

Hochschule für Technik Stuttgart

Modulhandbuch

Master of Arts in General Management

Stand: Sommersemester 2018

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Module 9001: Economics and Business Information

9001 Economics and Business Information

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to name main concepts of the principles of economic and monetary policy under special consideration of foreign trade and the situation in Europe. The students are able to describe Business Information Systems based on their respective tasks within the business management.

Skills:

The Students are able to analyze correlations of international financial markets and evaluate consequences for business situations. The students are able to apply the required modeling techniques both for economics in foreign trade as well as business information systems. The students get to know Enterprise Software ("Unternehmens-SW") with its categories Enterprise Resource Planning (ERP) Systems and inter-company and customer-oriented IT systems ("outward-bound" IS) with their respective tasks.

Competences:

The students are able to evaluate economic considerations especially in foreign trade for the business situation. The students are able to contribute to the planning of Business Information Systems. The students get acquainted with the basics of Business Process Management (BPM). The students get acquainted with the Architecture of Integrated Information Systems (ARIS), including its views and levels of description.

Module Contents:

1011 International Economics

2012 Business Information Systems

Workload:

ECTS: 6

SWS: 4

Contact study: 60

Self-study Hours: 120h

Total workload: 180h

Module Offer:

Compulsory/Elective: compulsory

Course Attribution: 1st semester / 2nd semester

[Regular cycle](#): winter- / summer semester

Duration: 2 semester

Prerequisites: no

Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to Module 9002 International Management

Lecturers:

Prof. Dr. Rainer Flik

Prof. Dr. Ralf Kramer

Type of Assessment and weighting:

Type of Assessment: Project assignment and pre exam, Competence-based differentiation test

Weighting: 5% of the marks enters into the total grade

1011 International Economics

to Modul: 9001 Economics and Business Information

Modulverantwortlicher: Prof. Dr. Georg Hauer
Qualifikationsziele:

Knowledge:

The students are able to name main concepts of the principles of economic and monetary policy under special consideration of foreign trade and the situation in Europe.

Skills:

The Students are able to analyze correlations of international financial markets and evaluate consequences for business situations.
The students are able to apply the required modeling techniques both for economics in foreign trade.

Competences:

The students are able to evaluate economic considerations especially in foreign trade for the business situation.

Workload:

ECTS: 3

SWS: 2

Kontaktstudium: 30h

Selbststudium: 60h

Total workload: 90h

Inhaltsübersicht:

- 1. Einführung
- 2. Reale Außenwirtschaftstheorie
 - 2.1. Entwicklung des Welthandels nach 1945
 - 2.1.1. Beschreibung der „Globalisierung“
 - 2.1.2. Erklärung der „Globalisierung“
 - 2.2. Wirtschaftsintegration
 - 2.3. Erklärung der Entwicklung des Welthandels (Eine „kleine Theorie der Handelsbeziehungen“)
 - 2.3.1. Triebkräfte des interindustriellen Handels (→ Ricardo-Theorem)
 - 2.3.2. Triebkräfte des intraindustriellen Handels (→ Skalenerträge) Exkurs: Welthandelsorganisation (World Trade Organization)
- 3. Monetäre Außenwirtschaftstheorie
 - 3.1. Wechselkurs und Devisenmarkt
 - 3.2. Zahlungsbilanz
 - 3.3. Definition des Außenwirtschaftsgleichgewichts (in Abhängigkeit vom Wechselkursregime) Exkurs: Internationaler Währungsfonds (IMF)
- 4. Wirtschaftsintegration Westeuropas nach 1945
 - 4.1. Überblick (Von der OEEC zur EU)
 - 4.2. Die Europäische Wirtschafts- und Währungsunion
 - 4.2.1. Robert Mundells „Theorie des optimalen Währungsraums“ (Optimal Currency Area)
 - 4.2.2. Eurosystem und Entwicklung der Euroraum-Wirtschaft

Dozent (in):

Prof. Dr. Rainer Flik

Literaturliste:

Krugman, P., Obstfeld, M., Melitz, M.: Internationale Wirtschaft. Theorie und Politik der Außenwirtschaft. 9., akt. Aufl. München 2011.

Wagener, H.-J., Eger, T., Fritz, H.: Europäische Integration. Recht und Ökonomie, Geschichte und Politik. München 2006.

James Gerber, International Economics, 4th edition, 2007.

Kursangebot:

Semester: 1. Semester

Turnus: Wintersemester

Veranstaltungsform: Vorlesung

Zugangsvoraussetzung: keine

Sprache: Deutsch

Didaktische Hilfsmittel: Skript

Prüfungsform und Gewichtung:

Prüfungsform: Klausur, 90 Minuten

Prüfungsvorleistung für: 2012 Business Information Systems

Gewichtung: Die Note fließt mit einem Gewicht von 0% in die Endnote ein

2101 Business Information Systems

to module: 9001 Economics and Business Information

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to describe Business Information Systems based on their respective tasks.

Skills:

The students are able to apply the required modeling techniques, get to know Enterprise Software ("Unternehmens-SW") with its categories Enterprise Resource Planning (ERP) Systems and inter-company and customer-oriented IT systems ("outward-bound" IS) with their respective tasks.

Competences:

The students get acquainted with the basics of Business Process Management (BPM), get acquainted with the Architecture of Integrated Information Systems (ARIS), including its views and levels of description and are able to contribute to the planning of Business Information Systems.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self-study Hours: 60h

Total workload: 90h

Contents:

1. Information Systems: Introduction and Basics
2. Business Process Management
3. Modeling Information Systems
 1. Basics
 2. Architecture planning
 3. Organizational view
 4. Data View
 5. Functional View
 6. Control View
4. Enterprise Resource Planning (ERP) Systems
 1. General requirements and solutions via Enterprise Software
 2. Components of Enterprise Resource Planning (ERP) Systems
 3. Sector-specific Software
 4. Current market situation and trends
5. "Outward bound" Information Systems
 1. Customer Relationship Management (CRM)
 2. Inter-company IT
6. Management of Information Systems
7. Information Security and Privacy

Lecturers:

Prof. Dr. Ralf Kramer
Prof. Dr. Christof Mosler

Literature:

Laudon K., Laudon J., Management Information Systems, Managing the Digital firm. 12th ed. (Global Edition). Upper Saddle River, New Jersey, 2012

Please note: although this class is offered completely in English, it does not make sense to exclude German literature completely, as the notions of Wirtschaftsinformatik and Unternehmens-Software have been coined in German speaking countries and the world leading enterprise (SAP) is based in Germany. Hence, a budget-friendly paper back is included here as well.

Hansen, H R.; Mendling, J.; Neumann, Gustaf: Wirtschaftsinformatik
11. Ed., Wiesbaden, 2015

Course Offer:

Semester: 2nd semester

[Regular cycle](#): summer semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes

Type of Assessment and weighting:

Type of Assessment: team submissions (50%),
final individual written test (50%)

Pre-exam achievement: no

Weighting: 5% of the marks enters into the total grade

Module: 9002 International Management

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to name the concepts of foreign trade under special consideration of the situation in the European Union as well as to apply the principles of free-trade. The Students are able to understand the intercultural implications of international business.

Skills:

The students are able to critically analyze the learned approaches and apply it to given entrepreneurial questions. The students are able to evaluate an international business situation and to implement the techniques of the international management under special consideration of the situation in Europe.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply the techniques of international management in the framework of a business simulation. Using a business simulation the students are able to analyze an international business situation, to evaluate the required business decision and to create an appropriate international business strategy.

Module Contents:

1021 Doing Business in Europe

Workload:

ECTS: 5

SWS: 2

Contact study: 30

Self-study Hours: 120h

Total workload: 150h

Module Offer:

Compulsory/Elective: compulsory

Course Attribution: 1st semester (Fall Term)

Regular cycle: winter semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to Module 9001 International Economics

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type of Assessment: Project Assignment

Weighting: 5% of the mark enters into the total grade

1021 Doing Business in Europe

to module: 9002 International Management

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to name the concepts of foreign trade under special consideration of the situation in the European Union as well as to apply the principles of free-trade. The Students are able to understand the intercultural implications of international business.

Skills:

The students are able to evaluate an international business situation and to implement the techniques of the international management under special consideration of the situation in Europe.

Competences:

The students are able to apply the techniques of international management in the framework of a business simulation. Using a business simulation the students are able to analyze an international business situation, to evaluate the required business decision and to create an appropriate international business strategy.

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Contents:

The Nature of International Business
Case Study 1 - Mini Case Brazil
International Business Environment & European Specifics
International Business Strategy
Case Study 3 - Walmart
International Markets & Entry Modes
Case Study 4 - Danone & Wahaha
International Enterprise Organizational Design and Control
Case Study 5 - AKZONobel
International Marketing
Case Study 6 - Domino Pizza
Global Operations and Supply Chain Management
Case Study 7 - Amazon Kindle
International Human Resource Management & Leadership
Case Study 8 - Dallas vs. Delhi
Business Simulation "cesim Global Challenge" - Mobilé Inc

Lecturers:

Prof. Dr. Georg Hauer

Literature:

Ball, D., Geringer, J. M., Minor M., McNett, J., International Business: The Challenge of Global Competition with Other: The Challenge of Global Competition, 13ed., New York 2013.

Peng. M., Meyer, Kl. International Business, International Business, 2ed, London 2016.

Or other International Business Textbooks

Course Offer:

Semester: 1st semester

Regular cycle: winter semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes, Case Studies, Project Work - International Business Simulation cesim

Type of Assessment and weighting:

Type of Assessment: Project Assignment

Pre-exam achievement: no

Weighting: 5% of the marks enters into the total grade

Module: 9003 Strategic Management

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to name main concepts of strategic management and to apply different management and leadership styles in national and international business situations.

Skills:

The students are able to critically analyze the learned approaches and apply it to given entrepreneurial questions. The students are able to evaluate concepts of strategic company policy and are able to apply these management concepts in local as well as international business situation under special consideration of the situation in Europe.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply concepts of strategic management framework at business situations. Using Case Studies and business simulations enable the students to analyze business situation from a strategic business point of view, to evaluate the required business decision and to create an appropriate business strategy.

Module Contents:

2031 Strategic Management

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Module Offer:

Compulsory/Elective: compulsory

Course Attribution: 2nd semester

Regular cycle: summer semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to Module 9015 International Business Culture & Leadership

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type of Assessment: Seminar Paper

Weighting: 5% of the marks enters into the total grade

2031 Strategic Management

to module: 9003 Strategic Management

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to name main concepts of strategic management and to apply different management and leadership styles in local and international business situations.

Skills:

The students are able to evaluate concepts of strategic company policy and are able to apply these management concepts in local as well as international business situation under special consideration of the situation in Europe.

Competences:

The students are able to apply concepts of strategic management framework at business situations. Using Case Studies and business simulations enable the students to analyze business situation from a strategic business point of view, to evaluate the required business decision and to create an appropriate business strategy.

Contents:

The Nature of Strategic Management
Case Study 1 - Cereal Partners
Strategic analysis & development
Case Study 2-1- Nintendo s Rivals
Case Study 2-2- Microsoft in China
Strategy Development and Choice
Case Study 3 - Strategies in Global TV
Strategy Implementation, Evaluation, Review and Control
Case Study 4 - Nestlé
Strategy for the digital economy
Case Study 5 - Yahoo, eBay and Amazon
Global Strategies and international advantage
Case Study 6 - MTV
Strategic Workshop

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Course Offer:

Semester: 2nd Semester

Regular cycle: summer semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools: Literature, Lecture notes, Case Studies

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type of Assessment: Seminar Paper

Pre-exam achievement: no

Weighting: 5% of the marks enters into the total grade

Literature:

David, F., David F.R., Strategic Management: Concepts & Cases, 16ed, New York, 2017.

Lynch, R., Strategic Management, 6ed. Harlow, 2012.

McGee, J., Wilson, D. / Thomas, H., Strategy: Analysis and Practice, 2ed. New York 2010.

Module: 9004 Marketing Management

Modulverantwortlicher: Prof. Dr. Kristina Weichelt-Kosnick

Qualifikationsziele:

Knowledge:

The students have knowledge of current topics and challenges in the areas of marketing and sales. The students are able to name advanced concepts of marketing management and to apply methods at different business situations.

Skills:

The module enables students to prepare and evaluate strategic business decisions and strategic marketing decisions. They can also prepare and evaluate strategic sales decisions and transfer them into operative doing.

Competences:

The students have the competence to complete an international internship in marketing or in sales on the one hand or - on the other hand - to further deepen the subjects marketing and sales as well as to prepare their master thesis in these areas.

Workload:

ECTS: 5

SWS: 2

Kontaktstudium: 30h

Selbststudium: 120hh

Gesamtworkload: 150h

Modulinhalte:

2401 Marketing & Sales Management

Dozent (in):

Prof. Dr. Kristina Weichelt-Kosnick

Modulangebot:

Pflicht-/Wahlpflicht: Pflicht

Semester: 2. Semester

Turnus: Sommersemester

Dauer: 1 semester

Zugangsvoraussetzungen: Siehe
Kursbeschreibung

Verwendbarkeit des Moduls:
Nur Verwendbar für MA General Management;
Zusammenhang zu Modul 9115 Advanced
Marketing & Sales

Prüfungsform und Gewichtung:

Prüfungsform: Klausurarbeit, 90 Minuten

Gewichtung: Die Note fließt mit einem Gewicht
von 5% in die Gesamtnote ein

2401 Marketing- & Sales-Management

Zu Modul: 9004 Marketing Management

Modulverantwortlicher: Prof. Dr. Kristina Weichelt

Qualifikationsziele:

Knowledge:

The students have knowledge of current topics and challenges in the areas of marketing and sales. The students are able to name advanced concepts of marketing management and to apply methods at different business situations.

Skills:

The module enables students to prepare and evaluate strategic business decisions and strategic marketing decisions. They can also prepare and evaluate strategic sales decisions and transfer them into operative doing.

Competences:

The students have the competence to complete an international internship in marketing or in sales on the one hand or - on the other hand - to further deepen the subjects marketing and sales as well as to prepare their master thesis in these areas.

Inhaltsübersicht:

21st Century Marketing

- Digitalization, Transformation and Innovation
- Marketing and Corporate Social Responsibility

Marketing Insights and the Customer Journey

The Business Model and the Marketing Plan

Creating Customer Value and Company Value

B-to-C- vs. B-to-B-Branding

Sales Management

Sales Plan

Customer Relationship Management in a B-to-B-

environment: Business Relationship Management and

Interpersonal Relationship Management

Key Account Management

Workload:

ECTS: 5

SWS: 2

Kontaktstudium: 30h

Selbststudium: 120h

Gesamtworkload: 150h

Kursangebot:

Semester: 2. Semester

Turnus: Sommersemester

Veranstaltungsform: Vorlesung

Zugangsvoraussetzung: keine

Sprache: Deutsch

Didaktische Hilfsmittel: Script, case studies, exercises, group work

Dozent (in):

Prof. Dr. Kristina Weichelt

Prüfungsform und Gewichtung:

Prüfungsform: Klausurarbeit, 90 Minuten

Prüfungsvorleistung für: keine

Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Endnote ein

Literaturliste:

Ball, Donald, McCulloch, Wendell H., Minor Michael S, International Business. The Challenge of Global Competition, 13th ed., New York: McGraw Hill Higher Education 2012.

Wilson, R.M.S., Gilligan, C., Strategic Marketing Planning, 3rd ed., London: Taylor & Francis Ltd 2019.

McDonald, M., Wilson, H., Marketing Plans: How to prepare them, how to profit from them, 8th ed., Hoboken/New Jersey: Wiley, 2016.

Hofmaier, R., Marketing, Sales and Customer Management (MSC). An Integrated Overall B2B Management Approach, München: De Gruyter Oldenbourg 2015.

Tanner, J.F., Honeycutt, E.D., Erffmeyer, R.C., Sales Management: Shaping Future Sales Leaders, 2nd ed., Costa Mesa/CA: Wessex Inc. 2014.

Belz, C., Müllner, M., Zupancic, D., Excellence in Key Account Management: The St. Gallen KAM concept, München: Mi-Wirtschaftsbuch 2010.

Module: 9005 Human Resource Management

Module Responsibility: Prof. Dr. Doreen Appelt

Intended Learning Outcomes:

Knowledge:

The students understand how to build a people/HR strategy and know selected methods and tools that can be applied in human resource management. They understand the strategic context, know about trends and international differences and are familiar with basics in organizational behavior.

Skills:

The students are able to define a people and HR strategy. They are able to apply human resource management methods and tools in local as well as in international business situations. Moreover, they can critically discuss the contemporary role of HR and evaluate trends to give recommendations in specific business situations.

Competences:

The students are able to evaluate the appliance of human resource management concepts, methods and tools to different business situations. Students are able to acquire knowledge in a predefined area of expertise by self-study. They can select essential information, structure their findings and present at an appropriate level while using technical terms. They are familiar with using different media depending on the objective and setting and are able to moderate interactions between students (e.g. discussions or case studies) to motivate active participation of the group. They are able to reflect about different points of view, critically discuss and build well-thought-out arguments. They apply scientific writing skills in a structured and confident way.

Module Contents:

2051 Human Resource Management

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 2nd semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: none

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9114 Advanced Human Resource Management

Lecturers:

Prof. Dr. Doreen Appelt

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper

Weighting: 5% of the marks enters into the total grade

2051 Human Resource Management

to module: 9005 Human Resource Management

Module Responsibility: Prof. Dr. Doreen Appelt

Intended Learning Outcomes:

Knowledge:

The students understand how to build a people and HR strategy and know selected methods and tools that can be applied in human resource management. They understand the strategic context, know about trends and international differences and are familiar with basics in organizational behavior.

Skills:

The students are able to define a people and HR strategy. They are able to apply human resource management methods and tools in local as well as in international business situations. Moreover, they can critically discuss the contemporary role of HR and evaluate trends to give recommendations in specific business situations.

Competences:

The students are able to evaluate the appliance of human resource management concepts, methods and tools to different business situations. Students are able to acquire knowledge in a predefined area of expertise by self-study. They can select essential information, structure their findings and present at an appropriate level while using technical terms. They are familiar with using different media depending on the objective and setting and are able to moderate interactions between students (e.g. discussions or case studies) to motivate active participation of the group. They are able to reflect about different points of view, critically discuss and build well-thought-out arguments. They apply scientific writing skills in a structured and confident way.

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Contents:

- Strategic issues in HRM
- Essentials in organizational behavior
- Selected HR processes and tools
- International HRM
- Diversity in organizations
- Contemporary topics and recent trends

Lecturers:

Prof. Dr. Doreen Appelt

Literature:

Armstrong, M., Taylor S. (2017). *Armstrong's Handbook of Human Resource Management Practice*. London: Kogan Page.

Cascio, W. F., Aguinis, H. (2019). *Applied Psychology in Talent Management*. Los Angeles: Sage.

Crawshaw, J., Budhwar, P. & Davis, A. (2017). *Human Resource Management: Strategic and International Perspectives*. Los Angeles: Sage.

Noe, R., Hollenbeck, J., Gerhart, B. & Wright, P. (2018). *Human Resource Management: Gaining a competitive advantage*. New York: McGraw-Hill.

Landy, J., & Conte, J. (2017). *Work in the 21st century: An introduction to industrial and organizational psychology*. Hoboken: Wiley.

Lussier, R., Hendon, J. (2018). *Human Resource Management: Functions, Applications, and Skill Development*. Los Angeles: Sage.

Robbins, S., Judge, T. & Campbell, T. (2017). *Organizational Behavior*. Harlow: Pearson.

Course Offer:

Semester: 2nd semester

Regular Cycle: summer semester

Teaching and Learning Methods: Lecture, Case Studies, Group Work, Project Work

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes, Case Studies, contemporary publications

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper

Pre-exam achievement: none

Weighting: 5% of the marks enters into the total grade

Module: 9006 Operations Management

Module Responsibility: Prof. Dr. Dirk Vogel

Intended Learning Outcomes:

Knowledge:

The students are able to name main contents of product and process development phases. Furthermore, they are able to name main Lean Production Methods.

Skills:

The students are able to critically analyze the learned approaches and apply it to given industrial questions. The students are able to evaluate concepts of production organization and are able to adopt and to apply these production organization concepts and tools in local as well as international business situations.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply production planning techniques in both operational and strategic business context. Using Role Plays and workshop discussions enable the students to analyze production situations from a management point of view.

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours : 120h

Total workload: 150h

Module Contents:

2061 Operations Management

Lecturers:

Prof. Dr. Dirk Vogel

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 2nd semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: See study unit description

Usability of the module for other courses of study:

Only usable for the MA General Management;

Connections to module 9117 Advanced Quality Management

Type of Assessment and weighting:

Type of Assessment: Exam

Weighting: 5% of the marks enters into the total grade

2061 Operation Management

to module: 9006 Operation Management

Module Responsibility: Prof. Dr. Dirk Vogel

Intended Learning Outcomes:

Knowledge:

The students are able to name main contents of Product Planning, Product Design, Process Design and Validation Phases. Furthermore, they know Lean Production Tools.

Skills:

The students are able to critically analyze the learned approaches and apply it to given industrial questions. The students are able to evaluate concepts of production organization and are able to adopt and to apply these production organization concepts and tools in local as well as international business situations.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply production planning techniques in both operational and strategic business context. Using Role Plays and workshop discussions enable the students to analyze production situations from a management point of view.

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Contents:

1. Introduction and objectives of the course
2. Presentation of the Advanced Product Quality Planning Phases
3. Role Play on the APQP phases content
4. Lean Production
5. Process orientation instead of economies of scale in production
6. Process optimization workshop

Lecturers:

Prof. Dr. Dirk Vogel

Course Offer:

Semester: 2nd Semester

Regular Cycle: summer semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: German / English
dedicated lecture for exchange students taught in English available

Didactical Tools: Lecture material, flip chart, moderation documents, documents for APQP workshop

Type of Assessment and weighting:

Type of Assessment: Exam, 90 minutes

Pre-exam achievement : no

Weighting: 5% of the marks enters into the total grade

Module: 9007 Purchasing and Logistics

Module Responsibility: Prof. Dr. Payam Dehdari

Intended Learning Outcomes:

Knowledge:

The students are able to name main concepts of supplier management and supply chain management and to apply methods and different process models in business situations. As a result, supply chains can be assessed with cost- and environmental-oriented criteria. Based on that, the students are able to work out recommendations.

Skills:

The students are able to critically analyze the learned approaches and apply it at the supplier management and the entire supply chain. Moreover, the students use that learned knowledge to critically analyze value chains in process models to gain higher transparency and are able to adopt and to apply these concepts in local as well as international business situations under special consideration of the environment in Europe.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply management accounting techniques in both operational and strategic business context. Using Case Studies, workshops and discussions enable the students to analyze business situation from a purchasing and logistics point of view, to evaluate appropriate supply chain management tools and to propose the required business decision.

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Module Contents:

2071 Purchasing and Logistics Management

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 1st semester

Regular Cycle: winter semester

Duration: 1 semester

Prerequisites: See study unit description

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9116 Advanced Logistics Management

Lecturers:

Prof. Dr. Payam Dehdari

Type of Assessment and weighting:

Type of Assessment: Exam

Weighting: 5% of the marks enters into the total grade

2071 Purchasing and Logistics Management

to module: 9007 Purchasing and Logistics

Module Responsibility: Prof. Dr. Payam Dehdari

Intended Learning Outcomes:

Knowledge:

The students are able to name main concepts of supplier management and supply chain management and to apply methods and different process models in business situations. As a result, supply chains can be assessed with cost- and environmental-oriented criteria. Based on that, the students are able to work out recommendations..

Skills:

The students are able to critically analyze the learned approaches and apply it at the supplier management and the entire supply chain. Moreover, the students use that learned knowledge to critically analyze value chains in process models to gain higher transparency and are able to adopt and to apply these concepts in local as well as international business situations under special consideration of the environment in Europe.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply management accounting techniques in both operational and strategic business context. Using Case Studies, workshops and discussions enable the students to analyze business situation from a purchasing and logistics point of view, to evaluate appropriate supply chain management tools and to propose the required business decision.

Workload:

ECTS: 5

SWS: 2

Contact study: 30

Self-study Hours: 120h

Total workload: 150h

Contents:

The Module purchasing and logistics management presents an overview of supplier management, process models and supply chain management. The advantages and disadvantages of different methods are critically discussed and taken into account.

- 1 Overview purchasing and logistics management
- 2 Supplier Management
- 3 Process Models
- 4 Supply Chain Management

Course offer:

Semester: 1st semester

Regular Cycle: winter semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools:

- instructional videos
- Presentation as a script
- Mind Maps
- Metaplan board and presentation case
- Guided discussions

Lecturers:

Prof. Dr. Payam Dehdari

Type of Assessment and weighting:

Type of Assessment: Exam, 90 minutes

Pre-exam achievement : no

Weighting: 5% of the marks enters into the total grade

Literature:

Hopp, W., Spearman, M. L. (2011), Factory Physics, Deavon: Waveland Pr Inc.

Liker, J. (2004), The Toyota Way, MH.

Gleissner, H., Femerling C. (2013), Logistics, Berlin: Springer-Verlag,.

Module: 9008 Financial Accounting and Taxation

Module Responsibility: Prof. Dr. Melanie Mühlberger

Intended Learning Outcomes:

Knowledge:

The students understand and define the basics of accounting policy to IFRS and understand general scheme of the German tax system for different legal structures.

Skills:

The students are able to apply and critical reflect accounting policies according to IFRS financial statements. They can apply the German tax system to different legal structures and are able to fulfill a tax assessment.

Competences:

The students gain professional competences in international financial reporting according to IFRS and the German tax system. They acquire social and personal competences in planning and reviewing working processes and deepening their ability in working independently.

Module Contents:

2082 Unternehmenssteuern

2081 International Financial Reporting

Workload:

ECTS: 5

SWS: 4

Contact study: 60h

Self-study Hours: 90h

Total workload: 150

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 2nd semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9111 Advanced Financial Reporting & Taxation

Type of Assessment and weighting:

Type of Assessment: Assignment

Pre-exam achievement:

Weighting: 5% of the marks enters into the total grade

2082 Unternehmenssteuern

Zu Modul: 9008 Financial Accounting and Taxation

Modulverantwortlicher: Prof. Dr. Melanie Mühlberger

Qualifikationsziele:

Kenntnisse:

Die Studierenden kennen die Grundlagen und Prinzipien des deutschen Unternehmenssteuersystems sowie den Einfluss der Steuern auf unternehmerische Entscheidungen. Sie kennen die Grundzüge der Gewinnermittlung und Besteuerung eines Einzelunternehmers, einer Mitunternehmerschaft und einer Kapitalgesellschaft und können die Unterschiede zwischen der Besteuerung der Rechtsformen erkennen und beurteilen.

Fähigkeiten:

Die Studierenden sind in der Lage eigenständig Veranlagungsfälle für verschiedene Rechtsformen für die Ertragsbesteuerung (EStG, KStG und GewStG) zu lösen und Steuergestaltungen aus Unternehmenssicht zu beurteilen und kritisch zu reflektieren.

Kompetenzen:

Die Studierenden erwerben neben Fachkompetenzen im Bereich der Unternehmensbesteuerung Sozialkompetenzen Arbeitsprozesse in Gruppen zu planen und zu gestalten sowie fachübergreifend komplexe Sachverhalte strukturiert und adressatenbezogen darzustellen. Die Studierenden können eigen und fremdgesetzte Lern- und Arbeitsziele selbständig erreichen und reflektieren.

Workload:

ECTS: 2

SWS: 2

Kontaktstudium: 30h

Selbststudium: 30h

Gesamtworkload: 60h

Inhaltsübersicht:

- 1 Grundlagen der Unternehmensbesteuerung
 - 1.1 Unternehmenssteuern im Überblick
 - 1.2 Rechtsform und Unternehmensbesteuerung
 - 1.3 Einfluss von Steuern auf unternehmerische Entscheidungen

- 2 Besteuerung des Gewinns des Einzelunternehmers
 - 2.1 Einkommensteuerpflicht
 - 2.2 Erzielung gewerblicher Einkünfte
 - 2.3 Gewinnermittlung (Methoden)
 - 2.4 Gewinn des Einzelunternehmers
 - 2.5 Ermittlung des zu versteuernden Einkommens
 - 2.6 Festsetzung der Einkommensteuer
 - 2.7 Thesaurierungsbegünstigung
 - 2.8 Steuerermäßigung bei gewerblichen Einkünften
 - 2.9 Steuererhebung

- 3 Besteuerung des Gewinns der PersGes
 - 3.1 Begriff des Mitunternehmers
 - 3.2 Gewinnanteil des Mitunternehmers
 - 3.3 Zinsschranke

- 4 Besteuerung des Gewinns der Kapitalgesellschaften
 - 4.1 Körperschaftsteuerpflicht
 - 4.2 Ermittlung des Einkommens und der Körperschaftsteuer
 - 4.3 Verdeckte Gewinnausschüttung und verdeckte Einlagen
 - 4.4 Verlustabzug

- 5 Gewerbesteuer
 - 5.1 Einführung
 - 5.2 Steuergegenstand und Steuerschuldner
 - 5.3 Ermittlung des Gewerbeertrags
 - 5.4 Gewerbesteuertarif und -belastung

- 6 Steuerbelastungsvergleich
 - 6.1 Personengesellschaft versus Kapitalgesellschaft
 - 6.2 Belastungsvergleich

Dozent (in):

Prof. Dr. Melanie Mühlberger

Kursangebot:

Semester: 2. Semester

Turnus: Sommersemester

Veranstaltungsform: Vorlesung mit integrierten Übungen

Zugangsvoraussetzung: keine

Sprache: Deutsch

Didaktische Hilfsmittel: Literatur, Folienskript, Beispiele, Übungsaufgaben mit Lösungen

Prüfungsform und Gewichtung:

Prüfungsform: Studienarbeit zusammen mit 2081

Prüfungsvorleistung für: keine

Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Endnote ein

Literaturliste:

Gesetze: (jeweils aktuelle Ausgabe)

Wichtige Steuergesetze mit Durchführungsverordnungen, NWB Verlag

Kostenloser Download von Gesetzen: <http://www.bundesrecht.juris.de>

Hauptliteratur:

Breithecker, V. (2016). *Einführung in die Betriebswirtschaftliche Steuerlehre*. Berlin: Erich Schmidt Verlag.

Grefe, C. (2018). *Unternehmenssteuern*. Herne: NWB.

Grobshäuser, U., Maier, W. & Kies, D. (2017). *Besteuerung der Gesellschaften*, Herne: Schäffer Poeschel.

Kaminski, B., Strunk, G. (2012): *Einfluss von Steuern auf unternehmerische Entscheidungen*. Wiesbaden: Springer Gabler.

Kußmaul, H. (2018). *Steuern, Einführung in die betriebswirtschaftliche Steuerlehre*. Berlin: De Gruyter.

2081 International Financial Reporting

to module: 9008 Financial Accounting and Taxation

Module Responsibility: Prof. Dr. Melanie Mühlberger

Intended Learning Outcomes:

Knowledge:

The students understand and define the basics of accounting policy and financial statement analysis according to IFRS.

Skills:

The students describe and apply the assessment criteria of accounting policy as well as its limits and can assess selected facts of accounting policy according to IFRS and are able to deal with them. They learn to describe and apply methods of financial statement analysis

Competences:

The students gain professional competences in international financial reporting according to IFRS. They acquire social and personal competences in planning and reviewing working processes and deepening their ability in working independently.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self-study Hours: 60h

Total workload: 90h

Contents:

- 1 Introduction to Accounting Policy
(Definition, Aims, Instruments, Optimal combination of Instruments)
- 2 Assessment Criteria of Accounting Policy
(Transparency, Binding Effects, Divisibility)
- 3 Thresholds of Accounting Policy
(Accounting Principles, Disclosures, Enforcement)
- 4 Selected Accounting Issues according to IFRS
(e.g. Property, Plant and Equipment (IAS 16), Inventories (IAS 2), Impairment of Assets (IAS 36), Revenue Recognition (IFRS 15), Intangible Assets (IAS 38), Financial Instruments (IFRS 9), Provisions (IAS 37), Tax Differences (IAS 12), Cash Flows Statement (IAS 7), Segment Reporting (IFRS 8))
- 5 Aims and Methods of Financial Statement Analysis
(Definition of Aims, Information Quality, Equity Analyses, Earnings Analysis, Cash flow Analysis, Traditional Performance Measures)

Lecturers:

Prof. Dr. Melanie Mühlberger

Literature:

- Maynard, J. (2017). *Financial Accounting, Reporting & Analysis*. Oxford 2017: Oxford University Press.
- Pellens, B. et al. (2017). *Internationale Rechnungslegung*. Stuttgart: Schäffer Poeschel.
- Picker, R. et al. (2016). *Applying IFRS Standards*. Chichester: Wiley.
- Libby, P. et al. (2016). *Financial Accounting*, New York: McGraw-Hill Education Ltd.
- PKF (2016). *Wiley Interpretation and Application of International Financial Reporting Standards*. Chichester: Wiley.

Course Offer:

Semester: 2nd semester

Regular Cycle: summer semester

Teaching and Learning Methods: Lecture and integrated exercise

Prerequisites: no

Course language: English

Didactical Tools: Literature, Lecture notes, Case Studies

Type of Assessment and Weighting:

Type of Assessment: Seminar paper together with 2082

Pre-exam achievement : no

Weighting: 5% of the marks enters into the total grade

Module: 9009 Management Accounting

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to name main concepts of management accounting and to apply operational as well as strategic tools of management accounting in business situations.

Skills:

The students are able to critically analyze the learned approaches and apply it to given entrepreneurial questions. The students are able to evaluate concepts of management accounting and are able to adopt and to apply these management accounting concepts and tools in local as well as international business situations under special consideration of the situation in Europe.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply management accounting techniques in both operational and strategic business context. Using Case Studies and workshop discussions enable the students to analyze business situation from a management accounting point of view, to evaluate appropriate management accounting tools and to propose the required business decision.

Module Contents:

1091 Management Accounting

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 1st semester

Regular Cycle: winter semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management;

Connections to module 9113 Advanced
Controlling

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper

Weighting: 5% of the marks enters into the total
grade

1091 Management Accounting

to module: 9009 Management Accounting

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to name main concepts of management accounting and to apply operational as well as strategic tools of management accounting in business situations.

Skills:

The students are able to evaluate concepts of management accounting and are able to adopt and to apply these management accounting concepts and tools in local as well as international business situations under special consideration of the situation in Europe.

Competences:

The students are able to apply management accounting techniques in both operational and strategic business context. Using Case Studies and workshop discussions enable the students to analyze business situation from a management accounting point of view, to evaluate appropriate management accounting tools and to propose the required business decision.

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Contents:

1. Management Accounting
 1. Introduction
 2. Accounting for Costs
 3. Planning and Control
 2. Business Decisions
 1. Short-term decision making
 2. Pricing
 3. Capital investment decisions
 3. Performance Measurement
 1. Performance Measurement and Management
 2. Accounting for strategic Management
 4. Strategic Management Accounting
 1. Managing Quality and Time
 2. Information Systems
 3. Managing Change and Challenges
- Workshop
- Management Accounting in International Business
 - Management Accounting in Europe
 - Digital Transformation in Management Accounting

Course Offer:

Semester: 1st semester

Regular Cycle: winter semester

Teaching and Learning Methods: Lecture, Case Studies, Group Work, Project Work

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes, Case Studies, Project Work, Workshop

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper

Pre-exam achievement : no

Weighting: 5% of the marks enters into the total grade

Literature:

Burns, J. / Quinn, M. / Warren, L. / Oliveira, J., Management Accounting, 1ed, McGraw-Hill, Maidenhead 2013.

Charifzadeh, M. / Taschner, A., Management Accounting and Control, Tools and Concepts in a Central European Context, Wiley, Weinheim, 2017

Hilton, R. W., Managerial Accounting Creating Value in a Dynamic Business Environment, 9ed, McGraw-Hill, New York 2011

Selto, F. / Groot, T., Advanced Management Accounting, Pearson, Harlow 2014

Module: 9010 Finance

Module Responsibility: Prof. Dr. Tobias Popović

Intended Learning Outcomes:

Knowledge:

The students have an overview of the global financial markets. They understand the scope and the strategic importance of corporate finance under special consideration of the situation in Europe and have developed an understanding of how corporate finance is interlinked with other corporate functions.

Skills:

Students will be able to master the basics of portfolio theory and management, i.e. the relationship of risk and return and e.g. the Capital Asset Pricing Model (CAPM). They can discuss different approaches to capital structure decisions and their implications for the cost of capital. Also, they can describe different dividend policy issues. Students will be familiar with different concepts of risk management, mergers and acquisitions (M&A) and corporate governance.

Competences:

The students can critically reflect on the financial-, Euro- and sovereign debt-crisis of the years 2007-2018 and its implications for corporate finance. Using case studies and workshop discussions the students are enabled to analyze business situation from a strategic and corporate finance point of view and to recommend adequate business decisions.

Module Contents:

1101 Corporate Finance

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 1st semester

Regular Cycle: winter semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9112 Advanced Finance - CFO Agenda

Lecturers:

Prof. Dr. Tobias Popović

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper

Weighting: 5% of the marks enters into the total grade

1101 Corporate Finance

to module: 9010 Finance

Module Responsibility: Prof. Dr. Tobias Popović

Intended Learning Outcomes:

Knowledge:

The students have an overview of the global financial markets. They understand the scope and the strategic importance of corporate finance under special consideration of the situation in Europe and have developed an understanding of how corporate finance is interlinked with other corporate.

Skills:

Students will be able to master the basics of portfolio theory and management, i.e. the relationship of risk and return and e.g. the Capital Asset Pricing Model (CAPM). They can discuss different approaches to capital structure decisions and their implications for the cost of capital. Also, they can describe different dividend policy issues. Students will be familiar with different concepts of risk management, mergers and acquisitions (M&A) and corporate governance.

Competences:

The students can critically reflect on the financial-, Euro- and sovereign debt-crisis of the years 2007-2018 and its implications for corporate finance. Using case studies and workshop discussions the students are enabled to analyze business situation from a strategic and corporate finance point of view and to recommend adequate business decisions.

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Contents:

1. Background: Financial Markets-, Euro-, and Sovereign Debt-Crisis 2007 - 2018
2. Scope of Corporate Finance
3. Risk, Return & the Capital Asset Pricing Model (CAPM)
4. Capital Structure, Cost of Capital & Dividend Policy
5. Bond & Share Valuation
6. Corporate Risk Management
7. Merger & Acquisitions
8. Corporate Governance

Case Study-Workshop with external Corporate Partner

Course Offer:

Semester: 1st semester

Regular Cycle: winter semester

Teaching and Learning Methods: Lecture, Case Studies, Group Work, Project Work

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes, Case Studies, Project Work, Workshop

Lecturers:

Prof. Dr. Tobias Popović

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper

Pre-exam achievement : no

Weighting: 5% of the marks enters into the total grade

Literature:

Brealey, R. A. / Myers, S./ Allen, F. (2016): Corporate Finance, 12. Aufl., Boston: McGraw-Hill

Bruner, R. F./ Eades, K./ Schill, M. (2017): Case Studies in Finance, 8. Aufl.. Boston: McGraw-Hill

Madura, J. (2018): Financial Institutions and Markets, 12. Aufl., Boston/Mason: Cengage/Southwestern

Megginson, W.L. / Smart, S.B. / Lucey, B. M. (2009): Introduction to Corporate Finance, London: Cengage

Monks, R. A.G. / Minow , N (2011).: Corporate Governance, 5. Aufl., New Jersey et al.: Wiley

Modul: 9011 International Business Law

Modulverantwortlicher: RA Christian Hald

Qualifikationsziele:

Kenntnisse:

Nach dem erfolgreichen Abschluss des Moduls haben die Studenten vertiefte Kenntnisse im internationalen Zivilrecht sowie im Betriebsverfassungsrecht und im besonderen Arbeitsrecht

Fähigkeiten:

Die Studierenden sind in der Lage das nationale und internationale Vertragsrecht zu erfassen und Lebenssachverhalte unter Anspruchsgrundlagen zu subsumieren. Im Arbeitsrecht lernen die Studenten neben dem Individualarbeitsrecht auch kollektives Arbeitsrecht.

Kompetenzen:

Studierende benötigen dieses Modul um grenzüberschreitende Verträge zu erfassen und zu bewerten; sie lernen die Einflüsse der Europäischen Gesetzgebung auf das nationale Recht.

Im Arbeitsrecht wird die Kenntnis der Studenten auf das kollektive Arbeitsrecht erweitert.

Modulinhalte:

1111 Internationales Handels- und Gesellschaftsrecht inkl. Europarecht

1112 Betriebsverfassung und Arbeitsrecht

Workload:

ECTS: 5

SWS: 4

Kontaktstudium: 60h

Selbststudium: 90h

Gesamtworkload: 150h

Modulangebot:

Pflicht-/Wahlpflicht: Pflicht

Semester: 1. Semester

Turnus: Wintersemester

Dauer: 1 Semester

Zugangsvoraussetzung: keine

Verwendbarkeit des Moduls: Dieses Modul ist nur im Master-Studiengang General Management verwendbar. Zusammenhang zu Modulen innerhalb des Studiengangs

Dozent (in):

RA Christian Hald

RA Markus Bettecken

Prüfungsform und Gewichtung:

Prüfungsform: Klausurarbeit, 120 Minuten

Gewichtung: In die Gesamtnote fließen 5% der Note ein

1111 Internationales Handels- und Gesellschaftsrecht incl. Europarecht

Zu Modul: 9011 International Business Law

Modulverantwortlicher: RA Christian Hald

Qualifikationsziele:

Kenntnisse:

Nach dem erfolgreichen Abschluss des Moduls haben die Studierenden einen Überblick über das nationale und internationale Kaufrecht (insb.UN-Kaufrecht). Des Weiteren wird ein Überblick im Werkvertragsrecht sowie in Kreditsicherungsrechten gegeben.

Den Studierenden wird weiter vermittelt, wie Gesetze zu interpretieren und wie die Anwendungs- bzw. Anspruchsvoraussetzungen aus den Gesetzen herauszulesen sind. Sie lernen mit grenzüberschreitenden Problematiken umzugehen.

Fähigkeiten:

Die Studierenden sind in der Lage Lebenssachverhalte (Fälle) zu lösen und mit der Kenntnis entsprechender Anspruchsgrundlagen und deren Voraussetzungen auf unbekannte Fälle anzuwenden. Besonderen Wert wird hierbei auf die Subsumtion von Lebenssachverhalten unter ein juristisches Gerüst gelegt. Ein besonderes Augenmerk wird hierbei auf grenzüberschreitende Verträge gelegt.

Kompetenzen:

Die Studenten werden für juristische Fragen im internationalen Einkauf bzw. Vertrieb sensibilisiert. Sie erkennen Problematiken, die im internationalen Rechtsverkehr auftreten können.

Workload:

ECTS: 3

SWS: 2

Kontaktstudium: 30h

Selbststudium: 60h

Gesamtworkload: 90

Inhaltsübersicht:

- Update nationales Kaufrecht, Werkvertragsrecht
- Update nationales Handelsrecht
- Internationales Handelsrecht
 - insb. UN-Kaufrecht CISG
 - Incoterms
 - praktische Gestaltung von Verträgen: worauf ist zu achten
 - kollisionsrechtliche Verweisungsnormen
 - gesetzliche Gerichtstände nach dem EuGVVO
- Übersicht Europarecht
- Compliance-Anforderungen im nationalen und internationalen Rechtsverkehr
- Gewerblicher Rechtsschutz

Kursangebot:

Semester: 1. Semester

Turnus: Wintersemester

Veranstaltungsform: Vorlesung und integrierte Übung

Prerequisites: keine

Sprache: Deutsch

Didaktische Hilfsmittel: Skript, Fallstudien

Donzent (in):

RA Christian Hald

Prüfungsform und Gewichtung:

Prüfungsform: Klausurarbeit 120 Minuten zusammen mit 1112

Prüfungsvorleistung für: keine

Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Endnote ein

Literaturliste:

Kropholler, Jan, Internationales Privatrecht, Mohr Siebeck, neuste Auflage.

Von Hoffmann, Bernd / Thorn, Karsten, Internationales Privatrecht: einschließlich der Grundzüge des Internationalen Zivilverfahrensrechts, neuste Auflage.

Christoph E. Hauschka, Corporate Compliance, Verlag C.H. Beck, neuste Auflage

Münchener Vertragshandbuch, Band 4: Wirtschaftsrecht III, Verlag C.H. Beck, neuste Auflage, Kapitel I., II., IV., IX

Baumbach/Hopt, Handelsgesetzbuch, Verlag C.H. Beck, neuste Auflage

Münchener Kommentar, Handelsgesetzbuch, Band 6, C.H. Beck, neuste Auflage

Münchener Kommentar Bürgerliches Gesetzbuch, Band 3, Verlag C.H. Beck, neuste Auflage

Oppermann Europarecht, Verlag C.H. Beck, neuste Auflage

BGB, Beck-Texte im dtv, neuste Auflage

HGB, Beck-Texte im dtv, neuste Auflage

Europa-Recht, Beck-Texte im dtv, neuste Auflage

EU-Vertrag, Beck Texte im dtv, neuste Auflage

1112 Betriebsverfassung und Arbeitsrecht

Handelsrecht, Beck-Texte im dtv, neuste Auflage
Zu Modul: 9011: International Business Law

Modulverantwortlicher: RA Christian Hald

Qualifikationsziele:

Kenntnisse:

Nach dem erfolgreichen Abschluss des Moduls haben die Studierenden einen Überblick über Grundlagen des deutschen Arbeitsrechts unter Berücksichtigung individualrechtlicher und kollektivrechtlicher Belange sowie vorhandener europarechtlicher Implikationen. Hierbei werden den Studierenden neben spezifisch arbeitsrechtlichen Inhalten auch das Rangverhältnis verschiedener europa- und nationalrechtlicher Normen sowie deren Auslegung vermittelt.

Fähigkeiten:

Die Studierenden sind mit den Grundlagen des deutschen Arbeitsrechts vertraut und verfügen über Kenntnisse im individuellen und kollektiven Arbeitsrecht. Sie sind anhand dieser Kenntnisse in der Lage, arbeitsrechtliche Lebenssachverhalte auch in unbekanntem Fallkonstellationen unter die einschlägigen Normen zu subsumieren und einer Lösung zuzuführen.

Kompetenzen:

Die Studierenden sind in der Lage, typische arbeitsrechtliche Problemstellungen aus Sicht eines Unternehmens zu erkennen, zu bewerten und einer adäquaten Lösung zuzuführen.

Workload:

ECTS: 2

SWS: 2

Kontaktstudium: 30h

Selbststudium: 30h

Gesamtworkload: 60

Inhaltsübersicht:

- Grundlagen des Arbeitsrechts
 - Rahmenbedingungen
 - Akteure
 - Rechtsquellen
- Individualarbeitsrecht
 - Anbahnung, Abschluss und Inhalt eines Arbeitsvertrages
 - Störungen im Arbeitsverhältnis
 - Beendigung des Arbeitsverhältnisses
- Kollektives Arbeitsrecht
 - Akteure
 - Tarifvertragsrecht und Arbeitskampfrecht
 - Betriebsverfassungsrecht
- Arbeitsgerichtsverfahren
 - Zuständigkeit
 - Urteilsverfahren
 - Beschlussverfahren

Dozent (in):

RA Markus Bettecken

Kursangebot:

Semester: 1. Semester

Turnus: Wintersemester

Veranstaltungsform: Vorlesung mit integrierter Übung

Zugangsvoraussetzung: keine

Sprache: Deutsch

Didaktische Hilfsmittel: Skript

Prüfungsform und Gewichtung:

Prüfungsform: Klausurarbeit, 120 Minuten zusammen mit 1111

Prüfungsvorleistung für: keine

Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Endnote ein

Literaturliste:

Erfurter Kommentar zum Arbeitsrecht, Verlag C.H. Beck, neuste Auflage

Junker, Grundkurs Arbeitsrecht, Verlag C.H. Beck, neuste Auflage

Küttner, Personalbuch, Verlag C.H. Beck, neuste Auflage

Münchener Kommentar Bürgerliches Gesetzbuch, Verlag C.H. Beck, neuste Auflage

Richardi, Betriebsverfassungsgesetz, Verlag C.H. Beck, neuste Auflage

Arbeitsgesetze, Beck-Texte im dtv, neuste Auflage

BGB, Beck-Texte im dtv, neuste Auflage

Europa-Recht, Beck-Texte im dtv, neuste Auflage

Module: 9012 Business English

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

The students are able to expand their current skill in English language in a business environment.

Skills:

The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their speaking, writing, reading and listening skills.

Competences:

The students are able to apply English language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Module Contents:

1121 Business English I

2121 Business English II

Workload:

ECTS: 6

SWS: 6

Contact study: 90h

Self-study Hours: 90h

Total workload: 180h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 1st and 2nd semester

Regular Cycle: winter- /summer semester

Duration: 2 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management; Connections to module 9015 and all English language module and also depend on the topics discussed in module

Lecturers:

Norman Becker

Type of Assessment and weighting:

Type: Presentation

Weighting: 3% of the note enters into the total note

1121 Business English I

to module: 9012 Business English

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

The students are able to expand their current skill in English language in a business environment.

Skills:

The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

- Speaking skills - presentations, mini-presentations, social speaking skills (politeness, small talk, introductions), expressing and asking for opinions
- Writing skills - letters, emails, initiating and responding to invitations
- Reading skills - reading for gist and for precise meaning on several human resources topics (training and career development) and on public investment; Cambridge Certificate reading practice exercises.
- Listening skills - listening comprehension for general and precise meaning.

Competences:

The students are able to apply English language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Workload:

ECTS: 3

SWS: 3

Contact study: 45

Self-study Hours: 45h

Total workload: 90h

Contents:

Teaching and Learning Methods

- Role plays and simulations, pair and group conversation, presentations and mini-presentations, listening comprehension, reading for gist and detail, grammar exercises, writing tasks such as business correspondence, vocabulary activities and games.

Evaluation Methods

- Essay (50%), presentation (40%), class contribution (10%)

Course offer:

Semester: 1st semester

Regular Cycle: winter semester

Teaching and Learning Methods: Lecture, Group Work, Presentations

Prerequisites: no

Course language: English

Didactical Tools: Business English student and teacher books, grammar book, newspaper and journal articles, activities downloaded from the Internet, audio CDs

Lecturers:

Norman Becker

Type of Assessment and weighting:

Type of Assessment: Certificate

Pre-exam achievement : no

Weighting: 3% of the marks enters into the total grade

Literature:

Market Leader (Advanced), I. Dubicka, M. O'Keeffe - Units 1-5

English Grammar in Use (Intermediate), R. Murphy

PASS Cambridge BEC Higher, I. Wood, L. Pile

2121 Business English II

to module: 9012 Business English

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

The students are able to expand their current skill in English language in a business environment

Skills:

The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

- Speaking skills - explaining graphs and diagrams, describing trends, giving presentations containing detailed information, negotiations.
- Writing skills - describing and explaining graphs, writing mission statements, preparing reports.
- Reading skills - reading for gist and for precise meaning on finance and banking, corporate finance, and business strategy.
- Listening skills - understanding financial reports, listening to presentations containing financial and other numerical data, negotiations tactics.

Competences:

The students are able to apply English language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Workload:

ECTS: 3

SWS: 3

Contact study: 45h

Selbststudium: 45h

Total workload: 90h

Contents:

Teaching and Learning Methods:

- Role plays and simulations, pair and group conversation, presentations and mini-presentations, listening comprehension, reading for gist and detail, grammar exercises, writing tasks such as business correspondence, vocabulary activities and games.

Evaluation Methods:

- Essay (50%), presentation (40%), class contribution (10%).

Lecturers:

Norman Becker

Literature:

Market Leader (Advanced), I. Dubicka, M. O'Keeffe - Units 6-9

English Grammar in Use (Intermediate), R. Murphy

PASS Cambridge BEC Higher, I. Wood, L. Pile

Course Offer:

Semester: 1st semester

Regular Cycle: summer semester

Teaching and Learning Methods: Lecture, Group Work, Presentations

Prerequisites: no

Course language: English

Didactical Tools: Business English student and teacher books, grammar book, newspaper and journal articles, activities downloaded from the Internet, audio CDs

Type of Assessment and weighting:

Type: Presentation

Pre-exam achievement : no

Weighting: 3% of the marks enters into the total grade

Module: 9013 Business Spanish

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

Students are able to expand their current skill in the Spanish language in a business environment.

Los estudiantes van a poder mejorar sus conocimientos de la lengua española en un ambiente profesional

Skills:

Students are able to expand the learned language approaches and apply those to given entrepreneurial questions. Students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. Students will expand their speaking, writing, reading and listening skills.

Los estudiantes pueden emplear el idioma en temas relacionados con la empresa. Se va a adquirir un vocabulario apropiado, van a mejorar su comunicación y van a adquirir mejores conocimientos de la gramática. Además van a ser capaces de comunicarse oralmente, así como van a mejorar su escritura, lectura y comprensión auditiva.

Competences:

Students are able to use the Spanish language in business contexts. Using different didactical tools like case studies enables students to analyze business situations and to present ideas by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to arguing in discussions.

Los estudiantes van a ser capaces de usar la lengua en un entorno empresarial usando diferentes estrategias para poder analizar las situaciones en las que se encuentren, así como poder presentar y defender sus propias ideas.

Module Contents:

1122 Spanish for Business I

2122 Spanish for Business II

Workload:

ECTS: 6

SWS: 6

Contact study: 90h

Self-study Hours: 90h

Total workload: 180

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 1st and 2nd semester

Regular Cycle: winter-/summer semester

Duration: 2 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management; Connections to module 9015 and also depend on topics discussed in module

Lecturers:
Mireya Escubi

Type of Assessment and weighting:

Type: RE; electives

Weighting: 3% of the marks enters into the total grade

1122 Spanish for Business I

to module: 9013 Business Spanish

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

Students are able to expand their current skills in the Spanish language in a business environment.

Los estudiantes van a poder mejorar sus conocimientos de la lengua española en un ambiente profesional.

Skills:

Students are able to expand the learned language approaches and apply those to given entrepreneurial questions. Students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

- Speaking skills - presentations, mini-presentations, social speaking skills (politeness, small talk, introductions), expressing and asking for opinions
- Writing skills - letters, emails, job applications, answering questions on complex business texts.
- Reading skills - reading for gist and for precise meaning on several human resources topics (training and career development) and on public investment.
- Listening skills - listening comprehension for general and precise meaning.

Los estudiantes pueden emplear el idioma en temas relacionados con la empresa. Se va a adquirir un vocabulario apropiado, van a mejorar su comunicación y van a adquirir mejores conocimientos de la gramática.

Los estudiantes van a ampliar sus conocimientos en los siguientes aspectos:

- Comunicación oral, presentaciones, comunicación en la vida cotidiana y laboral.
- Expresión escrita, cartas, correos electrónicos, presentarse a ofertas de trabajo, en definitiva, cuestiones de la vida laboral.
- Comprensión lectora, entender diversos textos profesionales de diversa complejidad.
- Comprensión auditiva, comprender las conversaciones en la vida cotidiana y laboral.

Competences:

Students are able to use the Spanish language in business contexts. Using different didactical tools like case studies enables students to analyze business situations and to present ideas by preparing a written report. In addition, they show communication skills and discourse skills by

Workload:

ECTS: 3

SWS: 3

Contact study: 45h

Self-study Hours: 45hh

Total workload: 90h

presenting and defending their reports as well as to argue in discussions.

Los estudiantes van a ser capaces de usar la lengua en un entorno empresarial usando diferentes estrategias para poder analizar las situaciones en las que se encuentren, así como poder presentar y defender sus propias ideas.

Contents:

- Basis of economic activity
 - Fundamentals of Business Management
 - Fundamentals of Cost Accounting
 - Marketing and Customer Orientation
-
- Bases de la actividad económica
 - Fundamentos de Business Management
 - Fundamentos de la contabilidad
 - Marketing y atención al cliente

Course Offer:

Semester: 1st semester

Regular Cycle: winter semester

Teaching and Learning Methods: Lecture, group work, presentations, business game

Prerequisites: no

Course language: Spanish

Didactical Tools: Lecture notes, movie

Lecturers:

Type of Assessment and weighting:

Type: Certificate

Pre-exam achievement : no

Weighting: 3% of the marks enters into the total grade

Literature:

Meta Profesional B1 Kursbuch *Klett-Verlag, ISBN: 978-3-12-515470-4*

Meta Profesional B1 Übungsbuch *Klett-Verlag, ISBN: 978-3-12-515471-1*

2122 Spanish for Business II

to module: 9013 Spanish for Business

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

Students are able to expand their current skill in the Spanish language in a business environment

Los estudiantes van a poder mejorar sus conocimientos de la lengua española en un ambiente profesional

Skills:

Students are able to expand the learned language approaches and apply those to given entrepreneurial questions. Students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. Students will expand their

- Speaking skills - explaining graphs and diagrams, describing trends, giving presentations containing detailed information.
- Writing skills - describing and explaining graphs, preparing reports, answering questions on complex business texts.
- Reading skills - reading for gist and for precise meaning on finance and banking, corporate finance, and business strategy.
- Listening skills - understanding financial reports, listening to presentations containing financial and other numerical data.

Los estudiantes pueden emplear el idioma en temas relacionados con la empresa. Se va a adquirir un vocabulario apropiado, van a mejorar su comunicación y van a adquirir mejores conocimientos de la gramática. Los estudiantes van a ampliar sus conocimientos en los siguientes aspectos.:

- Comunicación oral, explicar gráficos y diagramas, describir las nuevas tendencias y realizar presentaciones con información detallada.
- Expresión escrita, describir y explicar gráficos, preparar informes, dar respuesta a temas económicos de cierta complejidad.
- Comprensión lectora, comprender la esencia y el concreto significado de textos financieros y de banca y sobre estrategia empresarial.
- Comprensión auditiva, entender informes financieros, así como presentaciones de contenido financiero y de datos numéricos.

Workload:

ECTS: 3

SWS: 3

Contact study: 45h

Self-study Hours: 45hh

Total workload: 90h

Competences:

Students are able to use the Spanish language in business contexts. Using different didactical tools like case studies enables students to analyze business situations and to present ideas by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as arguing in discussions.

Los estudiantes van a ser capaces de usar la lengua en un entorno empresarial usando diferentes estrategias para poder analizar las situaciones en las que se encuentren, así como poder presentar y defender sus propias ideas.

Contents:

- Accounting and financial reporting
- The organization of the exporting
- Internationalization of markets
- The role of the financial sector and its effect on the real economy
- Business Ethics

Contabilidad e informes financieros
Organización de las exportaciones
La internacionalización de los mercados
El papel del sector financiero y sus efectos en la economía real
Ética empresarial

Course Offer:

Semester: 2nd semester

Regular Cycle: summer semester

Teaching and Learning Methods: Lecture, group work, presentations, business game

Prerequisites: no

Course language: Spanish

Didactical Tools: Lecture notes, movie

Lecturers:

Type of Assessment and weighting:

Type: Seminar Paper

Pre-exam achievement: no

Weighting: 3% of the marks enters into the total grade

Literature:

Meta Profesional B1 Kursbuch *Klett-Verlag, ISBN: 978-3-12-515470-4*

Meta Profesional B1 Übungsbuch *Klett-Verlag, ISBN: 978-3-12-515471-1*

Module: 9014 Business Chinese

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

The students are able to expand their current skill in Chinese language in a business environment.

Skills:

The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their speaking, writing, reading and listening skills.

Competences:

The students are able to apply Chinese language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Module Contents:

1123 Business Chinese I

2123 Business Chinese II

Workload:

ECTS: 6

SWS: 6

Contact study: 90h

Self-study Hours: 90h

Total workload: 180h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 1st and 2nd semester

Regular Cycle: winter-/summer semester

Duration: 2 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management; Connections to module 9015 and also depend on topics discussed in module

Lecturers:

Man-Man Li

Type of Assessment and weighting:

Type: RE; electives

Weighting: 3% of the marks enters into the total grade

1123 Business Chinese I

to module: 9014 Business Chinese

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

The students are able to expand their current skill in Chinese language in a business environment.

Skills:

The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

- Speaking skills - presentations, mini-presentations, social speaking skills (politeness, small talk, introductions), expressing and asking for opinions
- Writing skills - letters, emails, initiating and responding to invitations
- Reading skills - reading for business
- Listening skills - listening comprehension for general and precise meaning.

Competences:

The students are able to apply Chinese language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Contents:

第一课 – 第六课 Lesson 1 – 6
到达中国 Arrival in China/
在旅馆 At the Hotel
正式见面 Formal Meeting
日程安排 Itinerary Arrangements
出席宴会 Attending a Banquet
初步洽谈 Preliminary Negotiations

Workload:

ECTS: 3

SWS: 3

Contact study: 45h

Self-study Hours: 45h

Total workload: 90h

Course Offer:

Semester: 1st semester

Regular Cycle: winter semester

Teaching and Learning Methods: Lecture, group work, presentations, business game

Prerequisites: no

Course language: Chinese

Lecturers:

Man-Man Li

Type of Assessment and weighting:

Type: Certificate

Directed to: no

Weighting: 3% of the marks enters into the total grade

Literature:

课本：基础实用商务汉语（修订版）

Course book: A Practical Business Chinese Reader (Revised Edition) by Daoxiong Guan

北京大学出版社

2123 Business Chinese II

to module: 9014 Business Chinese

Module Responsibility: Dean

Intended Learning Outcomes:

Intended Learning Outcomes:

Knowledge:

The students are able to expand their current skill in Chinese language in a business environment

Skills:

The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

- Speaking skills - explaining business situations describing trends, giving presentations containing detailed information.
- Writing skills - writing mission statements, preparing reports.
- Reading skills - reading for business strategy.
- Listening skills - listening to presentations containing business information.

Competences:

The students are able to apply Chinese language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Contents:

第七课 – 第十二课 Lesson 7 – 12

参观工厂 Visiting a Factory

价格谈判 Price Negotiations

文化异同 Cultural Similarities and Differences

交货和付款 Delivery and Payment

销售代理 Sales Agents

广告促销 Advertising

Workload:

ECTS: 3

SWS: 3

Contact study: 45h

Self-study Hours: 45h

Total workload: 90h

Course Offer:

Semester: 2nd semester

Regular Cycle: summer semester

Teaching and Learning Methods: Lecture, group work, presentations

Prerequisites: no

Course language: Chinese

Didactical Tools:



Lecturers:

Man-Man Li

Type of Assessment and weighting:

Type: Presentation

Pre-exam achievement: no

Weighting: 3% of the marks enters into the total grade

Literature:

课本：基础实用商务汉语（修订版）

Course book: A Practical Business Chinese Reader (Revised Edition) by Daoxiong Guan

北京大学出版社

Module: 9015 International Business Culture & Leadership

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students know significance of different Business Cultures as well as Leadership Styles and are aware of challenges in Change Management. The students know the differences in Cultures as well as in Leadership and are able in dealing with them.

Skills:

The students are able to adapt their experience to other cultural circumstances in order to conduct business negotiations successful. The students are able to use leadership and change management techniques.

Competences:

The students expand their social and intercultural competences. They strengthen their negotiation skills and the ability to resolve cross-cultural conflicts as well as leadership and change issues. As this module will be held in English, the language skills of the students will be extended.

Module Contents:

3131 Intercultural Business Skills

3132 Leadership

3133 Change Management

Workload:

ECTS: 8

SWS: 4

Contact study: 60h

Self-study Hours: 180h

Total workload: 240h

Module Offer:

Compulsory/Elective: Elective/Compulsory

Course Attribution: 3rd semester

Regular Cycle: winter semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management; Connections to module 9003 Strategic Management, Module 9012, 9013, 9014

Lecturers:

Prof. Dr. Patrick-Sicheng Chen

Prof. Madya Dr Syed Jamal Abdul Nasir Syed Mohamad

Prof. Dr. Sabine Rein

Type of Assessment and weighting:

Type: Presentation

Weighting: 4% of the marks enters into the total grade

3131 Intercultural Business Skills

to module: 9015 International Business Culture & Leadership

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students have basic knowledge of the cultures and know the differences in dealing with them. Example is could be the discussion guidance including small talk and negotiations, as well as culture-specific presentation techniques.

Skills:

Students are able to adapt to other cultural circumstances in order to conduct business negotiations successful.

Competences:

The students expand their social and intercultural competences. They strengthen their negotiation skills and the ability to resolve cross-cultural conflicts. As this seminar will be held in English, the language skills of the students will be extended.

Contents:

The students learn the importance and handling of cultural differences in business relationships. The focus is on communication in situations such as greetings, small talk, presentations, negotiations and conflict resolution.

Course contents:

- Basic knowledge about cultural differences worldwide
 - o Religious conditions
 - o Values and moral concepts
- Interpersonal communication behavior in business relationships
 - o Negotiations
 - o Behavior in conflict situations
 - o Interpersonal Interaktion and practices in business relationships
- Working with in different business situations based on case studies and subsequent role-plays

Workload:

ECTS: 4

SWS: 2

Contact Study: 30h

Self-study Hours: 90h

Total workload: 120h

Course Offer:

Semester: 3rd semester

Regular Cycle: winter semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes, literature

Lecturers:

Prof. Dr. Patrick-Sicheng Chen

Type of Assessment and weighting:

Type: Presentation

Pre-exam achievement : no

Weighting: 4% of the marks enters into the total grade

Literature:

Steers R. et al. Management across cultures: challenges and strategies, Cambridge 2010

Hofstede G. et al. Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival, 2010

Hofstede, G., et. al., Exploring cultures: Exercises, Stories, and synthetic cultures, London 2002

Magala, S., Cross-cultural competence: Theory, tool-kits and application. Taylor & Francis 2005

Trompenaars, F., Hampden-Turner, Managing people across cultures, Wiley & Sons, 2004

3132 Leadership

to module: 9015 International Business Culture & Leadership

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are familiar with the role and dilemma of a manager, they know leadership theories and its benefit for practice as well as basics of motivation and behavior. The students are aware of the tasks of a manager.

Skills:

The students are able to critically analyze the learned leadership approaches and apply it to given entrepreneurial questions. The students are able to evaluate leadership concepts and are able to adopt and to apply these leadership concepts and tools in local as well as international business situations.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply leadership techniques in different business cases. Using Case Studies and workshop discussions enable the students to analyze business situation from a leadership point of view, to evaluate appropriate leadership tools and to propose the required business decision.

Contents:

- Basics of leadership: term, criteria of measuring successful leadership, role and power of a manager
- Leadership theory: leading by example, character orientated management models, behavior orientated management models, management substitutes
- Tasks of a manager
- Motivation of personnel
- Leading teams
- Women and Leadership

Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self-study Hours: 90h

Total workload: 120h

Course Offer:

Semester: 3rd semester

Regular Cycle: winter semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes, Literature

Lectures:

Prof. Madya Dr Syed Jamal Abdul Nasir Syed Mohamad

Type of Assessment and weighting:

Type: Presentation

Pre-exam achievement: no

Weighting: 4% of the marks enters into the total grade

Literature:

Daft, R. L., The leadership experience, 5th Edition, Cengage Learning 2010

Dubrin, A., Leadership: Research findings, practice and skills, Cengage Learning 2010

Northouse, P. G. Leadership: Theory and Practice, 6th Edition. SAGE 2013

Day, D. V. & Antonakis, J. The Nature of Leadership, 2nd Edition, SAGE 2012

Yukl, G. A. Leadership in Organizations, 8th Edition, Pearson 2012

3133 Change Management

to module: 9015 International Business Culture & Leadership

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students:

- know the forces, forms and objects of change in organizations,
- can identify barriers to planned change and know how to overcome resistance,
- can summarize the planning process and approaches to managing change at organizational-, team-, and individual level,
- can explain the role of change agents and success factors of change management.
- can describe techniques to promote change and to evaluate its outcomes.

Skills:

The students are able to critically analyze entrepreneurial questions and the importance of change in organizations. The students are able to evaluate change management concepts and are able to adopt and to apply these concepts in local as well as international business situations. Moreover, the students are able to resolve problems according to resistance to change, planning change processes and techniques to promote and evaluate change.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply change techniques in different cases such as change planning, change promotion, change evaluation. Using Case Studies and workshop discussions enable the students to analyze change management situation, to evaluate change at the end and to plan further processes.

Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self-study Hours: 90h

Total workload: 120h

Contents:

- Causes and aims of organizational change
- Principles of change of organizations
- Need for change/willingness to change/ability to change
- Models of development phases of organizations
- Diffusions of innovation
- Models of promotion
- Culture as a factor of context/variable of design in changing processes
- Resistance/reactions of resistance and strategies of intervention
- Communication as a precise instrument of Change Management
- Organizational Learning/Learning Organization

Course Offer:

Semester: 3rd semester

Regular Cycle: winter semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes, Literature

Lectures:

Prof. Dr. Sabine Rein

Type of Assessment and weighting:

Type: Presentation

Pre-exam achievement: no

Weighting: 4% of the marks enters into the total grade

Literature:

- Bartunek, J. M., Organizational and Educational Change. The life and role of a change agent group. Mahwah, N.J.: Erlbaum, 2003.
 -
 - Doppler, K./Lauterburg, C., Change Management. Den Unternehmenswandel gestalten. Frankfurt a.M.: Campus Verlag, 2005
 -
 - Hofstede, G., Cultures and Organizations. Software of the Mind. Intercultural Cooperation and its importance for Survival. McGraw Hill 2004
 -
 - Rogers, E.M, Diffusion of Innovations (5th ed.). New York: Free Press 2003.
 -
- Stolzenberg, K./Heberle, K., Change Management. Veränderungsprozesse erfolgreich gestalten Mitarbeiter mobilisieren. Heidelberg: Springer 2003.

Module: 9016 International Internship

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:

The students know tasks, content and significance of different managerial functions and are aware of possible career opportunities in business.

Skills:

The students are able to reflect the practical experience they gained from their international internship in an international environment in relation to the previous managerial studies.

Competences:

The students acquire expertise such as technical depth, professional breadth and are able to already apply acquired knowledge in a targeted manner. The students are able to strengthen methodological skills such as analytical thinking, planned action and systematic work organization. As part of the social skills the students acquire as well the ability to communicate, to mediate, to criticism as well as the ability to network thinking.

Module Contents:

3141 Begleitveranstaltungen

3142 Praktische Phase im betriebswirtschaftlichen Bereich

Alternative:

study semester abroad with defined partner universities with equivalent ECTS

Workload:

ECTS: 20

SWS: 2

Contact study: 30h

Self-study Hours: 570h

Total workload: 600h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 3rd semester

Regular Cycle: winter semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:

Only usable for the MA General Management; Connections to all basic modules and the master thesis

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type: Presentation

Weighting: no

3141 attendant events

to module: 9016 International Internship

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:

The students know tasks, content and significance of different managerial functions and are aware of possible career opportunities in business.

Skills:

The students are able to reflect the practical experience they gained from their international internship in an international environment in relation to the previous managerial studies.

Competences:

The students acquire expertise such as technical depth, professional breadth and are able to already apply acquired knowledge in a targeted manner. The students are able to strengthen methodological skills such as analytical thinking, planned action and systematic work organization. As part of the social skills the students acquire as well the ability to communicate, to mediate, to criticism as well as the ability to network thinking.

Contents:

Individual

Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self-study Hours: 90h

Total workload: 120h

Course Offer:

Semester: 3rd semester

Regular Cycle: winter semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools:

Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type: Presentation

Weighting: no

Literature:
No specific literature.

3142 Practical Phase at Company

to module: 9016 International Internship

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:

The students know tasks, content and significance of different managerial functions and are aware of possible career opportunities in business.

Skills:

The students are able to reflect the practical experience they gained from their international internship in an international environment in relation to the previous managerial studies.

Competences:

The students acquire expertise such as technical depth, professional breadth and are able to already apply acquired knowledge in a targeted manner. The students are able to strengthen methodological skills such as analytical thinking, planned action and systematic work organization. As part of the social skills the students acquire as well the ability to communicate, to mediate, to criticism as well as the ability to network thinking.

Contents:

Individual

Workload:

ECTS: 16

SWS: 0

Contact study: 0h

Self-study Hours: 480h

Total workload: 480h

Course Offer:

Semester: 3rd semester

Regular Cycle: winter semester

Teaching and Learning Methods: Practical Work

Prerequisites: no

Course language: -

Didactical Tools: Lecture notes

Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type:

Weighting: no

Literature:
No specific literature.

Module: 9020 Master-Thesis and Presentation

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:

After the successful completion of the module the graduate are able to deal with managerial issues within a limited time frame according to scientific methods.

Skills:

The students can develop a research question and evaluate literature. The students are able to evaluate and to implement a suitable research method set up and to organize a proper data collection as well as data analysis process. The students are able to present the results as written report as well as oral presentation.

Competences:

Through the master's thesis, the students acquire professional and methodological competence. The students prove that they are able to perform scientific work in the field of general management and that they have competencies over time and self-management as well as analytical skills. In addition, they show communication skills and discourse skill by presenting and defending their master thesis results at the Master Colloquium.

Module Contents:

4201 Dissertation

4202 Colloquium

Workload:

ECTS: 22

SWS: 2

Contact study: 30h

Self-study Hours: 630h

Total workload: 660h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 4 Months

Prerequisites: According to Examination Regulations

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to all modules

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type: Master-Thesis and Presentation

Weighting: 30% of the marks enters into the total grade

4201 Dissertation

to module: 9020 Master-Thesis and Presentation

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:

After the successful completion of the module the graduate are able to deal with managerial issues within a limited time frame according to scientific methods.

Skills:

The students can develop a research question and evaluate literature. The students are able to evaluate and to implement a suitable research method set up and to organize a proper data collection as well as data analysis process. The students are able to present the results as written report.

Competences:

Through the master's thesis, the students acquire professional and methodological competence. The students prove that they are able to perform scientific work in the field of general management and that they have competencies over time and self-management as well as analytical skills.

Contents:

Workload:

ECTS: 20

SWS: 0

Contact study: 0

Self-study Hours: 600hh

Total workload: 600h

Course Offer:

Semester: 4th semester

Regular Cycle: summer semester

Teaching and Learning Methods:

Prerequisites: no

Course language: English

Didactical Tools: Literature

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type: Dissertation

Literature:

Saunders, M., Lewis, P. & Thornhill, A., Research methods for business students. 7th ed. Essex 2015.

4202 Colloquium

to module: 9020 Master-Thesis and Presentation

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:

After the successful completion of the module the graduate are able to deal with managerial issues within a limited time frame according to scientific methods.

Skills:

The students are able to present and to defend the results of the master thesis by oral presentation as well as oral discussions within a colloquium setup.

Competences:

Through the master's thesis, the students show communication skills and discourse skill by presenting and defending their master thesis results at the Master Colloquium.

Contents:

Workload:

ECTS: 2

SWS: 2

Contact study: 30h

Self-study Hours: 30h

Total workload: 60h

Course Offer:

Semester: 4th semester

Regular Cycle: summer semester

Teaching and Learning Methods:

Prerequisites: 4201

Course language: English

Didactical Tools:

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type: Presentation

Literature:

Saunders, M., Lewis, P. & Thornhill, A., Research methods for business students. 7th ed. Essex 2015.

Module: 911X 4000 General Management Seminar

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:

The students get a understanding of Advanced Management Tools and Approaches in different General Management areas.

Skills:

The students are able to critically analyze the learned approaches and apply it to given business situations in general management context.

Competences:

The students have theoretical and practical methodical competence attained and are able to apply general management techniques in both operational and strategic business context.

Workload: Seminar

ECTS: 6

SWS: 4

Contact study: 60h

Self-study hours: 120h

Total workload: 180h

Module Contents:

- Participation at further Advanced Modules
- 4111 International Financial Reporting and Taxation
4112 CFO Agenda
4131 Performance Measurement and Planning
4141 Performance Management & Benefits
4151 Marketing and Sales
4161 Logistics
4171 Quality Management

Lecturers:

See below Advanced Modules

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: See session descriptions

Usability of the module for other courses of study:
Only usable for the MA General Management;

Type of Assessment and weighting:

Type: Seminar Paper, compulsory

Weighting: 8% of the marks enters into the total grade

Module: 9111 Advanced Financial Reporting & Taxation

Module Responsibility: Prof. Dr. Melanie Mühlberger

Intended Learning Outcomes:

Knowledge:

The students understand advanced principles of group accounting according to International Financial Reporting Standards (IFRS) and understand the general scheme of the German international tax system in particular transfer pricing in international groups.

Skills:

The students are able to apply and critical reflect accounting policies according to IFRS group financial statements. They can apply the German international tax system for transfer pricing.

Competences:

The students deepen professional competences in international financial reporting according to IFRS and the German international tax system in a general management business context. They deepen social and personal competences in planning and reviewing working processes.

Module Contents:

4000 General Management Seminar

4111 International Financial Reporting and Taxation

Workload:

ECTS: 8

SWS: 5

Contact study: 75h

Self-study Hours: 165h

Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: 9008 Financial Accounting and Taxation

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9008 Financial Accounting and Taxation

Lecturers:

Prof. Dr. Melanie Mühlberger

Type of Assessment and weighting:

Type: Seminar Paper, compulsory

Weighting: 8% of the marks enters into the total grade

Module: 9112 Advanced Finance

Module Responsibility: Prof. Dr. Tobias Popović

Intended Learning Outcomes:

Knowledge:

The students are enabled to name advanced concepts of corporate finance and to apply the corresponding methods and tools.

Skills:

The students are able to critically analyze the learned approaches. They are able to evaluate advanced of corporate finance-concepts to apply these to complex challenges and situations.

Competences:

The students are enabled to apply advanced corporate finance concepts in different types of companies. The students obtain expertise for applying sophisticated corporate finance methods to complex challenges. Also, they will be enabled to interpret current trends and challenges in the corporate finance area as well as their implications for the company. Using interactive discussions in a workshop environment students are enabled to analyze business situations from a general management as well as from a corporate finance of view.

Module Contents:

4000 General Management Seminar

4112 CFO Agenda

Workload:

ECTS: 8

SWS: 5

Contact study: 75h

Self-study hours: 165h

Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: none

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9010 Finance

Lecturers:

Prof. Dr. Tobias Popović

Type of Assessment and weighting:

Type: Seminar Paper, compulsory

Weighting: 8% of the marks enters into the total grade

Module: 9113 Advanced Controlling

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:

The students are able to name advanced concepts of management accounting and to apply methods and tools of performance measurement at business situations.

Skills:

The students are able to critically analyze the learned approaches and apply it to given entrepreneurial questions. The students are able to evaluate advanced concepts of management accounting and are adopt and apply these advanced concepts and tools in local as well as international business situations.

Competences:

The students acquire expertise such as technical depth, professional breadth and can already apply acquired knowledge in a targeted manner. The students are able to apply advanced management accounting techniques in a general management business context. Using Workshop discussions enable the students to analyze business situation from a general management as well as from a management accounting point of view and enables the students to evaluate appropriate management accounting tools and to propose the required business decisions.

Module Contents:

4000 General Management Seminar

4131 Performance Measurement and Planning

Workload:

ECTS: 8

SWS: 5

Contact study: 75h

Self-study hours: 165h

Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: none

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9009 Management Accounting

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type: Seminar Paper, compulsory

Weighting: 8% of the marks enters into the total grade

Module: 9114 Advanced Human Resource Management

Module Responsibility: Prof. Dr. Doreen Appelt

Intended Learning Outcomes:

Knowledge:

The students know advanced concepts of human resource management and the different methods and tools that can be applied in human resource management. They understand the strategic context and know about trends and international differences.

Skills:

The students are able to critically analyze the studied approaches and apply it to given business questions. The students are able to evaluate advanced concepts of human resource management and to adopt and apply these advanced concepts and tools in local as well as international business situations.

Competences:

The students acquire expertise such as technical depth, professional breadth and can already apply acquired knowledge in a targeted manner. The students are able to apply advanced human resource management concepts in a general management business context. Using Workshop discussions enable the students to analyze business situations from a general management as well as from a human resource management point of view. It enables the students to evaluate appropriate tools and to propose the respective business decisions.

Module Contents:

4000 General Management Seminar

4141 Performance Management & Benefits

Workload:

ECTS: 8

SWS: 5

Contact study: 75h

Self-study Hours: 165h

Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9005 Human Resource Management

Lecturers:

Prof. Dr. Doreen Appelt

Type of Assessment and weighting:

Type: Seminar Paper, compulsory

Weighting: 8% of the marks enters into the total grade

Module: 9115 Advanced Marketing and Sales

Module Responsibility: Prof. Dr. Kristina Weichelt-Kosnick

Intended Learning Outcomes:

Knowledge:

The students are about to start their careers. They are familiar with the latest developments that companies are now dealing with.

Skills:

The students prepare the current topics in workshops and deepen their skills in knowledge transfer to selected company examples, especially in the area of online marketing (communication) and online sales.

Competences:

The students are able to apply advanced marketing and sales techniques in a general management business context. The students are familiar with e-commerce and mobile payment approaches and can evaluate them from the customer's point of view.

Module Contents:

4000 General Management Seminar

4151 Marketing and Sales

Workload:

ECTS: 8

SWS: 5

Contact study: 75h

Self-study Hours: 165h

Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: See session descriptions

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9004 Marketing Management

Lecturers:

Prof. Dr. Kristina Weichelt-Kosnick

Type of Assessment and weighting:

Type: Seminar Paper, compulsory

Weighting: 8% of the marks enters into the total grade

Module: 9116 Advanced Logistics Management

Module Responsibility: Prof. Dr. Andrea Lochmahr

Intended Learning Outcomes:

Knowledge:

The Students are able to plan and to model advanced logistics concepts and to apply methods and tools for optimization within the supply chain

Skills:

The students understand the complexity of the logistical correlations in the value network and are able to critically analyze learned advanced logistics approaches and apply them to both existing and new logistical issues

Competences:

The students acquire expertise such as technical depth, professional breadth and can already apply acquired knowledge in a targeted manner. The students are able to apply advanced logistics concepts in a general management business context. Using Workshop discussions enable the students to analyze business situation from a general management as well as from a logistics point of view and enables the students to evaluate appropriate logistics tools and methods and to propose the required business decisions.

Module Contents:

4000 General Management Seminar

4161 Logistics

Workload:

ECTS: 8

SWS: 5

Contact study: 75h

Self-study hours: 165h

Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: See session descriptions

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9007 Purchasing and Logistics Management

Lecturers:

Prof. Dr. Andrea Lochmahr
Dr.-Ing. Julia Boppert

Type of Assessment and weighting:

Type: Seminar Paper, compulsory

Weighting: 8% of the marks enters into the total grade

Module: 9117 Advanced Quality Management

Module Responsibility: Prof. Dr. Dirk Vogel

Intended Learning Outcomes:

Knowledge:

The students get a detailed understanding of Advanced Product Quality Planning.

Skills:

The students are able to critically analyze the learned approaches and apply it to given advanced quality questions. The students have skills in appropriate tools like FMEA, SPC or Six Sigma.

Competences:

The students have theoretical and practical methodical competence attained. The students are able to apply production planning techniques in both operational and strategic business context.

Module Contents:

4000 General Management Seminar

4171 Quality Management

Workload:

ECTS: 8

SWS: 5

Contact study: 75h

Self-study hours: 165h

Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: See session descriptions

Usability of the module for other courses of study:

Only usable for the MA General Management;
Connections to module 9006 Operations Management

Lecturers:

Prof. Dr. Dirk Vogel

Type of Assessment and weighting:

Type: Seminar Paper, compulsory

Weighting: 8% of the marks enters into the total grade