

Semester	Winter	Summer	2nd semester			
ECTS credits		5				
Language	English					
Content	The basic concepts of market and competition are taught and applied to concrete cases of anti-trust policies and other types of government intervention. Core elements are: <ul style="list-style-type: none">- the basic functions of market and competition- market failure, competition failure, policy failure- regulation, structural changes and social security					
Learning objectives	Successful students are able to <ul style="list-style-type: none">- understand the functions of market and competition in a market economy,- understand the consequences of government intervention and regulation,- understand possible trade-offs between social justice and economic efficiency,- apply general concepts to concrete market cases.					
Precondition for attendance	It is recommended to have finished the module "Microeconomics I" (4.1.5) or corresponding knowledge					
Work load	150 hours, including 42 hours attendance 106 hours individual learning 2 hours examination					
Precondition for exam	None					
Forms of teaching and assessments	Teaching units	Weekly hours			Assessment	ECTS
		L	S	T		
		2		1	Written exam (90 min.)	5
Bibliography (latest editions apply)	Krugman, P.R., Obstfeld, M.: International Economics, Addison-Wesley Longman. Sherman, R.: Market Regulation, Addison Wesley. Pindyck, R.S., Rubinfeld, D.L.: Microeconomics, Prentice Hall. Varian, H.R.: Intermediate Microeconomics, Norton.					
Study Program	Bachelor Business Administration; International Management					

Semester	Winter	Summer	2nd semester			
ECTS credits		5				
Language	English					
Content	<p>This module is an introductory course to marketing. It covers its basic philosophy, definitions, terms, concepts, frameworks, models, and many real-world case study examples to learn about its various aspects in practise.</p> <p>The contents of this course include:</p> <ul style="list-style-type: none">- Customer relationship building and value creation- Successful marketing strategies- Ethical behaviour and social responsibility in marketing- Internal and external marketing environments- Consumer behaviour and organizations as customers- Reaching for international customers and markets- Marketing research- Market segmentation, targeting, positioning- Development of new goods and services- Brand management, pricing strategies- Marketing channels, retailing/wholesaling, and supply chains- Marketing communications and direct marketing- Advertising, sales promotions, public relations- Social media and the internet- Personal selling and sales management- Implementing interactive and multichannel marketing					
Learning objectives	Successful students will know the basic concepts, paradigms, models, definitions, strategies, and tactics of state-of-the-art marketing. They can use the real-world learnings from the numerous case study analyses in their future professional life.					
Preconditions of attendance	None					
Work load	150 hours, including 56 hours attendance 20 hours preparation for presentation 72 hours self-study 2 hours examination					
Preconditions for examination	None					
Form of teaching and assessments	Teaching units	Weekly hours			Assessment	ECTS
		L	S	T		
		2	2		Written exam (90 min.) and presentation (Weight 3:1)	5
Bibliography (latest editions apply)	<ul style="list-style-type: none">- R. A. Kerin, S. W. Hartley, and W. Rudelius: <i>Marketing: The Core</i> 5th Edition, McGraw-Hill, 2013.- Recent case studies and journal articles					
Study Program	Bachelor International Management					

Semester	Winter	Summer	2nd semester			
ECTS credits		5				
Language	English					
Content	<p>This course provides an introduction into Statistics for business students. For prospective entrepreneurs, consultants and managers Statistics is essential in today's competitive environment. This course tries to close the existing gap between theory and practice by presenting statistical methods in a way they are both relevant and interesting to students. The basic descriptive and inductive statistical concepts are taught and applied to concrete real world problems. Core elements are:</p> <ul style="list-style-type: none">- Displaying and Describing Categorical Data- Displaying and Describing Quantitative Data- Scatterplots, Association, and Correlation- Linear Regression- Randomness and Probability- Sampling Distributions and the Normal Model- Confidence Intervals for Proportions- Testing Hypothesis about Proportions- Confidence Intervals and Hypothesis Tests for Means					
Learning objectives	<p>Successful students are able to</p> <ul style="list-style-type: none">- understand basic descriptive and inductive statistical concepts,- apply general statistical concepts to real world problems					
Preconditions for attendance	None					
Work load	<p>150 hours, including 56 hours attendance 91 hours self-study 3 hours examination</p>					
Preconditions for examination	Mid-term exam					
Forms of teachings and assessments		Weekly hours				
	Teaching units	L	S	T	Assessment	ECTS
		2	2		Written exam (90 min.)	5
Bibliography (latest editions apply)	Sharpe, N.R., De Veaux, R.R., Velleman, P.F.: Business Statistics, Pearson Education International.					
Study Program	Bachelor International Management					

Semester	Winter	Summer	6th Semester			
ECTS credits		5				
Language	English					
Content	<p>This module is a beginner and intermediate level course on managerial accounting with references to its international dimensions. Each lecture will be followed by a problem set session.</p> <p>The course contents include:</p> <ul style="list-style-type: none">- Accounting and cost concepts- Job-order costing- Activity-based costing- Process costing- Cost-volume-profit relationships- Variable costing and segment reporting- Profit planning- Flexible budgets, standard costs, and variance analysis- Performance measurement- Differential analysis- Statement of cash flows- Financial statement analysis					
Learning objectives	Successful students will be aware of state-of-the-art managerial accounting principles, able to ask the right questions when it comes to making and preparing important product and process decisions, and capable of doing the necessary math in analysing respective business cases correctly, professionally, and ethically responsibly.					
Preconditions for attendance	None					
Work load	150 hours, consisting of 56 hours lectures and seminars 92 hours self-study 2 hours examination					
Preconditions for examination	None					
Forms of teaching and assessments	Teaching units	Weekly hours			Assessment	ECTS
		L	S	T		
		2	2		Written exam (90 min.)	5
Bibliography (latest editions apply)	<ul style="list-style-type: none">- P. C. Brewer, R. H. Garrison, and E. W. Noreen: <i>Introduction to Managerial Accounting</i> Global 6th Edition, McGraw-Hill, 2013.- Recent case studies and journal articles					
Study Program	Bachelor International Management					

Semester	Winter	Summer	2nd Semester			
ECTS credits		5				
Language	English/German					
Content	The module provides an overview of basic principles, concepts, models and challenges in the field of business ethics. A special focus is laid on the contrast between institutional incentive compatible concepts and personalised applied ethics. The discussion is based on case studies illustrating current fields of conflicts. Students have to prepare a presentation and seminar paper on a concrete case study. Examples for topics of case studies include <ul style="list-style-type: none">- internationalisation, competition of investment locations and social dumping- corruption in value chains and public calls for tender- technological and environmental risks- stakeholder and shareholder approaches- corporate social responsibility					
Learning objectives	Successful students will be able to understand and apply basic concepts of business and corporate ethics within concrete business contexts and decision-making processes of strategic management and organisation. Furthermore, they will be able to connect internal corporate ethics models with communication and integration strategies in markets.					
Preconditions for attendance	None					
Work load	150 hours in total, consisting of 42 hours attendance 25 hours supervised autonomous learning 83 hours preparation for presentation and paper					
Preconditions for examination	None					
Forms of teaching and assessments	Teaching units	Weekly hours			Assessment	ECTS
		L	S	T		
			3		Presentation and seminar paper	5
					Weight 1:2 (both single parts of the exam have to be passed)	
Bibliography	Homann, K., Lütge, C.: Einführung in die Wirtschaftsethik, Lit, 2005. Korff, W. et al. (Hrsg.): Handbuch zur Wirtschaftsethik, Bd. I-IV, Gütersloh, Gütersloher Verlagsgesellschaft, 1999. Koslowski, P.: Principles of ethical economy, Kluwer, 2001.					
Study Program	Master General Management; Master Business Administration					

Semester	Winter	Summer	4th Semester			
ECTS credits		5				
Language	English/German					
Content	<p>Business formation, at the interface of business and technology in particular, is the central topic of this integrative module. It integrates technology and business, the core knowledge of various business management modules, and professional competence, methodological competence and social competence. The module consists of the following components:</p> <ol style="list-style-type: none">1. The lecturer sets the framework, e.g. through the presentation of central contents of business formation, mainly at the beginning of the semester, and through lectures on selected topics during the semester2. The student is deepened his/her knowledge in self-study - depending on the inclination and the company to be founded. In addition to classic print media, new media such as iTunes University and YouTube are welcome.3. If possible, the lecturer will invite experienced company founders who share their practical experiences in lectures and discussions. These guest lectures can also characterize the overall scope of this module.4. The students - coached by the lecturer or practitioner - create a complete business plan largely independent in groups of 3-6 participants. The composition of the group should be as interdisciplinary as possible; engineers, merchants, and arts scholars should contribute their specific knowledge and strengths to the team. <p>Business formation in the broad sense of this module also includes the taking over of a company within the framework of a succession or the company reorganization. Business plans for national business models will be formulated and presented in German, international business models will be formulated and presented in English.</p>					
Learning objectives	<p>The aim of the course is to understand, to analyse and to evaluate the challenges regarding business formation, as well as to present solutions. Students are given the opportunity to put strategic decisions into an overall business context and to discuss them in the group. The practical approach might involve a development of business models for the international market in English.</p>					
Preconditions for attendance	None					
Work load	<p>150 hours, consisting of 56 hours attendance (equivalent to 14 seminars) 70 hours self-study 24 hours preparation of paper/presentation</p>					
Preconditions for examination	None					
Forms of teaching and assessments		Weekly hours			Assessment	ECTS
	Teaching units	L	S	T		
			2		2	Seminar paper (business plan) and presentation of business plan (Weight: 1:1) Both single parts of the exam need to be passed
Bibliography (latest editions apply)	<p>Students will be offered a slide script and/or relevant textbook. Bygrave, William D./ Zacharakis, Andrew: Entrepreneurship, 2nd edition, Wiley. 2010. Information on further reading material will be announced in the lecture.</p>					
Study Program	Master General Management; Master Business Administration; Bachelor International Management					

Semester	Winter	Summer	1st and 2nd semester (annually)			
ECTS credits	3	3				
Language	English					
Content	Applied Business Language with specific focus on topics, such as the following: <ul style="list-style-type: none">- Application, CV/Résumé, Job interview- Intercultural communication- Companies (structure, legal entities, etc)- International marketing- Statistics – understanding and interpreting facts, figures and trends- Leadership - strategy and change- Accounting- Globalization – chances and problems, international trade- Business ethics					
Learning objectives	Successful students will be able to communicate in the foreign language in a specific academic and business context. They have good command of a broad lexical and stylistic repertoire to carry out a variety of subject-related and professional tasks, such as discussions, presentations, business correspondence, case studies, reports). They are aware of intercultural differences in business communication.					
Preconditions for attendance	Level B2.2 CEF					
Work load	180 hours in total, consisting of 56 hours seminars 122 hours guided autonomous learning, preparation for presentation and projects 2 hours final written examination					
Preconditions for examination	Project in 1 st course term					
Forms of teaching and assessments		Weekly hours			Assessment	ECTS Credits
	Teaching units	L	S	T		
			2 WS) 2 (SS)		Written exam (90 min.): <i>Reading and Listening Comprehension, Writing;</i> Presentation with Discussion (15 min.) <i>Weight 3 : 1</i> <i>Both (single) parts of the exam have to be passed and taken without the help of any dictionaries.</i>	6
Bibliography (latest editions apply)	Information on textbook title will be given in the seminar Additional and practice material (computer, audio, video, print) is available for use in the SLZ (multi-media centre)					
Study Program	Use of foreign business language in Bachelor course and employment					

Semester	Winter	Summer	2nd and 3rd semester (annually)			
ECTS credits	5	3				
Language	French or Spanish or Russian					
Content	Applied Business Language with specific focus on topics, such as the following: <ul style="list-style-type: none">- Business contacts- Telephoning- Business travel- Companies, Trends, Facts and Figures- Business correspondence (business letters and email)- Presenting and the basics of discussions- Applications and job interview- Intercultural communication					
Learning objectives	Successful students will be able to communicate in the foreign language in typical academic and business contexts. They can deliver prepared utterances on a variety of set business topics and talk about job routines. They are able to draft business correspondence on set topics. They can recognise intercultural differences in communication.					
Preconditions for attendance	Level A2 CEF					
Work load	240 hours in total, consisting of 84 hours attendance 154 hours guided autonomous learning 2 hours final written examination					
Preconditions for examination	Project in 2 nd course term					
Forms of teaching and assessments		Weekly hours			Assessment	ECTS Credits
	Teaching units	L	S	T		
			4 WS 2 SS		Written exam (90 min.): <i>Reading and Listening Comprehension, Writing;</i> Presentation with Discussion (15 min.) <i>Weight 3 : 1</i> <i>Both (single) parts of the exam have to be passed and taken without the help of any dictionaries</i>	8
Bibliography (latest editions apply)	Information on textbook title will be given in the seminar Additional and practice material (computer, audio, video, print) is available for use in the SLZ (multi-media centre)					
Study Program	Use of foreign business language in Bachelor course and employment					