced learners. 2020. Stuttgart: Ernst Klett Sprachen. Course book ISBN: 978-3125276789 Workbook: ISBN: 978-3125276796 Grammar: 978-3-12-527676-5 Chavronina, Serafima Alekseevna; Sirocenskaya, Aleksandra Ivanovna (2015): Russkij jazyk v upraznenijach. Ucebnoe posobie (dlja govorjascich na nemeckom jazyke)] = Russian in exercises. Moskva: Russkij Jazyk. Kursy.
Scheduled	regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Module G13 Russian - Intermediate Level

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK (Course-specific combination of assessments; concluded by a written examination)
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Dr Katharina Sperl
Teaching, learning and examination methods	- Lecture, colloquium - Group work - Didactic exercises for preparation and follow-up - Training of listening comprehension through audio materials
Course unit content	See „Russian B 1.1“ and „Russian B 1.2“
Competence level according to GQF	6
Requirements for participation	Take and pass the placement test of Heilbronn University with language level B1 in Russian.
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.1 Russian B 1.1

This course is elective in module G13

Person responsible for the course	Dr Katharina Sperl
Semester	1
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Russian German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up, term papers • Written exercises • Audiovisual materials • Presentations, papers, group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Take and pass the placement test of Heilbronn University with language level B1 in Russian.
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	according to the CEFR B1.1 Students can • understand the main points when clear standard language and business language at level B1.1 is used, • can cope with most situations and speak simply and coherently about familiar topics and personal areas of interest, • report on business experiences and events and understand and produce moderately difficult business texts. Selected topics of Russian culture are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Consolidation of knowledge of everyday and business language • Teaching specialised vocabulary (business Russian) at level B1.1 • Enhancement of grammar skills • Analysing, evaluating and interpreting current (business) news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Blum, Tamara; Gorelova, Elena (2016): Path to success. Russian for everyday life and work : level A2-B1. 1st edition. Vienna: facultas. • Loos, Harald (2007): Grammar of the Russian language for business and everyday life. Practical grammar with key, solution booklet and CD-ROM. Vienna: Facultas-WUV. • Saprykina, Elena; Pribyl, Doris (2012): Business Russian. Practical business topics in dialogues, texts and exercises. 3rd ed. Berlin/Boston: De Gruyter (Lehr- und Handbücher zu Sprachen und Kulturen). Available online at http://gbv.eblib.com/patron/FullRecord.aspx?p=2073573.
Scheduled	regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Course G13.2 Russian B1.2

This course is elective in module G13

Person responsible for the course	Dr Katharina Sperl
Semester	2
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Russian German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Presentations, papers, homework, group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of G13.1 (Russian language - entry level B1, target level B2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	According to the CEFR B1.2: Advanced language use Students can • understand the main points when clear standard language and business language at level B1.2 is used. • can cope with most Specific communication situations and express themselves simply and coherently on familiar topics and personal areas of interest. • report on business experiences and events and understand and produce moderately difficult business texts. Selected topics of Russian culture are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	According to GER B 1.2: Advanced language use Students can • understand the main points when clear standard language and business language at level B1.2 is used. • can cope with most Specific communication situations and express themselves simply and coherently on familiar topics and personal areas of interest. • report on business experiences and events and understand and produce moderately difficult business texts. Selected topics of Russian culture are covered in class.
Recommended optional programme components	None
Additional specifics	Compulsory attendance

Literature/learning sources	• Igra, Heidrun (2013): Business culture Russia compact. 1st ed. Meerbusch: Conbook-Verl. • Löwe, Barbara (2018): A different view of Russia. History, ways of life, ways of thinking. 1st edition 2018. Wiesbaden: Springer Fachmedien Wiesbaden GmbH. Available online at http://www.springer.com/. • Loos, Harald (2007): Grammar of the Russian language for business and everyday life. Practical grammar with key, solution booklet and CD-ROM. Vienna: Facultas-WUV. • Saprykina, Elena; Pribyl, Doris (2012): Business Russian. Practical business topics in dialogues, texts and Exercises. 3rd ed. Berlin/Boston: De Gruyter (Lehr- und Handbücher zu Sprachen und Kulturen). Available online at http://gbv.ebib.com/patron/FullRecord.aspx?p=2073573. • Wenzel, Natalja (2014): Delovye kontakty. Russkij jazyk delovogo obscenija; ustnaja kommunikacija ... na CD ; [Lehr- and workbook on Russian business communication, with listening texts and exercises ; B1]. Heavily revised and expanded edition of the 2008 edition. • Zielke, Rainer; Zielke, Alexandra; Jastrebenko, Alexandra (2003): Business Dictionary. Munich: Vahlen.
Scheduled	regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Module H11 Russian - Advanced

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination.
Responsible	Dr Katharina Sperl
Teaching, learning and examination methods	• Lecture • Group work • Didactic exercises for preparation and follow-up • Training of listening comprehension through audio materials
Course unit content	See „Russian B 2.1“ and „Russian B 2.2“
Competence level according to GQF	6
Requirements for participation	Successful completion of module G13 (Russian language - entry level B1, target level B2)
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.1 Russian B 2.1

This course is elective in module H11

Person responsible for the course	Dr Katharina Sperl
Semester	3
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Russian German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Presentations, papers, homework, group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 (Russian language - entry level B1, target level B2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	According to the CEFR B2.1: Independent use of language Students can • understand the main content of complex texts on concrete and abstract topics; in their own area of specialisation also technical discussions. • communicate so spontaneously and fluently that a normal conversation with native speakers is easily possible without major effort on either side. • express themselves clearly and in detail on a wide range of topics, explain a viewpoint on a topical issue and indicate the advantages and disadvantages of different options. Selected topics of Russian culture are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Teaching lexis at level B 2.1 • Enhancement of grammar skills • Analysis, evaluation and interpretation of current • News from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Igra, Heidrun (2013): Business culture Russia compact. 1st ed. Meerbusch: Conbook-Verl. Löwe, Barbara (2018): A different view of Russia. History, ways of life, ways of thinking. 1st edition 2018. Wiesbaden: Springer Fachmedien Wiesbaden GmbH. Available online at http://www.springer.com/. Loos, Harald (2007): Grammar of the Russian language for business and everyday life. Practical grammar with key, solution booklet and CD-ROM. Vienna: Facultas-WUV. Saprykina, Elena; Pribyl, Doris (2012): Business Russian. Practical business topics in dialogues, texts and exercises. 3rd ed. Berlin/Boston: De Gruyter (Lehr- und Handbücher zu Sprachen und Kulturen). Available online at http://gbv.ebib.com/patron/FullRecord.aspx?p=2073573. Wenzel, Natalja (2014): Delovye kontakty. Russkij jazyk delovogo obscenija; ustnaja kommunikacija ... na CD ; [Textbook and workbook on Russian business communication, with audio texts and exercises ; B1]. Heavily revised and expanded edition of the 2008 edition. Zielke, Rainer; Zielke, Alexandra; Jastrebenko, Alexandra (2003): Business Dictionary. Munich: Vahlen.
Scheduled	regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Course H11.2 Russian B 2.2

This course is elective in module H11

Person responsible for the course	Dr Katharina Sperl
Semester	4
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	Russian German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Presentations, papers, homework, group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 and H11.1 (Russian language - entry level B1, target level B2)
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	According to the CEFR B2.2: Independent use of language Students can • understand the main content of complex texts on concrete and abstract topics; in their own specialised field also technical discussions. • communicate so spontaneously and fluently that a normal conversation with native speakers is easily possible without major effort on either side. • express themselves clearly and in detail on a wide range of topics, explain a viewpoint on a topical issue and indicate the advantages and disadvantages of different options. Selected topics of Russian culture are covered in class.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information

Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Teaching lexis at level B 2.2 • Analysis, evaluation and interpretation of current • News from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Igra, Heidrun (2013): Business culture Russia compact. 1st ed. Meerbusch: Conbook-Verl. Löwe, Barbara (2018): A different view of Russia. History, ways of life, ways of thinking. 1st edition 2018. Wiesbaden: Springer Fachmedien Wiesbaden GmbH. Available online at http://www.springer.com/. Loos, Harald (2007): Grammar of the Russian language for business and everyday life. Practical grammar with key, solution booklet and CD-ROM. Vienna: Facultas-WUV. Saprykina, Elena; Pribyl, Doris (2012): Business Russian. Practical business topics in dialogues, texts and exercises. 3rd ed. Berlin/Boston: De Gruyter (Lehr- und Handbücher zu Sprachen und Kulturen). Available online at http://gbv.ebilib.com/patron/FullRecord.aspx?p=2073573. Wenzel, Natalja (2014): Delovye kontakty. Russkij jazyk delovogo obscenija; ustnaja kommunikacija ... na CD ; [Textbook and workbook on Russian business communication, with audio texts and exercises ; B1]. Heavily revised and expanded edition of the 2008 edition. Zielke, Rainer; Zielke, Alexandra; Jastrebenko, Alexandra (2003): Business Dictionary. Munich: Vahlen.
Scheduled	regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Module H10 Cultural and Economic Area Studies: Eastern Europe

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Passed examination
Responsible	Prof. Dr. Anna Hayduk Dr Katharina Sperl
Teaching, learning and examination methods	- Lecture on fundamental topics - Lecture with integrated practical assignments and discussions on specific aspects based on case studies - Presentations (Power Point) on specific aspects - Consultation
Course unit content	Basic knowledge of history, socioculture, politics, law and economics in relation to Eastern Europe
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H10.1 Cultural and Economic Studies: Eastern Europe

This course is elective in module H10

Person responsible for the course	Prof. Dr. Anna Hayduk Dr Katharina Sperl
Semester	3
Frequency	Winter and summer semester
Type of course	Lecture with integrated exercise
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Lecture follow-up • Written exercises • Audiovisual materials • Group work • Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, lecture with integrated exercises and case study discussions on special aspects, presentations on special aspects, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Acquisition of basic knowledge of history, socioculture, politics, law and economics in relation to Eastern Europe Students acquire the ability to critically analyse political, economic and historical phenomena and interpret them in the cultural context of Eastern Europe. They can present and interpret facts and events in terms of cause and effect as well as their context. • Students are able to analyse the current status and development trends of the economies of selected Eastern European and post-Soviet countries on the basis of macro- and microeconomic data, geopolitical and economic trends, and the economic situation in these countries. developments and the institutional environment. • They can describe, explain and compare the internationalisation processes of the economies of the relevant countries. • Students are familiar with the principles of the business environment in the respective countries.

Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information • Students have the competence to analyse the current status and development trends of the economies of selected Eastern European and post-Soviet countries, especially in the current macroeconomic and geopolitical context in Eastern Europe. • They will be able to identify the connections between geopolitical developments and internationalisation processes in the economies of the relevant countries and deduce the opportunities for cooperation between the EU and the economies of the relevant countries. • Students can use macro- and microeconomic indicators, analyses of the business environment and the special features of doing business in selected Eastern European countries to identify business opportunities and chances for German/ European companies. foreign companies are critical of expansion into Eastern Europe.
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6

Contents	• Definition of "Eastern Europe" • Ethnogenesis and nation-building in Eastern Europe • Political History of Eastern Europe • Social and economic history of Eastern Europe Regional focus (Russia, East-Central Europe, South-East Europe) • Economy in selected Eastern European and post-Soviet countries: Changes in the economies after 1991; current status and development trends Internationalisation of the economies of selected Eastern European and post-Soviet countries • Analysis of the Eastern European economies: Study "The Global Competitiveness Report" (World Economic Forum) Special features of doing business in selected Eastern European and post-Soviet countries. Study "Doing Business" (World Bank) Framework conditions for the expansion of foreign companies in selected Eastern European and post-Soviet countries Internationalisation strategies of German/European companies in Eastern Europe: selected examples
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	Baker & McKenzie. Doing Business in Selected Eastern European Countries (Online). Current editions. • Bohn, Th. et al: Study Handbook Eastern Europe Volume 1 and 2: Geschichte Ostmittel- und Südosteuropas: BD 1. Geschichte des Russischen Reiches und der Sowjetunion: BD 2, UTB, 2009. ISBN-10: 3825231739. Emeliantseva, E. et al: Einführung in die Osteuropäische Geschichte, UTB, 2008. ISBN-10: 3825283895. ISBN-10:3831710317. • Gilauri, N.: Practical Economics: Economic Transformation and Government Reform in Georgia 2004-2012, Palgrave Macmillan, Cham, 2017. • Löwe, B.: KulturSchock Russland, Verlag Rump, 2008. Makhavikova, H.: Determinants of FDI in Central and Eastern Europe: The Effects of Integration into the European Union, Springer, Cham, 2018. Voicu, A. M., Sen, S., & Martinez-Zarzoso, I.: Trade, Development and Structural Change: Central and Eastern Europe, Palgrave Macmillan, London, 2018.
Scheduled	Regular
Combined assessment	One or more oral or written partial examinations and a final written examination (final examination). The final examination (written examination of 90 minutes) must be passed. At least 50 % of the written examination is included in the final result. Information on the dates, number and proportion of the final result of the partial examination(s) will be published in the first three weeks of lectures.

Course H10.2 Intercultural Communication and Management: Eastern Europe

This course is elective in module H10

Person responsible for the course	Prof. Dr. Anna Hayduk
Semester	7
Frequency	Winter and summer semester
Type of course	Lecture with integrated exercise
Language of instruction	German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Preparation and follow-up of the teaching material • Preparation of a paper/presentation • Preparation for the exam
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of the module "Introduction to Intercultural Business & Human Resource Management"
Teaching/learning methods	• Lecture on basic length topics Lecture with integrated exercises and case study discussions on specific aspects • Lectures and presentations on special aspects
Professional competence: In-depth knowledge and comprehension	Students can: - characterise the culturally specific features of communication with business partners from Eastern Europe, explain the reasons for this and compare it with communication styles in other cultures; - describe and explain the special features of the Eastern European economic mentality; - describe the typical leadership styles in business in Eastern Europe, explain their cultural characteristics and identify the factors behind the current change in leadership styles; - describe the cultural characteristics of conflict management when working with Eastern European business partners and explain the reasons for this; - describe, explain and critically interpret the special features of doing business between companies in Germany and companies in selected Eastern European countries in the context of the constantly changing political, economic and cultural environment.

Professional competence : conative skills, analysis and synthesis of knowledge	Students have the ability to work efficiently in an Eastern European cultural context and to adapt to it. Students can: - apply their knowledge of the special features of communication with business partners from Eastern Europe in different business situations in order to organise the communication process efficiently and harmoniously; - analyse the influence of national cultures in Eastern Europe on management practices, decisions and business activities; - uncover the connections between cultural factors and the particularities of leadership styles in business in Eastern Europe, derive the change in leadership styles from the change in these factors; - Building relationships and trust in dealing with business partners from Eastern Europe; develop and efficiently implement solutions in conflict situations with Eastern European business partners, taking into account different, above all cultural aspects; - on the basis of the cultural particularities of the Doing Business in Eastern Europe, critically assessing the business opportunities for German/foreign companies expanding into Eastern Europe.
Personal competence: Social competence	- Ability to work in heterogeneous/diverse and interdisciplinary groups - Ability to behave ethically and sustainably in different business situations and cultural contexts - Ability to coordinate groups - Ability to argue in a structured and constructive manner in discussions - Ability to justify and present results convincingly - Ability to interact - Ability to reflect on own positions - Development of intercultural sensitivity
Personal competence: Independence / autonomy	- Reflexivity and learning competence - Independent, conscientious and responsible organisation of work processes - Independently analysing/sketching solutions/critically evaluating working cooperatively
Competence level according to GQF	6

Contents	• Terminological and content-related basics of the topic of culture • Eastern Europe in cultural studies Special features of the Eastern European economic mentality in the context of historical and cultural developments and the transformation processes in the economies of Eastern European countries Cultural characteristics of communication with business partners from Eastern Europe Special features of typical management styles in business in Eastern Europe Cultural characteristics of doing business in Eastern Europe (interpersonal relationships, building trust, compliance, corruption, time management, corporate culture, etc.) Cultural characteristics of conflict management in the context of co-operation with Eastern European business partners Examples of cooperation between Eastern European and foreign business partners: a view from a cultural perspective
Recommended optional programme components	• 256331 International Human Resource Management • 256681 Economic Studies: Eastern Europe
Additional specifics	None
Literature/learning sources	Crane, R. A.: The Influence of Business Cultures in Europe: An Exploration of Central, Eastern, and Northern Economies, Palgrave Macmillan, London, 2018. Deeg, L. and Brammerloh, S.: KulturSchock Russland, Reise Know-How Verl. Rump, Bielefeld, current edition. Hermann, M.: Here the Russians - there the Germans: On the integration problems of Russian-German youths 250 years after Catherine II's invitation manifesto, Nomos Verlagsgesellschaft mbH & Co. KG, Baden-Baden, current edition. Lewis, R. D.: When Cultures Collide: Leading Across Cultures. 3rd ed. Brealey, Boston, 2018. Loewe, B.: A different view of Russia: history, ways of life, ways of thinking, Springer, Wiesbaden, 2020. Meier, H.: Interkulturelles Onboarding: betriebliche Integration: Flüchtlinge und Migranten, Mitarbeiter mit Migrationshintergrund, International Global Workforce, nwb Studium, Herne, 2018.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Area Studies: Francophone World and French

In Area Language Studies, four modules of a student's respective language level with a total of 16 contact hours per week (SWS) must be taken.

Table 27: Area Language Studies: French language - entry level A1, target level B1

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G13		French - Basic Level					
1	G13.1		French A1	SP	LKBK	90	4	5
2	G14.1		French A2	SP	LKBK	90	4	5
	H11		French - Intermediate Level					
3	H11.1		French A2/ B1	SP	LKBK	90	4	5
4	H11.2		French B1	SP	LKBK	90	4	5

Students who have taken and passed the placement test at Heilbronn University of Applied Sciences with language level B1 in French (or better) are offered the IB-E "French - entry level B1, target level B2/C1" degree programme with four modules and a total of 16 contact hours per week (SWS).

Table 28: Area Language Studies: French language - entry level B1, target level B2/C1

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G13		French Intermediate Level					
1	G13.1		French B1	SP	LKBK	90	4	5
2	G13.2		French B1/ B2	SP	LKBK	90	4	5
	H11		French - Advanced					
3	H11.1		French B2	SP	LKBK	90	4	5
4	H11.2		French B2/ C1	SP	LKBK	90	4	5

The IB-E degree programme offers two modules in Economic and Cultural Area Studies: Francophone World programme offers two modules with a total of 8 contact hours per week (SWS). All two modules must be taken during the degree programme.

Table 26: Economic and Cultural Area Studies: Francophone World

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	H10		Cultural and Economic Area Studies: Francophone World					
3	H10.1		Cultural and Economic Studies: Francophone World	V+Ü	LKBK	90	4	5
7	H10.2		Intercultural Communication and Management: Francophone World with a focus on France	V+Ü	LKBK	90	4	5

Module G13 French - Basic Level

Duration of the module	2 semesters
Contact hours per week (SWS) (SWS)	8
Type of examination	LKBK 90 minutes (course-related by combined examination with written exam as final examination)
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Anne-Sophie Ahrens
Teaching, learning and examination methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Course unit content	See „French A1“ and „French A2“
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.1 French A1

This course is elective in module G13

Person responsible for the course	Anne-Sophie Ahrens
Semester	1
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	French German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Professional competence: In-depth knowledge and comprehension	Development of well-founded and reflected intercultural competence Imparting basic knowledge of the economic and social realities of France
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, active cooperation and communication, constructive argumentation, development of intercultural sensitivity
Personal competence: Independence / autonomy	Sense of responsibility, reflexivity and learning ability, time planning
Competence level according to GQF	6
Contents	Introduce yourself (family, hobbies, etc.) Organise an appointment Book a ticket Furnish a flat

Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Dubois, A.-L., Tauzin, B.: Objectif express 1, nouvelle édition, A1-A2, Paris, Hachette FLE, 2020. Dubois, A.-L., Tauzin, B.: Objectif express 1, nouvelle édition, A1-A2, Cahier d'activités. Paris, Hachette FLE, 2013 Grégoire, M. : Grammaire progressive du français, A1. Stuttgart: Klett, 2018. Penfornis, J.-L. : Vocabulaire progressif du français, A1. Paris: CLE, 2017.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.2 French A2

This course is elective in module G13

Person responsible for the course	Anne-Sophie Ahrens
Semester	2
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	French German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of G13.1 (French language - entry level A1, target level B1)
Teaching/learning methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Professional competence: In-depth knowledge and comprehension	Development of well-founded and reflected intercultural competence Teaching basic knowledge about facts the economic and social conditions in France
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, active cooperation and communication, constructive argumentation, development of intercultural sensitivity
Personal competence: Independence / autonomy	Sense of responsibility, reflexivity and learning ability, time planning
Competence level according to GQF	6
Contents	Introduce yourself (family, hobbies, everyday life, etc.) Describe a situation in the present, past or future Express an opinion
Recommended optional programme components	None

Additional specifics	Compulsory attendance
Literature/learning sources	Holle, A., Diogo, A, et al.: Editio Pro français professionnel B1, Paris : Didier, 2020. Kaddani, S., Maspoli-Elacheche, H., et al.: Editio Pro français professionnel B1, Cahier d'activités. Paris : Didier, 2021.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H11 French - intermediate level

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Anne-Sophie Ahrens
Teaching, learning and examination methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Course unit content	See „French A2/B1“ and “French B1”
Competence level according to GQF	6
Requirements for participation	French A2 passed Successful completion of module G13 (French language - entry level A1, target level B1)
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.1 French A2/B1

This course is elective in module H11

Person responsible for the course	Anne-Sophie Ahrens
Semester	3
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	French German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work, Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	From level A2 (GER) Successful completion of module G13 (French language - entry level A1, target level B1)
Teaching/learning methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Professional competence: In-depth knowledge and comprehension	Development of well-founded and reflected intercultural competence Imparting basic knowledge of the economic and social realities of France
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, active cooperation and communication, constructive argumentation, development of intercultural sensitivity
Personal competence: Independence / autonomy	Sense of responsibility, reflexivity and learning ability, time planning
Competence level according to GQF	6
Contents	Introduce yourself (family, job, everyday life, etc.) Describe a situation in the present, past or future Express your opinion Arrange appointments
Recommended optional programme components	None

Additional specifics	Compulsory attendance
Literature/learning sources	Holle, A., Diogo, A, et all.: Edito Pro français professionnel B1, Paris : Didier, 2020. Kaddani, S., Maspoli-Elacheche, H., et all.: Edito Pro français professionnel B1, Cahier d'activités. Paris : Didier, 2021.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.2 French B1

This course is elective in module H11

Person responsible for the course	Anne-Sophie Ahrens
Semester	4
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	French German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work, Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	From level A2/B1 (GER) Successful completion of module G13 and H11.1 (French language - entry level A1, target level B1)
Teaching/learning methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Professional competence: In-depth knowledge and comprehension	Development of well-founded and reflected intercultural competence Providing basic knowledge of the economic and social realities of France
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, active cooperation and communication, constructive argumentation, development of intercultural sensitivity
Personal competence: Independence / autonomy	Sense of responsibility, reflexivity and learning ability, time planning
Competence level according to GQF	6
Contents	Design a marketing campaign Express your opinion Conduct job interviews Make suggestions, formulate hypotheses, criticise
Recommended optional programme components	None

Additional specifics	Compulsory attendance
Literature/learning sources	- Holle, A., Diogo, A, et all.: Edito Pro français professionnel B1, Paris : Didier, 2020. - Kaddani, S., Maspoli-Elacheche, H., et all.: Edito Pro français professionnel B1, Cahier d'activités. Paris : Didier, 2021. - Penfornis, J.-L.: Grammaire progressive du français des affaires (intermédiaire A2-B1). Paris, Clé international, 2018.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module G13 French intermediate level

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK 90 minutes (course-related by combined examination with written exam as final examination)
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination.
Responsible	Anne-Sophie Ahrens
Teaching, learning and examination methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Course unit content	See „French B1“ and „French B1/B2“
Competence level according to GQF	6
Requirements for participation	Take and pass the placement test of Heilbronn University with the language level B1 in French.
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.1 French B1

This course is elective in module G13

Person responsible for the course	Anne-Sophie Ahrens
Semester	1
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	French German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Taking and passing the placement test of Heilbronn University with language level B1 in French; compulsory attendance
Teaching/learning methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Professional competence: In-depth knowledge and comprehension	Development of a well-founded and reflected intercultural competence Providing basic knowledge of the economic and social realities of France
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, active cooperation and communication, constructive argumentation, development of intercultural sensitivity
Personal competence: Independence / autonomy	Sense of responsibility, reflexivity and learning ability, time planning
Competence level according to GQF	6
Contents	Introduce yourself for a job interview Introducing a family business Negotiate, defend your ideas

	Present a product
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Holle, A., Diogo, A, et al.: Edito Pro français professionnel B1, Paris : Didier, 2020. Kaddani, S., Maspoli-Elacheche, H., et al.: Edito Pro français professionnel B1, Cahier d'activités. Paris : Didier, 2021.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G13.2 French B1/B2

This course is elective in module G13

Person responsible for the course	Anne-Sophie Ahrens
Semester	2
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	French German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work, student presentations with preliminary and Follow-up
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	From level B1 (GER)
Teaching/learning methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Professional competence: In-depth knowledge and comprehension	Development of well-founded and reflected intercultural competence Providing basic knowledge of the economic and social realities of France
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, active cooperation and communication, constructive argumentation, development of intercultural sensitivity
Personal competence: Independence / autonomy	Sense of responsibility, reflexivity and learning ability, time planning
Competence level according to GQF	6
Contents	The course provides an introduction to regional studies France and provides basic knowledge about the facts of the social, political and economic circumstances of the French society.

Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Holle, A., Diogo, A, et all.: Edito Pro français professionnel B1, Paris : Didier, 2020. Kaddani, S., Maspoli-Elacheche, H., et all.: Edito Pro français professionnel B1, Cahier d'activités. Paris : Didier, 2021.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H11 French - advanced

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Anne-Sophie Ahrens
Teaching, learning and examination methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Course unit content	See „French B2“ and „French B2/C1“
Competence level according to GQF	6
Requirements for participation	From level B1/B2 (GER) Successful completion of module G13 (French language - entry level B1, target level B2/C1)
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.1 French B2

This course is elective in module H11

Person responsible for the course	Anne-Sophie Ahrens
Semester	3
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	French German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work, Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 (French language - entry level B1, target level B2/C1)
Teaching/learning methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Professional competence: In-depth knowledge and comprehension	Development of well-founded and reflected intercultural competence Providing basic knowledge of the economic and social realities of France
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, active cooperation and communication, constructive argumentation, development of intercultural sensitivity
Personal competence: Independence / autonomy	Sense of responsibility, reflexivity and learning ability, time planning
Competence level according to GQF	6
Contents	The course provides an in-depth introduction to the France and provides a sound knowledge of the country facts about the social, political and economic The realities of French society and the French-speaking world.

Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Holle, A., Diogo, A., et al.: Edito Pro français professionnel B1, Paris : Didier, 2020. Kaddani, S., Maspoli-Elacheche, H., et al.: Edito Pro français professionnel B1, Cahier d'activités. Paris : Didier, 2021.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H11.2 French B2/C1

This course is elective in module H11

Person responsible for the course	Anne-Sophie Ahrens
Semester	4
Frequency	Winter and summer semester
Type of course	SP (language class) See SPO AT
Language of instruction	French German
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work, Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Successful completion of module G13 and H11.1 (French language - entry level B1, target level B2/C1)
Teaching/learning methods	Lecture, colloquium Group work Didactic exercises for preparation and follow-up Training of listening comprehension through audio materials
Professional competence: In-depth knowledge and comprehension	Development of well-founded and reflected intercultural competence Providing basic knowledge of the economic and social realities of France
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, active cooperation and communication, constructive argumentation, development of intercultural sensitivity
Personal competence: Independence / autonomy	Sense of responsibility, reflexivity and learning ability, time planning
Competence level according to GQF	6
Contents	La cooperation franco-allemande Le role du president et du chancelier Le système scolaire en France et en Allemagne Le role des femmes dans la société Les produits Made in France / Made in Germany
Recommended optional programme components	None
Additional specifics	Compulsory attendance

Literature/learning sources	Holle, A., Diogo, A, et all.: Edito Pro français professionnel B1, Paris : Didier, 2020. Kaddani, S., Maspoli-Elacheche, H., et all.: Edito Pro français professionnel B1, Cahier d'activités. Paris : Didier, 2021.
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H10 Cultural and Economic Area Studies: Francophone World

Duration of the module	2 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Passed examination
Responsible	Prof. Dr. Lars Gaiser
Teaching, learning and examination methods	Final examination in the examination period; portfolio
Course unit content	See "H10.1 Cultural and Economic Studies: Francophone World" and "H10.2 Intercultural Communication and Management: Francophone World with a focus on France"
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	The module can also be assigned to TM, HM, WMM.
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H10.1 Cultural and Economic Studies: Francophone World

This course is elective in module H10

Person responsible for the course	Prof. Dr. Lars Gaiser
Semester	3
Frequency	Winter and summer semester
Type of course	Lecture with integrated exercise
Language of instruction	German English
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Creation of a portfolio with exercises, partly as homework • Use of original materials (texts and videos) • Lesson preparation and follow-up • Exam preparation
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Knowledge of French
Teaching/learning methods	• Lecture mainly on basic topics as well as specific economic aspects with regard to France (partly oral) • Creation of a portfolio with exercises • Joint analyses of attendance times • Multiple media use Possibly role play with short presentations
Professional competence: In-depth knowledge and comprehension	After successful participation, students will have acquired basic knowledge of the Francophone world, especially France. In the second part on the economic area, students acquire the ability to analyse economic structures and processes, taking into account the specific socio-political and cultural framework conditions in France. In addition, they develop skills in the critical application of relevant theoretical concepts.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: -Analysis of short specialist texts, educational films and Map interpretation -Understanding of original materials -Own research in the relevant literature Knowledge development: Independent follow-up of the lectures - Deepening the subject matter by reading literature from the different specialisations involved
Personal competence: Social competence	-Development of intercultural sensitivity through work in heterogeneous groups -motivation for pro-active participation and involvement in lessons, e.g. by conducting meaningful classroom discussions, by promoting sound scientific argumentation -Leading structured discussions - Self-reflection regarding your own positions

Personal competence: Independence / autonomy	Independently analysing (original language) teaching materials, reflecting on the teaching material and independently following up on it, and consequently also independent time management and a sense of duty - especially when preparing the portfolio (with deadlines) - are key success factors.
Competence level according to GQF	6
Contents	Part I: Cultural area studies - The spatial construct "Francophone world": Definitions; reflections on the extent to which language connects and spatial dispersion leads to cultural diversity - The French hexagon - spatial structures and developments: From centralism par excellence to decentralisation; spatial entities: The départements, reorganisation of the regions, the DOM-TOM...; spatial disparities; geographical characteristics of France - Paris - a primate city par excellence - Historical outline - The Fifth French Republic and the Citoyens: Collective memory; laicism; the political system in comparison to the FRG; the new party landscape - Culture - a national affair: the Académie française; literature; comics and caricature; film art; Fête/Faites de la musique - Franco-German relations: From arch-enmity to post-war reconciliation; special developments on the Upper Rhine; the Franco-German tandem as a motor of European integration - Possible presentation of other francophone countries Part II: Economic considerations - Regional economic structures in France: structural change in agricultural areas; mining regions in transition; industrial centres; tourist destinations... - The economic importance of the Ile de France - Cross-border economic interdependencies in border regions using the example of the border triangle - Transnational companies such as Michelin or Airbus Commercial Aircraft - The world of work: working conditions; the labour market; trade unions; the expanded welfare state - Developments in foreign trade: colonialist trade, the protectionist past; les 30 Glorieuses; reprivatisation; uniformisation tendencies in the course of European integration, change of priorities under Macron... - Economic doctrines and economic policy: Colbertism; from a dirigiste to a regulating state?; Mitterand's paradigm shift and its impact today... - Economic-historical aspects of importance for understanding current economic structures - Possible economic characteristics of two other francophone countries
Recommended optional programme components	None
Additional specifics	Occasionally, this event is accompanied by a study trip to the Arab world.
Literature/learning sources	Part I: Cultural area studies - Baasner, Frank et al.: Points de vue. France-Allemagne, un regard comparé // Points of view. Germany-France. A comparative overview. NDV& Editions du Pouvoir. Rheinbreitbach & Paris,

	current edition - Erfurt, R. : Francophonie. Language - Discourse - Politics. A. Franke. Tübingen, current edition - Lüsebrink, H.-J.: France. Economy, society, politics, culture, mentalities: An introduction to the country. Metzler. Stuttgart, current edition - Schild, J. & Uterwede, H.: France. Politics, economy, society. VS. Wiesbaden, current edition - Schmidt, B.: France Lexicon. Key terms on economy, society, politics, history, press and education. Erich Schmidt Verlag, Berlin, current edition Part II: Economic area - Barmeyer, Ch. et al: Wirtschaftsmodell Frankreich. Markets, Companies, Managers, campus, Frankfurt, current edition - Frey, R.L. et al: [Swiss] economy. In: Schneider-Sliwa, R.: Switzerland. Geographie, Geschichte, Wirtschaft, Politik, WBG, Darmstadt, current edition - Lüger, H.H.: Modern industrialised France. In: Große, E.U. & Lüger, H.H. (eds.): Frankreich verstehen. An introduction with comparison to Germany, WGB, Darmstadt, current edition - Uterwedde, H.: [French] Economy. In: Schild, J. & Uterwede, H.: France. Politics, Economy, Society. Barbara Budrich, Opladen, current edition (See also the English version of the module handbook)
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H10.2 Intercultural Communication and Management: Francophone World with a focus on France

This course is elective in module H10

Person responsible for the course	Prof. Dr. Lars Gaiser
Semester	7
Frequency	Winter and summer semester
Type of course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Literature research • Preparation of a presentation • Writing a seminar paper • Lesson preparation and follow-up, • Preparation of one or more tests • Creation of a portfolio with intercultural self-reflection
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture with case studies using text and videos, mainly in French, which illustrate cultural particularities Lectures and presentations on special aspects related to the regional focus on the Francophone world
Professional competence: In-depth knowledge and comprehension	After successfully completing the programme, students will have acquired comprehensive skills in the critical handling of theoretical and application-oriented concepts from the following subject areas "Intercultural Studies" and "Regional Studies of Francophone Countries". In the seminar part of the programme, students learn the theoretical foundations of the subject area "Intercultural Studies", enabling them to act confidently and in a culturally appropriate manner in all countries of the world (taking into account the wide range of French-speaking countries). The lecture focuses on French business etiquette. The students are familiar with all the main cultural differences between German and French customs as well as the widespread faux pas; consequently, the intercultural prerequisites for successfully doing business in France have been created.

Professional competence : conative skills, analysis and synthesis of knowledge	Skills: • Writing a paper according to the IB guidelines "Scientific work" • Creation of a presentation Presentation involving the other students and discussion in plenary Analysing short specialist texts, films with case studies, graphics and maps Knowledge development: • Own research in the relevant literature • Independent follow-up of the lectures • Consolidation of the material by reading relevant literature
Personal competence: Social competence	The students were taught: Empathy for different cultural perspectives and respectful behaviour in diverse social situations • Effective communication in intercultural contexts • Ability to resolve conflicts in diverse social environments • Teamwork and cooperation in multicultural groups Sensitivity to different social hierarchies and cultural norms • Ability to adapt to different social dynamics Self-reflection with regard to own cultural imprints and prejudices • Intercultural understanding and integration
Personal competence: Independence / autonomy	Reflective processing of the subject matter and independent follow-up work, and consequently also independent time management and a sense of duty, are key success factors. As part of the preparation of presentations: • Independent pursuit of topic-specific issues • Individual (literature) research • Independent compilation of the work • Presentation to the plenum
Competence level according to GQF	6
Contents	Contents of the lecture: • Welcome and introduction • Conversation à la française • Importance of networks • Business meetings and negotiations • Presentation style • Business lunches and invitations Excursus: Living like God in France - French savoir vivre • Work culture • Business clothing • Clichés • Time management, etc. Contents of the seminar: Current and course-relevant topics and trends in connection with the Francophone world, primarily with a focus on non-European cultures
Recommended optional programme	None

components	
Additional specifics	None
Literature/learning sources	Breuer, J. P. & de Barthia, P.: Managing Franco-German business relationships successfully. Rules for co-operation at specialist and management level. Springer Gabler. Wiesbaden, current edition Barmeyer, Chr. Von Wietersheim, St.: Business Know-how France. Redline. Munich, current edition Lüsebrink, H.-J.: France. Economy, society, politics, culture, mentalities. Metzler. Stuttgart, current edition Röseberger, D.: Kulturwissenschaft Frankreich. Klett. Stuttgart, current edition Hackenbroch, I.: Interculturally competent travelling in sub-Saharan Africa. Chamber of Industry and Commerce Mittlerer Niederrhein. Neuss, current edition
Scheduled	Regular
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Appendix B: Specialisations (Major/Minor)

<i>Business Administration Major / Business Administration Minor</i>	
Finance	International Management
International Finance	International Management
Derivatives	Global Leadership
Corporate Finance	Digital Transformation of International Business
Financial Risk Management	Managing the International Organisation
Sustainable Investments	Specific Issues in International Management
Specific Issues in Finance	International Management Case Studies
Mergers & Acquisitions	International Management Projects
Finance Projects	
Finance	
Human Resource Management	Marketing
International Human Resource Management	International Marketing
Specific Issues in International Human Resource Management	Marketing Cases
Employment Law	B2C marketing
International Human Resource Management Case Studies	B2B marketing
Digital Human Resource Management	Service Marketing
International Human Resource Management Projects	

XXX320 Major/Minor		Finance					
Module	Number	Module and course		Examination		CONTACT HOURS PER WEEK	ECTS
		Title	Type	Type	Duration		
T2.1	XXX321	International Finance	V+Ü	LK	120	4	5
T2.2	XXX322	Derivatives	V+Ü	(LKBK)	(60)	(2)	(2,5)
T2.3	XXX323	Corporate Finance	V+Ü	(LKBK)	(60)	(2)	(2,5)
T2.4	XXX324	Financial Risk Management	V+Ü	(LKBK)	(60)	(2)	(2,5)
T2.5	XXX325	Sustainable Investments	V+Ü	(LKBK)	(60)	(2)	(2,5)
T2.6	XXX326	Specific Issues in Finance	V+Ü	(LR)		(2)	(2,5)
T2.7	XXX327	Mergers & Acquisitions	V+Ü	(LKBK)	(60)	(2)	(2,5)
T2.8	XXX328	Finance Projects	S	LA		4	5
TOTAL				6 or 3 Courses		16 or 8	20 or 10

Module XXX320 Major/Minor Finance

Duration of the module	2 semesters
Contact hours per week	Major: 16 Minor: 8
Type of examination	Module grade (without examination) is made up of weighted individual performances
Credit points (ECTS)	Major: 20.0 Minor: 10.0
Requirements for awarding credit points	Passed examination or preliminary examination
Responsible	Prof. Dr. Mathias Moersch
Teaching, learning and examination methods	Lectures including integrated exercises, project work, presentations
Learning content	International financial markets
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	The module is also available for TM, HM, WMM.
Combined assessment	Not applicable

Course T2.1 XXX321 International Finance

This course is compulsory in the module

Person responsible for the course	Prof. Dr. Ted Azarmi
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Preparation and follow-up, group presentations, exercises, exam preparation
Type of examination	LK (course-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	none
Teaching/learning methods	Lecture with exercises and group presentation
Professional competence: In-depth knowledge and comprehension	After completing the course, students will be able to understand and explain complex interrelationships in international financial management. They will be able to argue both theoretically and empirically.
Professional competence : conative skills, analysis and synthesis of knowledge	After completing the course, students will be able to understand and explain complex interrelationships in international financial management. They will be able to argue both theoretically and empirically.
Personal competence: Social competence	Students can argue in a structured and model-based manner and are also able to critically analyse theoretical models in terms of their suitability for practical application.
Personal competence: Independence / autonomy	Students work on assignments in groups. As a result, students learn how to carry out their own small finance projects, including the distribution of tasks among group members and making decisions in the group.
Competence level according to GQF	6

Contents	• Foreign currency and triangular arbitrage • Foreign exchange market • Interest arbitrage • Exchange rate analysis • Parity Conditions, • Manage transaction in relation to foreign exchange risk • Systems of international corporate governance • Valuation and international capital planning • Managing exchange rate vulnerability in relation to exchange rate risk • Letter of credit and receivable • Customs clearance and cash management • Transfer pricing, double taxation treaties and the characteristics of investment projects - Foreign investments
Recommended optional programme components	• Derivatives • Corporate Finance • Specific Issues in Finance Financial Risk Management • Finance Projects
Additional specifics	None
Literature/learning sources	• Click, R. W./Coval, J. D.: Theory and Practice of International Financial Management, Prentice Hall. - Eiteman, D. K./Stonehill, A. I./Moffett, M. H.: Multinational Business Finance, Addison Wesley. • Kester, W. C./Luehrman T. A.: Case Problems in International Finance, McGraw Hill, New York. • Levi, M. D.: International Finance: the markets and Financial Management of the Multinational Business. • Madura, J.: International Financial management, West. • Mihir A. D./Sjoman, A./Dessain, V.: Hedging Currency Risks at AIFS 205-026, Harvard Business School. • Shapiro, A. C.: Multinational Financial Management. • Walt Disney Yen Financing, Harvard Business School.
Scheduled	Regular
Combined assessment	Not applicable

Course T2.2 XXX322 Derivatives

This course is elective in the module

Person responsible for the course	Prof. Dr. Mathias Moersch
Semester	4
Frequency	Winter and summer semester
Type of Course	lecture with integrated exercise)
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up, exercises, exam preparation
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Weekly lectures accompanied by discussions, exercises and written assignments
Professional competence: In-depth knowledge and comprehension	Interpret payoff graphs for various option strategies (call, put, covered call writing, portfolio protection, bull spread, butterfly and straddle) and determine the profit opportunity for given scenarios. Understand the pricing of forwards, futures and swaps in various markets (stocks, interest rates, currencies, commodities). Understand the mechanics of margin accounts. Value call and put options using the binomial model and an option price calculator.
Professional competence : conative skills, analysis and synthesis of knowledge	Critically assess uses of derivatives instruments given market forecasts. Identify arbitrage opportunities using derivatives (put-call parity, covered interest parity).
Personal competence: Social competence	The students are able to provide structures arguments concerning public debates about the (de)merits of structured financial products.
Personal competence: Independence / autonomy	Developing an understanding for the opportunities and risks embedded in the significant amount of leverage involved in all derivatives. This needs to be judged against personal risk parameters or risk parameters of clients.
Competence level according to GQF	6
Contents	Options: Payoff-Graphs, Strategies, Valuation, including Greeks, Black-Scholes and Binomial Model; Forwards: Equity forwards, Interest rate forwards; Currency forwards with a focus on valuation; Swaps; Commodity derivatives

Recommended optional programme components	• International Finance • Corporate Finance • Financial Risk Management • Specific Issues in Finance • Finance Projects
Additional specifics	None
Literature/learning sources	Hull, J.: Fundamentals of Futures and Options Markets, current edition. Reilly, F./Brown, K.: Investment Analysis and Portfolio Management, current edition. Ernst, D./Häcker, J.: Derivate: Optionen und Futures, current edition.
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Course T2.3 XXX323 Corporate Finance

This course is elective in the module

Person responsible for the course	Prof. Dr. Mathias Moersch
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
CONTACT HOURS PER WEEK	2.0
Workload - contact hours	30
Workload - self-study	30.5
Detailed remarks on the workload	Preparation and follow-up, exercises, exam preparation
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 minutes
Type of course unit	Elective
Requirements for participation	Basic knowledge of finance, basic knowledge of spreadsheet programmes
Teaching/learning methods	• Lecture, joint exercises during the course • Projects and presentations on specific topics and with examples
Professional competence: In-depth knowledge and comprehension	Students have an in-depth understanding of the topic of company valuation, in particular the various valuation methods as well as the possibilities of financing and the associated costs.
Professional competence : conative skills, analysis and synthesis of knowledge	The course is assessed in groups on the basis of Excel projects, among other things. In the projects, the topics from the lecture are deepened using "real data" and applying financial theories. The aim is to enable students to apply financial theories in practice and to recognise their limitations.
Personal competence: Social competence	Students can argue in a structured and model-based manner and present their results to an audience.
Personal competence: Independence / autonomy	During the semester, students work in groups to collect company data from financial websites in order to apply the theoretical knowledge acquired in the lecture to this data. As a result, students learn how to carry out their own small finance projects, including the allocation of tasks to group members or making decisions in the group.
Competence level according to GQF	6

Contents	Application of theories of corporate finance using spreadsheet programmes, e.g. portfolio theory, cost of capital, mergers & acquisitions, default risk, valuation, etc.
Recommended optional programme components	• Financial Risk Management • Consolidated Financial Statements
Additional specifics	None
Literature/learning sources	• Brealey, R./Myers, S./Marcus, A.: Fundamentals of Corporate Finance, current edition, McGraw-Hill. • Brigham, E./Houston, J.: Fundamentals of Financial Management, current edition, Cengage. • Damodaran, A.: Applied corporate finance, current edition, Wiley.
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Course T2.4 XXX324 Financial Risk Management

This course is elective in the module

Person responsible for the course	Prof. Dr. Kurt Hafner
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	45
Detailed remarks on the workload	Preparation and follow-up, exercises, group presentations, exam preparation
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 minutes
Type of course unit	Elective
Requirements for participation	Financial Management
Teaching/learning methods	Lecture with exercises and group presentation
Professional competence: In-depth knowledge and comprehension	After completing the course, students will be able to understand and explain complex interrelationships in risk management. They will be able to argue both theoretically and empirically.
Professional competence : conative skills, analysis and synthesis of knowledge	On completion of the course, students will have a high level of methodological competence to analyse issues arising in the field of risk management in a targeted manner and to develop proposals for solutions.
Personal competence: Social competence	Students can analyse risks in a structured and model-based manner and present their findings to an audience.
Personal competence: Independence / autonomy	Students acquire an understanding of how to deal with financial market risks and can develop independent solutions depending on their personal risk aversion.
Competence level according to GQF	6
Contents	• Risk and return (measures of risk and return, portfolio theory, capital asset pricing model) • Risk management (value at risk, market risk, interest rate risk, credit risk, operational risk, liquidity risk)
Recommended optional programme components	• International Finance • Derivatives • Corporate Finance • Specific Issues in Finance • Finance Projects
Additional specifics	None

Literature/learning sources	• Berk J./DeMarzo P./Harford J.: Fundamentals of Corporate Finance, Prentice Hall: Pearson, Second Edition, Chapter 6, current edition. • Copeland, T. E./Weston, J. F./Shastri, K.: Financial Theory and Corporate Policy. New Jersey Prentice Hall International, current edition. • Francis, J. C./Ibbotson, R. G.: Investments: A Global Perspective. New Jersey: Prentice Hall International, current edition. • Hull, J.C.: Risk Management and Financial Institutions. New Jersey: Prentice Hall International, current edition.
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Course T2.5 XXX325 Sustainable Investments

This course is elective in the module

Person responsible for the course	Prof. Dr. Mathias Moersch
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up, exercises, exam preparation
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 minutes
Type of course unit	Elective
Requirements for participation	none
Teaching/learning methods	• Interactive lectures • Group discussions • Presentations by the students followed by a discussion • Exercises with practical examples
Professional competence: In-depth knowledge and comprehension	The course teaches definitions, methods and processes in a topic specifically chosen by the lecturer with reference to financial management. The aim is to provide students with up-to-date information that will lead to a deeper understanding of the topic.
Professional competence : conative skills, analysis and synthesis of knowledge	The course prepares students to apply the knowledge they have acquired, to determine its significance and to uncover and analyse correlations. They are prepared to work on practical problems, which at the same time help to deepen their understanding of the subject matter they have learnt.
Personal competence: Social competence	The lectures are planned in such a way that students work in heterogeneous groups. This encourages them to plan and organise cooperative work processes and to guide and support fellow students with well-founded learning advice. At the same time, students learn through group work how to adapt to and deal with people with whom they are in direct contact.
Personal competence: Independence / autonomy	In terms of independence, this course teaches the ability to reflect on issues, but also on oneself, as well as a pragmatic approach to the strengths and weaknesses of one's own personality and their further development.
Competence level according to GQF	6

Contents	• ESG Factors and regulations that drive sustainable investing • Qualitative and quantitative approaches to assess sustainable investing • Risk and return characteristics of an ESG portfolio • Engagement and stewardship
Recommended optional programme components	• International Finance • Derivatives - Corporate Finance • Financial Risk Management • Finance Projects
Additional specifics	None
Literature/learning sources	Schoenmaker, D./Schramade, W.: Principles of Sustainable Finance, Oxford University Press, current edition. Gaganis C. et. al.: Sustainable Finance and ESG, Palgrave Macmillan, current edition.
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Course T2.6 XXX326 Specific Issues in Finance

This course is elective in the module

Person responsible for the course	Prof. Dr. Mathias Moersch
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Visiting professors, excursions
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	none
Teaching/learning methods	Interactive lectures Group discussions Presentations by the students followed by a discussion Exercises with practical examples
Professional competence: In-depth knowledge and comprehension	The course teaches definitions, methods and processes in a topic specifically chosen by the lecturer with reference to financial management. The aim is to provide students with up-to-date information that will lead to a deeper understanding of the topic.
Professional competence : conative skills, analysis and synthesis of knowledge	As part of the course, students are prepared to apply the knowledge they have acquired, to determine its significance and to uncover and analyse correlations. They are prepared to work on practical problems, which at the same time contribute to a deeper understanding of the subject matter they have learnt.
Personal competence: Social competence	The lectures are planned in such a way that students work in heterogeneous groups. This encourages them to plan and organise cooperative work processes and to guide and support fellow students with sound learning advice. At the same time, students learn through group work how to adapt to and deal with people with whom they are in direct contact.
Personal competence: Independence / autonomy	With regard to independence, this course teaches the ability to reflect on facts, but also on oneself, as well as a pragmatic approach to strengths and weaknesses of their own personality and their further development.

Competence level according to GQF	6
Contents	The content of the lecture varies depending on the teaching staff. For example, the focus may be on financial market reform or share valuation.
Recommended optional programme components	International Finance Derivatives Corporate Finance Financial Risk Management Finance Projects
Additional specifics	The overarching topic of the course changes depending on the semester and teaching staff. This is intended to ensure that students are informed about the latest research findings and current financial market topics.
Literature/learning sources	The literature sources vary according to the lecturer. Students can contact the relevant teaching staff to obtain the most up-to-date bibliography for the course.
Scheduled	Regular
Combined assessment	Not applicable

Course T2.7 XXX327 Mergers & Acquisitions

This course is elective in the module

Person responsible for the course	Prof. Dr. Gabriel Dukaric
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	At least 10 minutes per week (2.5 hours in total) should be invested in researching current mergers and acquisitions in the media. Students are asked to present the examples they have researched as part of the lecture. The remaining 30 hours will be spent selecting a real case study/practical case and preparing a presentation on the case according to the course description.
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 minutes
Type of course unit	Elective
Requirements for participation	• Research Methods • Business English
Teaching/learning methods	• Interactive lecture Courses - "Walk through the world of M&As" • Exchange on current mergers and acquisitions • Presentation of case studies and practical examples from students • Discussion of critical aspects and questions
Professional competence: In-depth knowledge and comprehension	• Organisational structures • Processes of international business activities • Finance • Change management
Professional competence : conative skills, analysis and synthesis of knowledge	The course is assessed on the basis of projects in groups. Students should be able to apply financial theories in practice and recognise their limitations.
Personal competence: Social competence	Students' presentation skills are encouraged during the course. The background to current mergers and acquisitions must be presented clearly and comprehensibly. To this end, students learn the ability to express themselves convincingly. During the critical debate with individual case studies, students should be able to argue stringently.

Personal competence: Independence / autonomy	Students learn to conduct independent research and are able to differentiate between current and important content and less important content. By critically reflecting on current case studies within the group, social effects are assessed and evaluated.
Competence level according to GQF	6
Contents	The learning content includes: • Introduction to the topic • Types of mergers and acquisitions • Processes, allocation of roles, responsibilities, methods and tools for takeovers and mergers • Company valuation • Case studies
Recommended optional programme components	• International Finance • Derivatives • Corporate Finance • Financial Risk Management • Finance Projects
Additional specifics	none
Literature/learning sources	• Boeh, K. K., Beamish, P. W.: Mergers and Acquisitions: Text and Cases, Sage Publications, (current edition). • Bruner, R.F.: Applied Mergers and Acquisitions, John Wiley & Sons, (current edition)... • Devine, M.: Successful Mergers, getting the people issue right, The Economist, London, (current edition). • Galpin, T., Herndon, M.: The Complete Guide to Mergers and Acquisitions. Process tools to support M&A integration at every level. 2nd edition, John Wiley & Sons, Hoboken, (current edition). • Haspeslagh, P., Jemison, D. B.: Managing acquisitions: Creating value through corporate renewal. The Free Press, New York, (current edition). • Stahl, G.K., Mendenhall M.E. (eds.): Mergers and Acquisitions. Managing Culture and Human Resources, Stanford Business Books, Stanford, (current edition).
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Course T2.8 XXX328 Finance Projects

This course is compulsory in the module

Person responsible for the course	Prof. Dr. Ted Azarmi
Semester	4
Frequency	Winter and summer semester
Type of Course	S (Seminar)
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	127.5
Detailed remarks on the workload	Projects, preparation and follow-up, presentations, exercises
Type of examination	LA (course-specific practice-related assignment)
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	Financial Management
Teaching/learning methods	Projects with exercises and group presentations
Professional competence: In-depth knowledge and comprehension	After completing the course, students will be able to understand and explain complex relationships in finance. They will be able to argue both theoretically and empirically.
Professional competence : conative skills, analysis and synthesis of knowledge	On completion of the course, students will have a high level of methodological competence to analyse issues arising in the field of financial management in a targeted manner and to develop proposals for solutions.
Personal competence: Social competence	Students work in groups on current issues in the field of financing and financial markets. This also requires the planning and organisation of cooperative work processes.
Personal competence: Independence / autonomy	The processing of a concrete practical example requires the independent development of a time and process plan.
Competence level according to GQF	6
Contents	Research into certain aspects of applied finance Library research Working with financial data records Discussion on current developments in financial practice Discussion of various methods in applied financing Course studies on current financial market activities
Recommended optional programme components	Derivatives Corporate Finance Specific Issues in Finance Financial Risk Management International Finance

Additional specifics	None
Literature/learning sources	Damodaran, A.: Investment Valuation. Thompson Reuter's database at http:// www.thomsonreuters.com/ . Bloomberg terminal. Yahoo! Finance at http://biz.yahoo.com/r/ .
Scheduled	Regular
Combined assessment	Not applicable

XXX330 Major/Minor		Human Resource Management					
Module	Number	Module and course		Examination		SWS	ECTS
		Title	Type	Type	Duration		
T3.1	XXX331	International Human Resource Management	V+Ü	LK	120	4	5
T3.2	XXX332	Specific Issues in International Human Resource Management	V+Ü	(LR)		(2)	(2.5)
T3.3	XXX333	Employment Law	V+Ü	(LK)	(90)	(2)	(2.5)
T3.4	XXX334	International Human Resource Management Case Studies	V+Ü	(LR)		(2)	(2.5)
T3.5	XXX335	Digital Human Resource Management	V+Ü	(LK)	(90)	(2)	(2.5)
T3.6	XXX336	International Human Resource Management Projects	S	LA		4	5
TOTAL				6 or 3 Courses		16 or 8	20 or 10

Module XXX330 Major/Minor Human Resource Management

Duration of the module	2 semesters
Contact hours per week	Major: 16 Minor: 8
Type of examination	Module grade (without examination) is made up of weighted individual performances
Credit points (ECTS)	Major: 20.0 Minor: 10.0
Requirements for awarding credit points	Passed examination or preliminary examination
Responsible	Prof. Dr. Michael Ruf Prof. Dr. Dietmar Högel
Teaching, learning and examination methods	Depending on the course, LK (course-related by written examination), LR (course-related by presentation) or LA (course-related by practical work)
Learning content	See the description of the respective courses (Module T3.1 - T3.6)
Competence level according to GQF	6
Requirements for participation	Human Resource Management (G 2.1) must be passed.
Additional specifics	The module is also available for TM, HM, WMM.
Combined assessment	Not applicable

Course T3.1 XXX331 International Human Resource Management

This course is compulsory in the module

Person responsible for the course	Prof Dietmar Högel
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Lecture on basic topics, class discussion, development of case solutions, group work (e.g. papers and presentations), guest lectures
Type of examination	LK (course-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	Human Resource Management (G 2.1) must be passed.
Teaching/learning methods	Lecture / exercise
Professional competence: In-depth knowledge and comprehension	Students have a holistic knowledge of the functions in international HR management and their integrated interaction. This includes in-depth knowledge from the relevant specialist disciplines.
Professional competence : conative skills, analysis and synthesis of knowledge	Students have a broad spectrum of methods for dealing with complex and intercultural problems in the context of international personnel management.
Personal competence: Social competence	Students work on case studies and exercises cooperatively in groups, plan and organise the work process and present the results of the group work.
Personal competence: Independence / autonomy	Students are able to independently plan, organise and reflect on individual and group-related work processes.
Competence level according to GQF	6

Contents	• Domestic vs International HRM - Key differences • Global Mobility and Expatriate Management • Employee secondments (profiles, formats, guidelines) • Recruitment & Selection • Personnel development (in particular developmental assignments) • Preparation for the assignment abroad • Support during the assignment abroad • Reintegration (repatriation management)
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	• Tariq, I./Brisco, D. R./Schuler, R. S.: IHRM: Policies and Practices for Multinational Enterprises, current edition, Routledge. • Dowling, P. J./Festing, M./Engle, A. D.: International Human Resource Management, current edition, Cengage Learning, London. • Reiche, B.S./Tenzer, H./Harzing, A.-W. (eds.), International Human Resource Management, current edition, Sage
Scheduled	Regular
Combined assessment	Not applicable

Course T3.2 XXX332 Specific Issues in International Human Resource Management

This course is elective in the module

Person responsible for the course	Prof. Dr. Michael Ruf
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
CONTACT HOURS PER WEEK	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Lecture on basic topics, class discussion, development of case solutions, group work, papers, presentations on special aspects of international personnel management
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	International Human Resource Management (T 3.1)
Teaching/learning methods	Lecture/Exercise
Professional competence: In-depth knowledge and comprehension	Students acquire a broad and integrated knowledge of international HR management and deepen their understanding of selected aspects.
Professional competence : conative skills, analysis and synthesis of knowledge	Students have a very broad spectrum of methods for dealing with complex and intercultural problems in the context of international personnel management.
Personal competence: Social competence	Students work independently on complex case studies, organise themselves according to a division of labour and deepen their specialist expertise. They are able to present the results of their work to experts.
Personal competence: Independence / autonomy	Students take responsibility for the planning, realisation and reflection of the joint work process.
Competence level according to GQF	6
Contents	Changing topics to deepen special aspects of international HR management (current topics such as international employer branding, international recruitment, HR development, intercultural project management in HR, etc.).

Recommended optional programme components	• Employment Law (T. 3.3) • International Human Resource Management Case Studies (T 3.4)
Additional specifics	None
Literature/learning sources	• Becker, M.: Personalentwicklung, Schäfer Poeschl, Stuttgart, n.d. • Böhmer, N./Schinnenburg, H./Steinert, C.: Fallstudien im Personalmanagement: Entscheidungen treffen, Konzepte entwickeln, Strategien aufbauen, Pearson, Munich, n. A. • Koester, K.: International Project Management, Sage, Thousand Oaks, n.d. • Scarbath, H.: Handbuch Trainingskompetenzen, DGFP, n. A. • Scholz, Ch./Scholz, T., Grundzüge des Personalmanagements, Vahlen, Munich, n.d. • Scarbath, H.: Handbuch Trainingskompetenzen, DGFP, n. A. • Wegerich, Ch.: Strategische Personalentwicklung in der Praxis, Wiley, Weinheim, n.d.
Scheduled	Regular
Combined assessment	Not applicable

Course T3.3 XXX333 Employment Law

This course is elective in the module

Person responsible for the course	Prof. Dr. Dietmar Högel
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of lectures; reading of recommended textbook sections, essays, labour court decisions; excursion to labour court if necessary; guest lecture by trade union representative or works council member, guest lecture by labour law specialist lawyer; exam preparation
Type of examination	LK (course-specific time-constraint assignment)
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Examination in Human Resource Management (G 1.5) must be passed
Teaching/learning methods	Lecture/exercise: Lecture, class discussion, development of case solutions taking into account (current) labour court case law, group work and short presentations if necessary
Professional competence: In-depth knowledge and comprehension	Students are able to: • Explain the main features of the structure of German labour law and German labour jurisdiction • behaviour of the company, in particular with regard to recruitment, in the light of the General Equal Treatment Act (AGG) must be critically examined • answer questions on standard problems of labour contract law, including dismissal protection law, correctly • Describe the main features of collective bargaining and industrial action law and their derivation from Art. 9 (3) GG • Describe the labour law system as part of a country's industrial relations system

Professional competence : conative skills, analysis and synthesis of knowledge	Students are empowered: • Recognise the legal relevance of the usual activities in the personnel area and assign them to the sub-areas of labour law and related areas of law (e.g. social and social security law) • Assess simple labour law issues correctly on the basis of legal texts and practical specialist literature
Personal competence: Social competence	Students are able to engage in competent dialogue with colleagues and legal advisors on labour law issues
Personal competence: Independence / autonomy	Students are able to recognise when more complex issues require the involvement of a lawyer.
Competence level according to GQF	6
Contents	• HRM/IHRM and labour law • Industrial relations and labour law • Legal sources and system of German labour law • Labour jurisdiction • Labour contract law (focus) • Labour protection law • Coalition, collective bargaining and industrial action law • Right of co-determination
Recommended optional programme components	Law I (G 5.1), Law II (H 5.1), HRM (G 1.5)
Additional specifics	None
Literature/learning sources	• Dütz, W./Thüsing, G.: Arbeitsrecht, updated edition, C.H. Beck, Munich. • Elert, N./Brooks C.: German Employment Law, updated edition, deGruyter. • Junker, A.: Fälle zum Arbeitsrecht, updated edition, C.H. Beck, Munich. • o. A., Wichtige Arbeitsgesetze, updated edition, NWB Verlag or: Arbeitsgesetze (ArbG), updated edition, Beck-Texte im dtv. • Wörlen, R./Kokemoor, A.: Arbeitsrecht, updated edition, Vahlen, Munich.
Scheduled	Regular
Combined assessment	Not applicable

Course T3.4 XXX334 International Human Resource Management Case Studies

This course is elective in the module

Person responsible for the course	Prof. Dr. Michael Ruf
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Lecture on basic topics, class discussion, development of case solutions, group work, papers and presentations on specific case studies and application examples of international personnel management
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	International Human Resource Management (T 3.1)
Teaching/learning methods	Lecture / exercise
Professional competence: In-depth knowledge and comprehension	Students have a broad, in-depth and integrated knowledge of international HR management. This includes relevant knowledge from neighbouring disciplines.
Professional competence : conative skills, analysis and synthesis of knowledge	Students have a very broad spectrum of methods for dealing with complex and intercultural problems in the context of international personnel management.
Personal competence: Social competence	Students work independently on complex case studies, organise themselves according to a division of labour and deepen their specialist expertise. They are able to present the results of their work to experts.
Personal competence: Independence / autonomy	Students take responsibility for the planning, realisation and reflection of the joint work process.
Competence level according to GQF	6
Contents	Thematically changing case studies in the context of international personnel management
Recommended optional programme components	Specific Issues in International Human Resource Management (T 3.2), Employment Law (T 3.3)

Additional specifics	None
Literature/learning sources	• Becker, M./Kluckow, N.: Case Studies for Human Resources Management: Volume I: Leadership and Organisation. Textbook and exercise book for study and further education. 13 case studies and solutions, Rainer Hampp Verlag, Munich, n. A. • Becker, M./Kluckow, N.: Case Studies for Human Resources Management: Volume II: Human Resources Management and Personnel Development. Textbook and exercise book for study and further education. 16 case studies and solutions: Rainer Hampp Verlag, Munich, n.d. • Böhmer, N./Schinnenburg, H.: Fallstudien im Personalmanagement: Entscheidungen treffen, Konzepte entwickeln, Strategien aufbauen, n. A. • Dowling, P. J./Festing, M./Engle, A. D.: International Human Resource Management, Cengage Learning, London, n.d.
Scheduled	Regular
Combined assessment	Not applicable

Course T3.5 XXX335 Digital Human Resource Management

This course is elective in the module

Person responsible for the course	Prof. Dr. Michael Ruf
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Lecture on basic topics, class discussion, development of case solutions, group work, papers, presentations on special aspects of international personnel management.
Type of examination	LK (course-specific time-constraint assignment)
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	International Human Resource Management (T 3.1)
Teaching/learning methods	Lecture/Exercise
Professional competence: In-depth knowledge and comprehension	Students have a broad and integrated knowledge of digital HR management and deepen their understanding of selected HR functions.
Professional competence : conative skills, analysis and synthesis of knowledge	Students have a very broad spectrum of methods for dealing with digital challenges and problems in the context of digital HR management.
Personal competence: Social competence	Students work independently on complex case studies on digital HR topics, organise themselves in a team and deepen their specialist expertise. They are able to present the results of their work to experts.
Personal competence: Independence / autonomy	Students take responsibility for the planning, realisation and reflection of the joint work process.
Competence level according to GQF	6
Contents	The course covers all HR functions (employer branding, personnel marketing, recruitment, deployment, remuneration, development, management, redundancy, labour law) and addresses relevant and current issues arising from the use of digital technologies.

Recommended optional programme components	• Employment Law (T. 3.3) • International Human Resource Management Case Studies (T 3.4) • International Human Resource Management Specific Issues (T 3.2)
Additional specifics	None
Literature/learning sources	• Fara, D. R., Future ready People & Culture: HR as a driver of digitalisation, Haufe, Freiburg, n.A. • Lippold, D., Modernes Personalmanagement: Personalmarketing im digitalen Wandel, De Gruyter Oldenbourg, Berlin, n.A. • Petry, Th./Jäger, W. (eds.), Digital HR, Haufe, Freiburg, n.d. • Scholz, Ch./Scholz, T., Grundzüge des Personalmanagements, Vahlen, Munich, n.d. • Ternès von Hattburg, A./ de Grancy, C.-D. (eds.), Agenda HR - Digitalisation, Work 4.0, New Leadership, Springer, Wiesbaden, n.d.
Scheduled	Regular
Combined assessment	Not applicable

Course T3.6 XXX336 International Human Resource Management Projects

This course is compulsory in the module

Person responsible for the course	Prof. Dr. Michael Ruf
Semester	4
Frequency	Winter and summer semester
Type of Course	S (Seminar)
Language of instruction	English
Credit points (ECTS)	5.0
CONTACT HOURS PER WEEK	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Lecture, independent project work, group work, coaching sessions with the lecturer, discussions and milestone meetings with project clients, presentations
Type of examination	LA (course-specific practice-related assignment)
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	International Human Resource Management (T 3.1)
Teaching/learning methods	Lecture, independent project work, group work, coaching sessions with the lecturer, discussions and milestone meetings with project clients, presentations
Professional competence: In-depth knowledge and comprehension	Students have a broad, in-depth and integrated knowledge of international HR management. This includes relevant knowledge from neighbouring disciplines, which is further deepened depending on the project topic.
Professional competence : conative skills, analysis and synthesis of knowledge	Students have a very broad spectrum of methods for dealing with complex and intercultural problems in the context of international personnel management. They are able to formulate recommendations for action for operational challenges.
Personal competence: Social competence	Students work independently on complex case studies, organise themselves according to a division of labour and deepen their specialist expertise. They are able to present the results of their work to experts.
Personal competence: Independence / autonomy	Students take responsibility for the planning, realisation and reflection of the joint work process.
Competence level according to GQF	6

Contents	• Varying topics depending on the project client • The objective is to deepen the subject areas of international human resources management by means of concrete practical projects • Transfer of learning content from other modules (T 3.1, U 3.1, U 3.2, U 3.3.) into a practical context • Project management
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	• Brisco, D. R./Schuler, R. S./Claus, L.: IHRM: Policies and Practices for Multinational Enterprises, current ed. Routledge Chapman & Hall. • Dowling, P. J./Festing, M./Engle, A. D.: International Human Resource Management, current edition, Cengage Learning, London.
Scheduled	Regular
Combined assessment	Not applicable

XXX340 Major/Minor		International Management					
Module	Number	Module and course		Examination		SWS	ECTS
		Title	Type	Type	Duration		
T4.1	XXX341	International Management	V+Ü	LK	120	4	5
T4.2	XXX342	Global Leadership	V+Ü	(LR)		(2)	(2.5)
T4.3	XXX343	Digital Transformation of International Business	V+Ü	(LR)		(2)	(2.5)
T4.4	XXX344	Managing the International Organisation	V+Ü	(LKBK)	(60)	(2)	(2.5)
T4.5	XXX345	Specific Issues in International Management	V+Ü	(LR)		(2)	(2.5)
T4.6	XXX346	International Management Case Studies	V+Ü	(LR)		(2)	(2.5)
T4.7	XXX347	International Management Projects	S	LA		4	5
TOTAL				6 or 3 Courses		16 or 8	20 or 10

Module XXX340 Major/Minor International Management

Duration of the module	2 semesters
Contact hours per week	Major: 16 Minor:8
Type of examination	Module grade (without examination) is made up of weighted individual performances
Credit points (ECTS)	Major: 20.0 Minor: 10, 0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Björn Röber
Teaching, learning and examination methods	Lectures, exercises, case studies, presentations, project work, exams
Learning content	See the description of the respective courses (Module T4.1 - T4.7)
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	None
Scheduled	Regular / block Courses
Combined assessment	Not applicable

Course T4.1 XXX341 International Management

This course is compulsory in the module

Person responsible for the course	Prof. Dr. Björn Röber
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	• Preparation and review of lecture materials • Work on specific tasks and exercises including the study of literature • Preparation of short presentations in group work • Exam preparation
Type of examination	LK (course-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	Principles of Business Administration; Introduction to Intercultural Business & Human Resource Management; Management
Teaching/learning methods	• Interactive lectures • Exercises • Case studies • Group work and presentations
Professional competence: In-depth knowledge and comprehension	After completing this course, students will be able to transfer their understanding of general business administration and management to the international context. They will understand the strategic and operational challenges that organisations face in the international environment.
Professional competence : conative skills, analysis and synthesis of knowledge	Students develop their analytical skills through the completion of exercises. Practical exercises and case studies, as well as group discussions, enable students to apply theoretical knowledge to real-world scenarios. This enhances their ability to transfer knowledge into business practice and strengthens their capacity to solve complex problems in an international context.

Personal competence: Social competence	By presenting previously analysed case studies and other group exercises, students improve their teamwork capabilities, as well as communication, argumentation and conflict resolution skills.
Personal competence: Independence / autonomy	Students develop their ability to work independently by researching, critically reviewing and analysing texts. They learn to present effectively and lead argumentative discussions.
Competence level according to GQF	6
Contents	• Fundamentals of international management • Implications of globalisation • International trade theories • Implications of different institutional environments for international companies • Foreign market entry modes and strategies • International market expansion and internationalization processes • International market strategies for international companies
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	• Collinson, S., Narula, R., Qamar, A., & Rugman, A. M.: International Business, current edition, Harlow, Pearson. • Griffin, R. W. & Pustay, M. W.: International Business: A Managerial Perspective, current edition, Harlow, Pearson. • Hill, C.W.L.: International Business - Competing in the Global Marketplace, current edition, New York, McGraw-Hill Education. • Peng, M. & Meyer, K.: International Business, current edition, London, Cengage Learning EMEA. • Shenkar, O., Luo, Y., & Chi, T.: International Business, current edition, New York, Routledge. • Stanwick, P. & Stanwick, S.: International Management: A Stakeholder Approach, current edition, Cheltenham, Edward Elgar Publishing. • Wild, J. J. & Wild, K. L.: International Business, current edition, New York, Pearson.
Scheduled	Regular
Combined assessment	Not applicable

Course T4.2 XXX342 Global Leadership

This course is elective in the module

Person responsible for the course	Prof. Dr. Björn Röber
Semester	4
Frequency	Winter and summer semester
Type of Course	V+Ü (ILecture with integrated exercise)
Language of instruction	English
Credit points (ECTS)	2.5
Contact Hours Per Week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	• Preparation and follow-up of lectures and presentations • Work on current topics and exercises including literature reviews • Preparation of presentations in groups
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	• Lectures • Group work and discussions • Presentations by the students
Professional competence: In-depth knowledge and comprehension	Students gain a profound understanding of the theories and strategies of effective leadership in an international environment. They will deal with key competencies and attributes that characterise global leaders and understand how cultural differences influence leadership behaviour in international management.
Professional competence : conative skills, analysis and synthesis of knowledge	In the context of international management, students deepen their competences in researching and interpreting global leadership topics by preparing and presenting their own research topics.
Personal competence: Social competence	By presenting previously analysed case studies and other group exercises, students improve their teamwork capabilities, as well as communication, argumentation and conflict resolution skills.
Personal competence: Independence / autonomy	Students develop their ability to work independently by researching, critically reviewing and analysing texts. They learn to present effectively and lead argumentative discussions.

Competence level according to GQF	6
Contents	• Introduction and overview of leadership theories in the context of international management • Analysis of the influence of national cultures on leadership styles within international organisations (building on comparative cultural management research) • Discussion of the relationships between international cultural clusters, corporate cultures, corporate strategies, organisational structures and leadership styles
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	• Bass, B. M., and Stogdill, R. M.: Bass & Stogdill's Handbook of Leadership: Theory, Research, and Managerial Application, current edition, Collier Macmillan Publishers. • Hofstede, G.: Culture's Consequences: International Differences in Work-Related Values, SAGE Publications. • Kotter, J.: A Force for Change: How Management Differs from Leadership, FreePress. • Mendenhall, M. E., Osland, J. S., Bird, A., Oddou, G. R., & Maznevski, M. L. (2017): Global Leadership: Research, Practice, and Development, current edition, Routledge. • Northouse, P. G. (2021): Leadership: Theory and practice, current edition, Sage Publications.
Scheduled	Regular
Combined assessment	Not applicable

Course T4.3 XXX343 Digital Transformation of International Business

This course is elective in the module

Person responsible for the course	Prof. Dr. Björn Röber
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	• Preparation and follow-up of lectures and presentations • Work on current topics and exercises including literature reviews • Preparation of presentations in groups
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	• Lectures • Group work and discussions • Presentations by the students
Professional competence: In-depth knowledge and comprehension	Students deepen their understanding of digital transformation in the context of international management. They understand the impact of digital technologies on global business strategies and processes and learn how to apply these insights to international organisations.
Professional competence : conative skills, analysis and synthesis of knowledge	In the context of international management, students deepen their competences in researching and interpreting digital transformation topics by preparing and presenting their own research topics.
Personal competence: Social competence	By presenting previously analysed case studies and other group exercises, students improve their teamwork capabilities, as well as communication, argumentation and conflict resolution skills.
Personal competence: Independence / autonomy	Students develop their ability to work independently by researching, critically reviewing and analysing texts. They learn to present effectively and lead argumentative discussions.
Competence level according to GQF	6

Contents	• Core concepts of the digital era in the context of international management • Challenges and opportunities presented by digital business models for multinational companies • Strategic approaches to digital transformation in multinational corporations • Digital business models and ecosystems in an international context • Case study analyses of digital transformation in multinational corporations
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	• Babu, George and Justin, Paul (eds.): Digital Transformation in Business and Society - Theory and Cases, current edition, Palgrave-Macmillan. • Rogers, David L.: The Digital Transformation Playbook: Rethink Your Business for the Digital Age
Scheduled	Regular
Combined assessment	Not applicable

Course T4.4 XXX344 Managing the International Organisation

This course is elective in the module

Person responsible for the course	Prof. Dr. Björn Röber
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	• Preparation and follow-up of lectures and presentations • Work on current topics and exercises including literature reviews • Preparation of presentations in groups • Exam preparation
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 min
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	• Interactive lectures • Exercises • Case studies • Group work and presentations • Use of various digital media as well as research articles from scientific journals
Professional competence: In-depth knowledge and comprehension	Students gain advanced knowledge of the structures, processes, and challenges faced by international organizations. They develop an understanding of the complexity of global value creation and the critical role of coordination in effective international management.
Professional competence : conative skills, analysis and synthesis of knowledge	Students develop the ability to analyze and evaluate complex international organizational structures and processes. They learn to research relevant international case studies and critically discuss them within the context of international management.
Personal competence: Social competence	By presenting previously analysed case studies and other group exercises, students improve their teamwork capabilities, as well as communication, argumentation and conflict resolution skills.

Personal competence: Independence / autonomy	Students develop their ability to work independently by researching, critically reviewing and analysing texts. They learn to present effectively and lead argumentative discussions.
Competence level according to GQF	6
Contents	• Principles of international organisational design and behaviour • Organisation structures for multinational enterprises • Group and holding structures in an international environment • International project management • Analysis of case studies of international business processes
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	• Griffin, R. W. & Pustay, M. W.: International Business: A Managerial Perspective, current edition, Harlow, Pearson. • Hill, C.W.L.: International Business - Competing in the Global Marketplace, current edition, New York, McGraw-Hill Education. • Wild, J. J. & Wild, K. L.: International Business, current edition, New York, Pearson.
Scheduled	Regular
Combined assessment	Will be announced in the first three weeks of lectures.

Course T4.5 XXX345 Specific Issues in International Management

This course is elective in the module

Person responsible for the course	Prof. Dr. Björn Röber
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	• Preparation and follow-up of lectures and presentations • Work on current topics and exercises including literature reviews • Preparation of presentations in groups
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	• Lectures • Group work and discussions • Presentations by the students
Professional competence: In-depth knowledge and comprehension	Students acquire in-depth knowledge of specific, up-to-date topics in international management chosen by the lecturer. This approach exposes students to current issues from both academic research as well as practical applications, contributing to a deeper understanding of the module subject.
Professional competence : conative skills, analysis and synthesis of knowledge	Students develop the ability to apply their previously acquired knowledge and to understand international management in different theoretical realms. They learn to analyse specific problems and to develop solutions, which deepens their understanding of international management in a broader context.
Personal competence: Social competence	By presenting previously analysed case studies and other group exercises, students improve their teamwork capabilities, as well as communication, argumentation and conflict resolution skills.
Personal competence: Independence / autonomy	Students develop their ability to work independently by researching, critically reviewing and analysing texts. They learn to present effectively and lead argumentative discussions.
Competence level according to GQF	6

Contents	The content of the course is variable and reflects the expertise and focus of the respective teaching staff. The range of possible topics is broad and can range from geographical and regional focal points, such as international management in certain regions of the world, to specific subject areas, such as "International Sustainability".
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	Due the variable focus of this course as well as to incorporate the latest developments and research findings, the specific literature list will be provided at the start of each semester as part of the course.
Scheduled	Regular
Combined assessment	Not applicable

Course T4.6 XXX346 International Management Case Studies

This course is elective in the module

Person responsible for the course	Prof. Dr. Björn Röber
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	• Preparation and follow-up of lectures and presentations • Work on current topics and exercises including literature reviews • Preparation of presentations in groups
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	• Lectures • Group work and discussions • Case studies • Presentations by the students
Professional competence: In-depth knowledge and comprehension	Students deepen their understanding of key topics in international management by working with real-life case studies. They identify and analyse crucial management aspects and their application in global business practice.
Professional competence : conative skills, analysis and synthesis of knowledge	Students develop the ability to apply their previously acquired knowledge in a practical context. They learn to analyse specific problems and develop solutions.
Personal competence: Social competence	By presenting previously analysed case studies and other group exercises, students improve their teamwork capabilities, as well as communication, argumentation and conflict resolution skills.
Personal competence: Independence / autonomy	Students develop their ability to work independently by researching, critically reviewing and analysing texts. They learn to present effectively and lead argumentative discussions.
Competence level according to GQF	6

Contents	Various case studies in the context of international management that reflect the expertise and focus of the respective teaching staff.
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	Due the variable focus of this course as well as to incorporate the latest developments and research findings, the specific literature list will be provided at the start of each semester as part of the course.
Scheduled	Regular
Combined assessment	Not applicable

Course T4.7 XXX347 International Management Projects

This course is compulsory in the module

Person responsible for the course	Prof. Dr. Björn Röber
Semester	4
Frequency	Winter and summer semester
Type of Course	S (seminar)
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	127.5
Detailed remarks on the workload	• Preparation and follow-up of lectures and presentations • Project management tasks • Preparation of presentations in groups
Type of examination	LA (course-specific practice-related assignment)
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	None
Teaching/learning methods	• Lectures • Individual project assignments • Group assignments • Discussions and milestone meetings • Student presentations
Professional competence: In-depth knowledge and comprehension	Students deepen their understanding of key topics in international management by working with real-world case studies. They identify and analyze critical management aspects and their application in global business practice.
Professional competence : conative skills, analysis and synthesis of knowledge	Students develop the ability to apply their previously acquired knowledge in practical settings. They learn to analyse specific international management project problems and devise solutions.
Personal competence: Social competence	Students independently tackle complex case studies, self-organize with a clear division of tasks, and enhance their subject-matter expertise. They are prepared to present and defend their findings to experts (also from business practice).

Personal competence: Independence / autonomy	Students take responsibility for the planning, realisation and reflection of a joint work process.
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Competence level according to GQF	6
Contents	• Varying topics depending on the project assignment • Consolidation of the topics of international management based on specific practical projects • Transfer of learning content from other courses in the "T4 International Management" module into a practical context • Project management
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	Due the variable focus of this course as well as because of the different backgrounds of the teaching staff, the specific literature list will be provided at the start of each semester as part of the course.
Scheduled	Regular
Combined assessment	Not applicable

XXX350 Major/Minor		Marketing					
Module	Number	Module and course		Examination		SWS	ECTS
		Title	Type	Type	Duration		
T5.1	XXX351	International Marketing	V+Ü	LK	120	4	5
T5.2	XXX352	Marketing Cases	(V+Ü)	(LR)		(2)	(2.5)
T5.3	XXX353	B2C marketing	V+Ü	(LKBK)	(60)	(2)	(2.5)
T5.4	XXX354	B2B marketing	V+Ü	(LKBK)	(60)	(2)	(2.5)
T5.5	XXX355	Service Marketing	V+Ü	(LKBK)	(60)	(2)	(2.5)
T5.6	XXX356	Digital Marketing	V+Ü	(LKBK)	(60)	(2)	(2.5)
T5.7	XXX357	Market Research	V+Ü	(LA)		(2)	(2.5)
T5.8	XXX358	Specific Issues in International Marketing	V+Ü	(LA)		(2)	(2.5)
T5.9	XXX359	Marketing Projects	S	LA		4	5
TOTAL				6 or 3 Courses		16 or 8	20 or 10

Module XXX350 Major/Minor Marketing

Duration of the module	2 semesters
Contact hours per week	Major: 16 Minor:8
Type of examination	Module grade (without examination) is made up of weighted individual performances
Credit points (ECTS)	Major: 20.0 Minor: 10, 0
Requirements for awarding credit points	Passed examination
Responsible	Prof. Dr. Beatrix Dietz
Teaching, learning and examination methods	• Lectures, case studies, real-life examples, project work, articles, discussions • Presentation / working paper / project work and written exam
Learning content	• Introduction and explanation of the marketing paradigm • Global environment • Consumer behaviour / behaviour of companies • Market research • Global Marketing Coverage / Marketing goals and strategy • Operational implementation of the marketing mix • Selected industries (B2B / Service) • Specific and current marketing topics and trends
Competence level according to GQF	6
Requirements for participation	Introduction to marketing
Additional specifics	None
Scheduled	Regular / Block Course
Combined assessment	Not applicable

Course T5.1 XXX351 International Marketing

This course is compulsory in the module

Person responsible for the course	Prof. Dr. Beatrix Dietz
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	90
Detailed remarks on the workload	Detailed case study preparation
Type of examination	LK (course-specific time-constraint assignment)
Exam duration	120 minutes
Type of course unit	Compulsory
Requirements for participation	Recommended: Marketing (1st semester); Marketing Case Studies (3rd semester)
Teaching/learning methods	Lectures, case studies, group work, exercises
Professional competence: In-depth knowledge and comprehension	Students gain knowledge about marketing in an international environment and make expert decisions in case studies and in group frameworks
Professional competence : conative skills, analysis and synthesis of knowledge	Students gain knowledge at international marketing topics in theory and practice (case studies and syndicate exercises). It aims at building students' awareness of marketing mix issues in the international context, and provides the concepts and tools to manage products and brands internationally. After laying some foundations, students learn about the strategic impact of globalization on today's business decisions. This implies market analysis, how to develop, position, package, communicate, price and distribute products internationally. Along the way, students also see how companies are dealing with international marketing issues due to a wealth of case studies and examples. In addition, students analyse their own case.
Personal competence: Social competence	In group work (field study) the students make conceptual drafts and validate those in an applied framework. 50% of the grade is based on group work. Students are encouraged to work in international teams. Typically, the course has a high number on international students.

Personal competence: Independence / autonomy	50% of the grade is based on individual final examination result
Competence level according to GQF	6
Contents	This course deals with international marketing topics in theory and practice with the following contents. 1. Introduction & setting the scene 2. Understanding the global environment 3. Global market coverage strategy 4. Designing the global marketing mix
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	Mandatory references: - Armstrong, Gary and Kotler, Philip Principles of Marketing, Global Edition, 2020 (18th) Recommended references: - Hollensen, S. Global marketing, 2017 (7th): - Czinkota, M. R. International marketing, 2013 (10th) - Fauser, S. Service Marketing in 100 Minuten, 2023 - Goodluck, C. International Marketing Theory and Practice from Developing Countries, 2016
Scheduled	Regular
Combined assessment	Not applicable

Course T5.2 XXX352 Marketing Cases

This course is elective in the module

Person responsible for the course	Prof. Dr. Simon Fauser
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Ongoing case study preparation (analysis, results, recommendations), final examination (individual grade)
Type of examination	LR (course-specific paper / presentation)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	Having successfully completed "G1.2 Marketing" (recommended)
Teaching/learning methods	Case studies, real-life examples, project work
Professional competence: In-depth knowledge and comprehension	The students will learn: • how to understand & apply the relevant marketing instruments • applying the fundamentals of Open Innovation & Design Thinking on marketing context.
Professional competence : conative skills, analysis and synthesis of knowledge	The identified marketing aspects are evaluated. The students develop decision alternatives and discuss recommendations on the basis of realistic plausibility and coherence criteria.
Personal competence: Social competence	- Group work and dealing with group dynamics - Discussion culture
Personal competence: Independence / autonomy	• Time and project management • Research and analysis work • Logical thinking, argumentation and discussion • Ability to reflect
Competence level according to GQF	6
Contents	In this class, the students are actively engaged in figuring out the principles of marketing by abstracting from the examples. This develops their skills in: - Problem solving - Applying analytical tools, quantitative and/or qualitative, depending on the case - Decision making in complex situations - Coping with ambiguities, e.g. ethical dilemmas Case assignments can be done individually or in teams so that the students can brainstorm solutions and share the work load. A student or team of students do a formal "opening" of the case, outlining their analysis. This

	presentation of the case study establishes the framework for further in-class discussion.
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	• Jobber, D., Ellis-Chedwick, F. (2019). Principles and Practice of Marketing. McGrawHill. • Clow, K.E./Baack, D. Cases in Marketing Management, Ivey Casebook Series, current edition.
Scheduled	Regular
Combined assessment	Not applicable

Course T5.3 XXX353 B2C marketing

This course is elective in the module

Person responsible for the course	Prof. Dr. Beatrix Dietz
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	45
Detailed remarks on the workload	Preparation of case studies, research work, exam preparation
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 minutes
Type of course unit	Elective
Requirements for participation	Principles of Business Administration / Marketing as well as International Marketing
Teaching/learning methods	• Lecture • Case studies and real life examples • Presentations
Professional competence: In-depth knowledge and comprehension	• Sound knowledge of consumer behaviour models, influencing factors and activating and cognitive processes • Knowledge of models of the purchasing process • Knowledge of the importance of brand management • Understanding the relationship between digital marketing and consumer behaviour
Professional competence : conative skills, analysis and synthesis of knowledge	• Expertise in developing solutions using theoretical models and approaches with incomplete information • Application of the STP approach, derivation of a communication plan and corresponding KPIs - also in an international context, taking into account the trade-off between standardisation and differentiation • Use of primary and secondary data to derive customer insights and business opportunities
Personal competence: Social competence	• Taking on changing roles in teamwork • Formulate and assert arguments
Personal competence: Independence / autonomy	• Set and realise your own goals • Time management • Research and analysis work • Ability to reflect and criticise • Out-of-the-box thinking
Competence level according to GQF	6

Contents	The course focuses on consumer goods and their successful management along the product life cycle. Based on a case study scenario or the task of a specific company, students create a They analyse the situation and develop their first marketing strategy and marketing plan. Prior to this, each group is introduced to the topic through a theoretical summary of relevant marketing concepts and/or tools. Marketing theory and practice are combined in the course.
Recommended optional programme components	Service marketing, e-marketing, market research
Additional specifics	none
Literature/learning sources	Compulsory literature: • Hoffmann, S.; Akbar, P.: Consumer Behaviour, 1st ed. 2023. • Hoyer, W.; MacInnes, D. J.; Pieters, R.: Consumer Behaviour, 8th ed., 2023. Recommended reading: • Current articles and/or internet links are uploaded to the ILIAS learning platform.
Scheduled	Regular
Combined assessment	Will be announced in the first three weeks of lectures.

Course T5.4 XXX354 B2B Marketing

This course is elective in the module

Person responsible for the course	Prof. Dr. Beatrix Dietz
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	45
Detailed remarks on the workload	Lecture follow-up, preparation of current topics, exam preparation
Type of examination	LK BK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 min
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, case studies and student presentation of special topics
Professional competence: In-depth knowledge and comprehension	The special marketing features of capital goods and services as well as trade marketing are presented. Individual focus: sales management, key account management and lead management in an international context.
Professional competence : conative skills, analysis and synthesis of knowledge	Students combine the strategic and instrumental B2B marketing specialities with the requirements of business customers and trading partners.
Personal competence: Social competence	• Development of case studies in various groups • Definition of the work process, distribution of information, finding joint solutions and making joint decisions • Appreciation of others and other opinions
Personal competence: Independence / autonomy	• Research and analysis work • Time management • Presentation skills • Ability to give feedback, criticise and reflect
Competence level according to GQF	6
Contents	• B2B market peculiarities • B2B marketing strategies • B2B marketing tools • Sales management • KAM • Lead management

Recommended optional programme components	Service marketing, e-marketing
Additional specifics	None
Literature/learning sources	• Brennan, R.: Business-to-Business Marketing, 3rd edition, 2014. • Cheverton, P.: Key Account Management, 6th edition, 2015. • Futrell, Ch.: Fundamentals of Selling, 13th edition, 2013. • Hutt, M.: Business Marketing, 11th ed., 2013. • Zimmerman, A.: B2B Marketing Management, 2nd ed., 2013.
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Course T5.5 XXX355 Service Marketing

This course is elective in the module

Person responsible for the course	Prof. Dr. Simon Fauser
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	45
Detailed remarks on the workload	Lecture follow-up, preparation of current topics, exam preparation
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture
Professional competence: In-depth knowledge and comprehension	Knowledge of the special marketing features for services, in particular the 7 Ps and international aspects. Students understand the special features of intangible offers and the resulting marketing consequences.
Professional competence : conative skills, analysis and synthesis of knowledge	Students will be able to identify success factors in service marketing and allocate these to different marketing approaches.
Personal competence: Social competence	Definition of the work process, distribution of information, finding joint solutions and making joint decisions Appreciation of others and other opinions
Personal competence: Independence / autonomy	Evaluation of case study-based alternatives of marketing measures
Competence level according to GQF	6
Contents	Students acquire knowledge of the specifics of marketing for services, in particular with regard to the 7Ps of marketing, as well as international aspects. Special emphasis is placed on quality. Students also acquire knowledge of the special features of intangible offers and the consequences for marketing decisions made from the perspective of a marketing manager.
Recommended optional programme components	None
Additional specifics	None

Literature/learning sources	Compulsory literature: • Fauser, S.: Services Marketing- quality and other essentials, 2017. Recommended reading: • Lovelock, C.: Services Marketing, 7th, 2010. • Zeithaml, V.: Services Marketing, 6th, 2012.
Scheduled	Regular
Combined assessment	Will be published in the first three weeks of lectures.

Course T5.6 XXX356 Digital Marketing

This course is elective in the module

Person responsible for the course	Prof. Dr. Beatrix Dietz
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Lecture follow-up, preparation of current topics, exam preparation
Type of examination	LKBK (course-specific combination of assessments; concluded by a written examination)
Exam duration	60 min
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture and group work
Professional competence: In-depth knowledge and comprehension	The Digital Marketing module provides a comprehensive insight into the world of digital marketing and teaches fundamental concepts, strategies and tools that are critical to successful digital marketing campaigns. Current trends, technologies and best practices are discussed to provide students with an understanding of the effective use of digital channels to increase brand awareness, customer loyalty and revenue generation. Learning objectives: • Understanding the basic concepts and principles of digital marketing. • Knowledge of various digital marketing channels and their possible applications. • Ability to develop a digital marketing strategy that meets the specific requirements and objectives of a company. • Application of tools and techniques for analysing data and measuring performance in digital marketing. • Understanding of legal and ethical aspects of digital marketing, including data protection and compliance.
Professional competence : conative skills, analysis and synthesis of knowledge	Search engine optimisation (SEO), Google Ads • Website optimisation • Content Marketing • Storytelling • Display and banner advertising. • Mobile Marketing • App marketing • Data analysis and performance measurement in digital marketing
Personal competence: Social competence	Students can utilise and manage diversity in multicultural teams Students can communicate efficiently and effectively across

	disciplinary and cultural boundaries
Personal competence: Independence / autonomy	• Students are able to analyse their own strengths and weaknesses and use their strengths in a team • Students are aware of their responsibility and the consequences of their actions • Students can make decisions independently and defend them autonomously • Students can present the results of their analyses in a creative way
Competence level according to GQF	6
Contents	The Digital Marketing module provides a comprehensive insight into the world of digital marketing and teaches fundamental concepts, strategies and tools that are critical to successful digital marketing campaigns. Current trends, technologies and best practices are discussed to provide students with an understanding of the effective use of digital channels to increase brand awareness, customer loyalty and revenue generation. • Introduction to digital marketing: basics, development and trends • Affiliate marketing • Social Media Marketing • Influencer marketing • Email marketing • Search engine marketing (SEM) and search engine optimisation (SEO), Google Ads • Website optimisation • Content Marketing • Storytelling • Display and banner advertising. • Mobile Marketing • App marketing • Data analysis and performance measurement in digital marketing • Legal and ethical aspects of digital marketing
Recommended optional programme components	None
Additional specifics	None
Literature/learning sources	Chaffey, Dave; Ellis-Chadwick, Fiona: Digital Marketing, current edition, Pearson.
Scheduled	Regular / Block course
Combined assessment	Will be published in the first three weeks of lectures.

Course T5.7 XXX357 Market Research

This course is elective in the module

Person responsible for the course	Prof. Dr. Franziska Drescher
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Data collection, analysis and presentation
Type of examination	LA (course-accompanying practical work)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	• Lecture • Exercises with feedback on data collection, interpretation and presentation • Realisation and presentation of a market research project
Professional competence: In-depth knowledge and comprehension	Students are familiar with the areas and purposes of market research as well as various market research methods and their applications.
Professional competence : conative skills, analysis and synthesis of knowledge	Students are enabled to plan, coordinate and carry out a market research project independently. Students work in teams to carry out the market research project. In doing so, they must first discuss and specify the project assignment with a client, select a suitable data collection method, coordinate the data collection and evaluation as well as the presentation of results and present their analyses and data interpretation to the client.
Personal competence: Social competence	The students carry out the project described above together as a team and present their analyses, interpretations and conclusions to an audience at the end. The following skills are promoted: • Ability to work in heterogeneous teams and group coordination • Ability for structured argumentation • Ability to convincingly justify and defend conclusions reached

Personal competence: Independence / autonomy	• Independent organisation of work processes in the
Competence level according to GQF	6
Contents	• Theoretical foundations of market research • Data collection methods and design • Applied data interpretation • Presentation of results and data • Realisation of a market research project
Recommended optional programme components	Courses from the Marketing specialisation
Additional specifics	none
Literature/learning sources	• Berekoven, L. et al.: Marktforschung, current edition. • Herrmann, A. et al.: Handbuch Marktforschung, current edition. • Kuß, A. et al.: Marktforschung, current edition. • Ottawa, M./Rietz, C.: Betriebliche Marktforschung, current edition. • Porst, R.: Questionnaire - A workbook, current edition. • Weis, H. C., Steinmetz, P.: Marktforschung, current edition.
Scheduled	Regular
Combined assessment	Not applicable

Course T5.8 XXX358 Specific Issues in International Marketing

This course is elective in the module

Person responsible for the course	Prof. Dr. Beatrix Dietz
Semester	4
Frequency	Winter and summer semester
Type of Course	Lecture with integrated exercise
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week	2.0
Workload - contact hours	30
Workload - self-study	45
Detailed remarks on the workload	Topic-related tasks
Type of examination	LA (course-specific practice-related assignment)
Exam duration	Not applicable
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, case studies, real-life examples, research and project work
Professional competence: In-depth knowledge and comprehension	Detailed knowledge of a specific marketing topic in relation to strategic and instrumental marketing. Special focus: current developments in marketing.
Professional competence : conative skills, analysis and synthesis of knowledge	Students combine the latest marketing knowledge with general marketing concepts and their application to real consumer goods or capital goods marketers.
Personal competence: Social competence	- Evaluation and presentation of analysis results of special marketing topics - Case processing (individually or in groups) - Dealing with group dynamics
Personal competence: Independence / autonomy	- Project and time management - Research and analysis work - Critical and logical thinking, argumentation and discussion - Ability to reflect
Competence level according to GQF	6
Contents	Examples of topics: - Diversity management and marketing - Neuro-Marketing - International trade marketing - Sustainable marketing in a global context - Big Data
Recommended optional programme components	None

Additional specifics	Topics change from semester to semester
Literature/learning sources	Due the variable focus of this course as well as to incorporate the latest developments and research findings, the specific literature list will be provided at the start of each semester as part of the course.
Scheduled	Regular
Combined assessment	Not applicable

Course T5.9 XXX359 Marketing Projects

This course is compulsory in the module

Person responsible for the course	Prof. Dr. Beatrix Dietz
Semester	4
Frequency	Winter and summer semester
Type of course	S (seminar)
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Extensive scenario analysis (case study or company-based)
Type of examination	LA (course-specific practice-related assignment)
Exam duration	Not applicable
Type of course unit	Compulsory
Requirements for participation	International Marketing (4th semester)
Teaching/learning methods	Seminar
Professional competence: In-depth knowledge and comprehension	Student will be able to: • Understand the specific characteristics of consumer marketing • Know the factors to be included in an environment analysis • Know what types of customers exist, understand customer behaviour • Know media allocation and budgeting • Students get knowledge of primary and secondary data as well as • Knowledge to analyse the situation of a company (analysis of the macro and micro environment using PESTEL, SWOT etc.) • Knowledge of market entry decisions in international markets (derivation of decision indicators, application of models such as scoring, etc.) • Knowledge of the definition of target groups • Knowledge about defining goals and deriving strategies • Knowledge of how to achieve goals and implement strategies based on a marketing mix plan
Professional competence : conative skills, analysis and synthesis of knowledge	Based on an international case study or a specific company from Germany or abroad, students analyse the situation and decide on a new country market. They define a target group and company goals from a marketing perspective and develop a strategy and a marketing plan at the instrumental level to achieve the goals. The recommendations can be presented comprehensively, confidently and coherently.
Personal competence: Social competence	• Definition of the work process, distribution of information, finding joint solutions and making joint decisions • Appreciation of others and other opinions

Personal competence: Independence / autonomy	• Set and realise your own goals • Time management • Research and analysis work • Critical thinking • Feedback culture • Ability to reflect and criticise • Out-of-the-box thinking
Competence level according to GQF	6
Contents	Based on the theoretical knowledge acquired in the marketing courses mentioned above a fullfledged marketing plan is to be developed. The plan includes a market analysis (industry, competitors, consumers), and the 4Ps. Students are expected to apply the marketing knowledge they have acquired during their studies and to develop their Work on marketing plans independently. Regular feedback sessions ensure that students are on the right track. Feedback is also given in writing and outside lesson times. Both a written report based on the Guidelines for scientific work as well as an oral presentation are to be prepared and delivered.
Recommended optional programme components	None
Additional specifics	Student teams are organised according to functional marketing aspects (e.g. product management, marketing communication, sales) or subdivided as consultants competing for ideas.
Literature/learning sources	Homburg, Christian, Kuester, Sabine, and Krohmer, Harley (2012): Marketing Management: A Contemporary Perspective, 2nd revised edition, McGraw-Hill, Maidenhead, UK. Homburg, Christian, Schäfer, Heiko und Schneider, Janna (2012), Sales Excellence, Springer, Heidelberg. Glowik, Mario, Bruhs, Sarah Maria.; Business-to-Business : A Global Network Perspective Recommended online resources/ publications: Further articles e.g. from the Harvard Business Review will be uploaded onto Ilias.
Scheduled	Regular
Combined assessment	Not applicable

Appendix C: Language profiles (Specific Language Studies)

The IB-E degree programme offers two language profiles:

- **German as a Foreign Language**
- **Business English**

Students with German language skills of at least B2 level must choose the language profile "English". Proof of language proficiency is provided in accordance with the admission regulations. If no sufficient knowledge of German can be proven, the language profile "German as a foreign language" must be chosen. For all language profiles, a module examination with several examinations is only passed if the individual examinations are graded at least "sufficient" (4.0).

Language profile: German as a Foreign Language

The "German" language profile is offered at two different entry levels. Placement in the different language levels is determined by a placement test in the first week of lectures in the first semester.

Table 14: German as a foreign language - entry level A1, target level B2

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
1	G10		German as a foreign language - Basic Level					
1	G10.1		German as a foreign language A1	SP	LKBK	90	2	2.5
2	G10.2		German as a foreign language A2/ B1	SP	LKBK	90	2	2.5
3	H9		German as a foreign language - Intermediate Level					
3	H9.1		German as a foreign language B1	SP	LKBK	90	2	2.5
4	H9.2		German as a foreign language B1/ B2	SP	LKBK	90	2	2.5
6	H9.3		German as a foreign language B2	SP	LKBK	90	4	5

Table 15: German - entry level B1, target level C1

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G10		German as a foreign language - Intermediate Level					
1	G10.1		German as a foreign language B1	SP	LKBK	90	2	2.5
2	G10.2		German as a foreign language B1/ B2	SP	LKBK	90	2	2.5
	H9		German as a foreign language - Advanced					
3	H9.1		German as a foreign language B2	SP	LKBK	90	2	2.5
4	H9.2		German as a foreign language B2/ C1	SP	LKBK	90	2	2.5
6	H9.3		German C1	SP	LKBK	90	4	5

Module G10 German as a Foreign Language - Basic Level

Duration of the module	2 semester
Contact hours per week (SWS)	4
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	5.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	N.N
Teaching, learning and examination methods	Lecture, exercise, discussions, presentations and self-study
Course unit content	See G10.1 and 10.2 (entry level A1, target level B2)
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G10.1 German as a Foreign Language A1

This course is elective in module G10

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	35
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand familiar words and simple sentences in texts - understand familiar words and simple sentences when spoken slowly and clearly - communicate in a simple way, ask and answer simple questions about immediately necessary things and familiar topics - introduce and describe themselves and others - write simple messages and fill out simple forms
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity

Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	The module teaches the basics of language use and regional knowledge. The four basic skills of listening comprehension, oral expression, reading comprehension and written expression are taught with a focus on oral expression and reading and listening comprehension. The focus is on everyday situations.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Übungsgrammatik Deutsch als Fremdsprache Sprachniveau A1–A2, Schubert Verlag, ISBN 978-3-941323-09-4
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G10.2 German as a Foreign Language A2/B1

This course is elective in module G10

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	35
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand sentences and frequently used expressions about things that are important to them (e.g. family, shopping, work, environment) and the essentials of short, clear and simple messages and announcements - read short, simple texts and find information - communicate in simple, routine situations about familiar and common things and hold short conversations - write short, simple notes and messages
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively

Competence level according to GQF	6
Contents	The module teaches the basics of language use and regional knowledge. The four basic skills of listening comprehension, oral expression, reading comprehension and written expression are taught with a focus on oral expression and reading and listening comprehension. The focus is on everyday situations.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• DaF kompakt neu A2 (Modul- und Übungsbuch + MP3-CD), ISBN 978-3-12-676314-1 • Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H9 German as a Foreign Language - Intermediate Level

Duration of the module	3 semester
Contact hours per week (SWS)	10
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	5.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	N.N
Teaching, learning and examination methods	Lecture, exercise, discussions, presentations and self-study
Course unit content	See H9.1, H9.2, H9.3 (entry level A1, target level B2)
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H9.1 German as a Foreign Language B1

This course is elective in module H9

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	35
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand the main points in conversations about familiar things (e.g. work, school/career, leisure) and current events when standard language is used. - understand texts with common everyday and professional language as well as private letters - cope with most situations encountered in the language area, take part in conversations without preparation and express their own opinions/feelings/wishes and describe the plot of a book/movie. reproduce - write simple, coherent texts and personal letters
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively

Competence level according to GQF	6
Contents	The module develops the basics of language use and knowledge of the country. The four basic skills are developed and written expression is practiced more intensively. In addition to general topics, particular attention is paid to the use of regional studies materials.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H9.2 German as a Foreign Language B1/B2

This course is elective in module H9

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	35
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand the main points when clear standard language and business language at level B1/B2 is used. - can cope with most Specific communication situations and express themselves simply and coherently on familiar topics and personal areas of interest. - report on business experiences and events and understand and produce moderately difficult business texts.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	- Ability to work in heterogeneous/diverse groups - Ability to coordinate groups - Ability to argue in a structured and constructive manner in discussions - Ability to justify and present results convincingly - Ability to interact - Ability to reflect on own positions - Development of intercultural sensitivity
Personal competence: Independence / autonomy	- Reflexivity and learning competence - Independent, conscientious and responsible organisation of work processes - Independent analysing/sketching of solutions/critical evaluation - Working cooperatively

Competence level according to GQF	6
Contents	The module develops the basics of language use and knowledge of the country. The four basic skills are developed and written expression is practiced more intensively In addition to general topics, particular attention is paid to the use of regional studies materials.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6 • Weitblick – Das große Panorama. B2: Band 1. Kurs- und Übungsbuch. ISBN 978-3-06-120889-9
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H9.3 German as a Foreign Language B2

This course is elective in module H9

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5
Contact hours per week (SWS)	4
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand texts on specific as well as abstract topics relating to their private and professional life - as long as standard language is spoken. - read texts of all kinds independently and understand the main content of more complex texts - understand and extract relevant information - recognize and correct their own mistakes, communicate spontaneously and fluently, without major effort.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	- Ability to work in heterogeneous/diverse groups - Ability to coordinate groups - Ability to argue in a structured and constructive manner in discussions - Ability to justify and present results convincingly - Ability to interact - Ability to reflect on own positions - Development of intercultural sensitivity
Personal competence: Independence / autonomy	- Reflexivity and learning competence - Independent, conscientious and responsible organisation of work processes - Independent analysing/sketching of solutions/critical evaluation - Working cooperatively

Competence level according to GQF	6
Contents	• Teaching lexis at level B 2.1 • Enhancement of grammar skills • Analysis, evaluation and interpretation of current news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Weitblick – Das große Panorama. B2: Band 1. Kurs- und Übungsbuch. ISBN 978-3-06-120889-9
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module G10 German as a Foreign Language - Intermediate Level

Duration of the module	2 semester
Contact hours per week (SWS)	4
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	5.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	N.N
Teaching, learning and examination methods	Lecture, exercise, discussions, presentations and self-study
Course unit content	See G10.1 and G10.2 (entry level B1, target level C1)
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G10.1 German as a Foreign Language B1

This course is elective in module G10

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	35
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand the main points in conversations about familiar things (e.g. work, school, career, work, leisure) and current events when standard language is used. - understand texts with common everyday and professional language as well as private letters understand - cope with most situations encountered in the language area, take part in conversations without preparation and express their own opinions/feelings/wishes and describe the plot of a book/movie. - write simple, coherent texts and personal letters
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity

Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Consolidation of knowledge of everyday and business language • Teaching specialised vocabulary at level B1 • Expansion of grammar skills • Analysing, evaluating and interpreting current (business) news from the media • Systematic written and oral exercises for Expansion of the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course G10.2 German as a Foreign Language B1/B2

This course is elective in module G10

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	35
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can • understand the main points when clear standard language and business language at level B1/B2 is used, • can cope with most situations and speak simply and coherently about familiar topics and personal areas of interest, • report on business experiences and events and understand and produce moderately difficult business texts.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge acquisition: obtaining, preparing and processing information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively

Competence level according to GQF	6
Contents	• Consolidation of knowledge in everyday and Business language • Teaching specialised vocabulary at level B1/B2 • Expansion of grammar skills • Analysis, evaluation and interpretation of current (Business) news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Netzwerk B1. Lehrwerk mit DVD und zwei Audio-CDs ISBN 978-3-12-605003-6 • Weitblick – Das große Panorama. B2: Band 1. Kurs- und Übungsbuch. ISBN 978-3-06-120889-9
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Module H9 German as a Foreign Language - Advanced

Duration of the module	3 semester
Contact hours per week (SWS)	10
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	5.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	N.N
Teaching, learning and examination methods	Lecture, exercise, discussions, presentations and self-study
Course unit content	See H9.1, H9.2 an H9.3 (entry level B1, target level C1)
Competence level according to GQF	6
Requirements for participation	None
Additional specifics	Germans and foreign students with a German university entrance qualification
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H9.1 German as a Foreign Language B2

This course is elective in module H9

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	35
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand texts on specific as well as abstract topics relating to their private and professional life - as long as standard language is spoken. - read texts of all kinds independently and understand the main content of more complex texts - understand and extract relevant information - recognize and correct their own mistakes, communicate spontaneously and fluently, without major effort.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	- Ability to work in heterogeneous/diverse groups - Ability to coordinate groups - Ability to argue in a structured and constructive manner in discussions - Ability to justify and present results convincingly - Ability to interact - Ability to reflect on own positions - Development of intercultural sensitivity
Personal competence: Independence / autonomy	- Reflexivity and learning competence - Independent, conscientious and responsible organisation of work processes - Independent analysing/sketching of solutions/critical evaluation - Working cooperatively

Competence level according to GQF	6
Contents	• Teaching lexis at level B 2.1 • Enhancement of grammar skills • Analysis, evaluation and interpretation of current news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Weitblick – Das große Panorama. B2: Band 1. Kurs- und Übungsbuch. ISBN 978-3-06-120889-9
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H9.2 German as a Foreign Language B2/C1

This course is elective in module H9

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	35
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can - understand in detail what is said in standard language on topics of general interest. - understand not only the information content, but also the author's intentions "between the lines" - write longer and more detailed texts with a relatively extensive vocabulary and structure - use complex sentence structures, build arguments and relate arguments to each other
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity
Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively

Competence level according to GQF	6
Contents	- Teaching lexis at level B2/C1 - Analysis, evaluation and interpretation of current news from the media - Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	- Weitblick – Das große Panorama. B2: Band 2. Kurs- und Übungsbuch. ISBN 978-3-06-120906-3 - Bayerlein, Oliver; Buchner, Patricia (2013): Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache B2/C1: Lesen. München: Hueber Verlag. ISBN 9783190510030 - Buchner, Patricia; Bayerlein, Oliver (2015): Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache/Kursbuch: Schreiben. München: Hueber Verlag. ISBN 9783191010034 - Buscha, Anne; Szita, Szilvia; Stengel-Raven, Susanne (2013): C Grammatik. Übungsgrammatik Deutsch als Fremdsprache: Sprachniveau C1, C2. Leipzig: Schubert Verlag. ISBN 3941323113
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Course H9.3 German C1

This course is elective in module H9

Person responsible for the course	N.N
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	German
Credit points (ECTS)	5
Contact hours per week (SWS)	4
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Group work Written and oral exercises Use of digital media (films, internet, audio material)
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Lecture, exercise, colloquium and self-study
Professional competence: In-depth knowledge and comprehension	Students can -express themselves orally on social topics at an educational level. - understand journalistic, literary and academic texts and understand the argumentation structures of complex texts - recognize 'inauthentic' use of language such as irony or linguistic images in texts - write different types of texts using grammatical structures of educational language (e.g. argumentative texts, complex descriptions) - classify social phenomena in Germany and compare them internationally compare
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, organising, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	• Ability to work in heterogeneous/diverse groups • Ability to coordinate groups • Ability to argue in a structured and constructive manner in discussions • Ability to justify and present results convincingly • Ability to interact • Ability to reflect on own positions • Development of intercultural sensitivity

Personal competence: Independence / autonomy	• Reflexivity and learning competence • Independent, conscientious and responsible organisation of work processes • Independent analysing/sketching of solutions/critical evaluation • Working cooperatively
Competence level according to GQF	6
Contents	• Teaching lexis at level C1 • Analysis, evaluation and interpretation of current news from the media • Systematic written and oral exercises to expand the ability to act in business situations
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	• Bayerlein, Oliver; Buchner, Patricia (2013): Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache B2/C1: Lesen. München: Hueber Verlag. ISBN 9783190510030 • Buchner, Patricia; Bayerlein, Oliver (2015): Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache/Kursbuch: Schreiben. München: Hueber Verlag. ISBN 9783191010034 • Buscha, Anne; Szita, Szilvia; Stengel-Raven, Susanne (2013): C Grammatik. Übungsgrammatik Deutsch als Fremdsprache: Sprachniveau C1, C2. Leipzig: Schubert Verlag. ISBN 3941323113
Scheduled	Regular / block course
Combined assessment	The grade consists of two components: a student's performance throughout the semester and the written examinations at the end of the semester. Details and weighting will be provided at the beginning of the semester.

Language profile: Business English

Table 16: Business English

Sem.	Module	Number	Module and course		Examination		SWS	ECTS
			Title	Type	Type	Duration		
	G10		Business English					
1	G10.1		Business English	SP	LKBK	90	2	2.5
2	G10.2		Business English	SP	LKBK	90	2	2.5
	H9		Business English					
3	H9.1		Business English	SP	LKBK	90	2	2.5
4	H9.2		Business English	SP	LKBK	90	2	2.5
6	H9.3		Business English	SP	LKBK	90	4	5

Module G10 Business English B2

Duration of the module	2 semesters
Contact hours per week (SWS)	4
Type of examination	LKBK (course-related by combined examination with written exam as final examination) 90 minutes
Credit points (ECTS)	5.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Bernadette Pfannebecker
Teaching, learning and examination methods	Discussions, presentations, case studies, flipped classroom, LKBK
Course unit content	The module deals with social, cultural and linguistic topics relevant to the Anglophone world. A particular focus is on business administration.
Competence level according to GQF	6
Requirements for participation	Knowledge of English at an appropriate level (GER/CERF)
Additional specifics	The module can also be assigned to TM, HM, WMM
Combined assessment	The distribution and scheduling of the examinations/assignments will be published in the first three weeks of lectures.

Course G10.1 Business English I, B2

This course is elective in module G10

Person responsible for the course	Bernadette Pfannebecker
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	None
Teaching/learning methods	Language seminar with integrated exercises, presentations, case studies and discussions
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic competences, especially in common business terminology in the Anglophone world. On completion of the module, participants will be able to express themselves competently and effectively in a wide variety of business situations.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, judgement skills organise, plan, carry out and evaluate tasks, among other things Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, a. a. Conducting discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence, among others. a. Develop responsibility and a sense of duty, Working cooperatively, plan time
Competence level according to GQF	6
Contents	The course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business administration.

Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Current magazines, news sources and authentic online texts in English Authentic English language corpus data Modern English dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	Regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course G10.2 Business English II, B2

This course is elective in module G10

Person responsible for the course	Bernadette Pfannebecker
Semester	2
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	• Knowledge of English at an appropriate level (GER/CERF) • Successful participation in the following course: Business English I
Teaching/learning methods	Language seminar with integrated exercises, presentations, case studies and discussions
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic competences, especially in common business terminology in the Anglophone world. On completion of the module, participants will be able to express themselves competently and effectively in a wide variety of business situations.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, judgement skills organise, plan, carry out and evaluate tasks, among other things Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, a. a. Conducting discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence, among others. a. Develop responsibility and a sense of duty, Working cooperatively, plan time
Competence level according to GQF	6

Contents	This course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business administration.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Current magazines, news sources and authentic online texts in English Authentic English language corpus data Modern English dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	Regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Module H9 Business English B2

Duration of the module	3 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Ellen Luker
Teaching, learning and examination methods	Discussions, presentations, case studies, flipped classroom, LKBK
Course unit content	The module deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business communication.
Competence level according to GQF	6
Requirements for participation	• Knowledge of English at an appropriate level (GER/CERF) • Successful participation in the following courses: Business English I, Business English II
Additional specifics	The module can also be assigned to HM, TM, WMM
Scheduled	regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course H9.1 Business English I, B2/C1

This course is elective in module H9

Person responsible for the course	Ellen Luker
Semester	3
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	• Knowledge of English at an appropriate level (GER/ CERF) • Successful participation in the following courses: Business English I, Business English II
Teaching/learning methods	Language seminar with integrated exercises, discussions, presentations and case studies
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic skills, particularly in the area of interpersonal communication in the Anglophone world. On completion of the module, participants will be able to express themselves competently and effectively in a wide range of business situations.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, including holding discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence, develop responsibility and a sense of duty, Working cooperatively, plan time, etc.
Competence level according to GQF	6

Contents	The course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business communication.
Recommended optional programme components	The course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business communication.
Additional specifics	Compulsory attendance
Literature/learning sources	Current magazines, news sources and authentic online texts in English Authentic English language corpus data Modern English dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course H9.2 Business English II, B2/C1

This course is elective in module H9

Person responsible for the course	Ellen Luker
Semester	4
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	• Knowledge of English at an appropriate level (GER/ CERF) • Successful participation in the following courses: Business English I, Business English II
Teaching/learning methods	Language seminar with integrated exercises, discussions, presentations and case studies
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic skills, particularly in the area of interpersonal communication in the Anglophone world. On completion of the module, participants will be able to express themselves competently and effectively in a wide range of business situations.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, including holding discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence, develop responsibility and a sense of duty, Working cooperatively, plan time, etc.
Competence level according to GQF	6

Contents	The course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business communication.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Current magazines, news sources and authentic online texts in English Authentic English language corpus data Modern English dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course H9.3 Business English (Global English Language & Culture) C1

This course is elective in module H9

Person responsible for the course	Matthew Penn
Semester	6
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	• Knowledge of English at an appropriate level (GER/ CERF) • Successful participation in Module G10 & H9.1 and H9.2
Teaching/learning methods	Discussions, presentations, case studies, flipped classroom
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic competences, particularly in the area of linguistics and cultural studies in the Anglophone world. Upon completion of the module, students will be able to effectively identify, analyse, interpret and present various linguistic and cultural features of the Anglophone world.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, judgement skills organise, plan, carry out and evaluate tasks, among other things Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, a. a. Conducting discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence and a. Develop responsibility and a sense of duty, Working cooperatively, plan time
Competence level according to GQF	6

Contents	The course deals with social, cultural and linguistic issues relevant to the Anglophone world. Special emphasis is placed on comparative cultural studies.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Current periodicals, news sources and authentic online texts in English Modern English Authentic English language corpus data Dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	Regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Module G10 Business English C1

Duration of the module	2 semesters
Contact hours per week (SWS)	4
Type of examination	LKBK (course-related by combined examination with written exam as final examination) 90 minutes
Credit points (ECTS)	5.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Bernadette Pfannebecker
Teaching, learning and examination methods	Discussions, presentations, case studies, flipped classroom, LKBK
Course unit content	The module deals with social, cultural and linguistic topics relevant to the Anglophone world. A particular focus is on business administration.
Competence level according to GQF	6
Requirements for participation	Knowledge of English at an appropriate level (GER/CERF)
Additional specifics	The module can also be assigned to TM, HM, WMM
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course G10.1 Business English I, C1

This course is elective in module G10

Person responsible for the course	Bernadette Pfannebecker
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	Knowledge of English at an appropriate level (GER/CERF)
Teaching/learning methods	Language seminar with integrated exercises, presentations, case studies and discussions
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic competences, especially in common business terminology in the Anglophone world. On completion of the module, participants will be able to express themselves competently and effectively in a wide variety of business situations.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, judgement skills organise, plan, carry out and evaluate tasks, among other things Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, a. a. Conducting discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence develop responsibility and a sense of duty, Working cooperatively, plan time, etc.
Competence level according to GQF	6
Contents	The course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business administration.

Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Current periodicals, news sources and authentic online texts in English Authentic English language corpus data Modern English dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	Regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course G10.2 Business English II, C1

This course is elective in module G10

Person responsible for the course	Bernadette Pfannebecker
Semester	1
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	• Knowledge of English at an appropriate level (GER/CERF) • Successful participation in the following course: Business English I
Teaching/learning methods	Language seminar with integrated exercises, presentations, case studies and discussions
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic competences, especially in common business terminology in the Anglophone world. On completion of the module, participants will be able to express themselves competently and effectively in a wide variety of business situations.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, judgement skills organise, plan, carry out and evaluate tasks, among other things Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, a. a. Conducting discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence, develop responsibility and a sense of duty, Working cooperatively, plan time, etc.
Competence level according to GQF	6

Contents	This course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business administration.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Current periodicals, news sources and authentic online texts in English Authentic English language corpus data Modern English dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	Regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Module H9 Business English C1

Duration of the module	3 semesters
Contact hours per week (SWS)	8
Type of examination	LKBK Course-specific combination of assessments; concluded by a written examination
Credit points (ECTS)	10.0
Requirements for the award of credit points	Fulfilment of the attendance requirement and passing the examination
Responsible	Ellen Luker
Teaching, learning and examination methods	Discussions, presentations, case studies, flipped classroom, LKBK
Course unit content	The module deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business communication.
Competence level according to GQF	6
Requirements for participation	• Knowledge of English at an appropriate level (GER/ CERF) • Successful participation in the following courses: Business English I, Business English II
Additional specifics	The module can also be assigned to HM, TM, WMM
Scheduled	regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course H9.1 Business English I, C1

This course is elective in module H9

Person responsible for the course	Ellen Luker
Semester	3
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	• Knowledge of English at an appropriate level (GER/ CERF) • Successful participation in the following courses: Business English I, Business English II
Teaching/learning methods	Language seminar with integrated exercises, discussions, presentations and case studies
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic skills, particularly in the area of interpersonal communication in the Anglophone world. On completion of the module, participants will be able to express themselves competently and effectively in a wide range of business situations.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, including holding discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence, develop responsibility and a sense of duty, Working cooperatively, plan time, etc.
Competence level according to GQF	6

Contents	The course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business communication.
Recommended optional programme components	The course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business communication.
Additional specifics	Compulsory attendance
Literature/learning sources	Current magazines, news sources and authentic online texts in English Authentic English language corpus data Modern English dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course H9.2 Business English II, C1

This course is an elective subject in module H9

Person responsible for the course	Ellen Luker
Semester	4
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	2.5
Contact hours per week (SWS)	2.0
Workload - contact hours	30
Workload - self-study	32.5
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	• Knowledge of English at an appropriate level (GER/ CERF) • Successful participation in the following courses: Business English I, Business English II
Teaching/learning methods	Language seminar with integrated exercises, discussions, presentations and case studies
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic skills, particularly in the area of interpersonal communication in the Anglophone world. On completion of the module, participants will be able to express themselves competently and effectively in a wide range of business situations.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, the ability to make judgements, including structuring, planning, carrying out and evaluating tasks Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, including holding discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence, develop responsibility and a sense of duty, Working cooperatively, plan time, etc.
Competence level according to GQF	6

Contents	The course deals with social, cultural and linguistic topics relevant to the Anglophone world. Special emphasis is placed on business communication.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Current magazines, news sources and authentic online texts in English Authentic English language corpus data Modern English dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	Regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.

Course H9.3 Business English (Global English Language & Culture) C1

This course is elective in module H9

Person responsible for the course	Matthew Penn
Semester	6
Frequency	Winter and summer semester
Type of course	SP (Language class) See SPO AT
Language of instruction	English
Credit points (ECTS)	5.0
Contact hours per week (SWS)	4.0
Workload - contact hours	60
Workload - self-study	65
Detailed remarks on the workload	Preparation and follow-up of the course material; group work and/or individual student presentations depending on the topics covered; exam preparation.
Type of examination	See SPO AT
Exam duration	90 minutes
Type of course unit	Elective
Requirements for participation	• Knowledge of English at an appropriate level (GER/ CERF) • Successful participation in Module G10 & H9.1 and H9.2
Teaching/learning methods	Discussions, presentations, case studies, flipped classroom
Professional competence: In-depth knowledge and comprehension	This course offers participants the opportunity to deepen their linguistic competences, particularly in the area of linguistics and cultural studies in the Anglophone world. Upon completion of the module, students will be able to effectively identify, analyse, interpret and present various linguistic and cultural features of the Anglophone world.
Professional competence : conative skills, analysis and synthesis of knowledge	Skills: Instrumental and systematic skills, judgement skills organise, plan, carry out and evaluate tasks, among other things Knowledge development: Obtain, prepare and process information
Personal competence: Social competence	Team and leadership skills, co-design and communication, a. a. Conducting discussions, working in groups, constructive argumentation, developing intercultural sensitivity
Personal competence: Independence / autonomy	Independence, responsibility, reflexivity and learning competence and a. Develop responsibility and a sense of duty, Working cooperatively, plan time
Competence level according to GQF	6

Contents	The course deals with social, cultural and linguistic issues relevant to the Anglophone world. Special emphasis is placed on comparative cultural studies.
Recommended optional programme components	None
Additional specifics	Compulsory attendance
Literature/learning sources	Current periodicals, news sources and authentic online texts in English Modern English Authentic English language corpus data Dictionaries, general and specialised Language and writing tools with artificial intelligence Text, audio and video media in a variety of English dialects and sociolects as well as specialised language
Scheduled	Regular
Combined assessment	Students are required to complete a partial performance that assesses oral, listening and written skills (e.g. through individual online presentation slides with voice-over and subsequent discussion with students via forums). These partial performances are weighted at 40%; the final written examination at 60%.